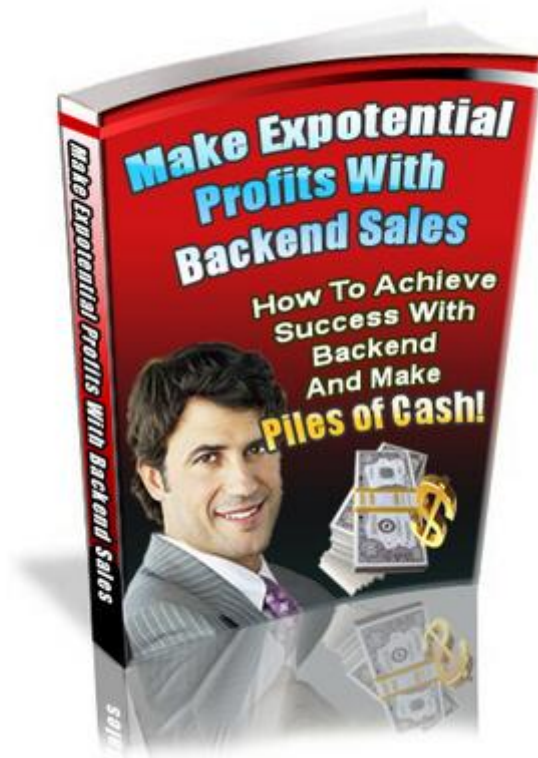


# Make Exponential Profits With Backend Sales



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Make Exponential Profits with Backend Sales How to Achieve Success with Backend and Make Piles of Cash! Pages: 34 Word Count: 6,293 Description: No matter what type of business you are in, or whether you market your products online or offline, the backend offers are the ones which determine whether you are going to make marginal or staggering profits. Why Is The Money In The Backend? There is no additional customer acquisition cost, as you will be selling to customers you have already acquired, for one. Assume that the selling price of your initial product (frontend) is \$97, while its original cost price is \$30. You run an advertisement for \$600, which got you ten customers. Your gross profit will thus be \$670 ( $\$97 \times 10$  customers) - ( $\$30 \times 10$  customers), while your net profit will be \$70 (\$670 gross profit - \$600 ad costs) for 10 customers. This is just one small example of how powerful the backend concept can prove to be. Even if you do not make profit from your initial sale, you can always compensate and make more from your backend sales! Sneak Peak: Table Of Contents What is a Backend Product? 5 Why Is The Money In The Backend? 5 The Importance of a Backend Strategy 7 Taking the Advantage of Backend Selling 9 Getting Started with Your Backend Strategy 11 Conducting Surveys 11 Conclusion 12

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