

QUICK BUSINESS BOOSTERS

Magical Multipliers

24 Proven Strategies for
Generating Big Backend Profits
from a Small Front End Sale



3d Consulting Services

Magnify Your Mission : Multiply Your Reach

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Introduction

At this point you know how to get traffic to your website. Now here's the question: what are you going to do with all that traffic? In other words, how are you going to monetize it?

The first thought is to sell a product. And you're right, that's a good and profitable choice. But the truth is, those frontend sales will be just a small part of your overall income. That's because you can sell all sorts of products and services on the backend of your business, and those backend profits can really add up quick.

So how do you take advantage of these backend profits and start monetizing your website? Answer: By implementing several of the following streams of additional revenue for your business. Take a look...

1. Offer an Order-Form Upsell

One of the first places you can pull in extra money is right there on the order form. All you have to do is promote a related product, which can be your own product or an affiliate offer.

For example, if you're selling a weight-loss product, then you might offer a set of exercise videos and low-calorie cookbooks as an upsell. Better yet, offer a discount on this upsell that's ONLY available right there on the order form. So if the customer doesn't purchase the offer now but they want it later, they'll have to pay more money.

Here are a couple of tips for maximizing this strategy...

Tip #1: Create an upsell that enhances the use or enjoyment of the main product. Think of the classic McDonald's example here. You order a burger, and they ask you if you want fries with that. Those two things naturally go together, so a lot of people will accept the upsell.

You can do the same thing on your order form. For example:

- When someone orders a video from you, you can offer the transcripts for an additional fee.
- When someone orders a book about bodybuilding, you'd offer a set of exercise videos which demonstrate the lifts.

Also...

Tip #2: Think carefully about how you phrase the pricing. Let's go back to the McDonald's example. When they ask you about an upsell or cross-sell, they only mention the price of the additional item.

For example, they'll say, "Would you like to Super Size your order for just 39 cents more?"

This keeps the customer focused on the smaller amount (the 39 cents), versus the total cost of the order.

You can do the same thing. For example, if you're selling a main product for \$100 and an upsell for \$25, your call to action might look something like this: "Click here to get the exercise videos for just \$25 more!"

Next...

2. Put a Related Offer on Your Confirmation Page

Another good place to put an offer is on the confirmation page that your customers see right after they complete a payment. They're already in the buying mood, so there's a good chance they'll jump on this other offer if it's related to your signature product.

For example, if you're selling a product on how to create a successful blog, then you might offer a package of themes and plugins on your confirmation page.

Note 1: Be sure that the link to the backend offer opens in a new window. That's because some customers who are really excited to download their package may accidentally hit the offer link instead of the download link. You want to be sure the download page remains open so that your customer gets everything that they paid for before they leave that page.

Note 2: put the offer *BELOW* the download link. Again, customers who just purchased something are going to be very eager to download their purchase. They may skim the page and click the first link they see. So to create a good customer experience, you want to make it very clear which link is the download link and which one leads to another offer. (E.G., use a big button that says, "Click Here To Download Your Purchase.")

3. Send a Related Offer in Your Thank-You Email

You can boost your revenue by putting an offer in the first email you send to new customers. This might be your own offer or an affiliate offer. It might be a product or a service. But whatever form it takes, it should be highly related to your signature product.

For example, if you sell a copywriting course, you could offer a personalized copy critique for a headline, a postscript, or even an entire sales letter.

There are multiple ways to include an offer in the thank you email, including:

- Put the offer in the main body of the text. You might start off your email thanking customers and reminding them of the benefits of the product they just purchased, and then tell them about a related offer that will help them get even better results.
- Put the offer in the P.S. The postscript is one of the most-read parts of an email, so this is a very good place to put an offer.
- Put the offer in the footer (below the P.S.). You might make it stand out by putting it in a Johnson box (if you send html emails) with a headline such as “Featured Offer.”

Next idea...

4. Create a “Lite” Version of a Product as a Lesson

Now here’s a cool way to make extra money on the backend of this product: create a module that’s a “lite” version of one of your products. Then promote the full version on the backend.

