Backend Mastery - Backend Sales

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"Backend Mastery - Backend Sales. Triple Your Online Income Instantly With a Simple Strategy for Building An Insanely Profitable Backend!" Dear Friend, There's a massive problem in the Internet Marketing arena. Marketers and developers are literally leaving massive amounts of money on the table simply because they have virtually no idea how to monetize their backend. In fact, many of them don't even really understand what back-end is all about. These people focus all of their attention on their front end products, outright rejecting the PASSIVE, automatic recurring cash machine that is right at their fingertips.. Many of these people don't even consider just how many lost profits are a result of their one-dimensional viewpoint. (It's probably a good thing that they don't know what they are doing, otherwise they'd be sick to their stomachs at the thought of how much money they are literally throwing away). If this sounds like you, and you've yet to incorporate a backend system into your sales funnel, don't blame yourself. In truth, there's very little solid information on exactly HOW to build a backend system and for the most part, marketers who peddle out information products don't even have a system set up of their own! I was guilty as charged. I've been working online now for nearly ten years, yet I only started implementing a back-end into my different offers last year when a friend of mine insisted he set it up for me to show me exactly what I had been missing. I was shocked.. outright amazed and eventually angry as hell at myself at just how much I had lost out on over the years. This is what he told me when I was hesitant to spend any time learning how to set up a back-end; "Tom, when is the easiest time to sell a product to your target audience?".. I shrugged, not really understanding.. was he talking time of day, seasonal offers, economical situations.. what exactly? He looked at me like I was a few cards short of a full deck before giving me the life-changing answer to such a simple question.. "When your customer has JUST purchased from you!". It made sense.. in fact, it's an undeniable (and obvious) fact that many of us mistakingly overlook. We fight for that first sale, we create an outstanding product that is bound to drive in buyers and right when we have them jiggling in our hands like silly putty, what do we do? How easy do you think it is for our competitors to literally steal our sales if we heat up the customer base, tease them with a product and while they're in an outright buying frenzy, hungry for more information, eager to buy

MORE and MORE from us and we toss them out in the cold? Where do you think these buyers are headed if WE fail to give them direction? They're scrambling over to the competition, that's where they are. "It's like dangling bait in front of thousands of hungry fish and shaking it off so we only pull in a single guppy.." Yet, for many of us we don't even consider just how much money we're losing. We think that building a profitable backend is simply too complicated or too much work. I'll be the first to admit that when he first introduced me to backend profits, I was skeptical about whether I would be able to find the time (or dedication) to consistently building and expanding on it.. but I gave it a fair shot, and based my decision on results alone - after all, THAT is all that really matters right? By adding a single "license upgrade" to an EXISTING product, I managed to generate an additional $8,400 in sales that took only 14 minutes to set up. Spending 2 hours creating a 15 page report that offered "enhanced training" to an existing information course yielded over $10,000 in profit in the first month alone and continues to generate income EVERY single day with absolutely NO updates or maintenance required. By offering "multi-format" options to existing buyers for the same ebook, I was able to generate $2,000 in 7 days, adding incredible value to my existing product and tripling my affiliate marketing team in the process. Results like this speak loudly, even to the most skeptical (and lazy) marketer like me. After seeing the extra cash pouring into my bank account, there was absolutely no way I could ever go back to focusing on single-sales again. YOU will never be able to go back, either. You deserve to squeeze every last dime out of the products and services you sell. After all, you've worked hard to create the best products possible, right? It's not only a matter of de-valuing your time and efforts if you allow competitors to steal your thunder simply because you are not giving your customers everything they need, BUT you are doing ALL of the hard work for them. When a customer purchases a product from you, you need to strike while the iron's hot. There is no better time to offer them a related product or service like there is right after they have purchased from you. You've done the work.. you've secured the sale.. you've lured them in and YOU should be the only one capitalizing from all of that combined effort. By setting up a simple back-end system, you can instantly maximize your online income from the VERY same customer base without any extra work involved! 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) - See page 6 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) - See page 13 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!

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