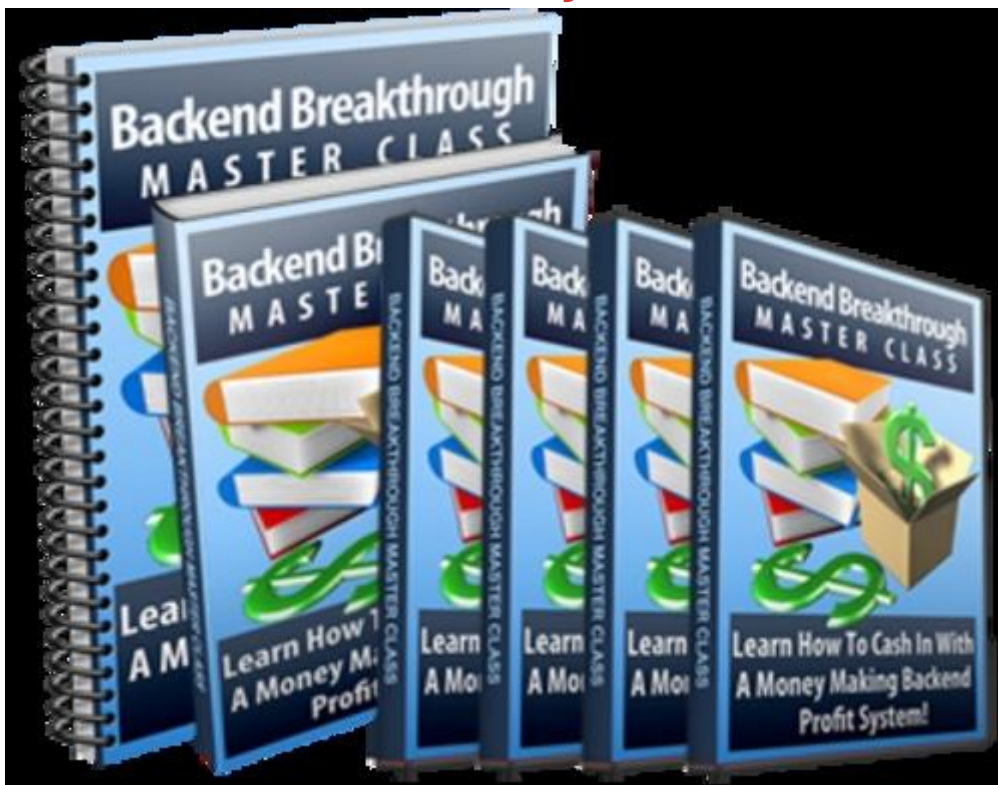


The Backend Breakthrough Master Class ! Make More Money



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Discover How You Can Create One Time Offers That Convert and Increase Your Profits - Guaranteed To Work Or Your Money Back! Finally, produce irresistible one time offers that will have your buyers wanting more with this step by step video series! If you've been purchasing products online or selling them, you have likely experienced One Time Offers. To setup a successful and high converting One Time Offer, you need to plan it out carefully. The biggest mistake I see people make is jumping onto this bandwagon and just picking any product they see and turn it into a One Time Offer. Sorry, Big Mistake! Once you understand the psychology behind why buyers purchase OTO's and why certain OTO's are more successful than others, I guarantee that your OTO's will begin to convert better for you. Does this sound like you? I've heard how OTO's can double my profits, but I don't know where to start? I spent 3 hours setting up my OTO and still no sales, what am I doing wrong? If you can relate to any of these, then this course is going to solve all your problems, and put a ton more cash right into your pocket... Introducing The Backend Breakthrough Master Class... In this course you'll learn everything you need to know to start

