Surefire Profit System

Module 1: The Battle Plan

Copyright by Derrick Van Dyke
http://www.SurefireProfitSystem.com

LEGAL NOTICE: You should have ordered this product from SurefireProfitSystem.com or an authorized reseller. If you did not, please contact us with details of where you got the product. If you let us know of someone illegally selling the product, you may be entitled to a cash reward.

ALL RIGHTS RESERVED

No part of this course may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the author.

DISCLAIMERS

The information presented herein represents the views of the author as of the date of publication. Because of the rate at which conditions change, the author reserves the rights to alter and update his opinions based on the new conditions.

This course is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author and his referrals cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

Copyright 2009 by Derrick Van Dyke

Table of Contents

INTRODUCTION **2**

THE CORE BUSINESS MODELS **3**

THE BASIC BUSINESS MODEL PAGE FLOW 3
YOUR SQUEEZE PAGE 4
YOUR SALES LETTER 6
YOUR REGISTRATION PAGE 7
YOUR DOWNLOAD PAGE 8
THE ADVANCED BUSINESS MODEL PAGE FLOW 9
YOUR FREE TRIAL OFFER 10
UPSELLS 13
ONE TIME OFFERS 14
DOWNSELLS 15
YOUR MEMBER'S AREA 15
WHY THIS MODEL WORKS 16

WRAPPING UP **16**

Copyright 2009 by Derrick Van Dyke

Introduction

Making money online isn't hard. I don't mean the "not hard" you hear when you read a sales page screaming about how money will fall from the sky at the press of button. I mean that the basic formula for making money online is straightforward.

While there isn't one right way to structure an online business, there is a method of doing things that will help you

- See profits relatively soon
- Develop a healthy business that comes close to running itself on a day to day basis
- Experience the largest degree of financial and lifestyle success in the long run

It's not really magic, but it can feel like it when things start clicking for you.

The Surefire Profit System Course is going to show you how to create this kind of online business for yourself. You'll learn about the various components in the six modules of this course.

In this first module, I'm going to give you a relatively quick overview of how all the parts fit together, and what options you have at different stages. That will help you get your mind around the "big picture" so you don't get lost in the details as you go.

What you need to know right here at the beginning is that there's no reason to bounce around trying to find what works. The Surefire Profit System works very well, and I've proven over and over again in my business, with multiple income streams.

Maybe you've tried to make money online before, and you're frustrated at your lack of success. If so, this system is exactly what you need to start succeeding.

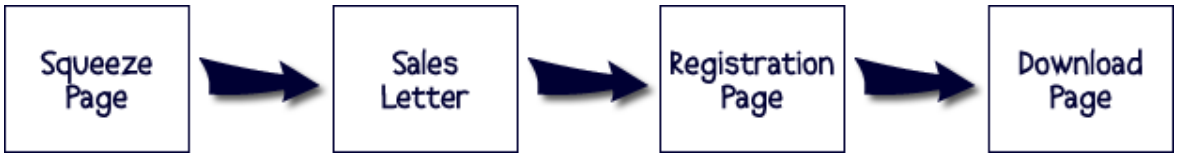
Maybe you haven't tried to make money online yet, and you don't know where to begin. If so, this system is what you need to cut through the confusion and start moving in the right direction.

The Core Business Models

Yogi Bera once said, “If you don’t know where you’re going, you’ll probably get there.” But will you like where you end up? Probably not… So let’s start the process by looking at two core business model you’re going to be implementing. Once you’re familiar with it, I’ll talk about the various options for each part of the model.

The Basic Business Model Page Flow

The basic business model looks like this:



Here’s the process flow in words:

- Your **squeeze page** gets prospects on your email mailing list before sending them to the sales letter. Once they’re on your list, they’re in a follow-up loop that will continually send them back to the sales letter and give them more opportunities to buy. Some research shows that most buyers buy somewhere between the fifth and twelfth time they see an offer, so follow-up has been proven to increase your overall conversion.