For example, your lite product, the lesson, might teach people how to write engaging blog posts. The full product goes more in-depth and includes plenty of examples, tips and even templates. So while the lesson is a useful by itself, those who want all the details would purchase your full product.

NOTE: This is a strategy you can use no matter what you’re selling. For example, if you’re selling software, then you might offer a “lite” version of the software that includes fewer features and benefits.

5. Add a “Recommended Resources” Section

You can add a list of recommended resources at the end of each lesson. These might be your own products, affiliate offers, or even offers from advertisers. Ideally, each

lesson should include its own resource section with offers that are laser targeted to the lesson.

For example: if a lesson talks about how to create great headlines, then one of your resources might be a collection of headline swipes and templates.

Another example: if your content teaches people how to set up a Facebook ad campaign, then one of your resources might be a “done for you” service for setting up and managing ad campaigns.

Next idea...

6. Include Recommendations In Your Bonus Materials

A great way to boost conversions on any product is to offer your customers access to additional material. My customers get access to a “vault” full of materials. What you’ll find is that many of these materials include recommendations for additional products and services.

You should seek to do the same thing. For example, if your customers get a traffic guide as part of their supplemental or bonus material, then you might sell SEO guides, social media guides, and blogging guides from within the traffic guide.

TIP: Don’t just list your recommended resources with links. For best results, provide a short summary of the product, which includes its best features. In other words, insert a short advertisement next to each listing.

Here’s another revenue-boosting idea...

7. Put Ads Inside Your Lessons

Here you can put related offers at the top or bottom of each lesson. For example, you might have a “Featured Product” right at the top of the lesson, which could be your own offer, an affiliate offer, or even an offer from an advertiser.

You can also close each lesson by introducing an offer. For example, if your lesson is all about saving for retirement, you might pitch an investment app at the end of the module.

For example: You just discovered the secrets of [getting some good result]. Now if you want to maximize this strategy, then you’ll want to get your hands on this [type of product]. It’s called the [name of product], and it’s the best way I know to [get a great result], [get some other good result], and [get some other good result]. So check it out right now at [link]...”

8. Soft-Sell Within Your Lesson

This isn't an "in your face" ad. Instead, you weave product recommendations right into the content. These sorts of soft-sell recommendations are seen as helpful rather than pushy.

For example, if you're writing a lesson about how much protein a bodybuilder should eat each day, you might include an affiliate link for a whey protein supplement.

Another example: if you're writing about how to set up a mailing list, then you could include a link to your recommended email service provider.

TIP: For best results, give a personal recommendation for the tool or other product you're promoting. For example, if you're linking to an email service provider, you might say something like this:

"You've probably noticed there are a lot of email service providers on the web. But there are only a few that I truly trust with my valuable data. And my #1 recommendation is [insert name of email service provider]. I like them because they provide 24/7 customer support, good deliverability, and lots of tracking data. Check them out at [link]..."

9. Send Out a Solo Email

You've got an email list full of customers: use it!

As mentioned, you can send out emails with recommendations right within the content. However, from time to time you can even send out a solo email. For example, if your core product is a hydroponic gardening guide, you might send out a solo email that promotes a hydroponic kit.

TIP: Most people who are looking to sell a physical product go on Amazon or CJ.com to find affiliate offers to sell. You can also use Google to find these offers. For example, you might search for: hydroponic affiliate. This would uncover affiliate programs for a variety of hydroponic products. If you have a specific product in mind, then feel free to narrow your search (e.g., hydroponic kit affiliate).

Don't forget to also look for drop-shipping offers. Search Google for the type of product you want to sell alongside the words "drop ship" or "drop-shipping."

TIP: Just be sure you don't flood your mailing list with solo ads. If you're sending a solo ad every other day, your customers are going to grow weary. They're going to feel like all you do is advertise to them.

So what's the sweet spot in terms of frequency? That's something you'll need to test in order to determine for yourself. Different lists have different tolerances for solo ads. You might start with a weekly solo ad and then test that frequency against more-frequent ads and less-frequent ads.

Next up...

10. Create Members-Only Groups

Certain types of signature products work really well with support forums or groups. One example is a weight-loss group, where your customers can get support, information and motivation from other members.