making more money with one time offers, upsells, and other covert backend money making methods! Here's exactly what's included... In this video series, you'll have access to 7 content packed videos that will show you how to really create One Time Offers that convert. What makes this video series different than the rest? Unlike most videos that just go straight into showing you what to do, you will be shown the psychology behind this material, why you need to do it, and what you must avoid. Once you get a better picture, it will stick in your minds forever you will succeed at a faster rate. Video 1: What are One Time Offers? If you only sell a product on the front end and you have no backend, you are losing out big time. One Time Offers can often triple or quadruple your profits and if setup correctly, can sell easier because your customers already have their foot in the door. In this video, you'll learn what a One Time Offer is and misconceptions that you'll want to avoid. Video 2: Understanding the Psychology Behind Successful One Time Offers... Understanding the guidelines of how to create a successful One Time Offer is the most important part that most people forget to take. Don't be like the rest of the crowd that just jumps in and tries to make any product a One Time Offer only to realize you have wasted your time. I've done it and I don't think you will want to either. The key is to know what makes a successful OTO and what makes an unsuccessful OTO. You'll learn just that in this video. Video 3: Understanding the OTO flow chart... One you understand what makes OTOs successful, in this video, you'll learn where an OTO fits in this whole process. How many sales pages will you need and how many download pages will you need? While the process can be simple, it doesn't need to be. Video 4: Live test example... With good reason, videos one through three give you an educational view of what One Time Offers are all about. In this video, we'll take some action by finding a live test example, so you can take what you learned in the previous videos and put them in action. Video 5: Creating your OTO sales page and download page... Your One Time Offers sales page is similar to a regular sales page, but there are a few things you'll need to add and watch out for while writing it. What should you watch out for? Video 6: Connecting your front end to your OTO... Now that you've created your OTO sales page and download page, you'll need to connect it with your front end sales page. But How? Watch this video and learn how. Video 7: Using Scripts to make setting up easier... While you could setup your OTO manually without any scripts, you won't be able to make it a true OTO. Your customers could simply bookmark the OTO and come back to it one month later, and you'd lose your credibility because the next time you offer an OTO, they won't take you seriously. So how do you make the page disappear after they've exited the OTO sales page? Simple, use scripts and some

basic code you'll find in this video. With this component you'll... Find out exactly how to to set up a profitable back-end system that is guaranteed to maximize your income with very little time or work involved. These proven strategies are responsible for generating thousands of dollars in added profits, and will work for every market and niche imaginable. Discover what the easiest back-end systems are and how you can position yourself for success from the initial product development phase. (It's important to plan ahead in order to squeeze every last dime out of every single sale you make.) Common mistakes to avoid. Upsells and Backend offers are entirely different things. Find out how to avoid the pitfalls of misdirected offers and build a powerful backend system that will run on complete autopilot, quickly and easily! Find out how a solid back-end system can PAY for all of your advertising costs while making you more money even with a very small customer base! (When you incorporate these backend strategies into your sales funnel, you only need a handful of customers to make 5x what you are making now with exhaustive advertising campaigns) The critical steps to adding thousands of dollars to your bottom line.. This is where I go into detail and reveal my personal back-end system that has NEVER failed to produce results. From HOW, WHEN and WHERE to set up your back-end system, right down to the price points and offers, I'll guide you every step of the way. The simple process of automatically extending the relationship with every customer and creating a high value proposition while leveraging your existing product line and building brand awareness and credibility in your niche market. If you have ever wanted to be the authority figure for your niche, you absolutely NEED to read this chapter. Why building a backend is essential if you are interested in joint ventures or in building a rapid affiliate army that is willing and eager to promote your brand. You will be able to network faster and easier with people who have the power to take your business to the next level just by setting up a surefire system that benefits YOU and THEM! And much much much more! With this component you'll... Learn what the OTO is and how you can use it to transform \$12 into \$1200 or more. Learn how to make sure your OTO's are well received and not mistaken for cheesy sales tactics. Learn how to create a free giveaway with an OTO to encourage customers to buy even more from you, no matter the products or services you sell. Find out how to use the upgrade style OTO so you can benefit from an even more powerful sale pitch. Discover what the #1 question your customers are going to ask themselves after hearing an OTO is, and how to respond. Learn how to create a simple, directed and to the point OTO that customer's cannot turn down. Find out how the most frequent OTO is shaped and handed down so you can use OTO's effectively.

Learn how to write an OTO that sells every time in just minutes instead of hours. Discover quick tips to improve your OTO and create a high perceived value in your customer's mind, so they find your OTO irresistible. Learn how to theme an OTO towards a previous offer to create a natural and positive buying relationship. Find out what a pop under is and how it can make you big bucks regardless of your industry or the business you run. Discover how to make OTO's work for your e-book business, and how easy it is to double or triple your profits by doing so. And much much much more! An OTO Or Upsell Is Applicable To Any Given Situation That Involves A Sale... The one time offer is unexpected, exciting, relevant and most importantly presented at the perfect time. Please accept this chance to change your life forever, and to start making more money by empowering your business with an incredible backend profit system!

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