

Profit Pullers:
**5 Amazingly
Simple Things**
You Can Do To
Flood Your Inbox
With Orders!

By Jimmy D. Brown
<http://www.ListAndTraffic.com>

About the author



Jimmy D. Brown

Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the **Big Seminar** and the **System Seminar**. He's been interviewed by some of the most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His SmallReportsFortune.com course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created ***dozens of best-selling internet marketing courses***.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at Living4Jesus.com where over **700 of his original devotionals are archived.**

Other products from Jimmy:

- SalesArmySecrets.com
- ListProfitSystem.com
- SubjectLineSecrets.com
- EmailStrategiesExplained.com
- GetEmailResults.com

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FREE BONUS:

Free Report Teaches Beginners The Exact Same List Marketing System That Every "Guru" On The Planet Uses To Make Money On Autopilot

Download this brand new free PDF report and learn...

- The exact, 6-step list marketing system that every "guru" on the planet uses to make money on autopilot! (Here's the twist: It's laid out in simple terms that even "newbies" can understand!)
- The most important list-building decision you'll ever make - and how most people are wasting money on traffic, ads and promotions because they have overlooked this amazing principle.
- My #1 technique for getting my own subscribers to RESPOND to my mailings and take action on the messages I send them ... and how you can put this technique to work for you on your very next mailing! (Page 15)



Get your free copy at www.ListProfitSystem.com

The lessons in the Profit Pullers™ mini-course are being made available to you in one PDF in their original format.

Please disregard any references to “in tomorrow’s email” etc. as these lessons were taken directly from the mini-course as written.

Jimmy D. Brown

[It is recommended that you [PRINT](#) this out before reading.]

If you're ready to **dramatically grow your opt-in lists and web site traffic** without blowing your budget and without gimmicky "tricks"...

[Click Here](#) to Subscribe to Jimmy D. Brown's [List And Traffic™](#)

Lesson #1

Profit Pullers™ Mini-Course

"How To Increase Your Weekly Orders In One Quick and Easy Step"

By Jimmy D. Brown of ListAndTraffic.com

eLesson #1 of 5 in the mini-course...

"5 Amazingly Simple Things You Can Do To Flood Your Inbox With Orders"

Dear Fellow Entrepreneur,

Welcome to "**Profit Pullers™**", where you'll learn "*5 Amazingly Simple Things You Can Do to Flood Your Inbox With Orders*".

A couple of thoughts before we dive in.

Firstly, this isn't hard stuff. Anyone (by that, I mean Y-O-U) can put these into practice.

Secondly, this isn't gonna get done by itself. I said "anyone can put these into practice". Did you catch that?

You gotta do something.

The biggest problem I see every day with "internet marketers" isn't a lack of knowledge. It's a lack of action.

I'll tell you exactly what you need to do in these five lessons. Then, it's up to you to do it.

Fair enough?

Note: The biggest mistake you'll make in the coming five lessons is to make a decision to apply this information ... **and then not do it.**

Make a commitment to yourself right here, right now that you've got what it takes and you'll do what it takes to see results.

Today we're going to talk about "*How to Increase Your Weekly Orders in One Quick and Easy Step*".

It's all about scheduling and consistency.

That is, the **one simple practice** that I'm going to share with you today needs to be penciled in on your weekly "*to do*" list and consistently checked off by week's end. Every week.

What is this practice?

I'm glad you asked...

**THE ONE THING YOU SHOULD DO EVERY WEEK
IN ORDER TO GENERATE AUTOMATIC SALES**

Every week (I like Tuesdays and Thursdays best) you should make certain that you do this one simple thing in your "email marketing" ...

***Add A New Message to Your Autoresponder
Sequences to be Permanently Archived***

It doesn't matter what it is, you just need to regularly add new messages to all of your active autoresponder sequences.

Here's the thing: You've worked hard to get people to join your list, why stop using it once you've built it?

Most people only regularly mail to their newsletter list - and, even then, it's all in "real time". (I.E. Today's issue of an ezine goes out today and is dated for today)

Big mistake.

Read this -> Instead, you want to continue regularly adding new automated messages to your sequences *so those who join your list TODAY won't miss out on the mailings you sent YESTERDAY and the days before.*

Sidebar:

Getting The Best Results From Your Newsletter

When you build a newsletter list, set it up as an "autoresponder" and then...

