

Product Makeover

Re-Packaging For Profits



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Re-Packaging for Profits
Master Resale and Private Label Rights
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I - Purchasing Resale Rights

If you have been online for any period of time, you most likely have purchased or received as a bonus, Master Resale Rights products - or even better yet Private Label Rights products. Every time you pickup one of these resale rights packages I recommend you save them to a folder that is exclusively downloaded resale rights packages. This makes it much easier to browse and search when looking for information to use or sell. Think of this folder as your own personal informational product and software library, where you can sell unlimited copies, at 100% profit.

I recommend joining a service that provides you with hundreds of these products as well as continually providing new products on a monthly basis. The best package I have come across is [The Webmaster Resale Package](#) - with hundreds of products and new hot products every month - you will not be at loss for products to repackage and call your own. You can continue to purchase new products weekly, and nickel and dime yourself to death, or you can just get [The Webmaster Resale Package](#) for far less, and have new products provided for you each month at no additional cost.

The difference between Master Resale Rights and Private Label Rights is the degree of flexibility of what you can alter and change within the product and the supporting files such as graphics and sales pages. A person needs to follow the terms provided with the package they purchase. The original author can grant specific product rights as they see fit, as they own the copyright. These will address such questions as:

- Can I resell the product directly?
- Can I rebrand and rename the product?
- Can I modify the contents of the product?
- Can I give it away or must I charge?
- Can it be sold on ebay?
- Can I package with another product?

Generally speaking Master Resale Rights allow you to change all but the product itself – in other words you have to sell the pdf file or software exactly as you received it, but you can change the sales copy and graphics. Where with Private Label Rights in most cases you are provided with the source code – typically in Microsoft Word .doc format and you are allowed to change, rewrite, add, and even insert your name as the author.



II – Researching - Product Selection

While this part may take an hour or two of your time, it is by far one of the most important steps in repackaging your Master Resale Rights product. One of the most basic axioms business - but so many times ignored – is

- 1 - Find out what people want and are currently buying
- 2 - Provide people with more of it

It really is that simple - you don't have to go out and spend thousands of dollars and months of time creating some brand new fangled product - not saying that you can't - but you are tremendously reducing your chances of success. **Stick with what works using the KISS principal -KeeP it Simple Stupid.**

What you want to determine is:

- 1 - Is there a demand?
- 2 - What is the availability and price?

Step One - Locate Similar Products to Research

So the first thing I do is browse thru the list of master resale rights that I have accumulated and downloaded onto my pc. As I am going thru my selection I happen across a product called "Podcast Teleprompter". Since I was looking for a teleprompter myself while back for recording a video production and with video becoming more popular - I thought "here's a resale product I could repackage".

While looking thru my list of other possible resale rights choices I ran across another product called "Audio Niche Automator", which sounded to me to be a perfect match - a "co-product" so to speak that would address a similar target market. Someone who wanted to create audio e-books would love having a teleprompter to help them read the information without sounding like they are reading off a page.

When pairing or grouping together resale products, you want to find products that compliment each other, and ideally when combined they become better than anything on the market. The two I selected, "Podcast Teleprompter" and "Audio Niche Automator" are a perfect example of complimenting products. What you do not want to do is be selling a golf e-book and then include as a bonus a free auto responder. Those 2 products have nothing to do with one another and neither product does anything to increase the perceived value of the "packaged Product" you are creating. Always put yourself in the buyers "shoes" - **what product package would be most valuable to your potential buyer?**



Step Two - Research The Current Product Names

Ok, now that I have selected a couple of complimentary products - I need to learn a little bit about them. Enter each product name in quotes and do a google search and see what you get for results.

"Podcast Teleprompter" - 13,800 results - 18 adword campaigns - Top natural search result is the product - selling for \$97 - While the page has a pr of 2 Alexa shows no traffic - I see adword ads, with prices for teleprompters for up to \$1500 - and it looks like I also can even find it for free, but see several in the \$5 to\$20 range.

"Audio Niche Automator" - returns 4140 results - one adword campaign - Top natural listing is a resale rights site selling it for \$97 - And another top ten site selling it for \$197 - A few ebay listings and some dead end links (good thing from our prospective – as we can replace those bad links with our own) fill out the top ten - a search for the actual domain AudioNicheAutomator.com comes up empty as well.

Another place you should run a check is at [ClickBank Marketplace](#). Enter your product's name in "quotes" and this will tell you if there is currently a ClickBank campaigns on that particular product. If there is, then examine the sales page Alexa, and page rank AND look at the ClickBank gravity and referred numbers.

While I am there I also run a search without quotes using the main keyword of each of the particular products. While there are no hard fast rules – generally the higher the "gravity" number – the greater the current demand for that particular product. The other number to watch is the "refd percentage" (referred sale), the greater the percentage - the greater the amount of affiliate participation.

If you are not using [FireFox](#) as your default browser – I would recommend that you download and start using it. Besides the fact that it is much more secure then Internet Explorer – there are tons of free plugins that can make your browsing experience better. A great research tool that is a plugin for the FireFox browser is called [Search Status](#) and will display both the Alexa Ranking (traffic) and the Google's page rank of the web page you are viewing.

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Step Three - Product Demand

Now that we have looked at the supply side of these two products - lets take a look at the demand side. **Ideally you are looking for a product that has high demand (lot's of traffic and searches) and low supply (very few competitors).**

While you won't always find that exact scenario, just remember you are looking to provide a product (ideally a better and improved product) where there is already a demand. What you want to do is look at the main keywords of each of these products and do a keyword search.