- Your **sales letter** is where you entice the reader to buy your product. The copy on this page might be long or short, depending on your product and market. Somewhere near the end of the page you’ll have an order button or link to let prospects start the purchase process.

- Your **registration page** is where you send new buyers after they make their purchase. Behind the scenes (in your autoresponder), this is where you’ll add buyers to your customer list and remove them from your prospect list.

Copyright by Derrick Van Dyke

- Your **download page** is where you'll deliver your product, and possibly offer announced or unannounced bonuses. It's also a great place to add additional offers to expand your profits.

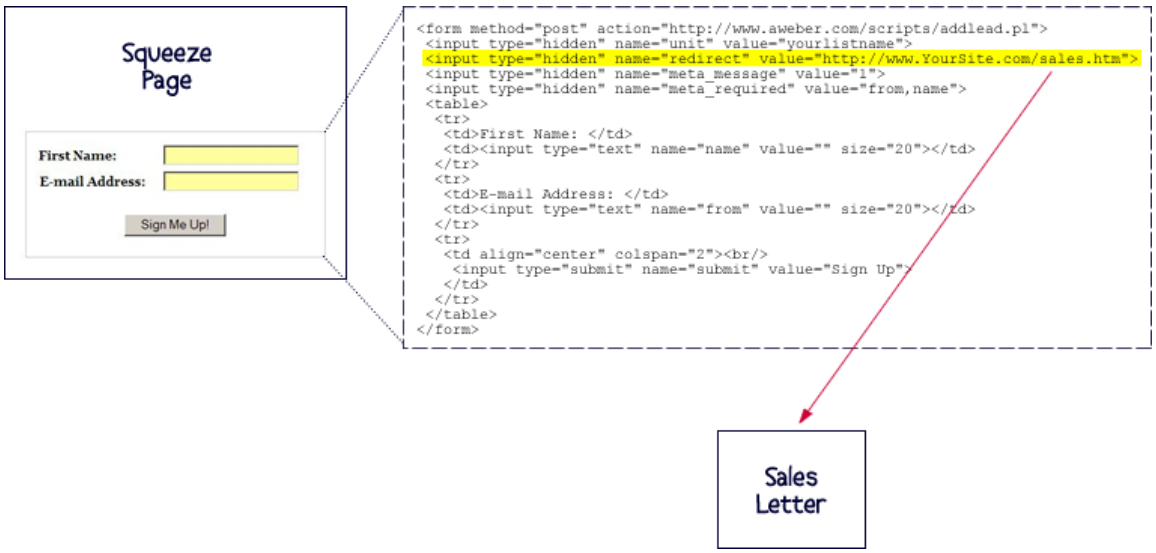
As simple as that sounds—four pages, each with a clear purpose—that's as hard as it gets. I'm going to show you ways to expand on that model, but keep that core page flow in your head. It's the roadmap you'll use nearly every time.

Now let me talk about some options for each stage in that flow.

Your Squeeze Page

You're going to make a free offer on your squeeze page. It's going to look like a membership signup, meaning somebody will fill out a form to sign up for your offer.

What's going on behind the scenes is that your autoresponder code will *redirect* a person to another page when he submits your squeeze page form, like this:



Don't worry the technical autoresponder details. I'll explain that stuff later. For now, just understand that when somebody submits your form, you can redirect him to any URL you want. Here are the two typical ones:

- Your sales page (the most common, and the one I showed in the picture)

- A confirmation page, where you tell him to confirm his subscription by clicking a link in the confirmation email your autoresponder just sent

And you also have the option of not using a squeeze page at all.