1. Regularly add "special issues" to your autoresponder sequence. (Articles, reports, offers, announcements, etc.)

2. Regularly "broadcast" your issues of your newsletter. (The "current" new issues)

This way, you get "evergreen" mailings going out to all new subscribers - but at the same time you offer completely fresh, up-to-the-minute broadcast mailings that are current for today.

This goes for all of your sequences (newsletters, mini-courses, etc.) And these extra messages can be anything related to the list topic...

- A solo mailing
- An ezine article
- A link to a free source
- A rant
- An announcement
- A special offer

- An extra edition
- A survey
- A feedback request
- An invitation
- A pep talk

Note: Just don't date your mailings.

Every week you should add a new message to your autoresponder sequences. It's an incredibly easy way to get more orders on an autopilot system.

Once you've loaded the next message to your autoresponder, it continues to bring in results week after week, month after month for all new subscribers.

And pay special attention to this...

THE "BIG FOUR" LISTS FOR GENERATING MASSIVE AMOUNTS OF PROFIT ONLINE

This practice isn't to be reserved for one specific "type" of list such as your ezine. It applies to virtually all of your lists, especially these four...

1. Newsletter List. You definitely want to provide your newsletter subscribers with added messages such as the ones I've identified above. (If you didn't read the sidebar above, go back and read it again - it can dramatically increase your profit by setting up your newsletter as an autoresponder and doing a combination of automated and broadcast mailings.)

2. Mini-Course List. Most people have 5-7 lessons in their email mini-courses and when a subscriber finishes the lessons, they're done. What a waste! Add extra lessons and continue adding new ones to the sequence.

3. Customer List. Do you follow-up with your customers? Not only should you make this a practice, but you should also regularly add "unadvertised bonuses" and other special mailings for your customers to an autoresponder database to be sent to them. I cannot tell you how many new orders come in every week (too many to count!) from follow-up mailings to my existing customers.

4. Partner List. Got an affiliate program? Good for you - how often do you mail to them? Add new messages to your autoresponder sequence to go to all of your affiliate partners! Offer an incentive. Provide them with additional marketing materials. Give them new training ideas and so forth.

(Note: Make sure with any of your lists that subscribers know you plan on sending them additional mailings and they have the opportunity to unsubscribe should they choose to do so. This is "standard operating procedure", but it's worth reminding you about.)

3 SURE-FIRE WAYS TO GET MORE ORDERS EVERY WEEK FROM YOUR FOLLOW-UP MAILINGS

So, what "kind" of mailings should you load to your list autoresponder sequences? (Beyond the specific items bulleted above).

There are three "kinds" of mailings that you need to regularly add to your autoresponder sequences to see an increase in orders.

1. Offer Promotion. These would consist of solo mailing advertisements that do nothing but promote an offer. Obviously, you can promote your own products and services or promote someone else's as an affiliate. Offer promotions are primarily reserved for newsletter, mini-course and customer lists (not partner lists).

2. Cross Promotion. This is an incredibly neglected practice that deserves a loud "wake up" call. (Hey you, WAKE UP!) Send out solo mailings that promote your other free resources. For example: In your mini-course sequence, promote your newsletter list - and vice versa. Promote your free reports and your free blogs and your free forums and any other free resource that you offer to each of your lists. You can create a huge web and regardless of where your lead finds you, ultimately, they are exposed to all of your offers.

3. Active Promotion. This is probably the most neglected type of mailing of them all - a solo mailing encouraging your subscribers to get involved in your business. Inform them of your affiliate program. Get them giving away your free reports. Invite them to join you in a project. Get their feedback to a survey. Get them involved in your forum. The idea is to use your autoresponder sequences to turn subscribers into partners.

Truthfully, you should mix 'n match all of these in your follow-up sequences.

Learning how to use your existing lists more effectively (and growing them to include even more subscribers) is one of the most critical parts of building an Internet business.

That's why I began publishing the [List And Traffic™](#) newsletter: to teach you how to build huge lists - *and just as important* - how to make money from those lists.

Here's what respected internet marketer John Reese has to say about my teaching...

A Word From John Reese

The top guy in the industry is without-a-doubt Jimmy D. Brown.

Jimmy wrote about some email marketing tactics TWO YEARS AGO that are just now being used by some marketers today.