Pick up a Great Keyword Tool for free at:

<http://www.KeywordsAce.com>

Using the keyword teleprompter.....You Get

No	Keywords	Searches	Google	Yahoo	Msn
<input type="checkbox"/> 1	teleprompter	50	745,000	2,000,000	428,000
<input type="checkbox"/> 2	teleprompter rental sac...	20		1	1
<input type="checkbox"/> 3	teleprompter software	11	17,600	72,100	10,000
<input type="checkbox"/> 4	teleprompter programs	9	59	48	21

Using the keyword audio - The Software returns:

No	Keywords	Searches	Google	Yahoo	Msn
<input type="checkbox"/> 3	audio books	1938	21,600,000	74,300,000	14,300,000
<input type="checkbox"/> 4	car audio	1647	5,130,000	67,500,000	9,430,000
<input type="checkbox"/> 5	audio	1590	1,130,000,000	2,400,000,000	570,000,000
<input type="checkbox"/> 9	free audio books	849	170,000	978,000	286,000
<input type="checkbox"/> 12	polk audio	584	1,560,000	3,820,000	731,000
<input type="checkbox"/> 13	audio adrenaline	580	675,000	1,280,000	223,000
<input type="checkbox"/> 17	audio bible	379	922,000	3,510,000	743,000
<input type="checkbox"/> 18	audio and video access...	377	45,000	921,000	26,800
<input type="checkbox"/> 20	audio equipment cabinets	350	3,550	760	309
<input type="checkbox"/> 24	audio technica	276	6,220,000	15,400,000	2,580,000
<input type="checkbox"/> 25	audio book	266	7,450,000	14,500,000	4,320,000
<input type="checkbox"/> 26	big audio dynamite	263	239,000	561,000	123,000
<input type="checkbox"/> 27	professional audio racks	252		61	142

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Since these search figures are daily searches – you need to multiply times 30 to get a monthly figure.

This demand side definitely sheds some light on our two products. For the “Podcast Teleprompter”, since the product essentially is a teleprompter - not a podcast - the search reveals there is not a whole lot of demand ~1500 searches a month. However using the broad search term of audio reveals some very interesting information.

The main purpose of "Audio Niche Automator" is to use the information to create your own audio e-books, the search using the keyword audio, tells us there is a huge demand for the very products that "Audio Niche Automator" teaches/shows a person how to create.

While we (internet marketers) always think in terms of e-books - at least as far as the “audio” search reveals - "book" would appear to be the operative word. With over 33,000 monthly searches for audio books/free audio books - this tells us there is a very big demand for exactly the product that "Audio Niche Automator" explains how to create.

So when we combine our research of these two products examining their demand and supply we see that “Podcast Teleprompter” has low demand (~1500 searches/mo) and high supply - 745,000 results with 18 adword competitors.

Low demand - high supply - moderately competitive - This tell us that this will not be the flagship product - this will be the bonus product, if we decide to include it at all.

When looking at "Audio Niche Automator" - we see a different picture - We see a huge demand for audio books - ~33,000 and low supply and competition at the product name search. A quick check of “make audio books”, “audio book software”, and a few others show a low number of competitors for these related keyword searches.

So we almost have the opposite effect where we are showing high demand for the product this info products helps a person create - and low supply - at least in terms of this particular product type. So from our quick search we have determined that "Audio Niche Automator" would appear to be a more lucrative endeavor to pursue.



Step Four - Sales Letter

As I mentioned earlier, you want to put yourself in your buyer's shoes - look at your product and your sales presentation from the buyer's point of view. If you read the sales pages of these 2 products - which product makes you want to buy? [Click Here to view "Audio Niche Automator"](#), [Click Here to view "Podcast Teleprompter"](#). Which product sales page was better written? I would think you would have to agree that the "Audio Niche Automator" has a more convincing sales page. It truly is the sales page that does the "work" of converting the visitor into a buyer. You will always want to use the strongest sales page as your "base" sales letter.

Step Five - Domain Name

If you are truly in business and treat your online business - like a business - then you will want to spend the \$10-\$13 to purchase a keyword based domain. Don't try to sell an information product online without creating a unique domain. The goal is to build a great website - don't skimp on the cost of a domain name. My favorite domain service is [1stPlaceDomain.com](#) Only \$11.95/year and a easy to use domain control panel that You control – that is the most important factor when purchasing a domain name – easy access and tools to configure your domain.

When selecting domain names, ideally you want to select a domain name with the main keyword as the first word in the domain name. While that may not be what you end up with - it is your first place to look, and using keywords within your domain is a good thing seo-wise. Always stick with the .com and keep your domain name under 20 characters - not counting the extension (.com) Using hyphens in the search often leads to good results also.

So in our example audio would be the first word - and we also found out in our research that audio book was a highly sought after keyword, so when using the domain search tool in [1stPlaceDomain.com](#) (it will return up to 50 domain variations of your search term), using audiobook.com as the search - I come across audiobooksoftware.com, audiobookcode.com, audiobookautomator.com, branching out a bit, I try entering ezaudiobook, and find ezaudioauthor.com, ezsoundauthor.com, and when I saw that, I tried soundauthor.com and got a hit - a two keyword domain.



So as you can see, with just a little bit of research you CAN find a very good domain to use for your Master Resale Rights product - in this example alone, there are a half a dozen great .com domain names available.