Now here we have two potential profit streams:

1. Sell access to the group. Sure, you can give access to the group as a free bonus to your customers. Or you can offer it as an upsell on the sales page or order form.
2. Sell additional offers within the group. You can use banner ads or text ads for your own products or affiliate products. You can also sell advertising spots within the group or forum.

TIP: Have you ever noticed that whenever a group or forum owner posts within the community, that post gets a lot of "likes" and discussion? People really pay attention to the owner. You can use this to your advantage by occasionally making a post about a product recommendation. Just don't overuse this strategy, or people may stop paying as much attention to your posts.

There are a couple additional benefits to creating this sort of community, including:

- Improve retention rates. Once people start interacting in your community, then requesting a refund or otherwise leaving the site doesn't just mean they'll leave information behind... instead, they'll leave behind many friends. That's why a well-run community is a great way to improve customer retention (which in turn leads to more backend sales in the long run).

- Build relationships with customers. When you spend time interacting with your customers in your group or forum, they'll start to know, like and trust you even more. That leads to even more backend sales. In other words, running a community can boost your long-term conversion rates and profits.

Next idea...

11. Bring in a Guest Author or Speaker

The idea here is to give your customers extra content, but you don't need to create this content yourself. Instead, your guest provides the content. It might be in the form of a report, an article or even a webinar or teleconference interview.

So where does the revenue come in with this idea? In two ways:

1. You use your affiliate link to promote the guest's offers. Just be upfront with your guest so they know you're going to do this. Most guests will happily agree, as you'll both make money whenever someone buys through your affiliate link.
2. You can sell this interview as a standalone product. Not only do you get another revenue stream from this, but you can also upsell the signature product to those who purchase the standalone content. (Just be sure you have the rights to sell it.)

So, where do you find guest authors or speakers? Chances are, you already have a few names in mind. However, to find more potential guests use these methods:

- Search marketplaces. The idea here is to go to marketplaces such as Amazon.com, Clickbank.com and JVZoo.com to find out who is selling the bestsellers in your niche. These top-selling vendors are all potential guests for you.
- Use Google. Here you want to enter your niche keywords, and find out who has the biggest, most reputable and most popular sites in your niche. These experts and authorities are all potential guests.
- Check Facebook. The idea here is to use the search bar to uncover the biggest groups or even Facebook Pages in your niche. The people who control these big platforms are possible guests.
- Ask for recommendations from colleagues. Here's an extra tip: if your colleague is friends with a potential guest, then ask that colleague to

introduce you to his friend. This sort of personal introduction makes it more likely the potential guest will say “yes” to your request.

- Ask customers for their “wish lists.” You can ask your newsletter subscribers, blog readers, and social media followers for their lists of favorite experts and marketers in your niche.

Next up...

12. Offer a Related Service

Mainly we’ve been talking about products, but you can certainly offer a service as well. This might even take the form of coaching or consulting.

For example:

- Offer resume critiques to those who’re trying to land a new job.
- Offer personal nutrition and exercise coaching to weight-loss customers.

In some cases, you might even offer multiple related services. For example, let’s suppose your main product is all about how to write better sales copy. You might consider offering these services:

- Offer a copywriting service, where you write sales letters and ads for your customers.
- Offer a sales letter critique. Here you might use a screen-recording software such as Camtasia to go point-by-point through your customer’s sales letters, offering feedback and tips as you do.

You can place ads for these related services in your emails, in the content of the product itself, and directly on the site. You can also offer them as an upsell on the order form.

13. Create “Done For You” Offers

If you’re teaching someone how to do a long and/or complex process, some folks would rather just have someone else do it. So you can offer “done for you” packages to promote from within your product.

For example:

- Your classic car restoration product teaches someone how to clean and tune a carburettor. You can offer to do this step for them if they ship the carburettor to you. (Yes, this service really exists.)

- A lesson within a blogging course talks about how to write content for the blog. You can offer a big package of PLR content for your customers to use.

TIP: To really maximize this revenue stream, you'll want to create service-related upsells and backend offers.

For example, if your "done for you" service is to install and customize a WordPress blog, then you might offer ongoing monthly maintenance for an additional fee.