I'll talk more about this later, but some affiliates (partners who promote your product for a cut of the profits) complain about squeeze pages, because they say those pages reduce initial sales. So you can use a different approach:

- **You can reserve an alternate link for affiliates who complain.** Most of your general affiliates aren't building a list—they're driving traffic straight to your site. So if you have a good set of follow-up emails in place, you'll help them make more sales. But some will have their own squeeze page to build their own list, and will want to redirect new subscribers straight to your sales letter. You should provide alternate links for these affiliates.

- **You can use an inline form.** This means planting an opt-in form somewhere on your sales page, in a place that doesn't break the flow of your sales presentation. For example, you could introduce a topic and then offer a free report if somebody joins your list. After he subscribes, you can redirect him back to the same spot on the sales page (using an HTML bookmark tag).

- **You can use a pop-up.** Traditional pop-ups are blockable, but iframe popovers are not. There are lots of scripts for creating these with special effects (flying in from a given direction, etc.), or you can have your pop-up appear when a visitors first arrives on the page or when he attempts to leave.

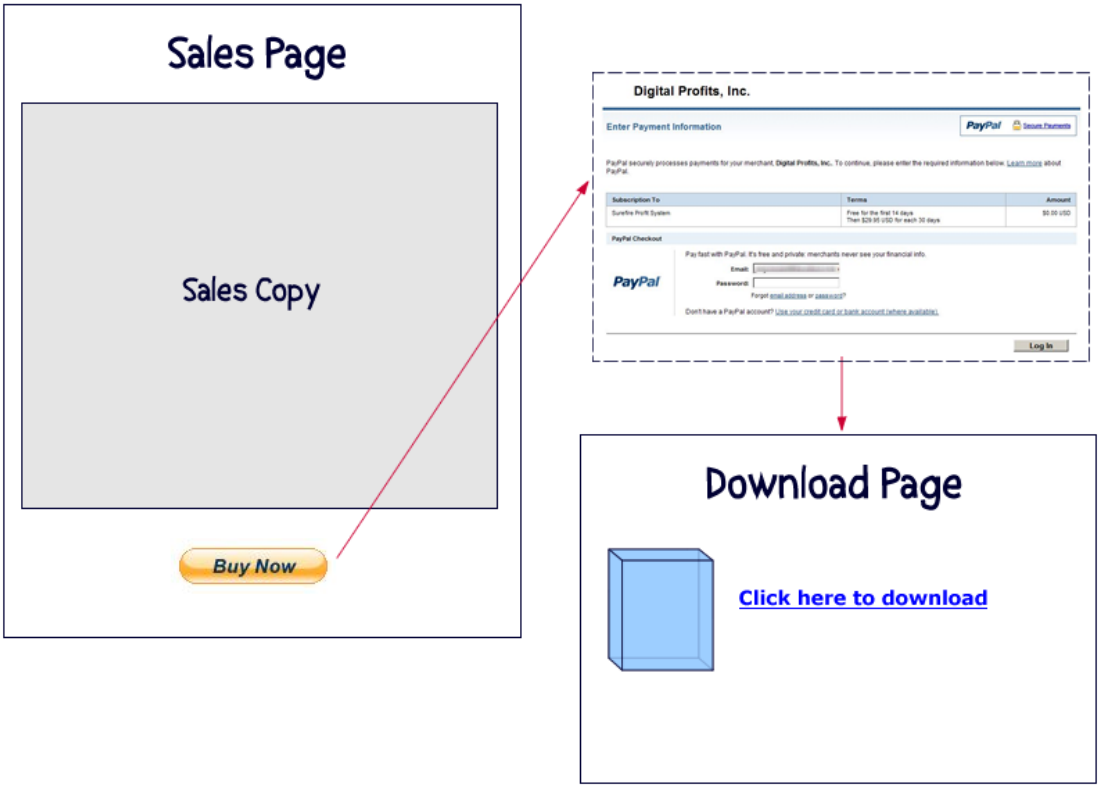
Those additional options let you present your offers and build your list without alienating potential partners. That can mean higher profits for you in the long run.