Many of the names mentioned as email marketing "gurus" borrowed tactics and strategies from Jimmy D. Brown. I, myself, have made a ton of money because of what I learned from Jimmy.

Anyone who is truly serious about making money from email marketing needs to check out Jimmy's newsletter at www.ListAndTraffic.com. The guy is a genius. Plain and simple.

Not to mention he's also one of the nicest human beings you'll encounter in your entire life.

-John Reese
TrafficSecrets.com

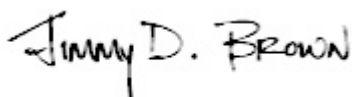
I encourage you to grab a subscription to [List And Traffic™](http://www.ListAndTraffic.com) - if you really want to grow profitable email lists, then you owe it to yourself to log in to the member's area right now and access this "never-before-seen" training.

[Click Here](#) for more details (and tons of testimonials).

You've just been given a very quick and easy way to bring in more orders every week by simply adding new messages to your autoresponder sequences.

Keep reading for the next lesson in the series, "***How to Automatically Get Your Customers to Spend More Money!***"

Until then, God bless!



Nothing to risk – everything to gain.

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Lesson #2

"How To Automatically Get Your Customers To Spend More Money"

By Jimmy D. Brown of ListAndTraffic.com

eLesson #2 of 5 in the mini-course...

"5 Amazingly Simple Things You Can Do
To Flood Your Inbox With Orders"

Dear Fellow Entrepreneur,

Welcome to day two of the "***Profit Pullers™ Mini-Course***", where you'll learn "***5 Amazingly Simple Things You Can Do to Flood Your Inbox With Orders***".

----- [Sidebar] -----

Before we launch into today's lesson, I strongly encourage you to print out this lesson to review. "Bookmarking" it will not necessarily bring you back to this page at another time of your choosing. It simply may not be available again, even in a few days. Print the lesson for your permanent use.

----- [Sidebar] -----

Today we've got a really, really powerful strategy for increasing your profit. We're going to examine, *"How to Automatically Get Your Customers To Spend More Money."*

Let's look at three truths related to this concept:

Truth #1
A SIMPLE WAY TO GET YOUR CUSTOMERS TO SPEND MORE MONEY IS TO OFFER AN UPSELL

It's important that you understand a simple principle of making money in order to really grasp the importance of what I'm going to share today:

Your effort in getting people to the "point of sale" doesn't change regardless of what extras you offer them at the "point of sale".

Think about it: If someone is standing in line, ready to buy something, you don't need to do anything else to get them to spend money with you ... but you can influence how much money they spend with you!

It's called an "upsell".

Let me give you a couple of examples from two of my places of employment in the "real world" back from my high school and college days:

Example #1: McDonald's®

When I was in high school, I worked at **McDonald's®** for about a year. One of the primary responsibilities of the person taking orders (*in addition to taking the order, of course!* :-)) was to offer the customer the option of making an additional purchase at the point of sale.

You've heard it many times: "*Would you like fries with that?*"

When that customer is standing there in line waiting to buy a burger, the effort to get the customer there has already **been completed**. It worked. The customer is there ready to buy. **No additional effort is needed** to get that customer.

So, now the question is: *how much will they spend?*

By offering them additional items such as fries, pies, shakes and so forth, the amount of money spent increases. And so does the profit made.

Example #2: Kinko's Copies®

During my college days, I worked at **Kinko's Copies®** for about 4 years. And I learned the art of "upselling" right there - **their system was brilliant.**

Whether it was *binding or laminating or color copying* or any of a variety of products and services, there was **ALWAYS** an additional offer made.

Let me give you just one example. When someone came in to make copies of her resume, the customer would often request plain paper, which at the time was about **six cents** per copy. The clerk would always point out specialty paper (and the benefits in using it - *always the benefits!*) and in 90% of the instances, the customer would go with the specialty paper ... which was around **sixteen cents** per copy.

Again, the average sale increased - and so did the profit - without any additional effort in getting the customer.

That's what I want to convey to you in today's lesson. Once you've generated traffic to your web site and you've convinced the customer to order ... ***why not get them to order MORE?***

You simply must offer some kind of "upsell" at the "point of sale" (I.E. On your "*order page*")

Many of your customers will buy your upsell, thus earning you more money. In fact, some research suggests that as high as 40% of your customers will automatically buy the upsell simply because you offer it.