Another example: if your "done for you" service is to write a sales letter, then you might offer additional services such as creating autoresponder emails, Facebook ads, and blog posts.

Next up...

14. Sell Software as a Service

One good way to get a continuous backend revenue stream is to sell software as a service (SAAS) from within your product or emails. This is where your customers need to keep paying you every month in order to get continued access to the software.

One example is selling access to an autoresponder. Customers pay every month, and they'll lose access to their lists and opt-in forms if they stop paying their monthly fees.

You can do this in most any niche. The key is to make it difficult for someone to casually leave, since they'll lose access to everything if they do.

For example, maybe you sell a web-based meal planning and goal-setting app. If someone cancels six months down the line, they'll lose access to all the data, charts, journaling and other activities they created with the app.

15. Promote Physical Products

Selling physical products (such as printed books and DVDs) means you need to send a shipment to your customers. This gives you a great opportunity to send a ride-along flyer with additional offers.

TIP: You can offer the physical copy of the product as a manual or a CD, or even offer some of the bonus materials as physical products.

For example:

- You might send a limited-time coupon with an impressive discount on one of your related products or services.
- You might send a list of “recommended resources” which include affiliate links.
- You might sell advertising space on the flyer.
- You might trade ads with someone else in your niche who is selling physical products. This means you promote their stuff in your shipments, and they do the same for you. Win-win, and profitable for everyone since you’re effortlessly reaching new customers.

Naturally, you can do a combination of these methods to create additional revenue whenever you ship something out.

16. Create a Members-Only Blog

The idea here is to create a blog that’s only accessible to your customers, which you might keep private with a password. You can then add occasional articles and other related content that helps people take the steps you’ve outlined in the core product. You can even use private label rights content or outsource this task so that you don’t have to do it yourself.

Now here’s the key: you can advertise related offers in multiple ways.

For example:

- Include product recommendations within articles. For example, you write an article about how to set up a Facebook Page. You can then promote a Facebook marketing product at the end of the article.
- Put product recommendations at the end of articles. You can directly insert an ad for an offer that’s highly related to the article. This will get you the best response. Alternatively, you can use a plugin that chooses and inserts ads based on your content. Or, you can use a plugin that lets you change what product is being recommended (such as if you’re launching a new offer, you can change all ads to reflect that new offer).
- Insert ads in the sidebar of the blog. This includes both graphic ads such as banners, as well as text ads. Do this sparingly, so that your sidebar doesn’t look like a circus of ads.

- Insert ads in the header or footer. Again, you can use either banner ads or text ads. In most cases it's better to advertise just one product, rather than to shove a bunch of smaller ads into the space. Not only does it look cleaner, but it also gives your customers fewer choices (which often translates to a better conversion rate).
- Write direct promos. In other words, every so often you might make a post that is 100% geared towards selling a related offer. As usual, you don't want to do this too often, otherwise your customers will feel like they've paid good money to read a blog full of ads.

Next...

17. Secure Exclusive Discounts From Partners

The idea here is to give your customers something that they can't get anywhere else, such as an exclusive discount or bonus offer on a popular product for which you're an affiliate.

Now, you'll need to approach the vendor about this to see what they can offer you. Since you're an affiliate for the product, you may set up a deal where you get a smaller commission in exchange for offering your customers a discount.

For example, if a product has a 50% commission, you might ask the vendor if you can give your customers a 30% discount (and then you pocket the remaining 20% as your commission). You get a smaller commission, but you'll make it up in volume. You can then promote this exclusive offer in your emails, the product, and on your website itself.

TIP: Some vendors who use this strategy don't phrase it as a "discount." Instead, they offer a "rebate." The reason they do it this way is because they pay the customer out of their own commissions once the refund period has passed.

Now, there are two potential problems with this idea. First, some vendors strictly prohibit offering this sort of deal. That's because they should be able to control the pricing on their own product, and not have affiliates lowering the price (and thus lowering the perceived value) at random.

Secondly, this method can also lower your conversion rate versus offering a discount. That's because a discount provides instant gratification, whereas a rebate may take weeks or months to redeem.

