

Digital 2 Physical



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Why Are You Letting Motivated Buyers Slip Right By You Every Single Day??? STOP Leaving Money On The Table And Give This Lucrative Market Segment What It Needs! They Want Your Product--Its Time To Give It To Them!!! You CAN Boost Your Numbers By Doing Something Youd Never Expect. Its Time To Get Physical! Dear Friend, Lets look at two scenarios: Scenario 1. The Underperformer You did the research. You built the product. Your sales page is so good you were tempted to buy a copy for yourself. Everything is lined up just the way you wanted it. Yet you arent selling the way you had hoped. Its not a disaster, but it sure isnt a success. Youve double-checked everything and it looks like you did it all right. Whats the problem? What can you possibly do to boost those sales numbers? Scenario 2. The Success You went through the paces, put your product out there with a good marketing plan behind it, and the sales are coming in just as you had anticipated. The project is a success, but you keep looking at the stats. All of those people are reading your sales letter and only a percentage is buying. What are the non-buyers thinking? What would happen if you could find a way to turn more of those shoppers into buyers? One of those two scenarios probably describes at least one of your current projects. Either things

arent going great or there is still some room to do better. Either situation could be improved, and if you are like most Internet marketers, the same strategy could produce a positive change in both circumstances. Did you know that you are ignoring a substantial part of your market? Oh, you figured out what they needed and you created it. You didnt drop the ball there. Its not necessarily your sales copy either. You can have the best sales letter in the business while making this mistake. You just arent giving a large percentage of potential buyers what they really want. You lack the one thing that can tip them over the edge and convince them to send you money. Youre so close to snagging them, but unless you make a change, you will never have them as customers. What do they want??? A physical product. It may sound crazy to you. You have been taught that the paperless future is everyones eventual goal. You are so accustomed to downloading files, unzipping them, extracting them, and using them that you dont even think about it. You have a great PC with all of the trimmings and enough disk space to hold the Library of Congress. You came up through the Internet marketing ranks smiling at the thought of a business with low overhead and no inventory. A physical product? Absolutely. Heres what you are forgetting: Your niche market is filled with people who dont live on the PC. Your prospects include people running Windows 95 and folks who are completely uninterested in your ideas of efficiency. They have an expectation: They spend their money and they get something real in return. Something they can hold. Something that demonstrates your legitimacy. Something they can own instead of a download link in an email or a tightly compressed file attached to your thank you letter. They want you to get physical. I want to show you how. Thats why I am offering... [Digital to Physical](#) [Digital 2 Physical](#) [How to Transform Your Digital Products into Tangible Goods](#). This ebook is designed to introduce you to the core concepts of providing physical goods to your Internet marketing customer base. It offers solid advice, real insight, and an overall perspective on how you can ramp up your business by offering a physical component to your offers. [Digital 2 Physical](#) tackles everything from the reasons why you cant afford to move forward into the digital future without reaching back for solid goods to detailed information about appropriate file formats for creating tangible video products. Its a comprehensive overview that will help you get physical. [Digital 2 Physical](#) covers the conversion of ebooks to print, bringing software products into tangible forms and making video a physical object you can sell to that segment of the market you are currently ignoring... Here are just a few of the chapter headings from this important guide: *Moving Forward by Stepping Back *The Appeal of Tangible Goods *A Marketing Ace in the Hole *A Return to Paper *Delivering the Disk

*Dressing it Up *Basics of the Burn: Committing Software to CD-ROM *Adding to the Video Library Even if You Arent Spielberg Digital 2 Physical looks at all aspects of the conversion process and the subsequent adjustments to your marketing strategies you will need to make to convert fans of physical goods into buyers of your products. Digital 2 Physical looks at: *Multiple Methods for Ebook Publication *Proper Formats for Digital Products *Ways to Use Physical Delivery as a Marketing Goldmine *Handling Production of Materials *Using Tangible Goods to Increase Seller Credibility *and MUCH, MUCH MORE! Your sales numbers could be better. One of the best ways to produce the bump you need is by exploring how you can use physical goods to convert the suspicious and to satisfy those who currently find your offer lacking. Digital 2 Physical isnt another bogus Guide to Instant Riches or a silly Guaranteed Strategy to Make Millions Overnight. Its a valuable resource designed to spur your imagination and to provide you with the information you need to satisfy a frequently overlooked demographic. Think about that for a moment. If this ebook provides you with only one nugget of information or only one small bolt of inspiration, the resulting sales would make it a bargain. I believe that the perspective and insight found within Digital 2 Physical will do more than give you one new idea. It gives you the insight to increase your sales numbers substantially. I have made the mistake of overlooking the potential of physical goods myself. When I realized how much more profitable I could be by implementing some tangible strategies, it changed my outlook on Internet marketing. There are customers out there who desperately want to give you money. They are prepared to buy. Your strategy worked. The research, product, and sales letter are doing their job. Your marketing plan is working. The only thing you need to do is to get physical. Digital 2 Physical is there to help. Internet marketing is about understanding your customers needs and expectations. Digital 2 Physical shows you how to do your job better. Youll be happy with the results.

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