

# Beautiful Backends

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You're Ripping Yourself Off If You're Not Using One-Time-Offers To Create Beautiful Backend Profits! Use these Big-Dog Techniques to make 2, 3 or 4 times as much Profit from your existing web sites with no increase in traffic needed! Dear Internet Marketer... Heres your chance to learn how to double, triple or even quadruple the profits you make on every site you have, no matter what products or services you offer! The powerful technique you are about to learn about is relatively new, easy-to-use and most importantly it works. And the best part of this marketing technique? It doesnt cost much money to use or learn. By now youve heard of the upsell. Most people in sales and marketing get stuck in a rut. They try to upsell their customers without realizing the true power behind other, more effective marketing tactics like the One Time Offer, we will refer to throughout as the 'OTO'. Its time to get the skinny on the OTO and learn how to put it to work for you. If you find yourself caught in the constant struggle for success, looking for a way to increase your profits without drastically changing your current marketing tactics, Ive got good news for you If you are determined to skyrocket your profits, youve finally reached the right place to start your journey. Your journey starts with learning everything you need to know about the OTO... What is an OTO and how can you benefit from it? An OTO is a proposal made to a potential customer when they have a single chance to buy something. Since the arrival of direct marketing, OTO's have gained popularity. Why? Because the one time offer is the most powerful marketing tool available today. Using the one time offer, you have the power to increase the dollar value of every purchase your customer makes, time and time again. Are you an Internet marketer looking to increase your profits without building a new site? Then chances are that an OTO may be just the marketing tool you're looking for! Using An OTO Can Make You A LOT More Money... But Only IF You Know What You Are Doing! Which brings us to our point. Id like to share with you some important information about One Time Offers: \* One time offers are limited offers. \* If you want to REALLY succeed in sales, you have to learn how to use OTOs to your benefit. \* Typically an OTO is a limited time offer presented during an existing offer. It is a one-time chance for a customer to take advantage of a special sale or opportunity. It is an opportunity for the seller to sell their customer something above and beyond their original purchase. \* In it's truest form, the One

Time Offer is offered after a sale has just completed on the original product, and should be for a similar product or service that may increase the value of the customers current purchase You'll see what we mean later... What do you need to learn to use your One Time Offer effectively? How to create an interesting OTO that heightens the customers buying experience or use of the current product sale. Proven techniques for pitching clever One Time Offers that work almost every time. Tools for creating exciting, relevant and unexpected OTOs that will delight your customer and increase the value of their purchase significantly. How to present an OTO in a way that doesnt make your customer feel uncomfortable or pressured. When to offer an OTO so it is more likely to gain acceptance and so your customer is more likely to buy from you again and again. Discover the #1 question your customers are going to ask when you present them with an OTO, and how to answer that question correctly. What the best OTO is and how to incorporate it into the marketing process when selling anything, anytime, anywhere. What you need is an education, one that will allow you to effortlessly convert a \$12 sale to a \$24, \$48 or even \$120 sale. Thats a big leap in the right direction, wouldn't you say? A One Time Offer can be done in almost any place a sale would occur - and it's THE most valuable strategy in your Marketing Arsenal once you know. OTOs work for anyone, whether you are selling e-books, blankets, house goods, marketing material the list goes on and on. So how do you make an OTO work? You have to create a high perceived value in your customers mind. That means what you are offering has to appear valuable to your customer at that particular moment. If it doesnt, they simply wont go for it. It cant be that easy, can it? Yes, it can! Your job is to give the customer everything they want while still making a profit, right? And by using an OTO correctly, you will now MAXIMIZE that profit! Sound confusing? Well then, I have good news for you... Now you can learn everything you need to know about One Time Offers from one convenient source. You dont have to attend fancy marketing seminars. You dont have to spend hours in line at your local bookstore. In about two minutes, you can begin to learn everything you should know about OTO's. Tags: oto

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