Bottom line? It's best if you offer a discount directly through the vendor. That way you know you're doing everything legally, and you're likely to have a better conversion rate to boot.

18. Send Freemium Bonus Materials

The idea here is give your customers a freemium version of an information product or even software for free as part of their bonus/supplemental material. If the customer likes the freemium product, they'll likely upgrade to get the full product.

For example, let's suppose you offer your weight-loss customers a "lite" version of a meal planning app for free. Perhaps this app counts calories and helps people design their meals. However, they'll need to upgrade to unlock all features, such as balancing carbs, proteins and fats across meals.

Another example: you might provide your customers with a free video, which gives a great overview of a particular topic. Your customers would then need to purchase a set of training videos from you in order to get all the information and details about how to achieve some specific result.

19. Sell Advertising Spots

Another way to introduce a stream of revenue into your business is by selling advertising spots in your emails and/or even in the product. You can sell the ad spots directly for a flat price, or you can offer a flat price plus commission.

For example, you can sell ad spots in a "recommended resources" section.

TIP: Be sure to thoroughly screen all potential advertisers before accepting their ads. You'll want to research both the vendor and the product to be sure you're dealing with some reputable who produces high-quality products.

The reason for doing this is because you will be associated with anyone who advertises on your site. If you accept money from a shady vendor who rips off your customers, then your customers will blame YOU. If you allow people to advertise really low-quality products on the site, your customers will blame YOU.

Point is, be sure you deal with people who produce products you'd be proud to endorse. You don't have to specifically endorse them on your site since they're third-party advertisers, but you should be comfortable enough with the product that you would be happy to recommend it to others. Your reputation depends on it!

20. Create Members-Only Webinars

The idea here is to offer a nice bonus to your customers, by giving them access to a free webinar. You can offer regular webinars, such as once per month. You can then archive these webinars within the site so that new customers can download and watch all of them.

Now here's where the profits come in:

1. You can pitch related offers during the webinar itself. So if you're running a "how to start a business" webinar, you might pitch a related membership site on the backend.
2. You can sell these webinars to others. It's a nice additional stream of revenue, but it also gives you the opportunity to upsell your core offer to anyone who purchases the webinar.
3. You can sell resell licenses to these webinars to other marketers. Not only do you get a chunk of money upfront for every license you sell, but you also get the potential for a passive backend income. That's because your license holders will sell the webinars to their customers, and in turn those customers will purchase the recommendations made within the video.

Which brings us to the next idea...

21. Splinter Lessons and Sell Individually

Are you selling an ecourse or fixed-term membership site where you send lessons on a weekly basis? Then here's an idea you'll like...

As you create more and more lessons, you'll find that some of the lessons will work really well as standalone products. You can splinter these lessons off and sell them individually for \$7 to \$20 each. Naturally, each lesson upsells the core product. If people loved the individual lesson, they'll love getting access to all 52 lessons.

TIP: You can do this with a variety of different types of products.

For example:

- ***You can splinter off one chapter in an ebook to sell individually.***
- ***You can splinter off one video in a set of videos.***
- ***You can splinter off one module in a home study course.***
- ***You can splinter off one product from a package of products.***

For example, if you're selling a package of WordPress plugins, you can splinter off one plugin to sell individually.

Next...

22. Transform Your Content Into a Different Product

If you're creating a membership site, or even a large home-study course, then you're going to have a lot of high-quality content on your hands. You can repurpose this content and sell it again in a different format.

For example:

- Pull out the highlights and turn a yearlong course into a one-month ecourse. For example, you can condense the highlights into four meaty lessons, and then deliver one lesson each week for a month.
- Use the content as the basis for a coaching course. In other words, use the content as your curriculum, and then offer personal coaching as part of the deal so that you can charge a premium price.
- Turn the lessons into a video course. One good way to do this is to use slide presentation software (such as PowerPoint®), along with a screen recorder such as Camtasia.
- Use part of the content to create a five-part free ecourse. The idea here is to use the content as a lead magnet. You can then sell your main product from within the course, and/or you can sell other related products. For example, if one of your lessons talks about how to set up a WordPress blog, then you can pitch a package of WP themes and plugins from within that email.