Website Hosting

You will want to use a paid hosting service – a free hosting solution provides you with zero credibility and if you are going to “make the sale” you need to have credibility. The top two hosting services I use and recommend are:

Hostgator.com and Liquidweb.com

The critical importance with any host is 24 hour support – and both of these companies have a support level I would rate 10/10.

III - Importance of Graphics

When repackaging a Master Resale Rights product you are at a definite advantage if you redo the website and e-cover graphics. Since you are working with a info/software type of products, that in reality are nothing more than computer code, you have to provide the potential buyer with effective product image - something concrete that they can look at and see.

The problem with using existing graphics is that your website and product will look exactly the same as dozens and perhaps hundreds of others. Your goal is to create a new product and image that differentiates you from the rest. Often times these original graphics are just plain disgusting and become very memorable within the mind - not an ideal marketing advantage. Because when your visitor sees that old graphic again, they are immediately turned off, and there is no chance in heck that they would purchase your product.

For most Master Resale Products you will want to change the header and footer graphics as well as the e-cover and or disc graphics. The more professional the graphics - the more your visitors will be impressed with your product. I highly recommend [RAX Solutions](#) for your e-cover and website graphic work. They work with you till you get exactly what you want and they guarantee your satisfaction.

They also have a Master Resale Rights Product Makeover Package that provides you with complete new website graphics (header, footer, page background) as well as a new e-cover graphics and even a url-bookmark-favicon image. **An incredible deal with professional results.** [RAX Solutions](#)

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IV - Power Marketing Sales Copy

When it boils right down to it, sales copy on your website will be the greatest determining factor, that you control, on whether a visitor decides to purchase your product. With Master Resale Rights many times you have the advantage of professionally written sales copy already supplied for you. While there are many important components of a professionally written sales page - it still is the headline at the top that will either cause your visitors to read more about your product - or to move on. Often times just changing a few words in the headline can make double your conversion rate. If you go from 2% to 4% conversion rate you have made a major impact on your bottom line.

There is a tool currently available that can make a professional copywriter out of almost anyone. **This is truly a secret weapon that many of the top copy writers and guru's use.** In fact this ad copy tool has been endorsed or recommended by the likes of:

Brian Keith Voiles	Michel Fortin	Mike Filsaime	Roberta Rosenberg	Bobby Griggs
Becky Mundt	Tim Carter	Ray Chong	Michael Humphreys	Sam Beatson
Anthony Blake	Dennis Murphy	Zubar ZM	Chuck Evans	Seth Chong
Alan Luk	Thomas Dean	Deborah Casey	Brian Clark	Ernie Johnson

I use this tool myself for everything from ad copy (I use this tool exclusively to write powerful high click thru adwords ads) to sales copy and even domain selection. If we "score" the domains we located above for this project example, we find:

soundauthor.com 244	audiobookcode.com 190	audiobookautomator.com 278
ezaudioauthor.com	audiobooksoftware.com	ezsoundauthor.com

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230

328

244

The beauty of this tool is it can differentiate the best of several selections and provides a scientific process for selecting the best/optimum/people's choice from several hard to decide choices. Get your copy today - [Glyphius - Click Here](#)

I use it almost everyday and know you will too. It is worth every penny and then some.

Components of a Power Sales Letter

When reading over and adjusting or tweaking your sales copy - look for and identify the 15 components of a winning sales letter. With repackaging Master Resale Rights you can many times stack the offer - increase the value to the visitor - by adding additional bonuses over and beyond the original bonuses. Just be certain that the bonus is a related product - such as the "Podcast Teleprompter" example in this project.

You can also combine your bullet points and strengthen them by combining two separate but complimenting products.

Always check and possibly redo the main headlines- this is where the [Glyphius](#) tool really shines, and strengthen up any components of the sales letter you feel are weak. Remember - small changes can make a big difference and once you set your site up – reality is - most likely you will not come back and test and redo - so spend the little bit of time it takes to polish out the sales copy. **I have yet to find any sales copy that I have not been able to improve using the [Glyphius](#) tool.**

1. **Headline - State the Biggest and Best Benefit**

Think from your visitors prospective - "What's in it for me?"

2. **Sub Heading - Support the Main Headline -**

Use curiosity - entice the visitor to read more

3. **Greeting**

From The Desk of, Date Script (make sure it is working)

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4. Promise

Make a Promise a bold statement of what the product can do for the visitor

5. Problem

Go over the common complaints, problems, fears, and gripes

6. Credibility

Testimonials - Read and make sure testimonials are applicable

7. The Solution to the visitor's problems

Restate your promise and connect how the product solves the problem

8. Proof

Testimonials and screenshots

9. Bullets – Features & Benefits

List benefits first and features second

10. Offer

Tell them what the product will do for them and what to expect

11. Guarantee

Remove the fear of buying

12. Call to Action

Tell them to purchase or buy by "clicking here"

Make it overly Obvious

13. Add Bonuses

Stack the offer in their favor - increase the value

14. Close - cause them to take action now

Tell them to act now - scarcity- price change, etc.

15. PS

Restate your promise, the problem, and how the product is the solution

Many times I use this as a checklist to go over to be sure that the ad copy is ready to go. Be sure that you use a find and replace editor, to change the products name to your new title name and website name. This is another reason why, by using the [Glyphius](#) tool, when are selecting a domain name, as ideally, the domain name becomes the products new name and you want the best scoring keyword phrase for the new product name/title.