But back to those "typical" redirection targets. You don't want typical results, so you won't do the typical thing! Instead, you'll redirect new subscribers to…

Your Sales Letter

The traditional online long copy sales letter is much like a direct mailer you might get in your mailbox at home. There's usually a main headline to get your attention, some copy to build a case for why you should want the product, some testimonials to prove it's a good product and delivers on its promises, and a call to action at the end.

Online sales letters are different because they offer the immediate opportunity to buy by clicking a button. In most cases, clicking the order button takes a prospect through a process like this:



First he'll go to a secure order process of some kind. When he's completed his order, you'll redirect him back to your site, most often to a page that delivers your product.

But you have some options for what happens when a prospect clicks your order button.

Your sales letter can have a single offer, or it can present several related offers in a rational sequence, based on a prospect's or buyer's actions. Here's a quick overview of some of those options...

Your Registration Page

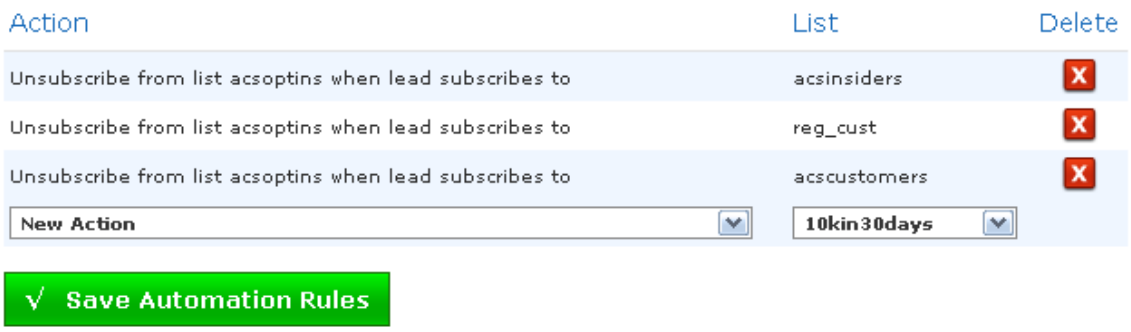
It's a lot easier to sell to an existing customer than it is to acquire a new one. So you'll definitely want to move your prospect onto a customer list after they make a purchase.

In the past, I would set up a registration page to get new customers onto a buyers list. It's basically a squeeze page that asks the customer to register their product before continuing to the download page or member's area.

The Easy Sales App software now does this automatically and eliminates that extra step. You simply add the customer list name when you create a product. Your customers will automatically be added to that list after they purchase.

Automation Rules

Quality autoresponder services like Aweber have what is called "Automation Rules" to move subscribers from one list to another when an action occurs.



You can use automation rules to automatically unsubscribe or subscribe someone to a specific list when that person unsubscribes or subscribes to another list.

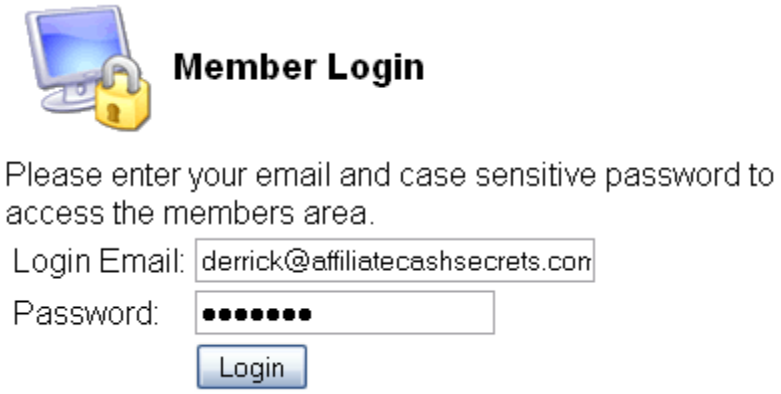
Automation rules can help you unsubscribe customers from your prospect list when they make a purchase.