Naturally, you don't need to limit yourself to digital products. Here's the next idea...

23. Create a Physical Product

You can take the existing content and turn it into a physical product, such as a home study course. This won't take long, so you don't need to change the content itself. All you have to do is get it into a printed format (perhaps using a company like disk.com or even a local printer). Since physical products carry a higher perceived value, you can charge more for the course.

TIP: You can also offer a printed version of the course as an upsell on the order form. Perhaps the digital-only version is \$97, and those who want a print version of the entire course pay \$197.

And finally...

24. Offer a Reseller's Opportunity

The idea here is to sell resell-rights licenses to your product. Your resellers will keep 100% of the front end profits, but you do fulfilment of the course. That means you have the customer mailing list, so you can continue enjoying the backend revenue.

Why not just offer an affiliate opportunity? Because in this case, you'll actually make money by selling resell rights licenses to others.

For example, you might offer these licenses for \$197. Resellers only need to sell two in order to break even, and every sale after that is pure profit for them. Meanwhile, you get the license fees upfront, plus customers on your mailing list that you wouldn't have been able to get on your own. It's a win-win opportunity.

Now let's wrap things up...

Conclusion

So there you have it: you just discovered 24 solid ways to create additional revenue streams and start monetizing the traffic that's flowing into your site. Once you start snapping these various revenue boosters into place, you'll see your income grow exponentially. But don't take my word for it. Instead, try it for yourself to see what it can do for you!

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might generate extra revenue with your backend products and services and help to accelerate your business growth, if that's one of your primary, long-term objectives. And I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to...

www.3dConsultingServices.com

and see how else we can help you achieve your long term goals faster.

We guarantee you'll be delighted you did!

About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.

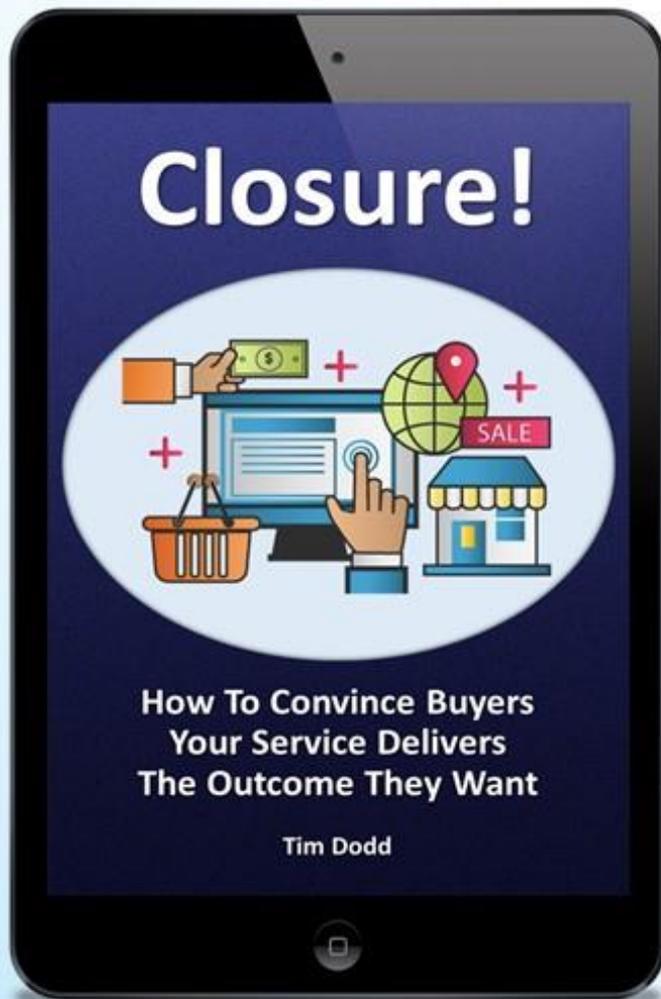
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

**These Days Traffic Generation Isn't A Problem.
Convincing Browsers To Buy Is The Challenge!
Yet, A Few Little Tweaks To Your Website Can
Soon Fix That When You Know What To Change...**



**Readers Who Implement These
Changes Truly Appreciate The
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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