V - Website and Payment Setup

I firmly believe the reason so few people take advantage of the online business opportunity of marketing info products, is that they feel confused on how exactly to setup an automatic sales and product delivery system. As with most systems there are right ways and the wrong ways to implement and failure to do this correctly could cost you thousands of dollars. I find that pictures often clarify these issues and create "I get it now" moments.

Selling your products online requires that you have a payment processor in place, where visitors can pay – and you can have access to those funds. There are basically three different systems that a person can use – each with their own pros and cons.

PayPal – The Simplest Approach

By far the simplest route to go when setting a payment processing system is to use [PayPal.com](https://www.paypal.com). You will want to setup a premier or a business account in order to receive money for your online products. [PayPal.com](https://www.paypal.com) fees run 1.9%-2.9% + .30 per transaction. These rates are very similar to what you would pay from a full blown merchant account, however with paypal there are no gateway fees, banking fees, or other monthly costs.

Your account is like an online bank account with immediate access to your funds. For starting out online, [PayPal.com](https://www.paypal.com) is the simplest and lowest cost approach. Once you setup your account you can use their button wizard to create encrypted buy buttons that you will simply cut and paste into your websites. No muss – No fuss – Done Deal.

Although not required, by incorporating a server based software system with [PayPal.com](https://www.paypal.com) payment system, you can achieve greater protection from non-paying visitors and greater customer control and automation.

ClickBank – Payment Processing Plus a Built In Affiliate System

For selling digital products online, [ClickBank](https://www.clickbank.com) is the premier payment processing service with a built in affiliate system. [ClickBank](https://www.clickbank.com) handles all payment processing and charges you 7.5% + \$1 per transaction and you are paid by check every two weeks. With [ClickBank](https://www.clickbank.com) unique link system, ANY affiliate can market and sell ANY of the over 10,000 digital information products.

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Consequently, there are multiple third party software's and services that collectively display [ClickBank](#) ads on millions of websites.

[ImgAds.com](#) is an example of this type of third party service – They display eye-catching graphics adjacent to the [ClickBank](#) ads on member's websites. When a visitor clicks on your ad and purchases, you get a sale, and the affiliate using [ImgAds.com](#) will be paid a commission. It is a win-win.

Affiliates in addition will select specific [ClickBank](#) products that prove profitable using pay per click services. The better your website's metrics, (your number of sales per 100 visitors as a percentage) the more affiliates will be likely to spend time and money promoting your products.

You decide how much affiliates are paid, up to 75% of the selling price, of the information product and typically are in the 50% range. Many affiliates will not even promote products that pay less than 50% or products that have low sales levels. So just because you list your site and use [ClickBank](#) service's, does not guarantee you will have an army of affiliates actively promoting. It all has to do with your websites metrics (sales per one hundred visitors) and the cost of driving traffic to your website.

While [ClickBank](#) setup and buy buttons CAN be done with a simple url link, it is recommended that you use a server based software system to assure that you protect your digital downloads from non paying visitors.

2Checkout – Viable Alternative

[2Checkout.com](#) or 2CO accepts all credit cards and charges you 5.5% + .45 per transaction fee. You can be paid weekly with ACH or direct deposit into your bank account. One advantage [2Checkout.com](#) has over [ClickBank](#) is that with [ClickBank](#) your initial maximum sale amount is only \$50, with exceptions up to \$200. With [2Checkout.com](#) they have considerably higher product price limits and their services are available to some countries that [PayPal](#) does not service.

[2Checkout.com](#) has no built in affiliate system and does require integrating with a server based software, which you would want to do for product protection as I mentioned earlier.

All things considered, [PayPal](#) is the simplest, lowest cost per sale, and easiest to configure. There is a [PayPal](#) based affiliate system called [PayDotCom.com](#) which works in conjunction with [PayPal](#) payments and tracks and records your

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affiliate sales. While not as big as [ClickBank](#) – it does provide you with an easy affiliate tracking and payment solution.

VI - Systems - Sales Page to Product Delivery

Staying with the premise of KISS – in these examples and diagrams we will use the PayPal payment system – although in reality – a person could use the alternative payment processors mentioned earlier. What you need to look at are the yellow rectangles, as those are the individual web pages that you will need to create.



While the 2-page system is simple to implement, you are leaving 90% of the money on the table - not a smart business move - AND you are in business, aren't you? You will earn far more money from a customer by collecting their name and email and presenting them with additional targeted products thru an auto responder series or with future emails. The two-page system can also cost you if your download page url was posted in a forum or two, and suddenly you are unknowingly giving away your product for free.



Now the three-page system is certainly a step up, as you now are collecting your buyers name and email address, so you will be able to contact them about



related products. Also by integrating a auto responder service within your sales and product delivery system, you can also somewhat protect your download link url.

A simple way to setup the 3-page system is with an auto responder service such as Aweber.com. Using the squeeze page, you collect the buyer's information, which will then redirect to a thankyou page that tells them to "check their email and to be sure to confirm their registration". When they receive the confirmation email from Aweber.com, and they click the link – they are then taken directly to the download page.

So you have the "thankyou page" which is the redirect url listed in the signup form's html and in Aweber's Control Panel. This "thankyou page" tells them to go check their email and confirm by clicking on the link in that email.

When you specify double opt in within Aweber, you can specify the url that this confirmation link in the email resolves to when clicked. By setting this url to the download page, your customer immediately receive their product.

Then, to make sure your customer receives their download information, in your Aweber control panel, setup message 1 for that account as a welcome email that also provides them with their download link url.

This simple technique will eliminate most of your support issues by providing your customers not only with a direct clicked-to-link, but also with an email containing their download link information.