Your Download Page

This may seem straightforward. But there are options and additional profit potential for your download page.

Your first option is to simply thank your customer, give them basic instructions, and display the download links. You'll also need to remind them that their credit card or bank statement will show a charge by [Your Company Name].

If you're selling a high-priced product or you're planning to add updates or bonuses, then you may want to consider protecting the download page. You can protect any page or an entire site with the Easy Sales App software.



To create a password-protected membership site, simply check the "Enable Membership Management" check box. Your customers will then be issued a password to log in and access your content. If they refund on a purchase or cancel a subscription, they will automatically lose access to the member's area.

Adding Profit Potential

The best time to sell to an existing customer is immediately after they purchase when they're still in buying mode with credit card in hand. So why not make a "customers only" special offer on your download page?

It could be a special price on another product you own or a special deal you made with another product owner to get a better price (you still make a commission on the sale!).

Another option is to make a free offer (like a free CD) that converts into an affiliate sale for you. If you keep your eyes open, you'll find plenty.

The Advanced Business Model Page Flow

The advanced business model looks like this:



I've already covered the squeeze page and the basic sales process. Now let's look at some advanced options…

- Your **continuity offer** is where you tell your new subscriber that he has to sign up for a free trial of a monthly recurring billing product in order to get your free squeeze page offer. Once the person signs up, you'll send him to…

- Your upsell or **one-time offer (OTO)**, which will be for a related product. The subscriber can accept or decline your offer. If he accepts, you'll take his payment, add him to your customer list and remove him from your prospect list (behind the scenes in your autoresponder), and send him to your member's area. If he turns down your OTO, you'll send him to…

- Your **OTO downsell**, which is a reduced version of your OTO offer. You'll strip out some material and offer it at a lower price than the original OTO. If somebody accepts your downsell, you'll handle it like you did when somebody accepts your OTO. If somebody turns you down, you'll simply redirect him to your member's area.

- Your **member's area**, where you'll deliver your product and initial content for your continuity offer. You also might offer announced or unannounced bonuses. And you'll offer your OTO again for a higher price.

As simple as that sounds—five pages, each with a clear purpose—that's as hard as it gets. I'm going to show you ways to expand on that model, but keep that core page flow in your head. It's the roadmap you'll use nearly every time.

Now let me talk about what you'll do at each stage in that flow.

Your Free Trial Offer

To get your free squeeze page offer, a new subscriber will have to accept a free trial of your continuity offer (I'll explain what that is in just a second). You'll overcome resistance to this by letting him cancel at any time and still keep everything he's gotten to that point, including your free squeeze page offer.

Okay, on to explaining continuity…

Continuity offers are a powerful way to make more profit. They have the potential to make you significant recurring income. I think you'll be pretty excited when I show you this.

What's A Continuity Program?

Do you remember the old record clubs or (if you're younger) the CD of the Month clubs?

That's a continuity program. It's a way to get a customer in the door, perhaps by giving him something free, and then billing him on a recurring basis until he cancels.

There are basically two different types of continuity programs:

- **Membership sites** deliver some kind of content every month. The content might be articles, videos, audios, turnkey packages, teleseminars, webinars, resell rights, private label rights (PLR), or other things. Or it could be some combination of those. This is like the CD of the Month club, but typically it's based on digital (meaning downloadable) content.

- **Software sites** are life-line services like an autoresponder and usually have a higher retention rate because it's too much trouble to move to another solution. This kind of continuity program is more like your home phone or cable television—you need it, or want it strongly, and it's a pain in the neck to switch.

The advantage of a continuity program is passive monthly income. You get paid over and over on the same sale. That's usually true even if a new member doesn't use your site at all. Some people join memberships and then forget about it for a few months before they cancel. It's like when

people join a local gym and never actually work out—they're paying monthly, but not using the facility at all.

