

# **Crazy One Time Offers Report**

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**Learn All About How You Can  
Start Using a Simple Marketing  
Technique to Increase Profits Online**

# The Simple Technique

There's a lot of fuss made about list-building and it is important, which is why in my opinion you should have a squeeze page, if not several as discussed earlier, for your different lists. There are different ways to use squeeze pages, all of which should end with one result – the customer signing up to your list.

Here are a few variations on squeeze pages. . . .as used by gurus and not-so-gurus.

1. Use it as your front, or main website page and only offer a freebie or newsletter. They only get the freebie, or access to your newsletter after they've subscribed. This is simple, useable and people know what it's about – they know what to expect from a set up like this. Suits both parties. I'm a fan.
2. Get them to sign up AFTER they've bought something from you. This in effect means they can only get to the download page after they've paid AND given you their email address and name. I don't like this method – and resent it when I buy something and have to go through this. If you give the option of signing up on the download page then that's fine but you shouldn't bully paying customers.
3. Use it in giveaways. Have a pile of freebies and give them, away in exchange for an opt-in (someone signing up to your list). This includes JV giveaways run by other people. You offer a freebie and get sign-ups in return.
4. Use the squeeze type page to let your visitors 'see' if they "qualify" to be added to your mailing list to get special deals and notifications of upcoming special deals or offers. I think this insults the intelligence of your subscribers. Of course everyone will qualify. Those are just a few different ways to use the squeeze method. Some good, some bad. ALL are used. There are more ways. One is requesting an opt-in before even being taken to the sales page. That bugs me.

Again I prefer the straightforward method.

The principle is easy if you're honest about it. Offer something of value in return for them subscribing to your list

The hard work is in keeping those subscribers AFTER you get them on your list. Long and boring books have been written on how best to keep subscribers.

Some would say you mail them every day with an offer – others that you don't mail more than once a month.

I have a rule of thumb that works for me. I look at those lists that I choose to remain on (and there aren't many) and work out why I haven't unsubscribed.

I'll say again you'll learn FAR more by watching what other marketers do than you ever will buying their products.

Squeeze page building is such a huge deal, and rightly so, there are a plethora of products that were created just for this process. All designed with ONE goal in mind. . . .to help you build a great squeeze page.

I don't think you need anything except a bit of care and attention to build a large, responsive list.

Offer a good service or product for free in return for the visitor trusting you with their email address and name. Remember this is like a marriage – once you've got them signed up you can't afford to take them for granted – you have to offer them quality freebies and content as well as trying to sell them stuff.

## **Using a Lower Sales Price**

It's a fine balance – sign up for some guru lists and you'll quickly learn how to do it (and how to NOT do it).

Your list is worth thousands of dollars to you each and every month – look after it.

We're often told that the way to make it big in IM is to sell 'high ticket items'

The problem with high ticket items is that they cost too much.

And it's near impossible for someone who's just starting out to sell a product costing \$997 with any conviction.

I sell a little report that isn't even mine. I bought it with resell rights and it cost me \$3. It's a great value, great content item that I sell at \$9.

To date it's brought me tens of thousands of dollars in sales because it solves a problem for people. It's targeted solely at people browsing the net looking for a solution to a particular problem that they have there and then.

My site ranks around 5th on the page for this particular search query (again using long string keywords – keywords that are pretty defined – eg ‘remove Trojan daylight 4442 from Windows Vista’ rather than just ‘remove trojans’).

I rank at this position not because I’ve spent any real time on SEO (in fact I just wrote the sales page to include my ‘string’ as many times as possible and the search engines naturally picked it up) and I use a very low priced adwords ad too.

The result is that people find my site and are happy to pay \$9 to get their problem solved.

Of course it’s because they make money by selling us the methods (we discussed this earlier in the book – more money from teaching others how you make money than actually using the methods you sell!) they use.

Instead why not look at WHAT they do – use the rarely revealed tricks in this book and establish a way of earning online. Once you’ve done that (again using the secret guru methods in this book) you can hop onto the gravy train, quite legitimately. And of course, with low ticket items, people can handle the ‘risk’ better. Put \$1000 on a credit card and buy an Internet Marketing course – you’ll know the REAL meaning of the phrase ‘my heart was pounding’

Think about this, most of the "gurus" will tell you to "Work Smarter, Not Harder" to earn your money. Meaning, you need to sell far fewer high ticket items to make the same income as selling low ticket ones.

The ONE factor they do not count on is that most people don't have that much to spend. But, those same people have a LITTLE to spend. Those are the people you are going after. If they're trying to get into Internet Marketing, they want to spend money on something. I did when I started out. If they can afford \$997 it doesn't mean they won't spend \$27 on your product. In fact it means they're more likely to, because they don't have the option.

**Thank you for reading this Free Report  
on Crazy One Time Offers!**