Squeeze Pages and Aweber and Spam Complaints

Your squeeze page, as it is called, is a web page with a form that collects your customers name and email and any other information you need. When you use an auto responder service such as Aweber.com that I mention below - the form code is as easy to setup as cut and paste.

When it comes to auto responder services you will be best served by using a professional service such as Aweber.com. **You do not want to use an auto responder system setup on your own server for three critical reasons:**

1- If anyone ever makes a spam complaint (does not matter whether complaint is legit or not) - your hosting account will be shut down - no if, ands, or buts, - plain and simple you are screwed.

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2- If anyone ever makes a complaint to a email service such as AOL or hotmail etc. that your email is spam (does not matter whether complaint is legit or not) - most likely that email service will then black list and then reject all emails coming from your hosting account. So if you had 5000 members who use AOL for their email - none of them would ever receive another email from you. Once your host gets blacklisted with these services - plain and simple you are screwed.

3 - By using a auto responder service such as Aweber.com - they handle all of the spam complaints - they work with these email services and cross the t's and dot the i's and make sure that **your emails get delivered** - that is what they specialize in.

This one is a no -brainer use Aweber.com for your auto responder and broadcast email services.

The second point I want to make about collecting names and email addresses is that you want to use what is referred to as "double opt in". When you setup an auto responder account within Aweber you will want to specify that you want your signups to double opt in.

What this means is that your customer will receive a email from you via Aweber.com that they need to click a link within the email to confirm they signed up for your list. This protects you from spam complaints as well as assures that you are given a legitimate email address where you can send a message informing them where to download their purchased product as well as emails on related products they might be interested in.

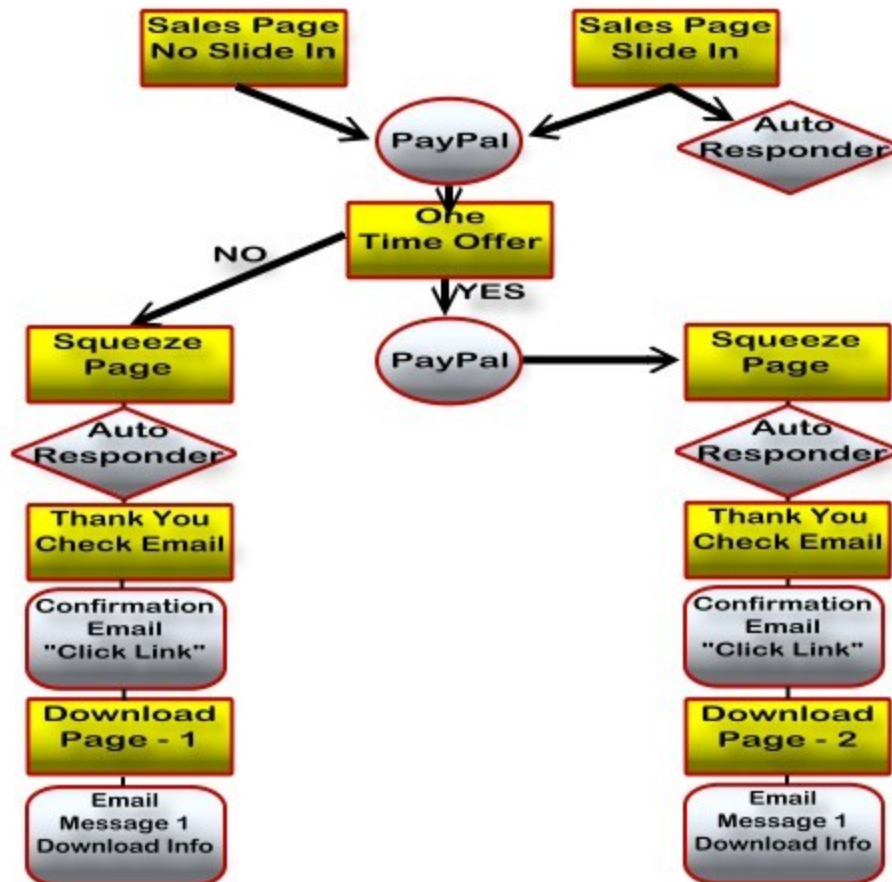
One other important consideration when it comes to collecting names and emails. **Disclaimer: "I am not a lawyer nor do I play one on TV"**, But...You are collecting and storing people's private information. You need to include on your website two items:

- 1- A Statement below your Squeeze Page Opt In Form that states something to the effect: "We dislike spam as much as you do! Your name and email address will not be sold, shared or disclosed to anyone." If indeed that is your policy. AND
- 2- Your website should contain a **Privacy Policy** – Get yours here for free: PriorityDigital.com

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5/10 Page System = Premium Results



As I asked earlier, you are in business to make money - aren't you? Well then you will want to setup your sales and product delivery system to maximize your sales from your advertising. Once a person has purchased one product from you - and they still have their credit card out - that is when you should make another sales presentation. Where you present another associated product, with what is known as the **one time offer or OTO**.

Always remember this - It is **totally up to your customer** if they decide to purchase one, two, three, or however many products from you. **Provide them the opportunity to say yes or no** - to not give them this opportunity, to decide for them - yes or no, for these additional product(s) is not fair to your customer or to yourself as a business person.

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As a sale manager I always taught my sales people that once you have a "yes" - to keep asking for additional sales until you got the firm no. **Leave the decision with the customer** - do not pre-judge the customer, and not give them the opportunity of purchasing these additional products.