And it's that likely reality of people staying members for at least a few months that can mean very nice revenue for you.

The Income Potential

It's easy to get carried away with the numbers. I'm sure you can imagine a membership site that charges $5,000 a month. At that rate, you'd probably only need one or two members to replace your day job. But that's not usually the way it goes.

It's smarter to sell a less expensive product that people almost don't notice they're paying for every month. The key is adding the monthly income thought process. For example, you could create a turnkey website package and sell a limited quantity for $47, or you could create them every month and charge $29.95 per month. Why would you do that? Consider the math.

The average *stick rate* (how long a member stays a member) is four months. Let's compare the math for the one-time sale versus the continuity sale.

Let's say you limit your $47 offer to 100 people and you sell out every month for four months. You'd make $18,800.

If you offered a continuity program instead at $29.97 per month with an average stick rate of four months, here's how much you'd make if you sold 100 memberships per month, and I'll round up to $30 to make the math easy:

Month	Members	Revenue
1	100 x $30	$3,000
2	200 x $30	$6,000
3	300 x $30	$9,000
4	400 x $30	$12,000
Total		**$45,000**

But it gets even better…because even if you didn't get any new customers in month five and you lost 100 members due to attrition, you'd still make $9,000 without doing any extra work for it!

Forced Continuity

A forced continuity program automatically starts billing on a monthly basis, and keeps billing automatically until a member cancels. For example, you can offer a free trial or a low-cost product that automatically rolls over into a monthly payment.

There is nothing wrong with this approach. Most of the record and CD clubs I mentioned before used it, so it's not illegal…but you need to be very careful.

If you use this type of offer, make it absolutely clear that the customer will be billed monthly. Some marketers use language that tricks people into thinking it's a one-time payment, and actually hide the monthly payment details in small print further down the page. This is unethical at least, and is probably illegal. It's not worth the risk—make the offer clear.

Free Trials

I mentioned free trials a minute ago. That's a great way to build a loyal customer base when you launch a continuity program.

The only challenge is what amounts to theft.

If you're offering downloadable content, many people who sign up for the free trial, take the content they want and quit before you can bill them. Then they'll sign up for another free trial later when you add new content.

There are some ways around this "free trial raid" problem, but they usually involve one of two strategies:

- Using a membership site script that lets you restrict access to some material that only long-term members can see
- Releasing your material to members over time, such as a 12-month course where each member gets one lesson per month

Is Continuity Always The Right Answer?

I can't say that absolutely, but I can state two things from experience:

1. Most of my online income comes from and has come from continuity programs (and mostly in the Internet marketing universe of sub-niches)

2. There's usually a way to create a continuity program out of something you thought was only fit for a one-time sale

So continuity isn't always the right answer, but it's typically an available option you ought to consider. The financial upside is big enough for you to give it serious thought.

How Continuity Fits In the Flow

When you offer someone a free trial, you're forcing him to sign up for a monthly charge. He can cancel at any time, even before he's billed once. But you're essentially funneling him into a recurring revenue stream for your business. That's a powerful marketing tactic that has worked wonders for my own income, and can do the same for yours.

But you won't stop with your continuity offer. There's more money to be made! After somebody signs up for your free trial, you'll send him to...

Upsells

You can offer an upsell in several different places in your page flow.

One flavor of upsell is where you offer the main product and a premium version on the same page, something like this:



A slightly different version is where you offer the main product on the sales page, but you give the customer the option to upgrade to the premium version on the order page.

A third version is where you sell a low-cost item, and then make a limited time or limited quantity offer to the new customer after he completes his order.

One Time Offers

You've almost certainly seen an OTO before. This is an offer where you sign up for a free item (that's the usual scenario) and you're taken to a sales page that starts with something like this:

> **WAIT! You're only going to see this page one, ever...**

That's usually followed by a special offer you can only get if you purchase right away. Then at the bottom of the page, you'll see two options:

- The option to purchase the offer
- The option to decline and download your free item, often with link text something like, "No thanks, I'll pass on this offer..."