Have you ever ordered from the drive-up window at McDonalds? **They will always ask** if you want to "**super-size your order**" - they are offering you a **one time offer** - Can you imagine what saying that one sentence has done to their bottom line? The reason they ask, is because it works. Treat your business the same way - offer your customers the choice - include a one time offer.

The reason I call this the 5/10 page system, is that in reality you only need to "make" 5 web pages - it is just with this system that you will have actually two versions of each of the five pages.

Let us start at the top - you make two identical sale pages - the only difference is that one of them contain a "slide in" form where you offer your visitor the opportunity to sign up to your list. The reason you want separate pages, is if you are using a pay per click service - in most instances they require that you have no popup's.

While a slide in is not technically a popup - I prefer to treat my pay per click accounts with white gloves - they say they don't want popups - then I don't have any. Your [Aweber](#) account provides you with ready-made slide-ins and regular in page signup forms - real easy to setup -a cut and paste deal. By having to versions of your main sales page, you can send your pay per click advertising to the no slide in page, and all of the rest of your campaigns to the page with the slide in form.

There is then just one version of the one time offer page - and then the other three pairs of pages, the squeeze pages, the thank-you-check-your-email pages, and the auto responder download pages, are essentially identical except the oto side contains the one time offer information. I recommend using two separate auto responder series within your [Aweber](#) account - one for the regular purchase and one for the customers that upgraded with the one time offer. You can provide different download pages and you end up with two lists, a good list of your buyers and a great list of your buyers who want more.



Now you can just build your sales and product delivery site just like I have outlined here - the only drawback is that you are still leaving your download pages un-protected - in other words if some unscrupulous person were to post your download page in a couple forums - you could end up giving a lot of your product away for free.

Fortunately there are a variety of easy software solutions. The main factors with these server based software solutions to consider are:

1 - Protection of Your Downloads

2 – Whether you are using [PayPal](#), [ClickBank](#), or [2Checkout](#) for your payment processor

3 – Whether you are setting up an affiliate program

4 – Whether you are using your product as a money generator or as a list builder

Depending on your response to these factors will determine your optimum solution. While using any of these server based software's will certainly protect your downloads – you can just as easy, by using the diagrams I outlined above, create your product payment and delivery system using basic html, [PayPal](#), and [Aweber](#).

Server Based Software Solutions and FTP Software

Server based software means a script is installed on your hosting account and it will interface with your website pages and your selected payment processor. These are all based on php programming language and each of these solutions I mention below are easy to setup, configure, and then require that you upload or ftp the files to your hosting account. For ftp software I recommend [FileZilla](#) – which is free, but more powerful then the paid type of ftp software.

FTP or file transfer protocol software, simply allows you to upload and download files from your hosting account. Becoming proficient with ftp, is one of the basic skill sets that a person must master if they are to build websites and run a business online. Do a search for “filezilla video” will return several training type of videos.



Smart Digital Download

For a low cost solution that directly interfaces with [PayPal](#) with a built in mailing system, nothing beats [SmartDD.com](#) with its automated delivery system. Each customer is given a unique “one shot” download link that eliminates download link sharing. In fact your files are kept in a protected directory outside of browser accessible files. Emails can be sent in either text or html and the script has it’s own built in support system. You can download [SmartDD.com](#) for free. [SmartDD.com](#) currently only works with [PayPal](#) and does not have a oto or built in affiliate system.

Maximize Your Sales With the Seven Dollar System

There is an ace programmer that has put a software system together that is:

- 1 - Easy to setup
- 2 - Follows the 5/10 Page Sales and Product Delivery system
- 3- Provides for a One Time Offer
- 4- Protects your download links by providing your customers with a timed download link that is only good for 24-48 hrs - what ever time you specify
- 5- Is very low cost - only \$7
- 6-Has it's own built in affiliate system *

It is called the [Seven Dollar System - Get it Here](#)

I highly recommend using the Seven Dollar System to setup your sales and product delivery system. This is one tool that will make it a piece of cake for you to setup one product after the other and will help you promote your products. [Seven Dollar System - Get it Here](#) The script is integrated with [PayPal](#).

*The built in affiliate system pays your affiliates 100% on the up front product and zero to 100% on the oto product. Now you might ask why in the world would you want to pay your affiliates 100% - I mean how are you going to make any money? The truth is as I mentioned earlier, 90% of your money is in the backend – or sales made by marketing to your customers with oto and email offers.

Your affiliate aggressively markets your product because they are paid 100% commissions, but every customer, whether they pay you or your affiliate, MUST sign up with your auto responder in order to receive the product. You can then make your money by offering that customer with similar products. Or with the

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[Seven Dollar System](#) you could set it up where the affiliate receives 100% on the up front offer and you receive 100% of the oto sales.

Very important note - Do not devalue your product and reduce the price to seven dollars, just because that is the name of the script you are using. You should always charge a fair value for your product and the amount can be what ever you want - \$9.97, \$17.77, \$19.97, \$24.98, \$29.97, \$39.97, \$47, \$67, \$97 have proven to be good price points.

I have had very good success marketing a \$8 product on the front end and showing a \$27 product in the one time offer where I set the script up to pay me 100% of the oto. The affiliates are happy – they get 100% of the front end - and I am happy, as I receive 100% of the oto, plus I have everyone’s email who bought either the front end or the backend product, which I regularly email with related products. You could even give away the front end product for free and then split the oto with the affiliates. This is a very flexible script to use.

One of the top internet marketers has personally told me that if he had the choice of making the sale, or just getting the person’s name and email address – he would prefer to have the person’s name and email address. As I mentioned earlier – 90% of the profit is in the backend. [Seven Dollar System - Get it Here](#)

Amember – Affiliate and Membership Based Script

[Amember.com](#) is the standard when you want to create a membership system. With simple installation it provides you with a secure members area where your members can download your product(s). It can be integrated with PayPal, 2Checkout, Clickbank and a host of other payment processing services. While not ideally suited for a single product download – it does provide an affiliate system. Cost is around \$140 and can be only used on a single domain.

ButterflyMarketing – The Gold Standard for Membership and Affiliate Software

Hands down the premier membership and affiliate program software is [ButterflyMarketing.com](#). This fully integrated system has been responsible for multiple million dollar websites. With built in compatibility with [PayPal](#), [Clickbank](#) and multiple upsells, oto, downsells, support desk, affiliate tracking and promotion, and email system, this software does everything that a person would ever want to do with a online membership. You can use the script on multiple websites with a single purchase and the Butterfly Membership includes a very active and helpful forum. One of the greatest parts of a website built with the



[Butterfly Marketing Software](#) is once you set it up and get it started – they tend to run on their own and continually bring new members into your marketing funnel.

Returning to the common theme of KISS – Keep it Simple Stupid - with all of these server based software choices – when it comes to using a system to setup your Repackaged Resale Rights products - [Seven Dollar System](#) using [PayPal](#) as your payment processor will provide you the greatest amount of flexibility and the biggest bang for the buck. As the number of sites you build grows and your experience level increases – then you should give serious consideration to using the [Butterfly Marketing Software](#).

VII - Creating a Buzz - Marketing Your Info Product

Now that you have put together your new product and have your sales and product delivery system in place it is time to start driving targeted buyers to your website. While traffic generation is an entire subject all in it's own, I want to share several systems that I use to drive traffic to my sites.

1 - Since you are most likely using the [Seven Dollar System](#), Jonathan has setup a site where anyone who uses the script can submit their product as part of the digital mall. Go here and submit your site. <http://www.7dollaroffers.com/>

2 - Search Engine Optimization - This is not voodoo science although many will lead you to believe that. There are some very basic on page factors that you should ALWAYS employ when building any website.

When it comes to seo or search engine optimization, there are two main factors that determine you websites ranking. Both of these you have control over, but one you have a greater deal of control so this is what I want to concentrate this discussion on. The two main factors are “on page” that you can easily tuneup in your favor, and “off page” factors that have to do with backlinks and how other sites link or “point” to your website.

Whether you are building a brand new page or updating a current website - these on page factors are simple white hat techniques that will place your page over 80% of the websites out there. It amazes me why so few people employ these basic techniques.

1-Select domain names and file names that contain your main keywords. If you



are building a brand new site and are selecting a domain name - choose one where your main keyword is the first word of the domain. When building individual pages within your site -name the pages with the main keyword of that page - so on a page where I write about artic wolves I would name the page "articwolves.html"

2-Keyword Phrases - these are the search terms that you want your page to rank for.

The first place you should have the main keyword phrase is in your meta title tags within your html. The optimum way to write a title tag is:

Main Keyword Phrase | Secondary Keyword Phrase

Avoid nothing words such as: the, a, is etc.

3-This keyword phrase should be in bold or h1 tag the very first word in the visible text of your website.

4-The meta tag description is one of the most important sentences you will write for your web page. Think of this sentence as your "hook". In most cases this is what is used as content in the search engine listings - so write a sentence that makes the reader want more - to go visit your website. The main keyword phrase should be located at about the 3rd or 4th word in this sentence. Optimally you want to use 2 sentences with the second one being a "take action" type of sentence.

5-The meta tag keyword - use your main keyword phrase first, try not to repeat, and use maximum 7 keyword phrases

6-Your main keyword phrase should also be found as one of the very last words on you webpage - at the very bottom of your page.

7-Other than above you do not want to use your keyword phrase to a point where it will exceed 2-5% of the total number of words on your page.

8-Do not use dynamic generated url or frames - use constant firm urls such as .html, .php, .asp

9-Use keyword phrases within your graphics and alts of your graphics

10-Use keyword phrases when linking to other pages within your website.

By employing just the above ten steps your site will be ahead of 80% of the websites out there when it comes to search engine optimization.



3 – Articles

As I mentioned above, the second part of search engine optimization is “off page” factors that have to do with backlinks and how other sites link or “point” to your website. The very best method you should employ to increase the number of similar themed websites linking back to your site is thru the use of articles.

Every website you own should have an article written with the resource box of the article pointed to that website – written and distributed at a minimum of once per week. Whether you write it yourself or have it written, it is the one single tactic that will do more for increasing search engine rankings and targeted traffic than any other single tactic.

For article submission and distribution it is more time effective to use a distribution service such as ArticleMarketer.com. They are continually updating and increasing the sites that your articles are submitted to (in the hundreds) and you only have to submit it once, inside your membership area. I have been using them exclusively since 2005 – Google my name in quotes “[Ray La Foy](#)” and see how many tens of thousands of results turn up from my articles.

Writing and submitting articles is one of the simplest methods to market any website – and it dramatically increases your off page search engine optimization factors. Learn more PowerArticleWriting.com

4 – Blogs

Hey, you know those articles you just had written and submitted – well, turn around and post them on a blog dedicated to the website you are promoting. By posting weekly to your blog you will send the search engine spiders crawling all over your blog as well as your main site. Fresh content is exactly what the search engines are looking for – give them what they want.