In this case, you're going to offer a product related to your continuity offer. It can be anything you want, as long as it's tightly related to the offers your new subscriber has just seen. If the person buys it, you've just increased your profits, and you can redirect the buyer to your member's area (more on that in a minute).

But you're also going to be smart about your "no thanks" option.

Not everybody will take you up on your OTO...so give yourself another shot at selling to the people who turn you down. You can do that by routing the "no thanks" folks to...

Downsells

A down-sell is sort of the opposite of an upsell. An upsell adds to an initial offer and gives the buyer a chance to spend more. A down-sell, on the other hand, takes something away from the initial offer and gives the prospect a second chance to buy at a lower price.

For example, let's say your initial offer has six PLR videos and four bonus videos for $97. But that's a little too much for Bob to spend, so he clicks the "no thanks" link. When he does, you could offer him the first six videos without the bonus videos for $67 as a down-sell.

Down-sells are a way of recovering sales you might otherwise lose because a given prospect isn't interested in your initial offer because of price resistance.

If somebody takes you up on your downsell, you've increased your profit. If somebody turns you down, you simply redirect him to your member's area at this point—there's no sense in presenting an annoying cascade of third-, fourth- and fifth-chance offers.

Your Member's Area

This is where your subscribers or buyers end up. Remember, everybody who gets here has accepted your forced continuity free trial, but they can get here through one of several paths:

- They can purchase your upsell
- They can purchase your downsell
- They can turn down both your upsell and your downsell

Once somebody arrives at your member's area, you can still offer your upsell at a higher price. It's important to note that if you made a One Time Offer, your price for people who don't accept the original OTO must be higher, or people who did accept it will be rightfully upset.

In essence, what you're offering in your member's area is an upsell.

Why This Model Works

Now you know the flow of the core business model, and you know several of the options you have for customizing it.

I won't promise you overnight riches when you use this model, but I will say it has worked for me for years, and I'm not alone. It's the model almost every successful online marketer uses.

But why does it work so well? I think there is one big reason behind its effectiveness…

It's based on prospect and buyer psychology. People were shopping long before the web came along, and the Surefire Profit System business model is consistent with how people shop. It draws prospects in, presses the right hot buttons in their brain, and guides them smoothly from pitch to purchase. If you implement the model according to the steps I'll show you in this course, you'll be "going with the flow," so to speak.

The next module in this course will give you ideas for creating your front end product (your squeeze page offer), your continuity offer, your upsell, and your downsell. Don't worry, it's probably much easier than you think it is. Even better, I'll give you templates for everything and the software to make the entire system work.

Wrapping Up

This brief overview gives you the big picture. I've obviously glossed over a lot of the details. Don't worry; we'll come back to all of them.

This course is comprehensive, and I'm not going to abandon you to try to connect the right dots in the right way. We'll hit all of the topics in this overview again, in much more implementation detail. The difference is, now you know where you're headed.

If you get nothing else out of this overview, though, let it be this…

You do not need to find a model that works. This one does. It has for years.

If you use the core model and sell a product for a one-time payment, that's perfectly fine. You can make a lot of money that way.

Personally, if I were just starting out I'd be pretty excited by continuity programs, though.

I'm sure you've heard people talk about "push button profits". Nothing's ever quite that easy (if it were, everybody would be a billionaire). But continuity programs make recurring monthly income no more difficult than selling a product for a one-time fee. The core model shows you how to do that, and continuity just keeps the money rolling in.

Which approach you use is entirely up to you. I'll show you both.

In the next module, we're going to get you all set up to do business. There are some basic things everybody needs to do in order to make money online, and I'll walk you through each of them. If you think you already know all that stuff (are you sure?), it'll still be a great review for you.

Thanks for reading, and enjoy the rest of the course.