5 – Web2.0

I am not going to BS you and explain how to market your website using Web2.0 in one paragraph. If you have not begun to realize the importance of Web2.0, well it is time that you started to learn. The media choices of Web2.0 - is the future – and the future is here now. [Web2.0 Marketing Secrets](#) will provide you with the basics of understanding Web2.0 and what it means to your online business.



Highly Recommended Resource [Web2.0 Marketing Secrets](#) Just implementing one tactic revealed in this report, can give your website a top 10 google listing in less than one week. Powerful Stuff!

6 - Safelists - Email Marketing

Have you ever heard that safelists are a waste of time? Well the facts are quite different. By submitting to ten different safelists – three times a week – every single week – I earn around \$3000 year. Sure – not much money, but it takes me a whopping 15 minutes a week – an hour a month – 12 hours a year. So that works out to about \$250/hr. Yeah, I think I can work that into my schedule.....

My Favorite Safelists I use are: [ListDotCom.com](#) [TheMadVlad.com](#)
[GotSafeLists.com](#) [Herculist.com](#) [BusinessWorldList.com](#)

7 - Forums and Signature Lines

Participating and contributing to forums is one of the most powerful tools you can use to develop online business relationships. Ask questions and answer questions that you know the answer to. Over time, other members will learn to recognize and respect your opinion.

With all of your forum posts, include a signature line, that explains and promotes your site with what I call a tag line, along with a link to the site you are promoting. Say for this site, a signature line would be:

Re-Packaging Info Products for Profit – Step by Step Guide
<http://www.productmakover.com>

Depending on the forum, you can give reviews and promo's on a website you are promoting. Just be sure you understand and abide with the forum rules before posting. I have been a member of some forums where the first person who post the referral link is the only post that stays – so read and understand the rules first before posting.

8 - Joint Ventures

Joint ventures or JV can be a very powerful tool when marketing your products. Now don't expect to email the biggest marketer around, and ask them to send an ad about your product to their email list – it's not going to happen because it is a



one sided arrangement. As I mentioned above when talking about forums, this is where you develop relationships and joint venture partners. When you give first

– in other words help someone else with their promotions – they many times will respond in kind and help you with your promotions. One of the best places to develop jv's is by attending internet seminars that are held dozens of times a year all over the country. When you develop personal relationships and business partnerships with the individuals you meet at these events, you will find that will do more than any one thing, you can do, to grow your online business.

9 - Pay Per Click

Purchasing pay per click targeted traffic is one of the simplest ways to drive traffic and customers to your website. Google's Adwords is by far the best known, and in my experience the most effective, pay per click system available. You can find out in a relatively short time span what your website metrics are – in other words, how many sales per one hundred visitors does your website generate?

Now the biggest mistake that people make when getting involved with using Adwords, is they create some huge keyword list and enter that within their Adwords account. In very short order you will have run up a big bill – and possibly without a single sale.

You will be much more effective by using just a handful of highly targeted keywords AND an ad that tells visitors there is a cost involved with your product. I usually will run around 100-200 clicks on a webpage to see what the metrics of the site are. When initially testing I would recommend that you select "search results" and not content results. You should have around 1-4 sales if:

- 1-Your sales page ad copy is effective
- 2-Your keywords and ads are driving the correct target market to your site

Once you have a few sales you can then determine your ROI or return on investment. Say you purchase 200 clicks for 10 cents each you will have spent \$20 – now if your product sells for \$39 –and you sold one – you will make \$19 profit for every \$20 you spend on traffic. If however your product sells for \$10 – then you are losing money. Adwords is unforgiving with non-profitable websites. If you are losing money then you need to test and change things up. You will always want to watch your pay per click expenditures like a hawk.



VIII – The Most Critical Component – ACTION!

Earning money online is not as complicated as many would lead you to believe. Quite simply put, you (1) drive targeted visitors to a website and (2) you convert those visitors through an action into revenue. And when you combine that with the business axiom that I mentioned earlier:

- 1 - Find out what people want and are currently buying**
- 2 - Provide people with more of it**

You now know the “Big Secret” - Amazing Simple Isn’t It?

Master Resale and Private Label Rights Products provide the ideal online business opportunity and solution. You locate popular products and combine them – Re-Package them - to provide an offer that is better than anything else available. You then drive targeted traffic to your site and test and tweak to improve your sales conversions and your website’s metrics.

And then – Rinse and Repeat – Once you have built one repackaged resale rights product – then do another. By continuously building, creating “new” products and websites – you are creating multiple revenue streams. You will most likely find that some repackaged resale products will do very well, some will do ok, and some will not do well at all.

Jim Edwards – “Mr. One Page Website” - has stated that for every ten websites he builds, about half never really do much at all, three will do ok and earn some money, and then there will be one or two where the product quite literally are flying off the shelf.

Now it all boils down to you taking action – the very step where most people fail. I find if I write down my business plans and complete specific tasks on a weekly basis – stuff gets done. If I do not write down my business plans and I don’t utilize a list of items to complete – stuff does not get done.

AND

**When I take action and get things done – Money keeps coming in.
When I don’t build new sites and keep growing – Money Slows down.**



TAKE ACTION TODAY

Re-Brand
“Re-Packaging for Profits”
 With **Your Affiliate Links** and
Earn Money Giving this Report Away

Learn More: <http://www.ProductMakeover.com/rebrand/>

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