----- [Sidebar] -----

There are a variety of reasons WHY people automatically say "yes" to additional offers. Some include: the fear of missing out on whatever is included in the upsell, the desire to "have it all", and the inability to say "no".

----- [Sidebar] -----

The important thing is this: by offering an "upsell" to your product or service, many of your customers (*who are already there in your cyber checkout line with money in hand!*) will buy it.

Your effort in getting them to the point of sale doesn't increase. But your profit can. If you offer something additional to buy.

Truth #2
A SIMPLE WAY TO OFFER AN UPSELL
IS TO CREATE A SPECIAL REPORT

One of the easiest ways to create an upsell for your product is to write a special report, usually 7-15 pages in length.

It doesn't need to be lengthy, *it just needs to be desirable.*

Share some "*must have*" information in this upsell report that is highly related to the content you shared in your main product, and you'll have a winner.

The key is this: The customer has already expressed an interest in your main product (after all, they are about to buy it) - so, if you can supplement the information provided in what they are already obviously warm towards, many will buy.

Truth #3
A SIMPLE WAY TO CREATE A SPECIAL
REPORT IS TO EXPAND ON AN IDEA

This is one of my favorite ways to create report upsells - simply take an idea that was introduced in the main product itself and expand on it by offering additional insights.

I usually do this by either offering...

- Multiple ideas,

- A step-by-step tutorial, or
- A set of case studies

Let me give you some **examples and ideas** for each:

Example #1: "Multiple Ideas"

Let's suppose you've got a product that teaches "*How Start and Run a Successful Affiliate Program*".

Obviously, one of the steps in this product would be "Find and Recruit New Affiliates" where you might share a few ideas on locating partners.

Your "upsell" report could offer **MULTIPLE IDEAS** for finding and recruiting new affiliates, such as, "*27 Ways to Find Affiliates For Any Program ... Especially Super Affiliates!*"

Anyone buying your main product would certainly be interested in this upsell report.

The idea is to offer "*multiple ideas*" for some concept you introduced in the main product.

Example #2: "Step-By-Step Tutorial"

Let's suppose you've got a product teaching "*Resume Writing Secrets*". Your upsell report could share, "*How to Get Employers to Actually Read Your Resume*".

Obviously, when someone writes a resume, they'd like the person on the other end to read it and give it due attention. Your upsell report is a perfect extension to the main product, offering specific steps to achieving something desirable that the customer has already expressed an interest in.

The idea is to offer a "*step-by-step tutorial*" that details "how to" do something you introduced in the main product.

Example #3: "Case Studies"

Let's suppose you've got a product that teaches, "*Fundraising for Churches, Youth Groups and Other Ministries*". For your upsell report, you might offer a set of 20 case studies where you profile and interview what 20 different groups have specifically done to raise funds for their projects.

It doesn't matter what topic your product is related to, we all want to know how others (presumably just like us) have achieved success. If they can do it, we can do it too. This makes case studies very desirable as an upsell.

The idea is to offer "*case studies*" to show how others have successfully done something you introduced in the main product.

So, that's how you automatically get your customers to spend more money.

- A simple way to get customers to spend more is to offer an upsell.
- A simple way to offer an upsell is to create a special report.
- A simple way to create a special report is to expand on an idea.

Now, having said that, there are some critical keys to writing and selling small reports. I teach an entire step-by-step course training everyone from newbies to experienced marketers how to make money with Small Reports at [Small Reports Fortune](#) (pick up my free report "5 STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS -- How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire").

Keep reading for the next lesson in the series, "***How to Create Money Out Of Thin Air Literally Anytime You Want!***"

Until then, God bless!

Jimmy D. Brown

Ready to Learn More?
[Click Here](#) to Subscribe to [List And Traffic™](#)

Lesson #3

"How To Create Money Out Of Thin Air Literally Anytime You Want"

By Jimmy D. Brown of [ListAndTraffic.com](#)

eLesson #3 of 5 in the mini-course...

"5 Amazingly Simple Things You Can Do
To Flood Your Inbox With Orders"

Dear Fellow Entrepreneur,

I'm excited for you.

I'm excited for you because what I'm going to share with you today can pull in a rapid fire flood of orders anytime you need or want some extra cash.

Today we're going to examine, ***"How to Create Money Out of Thin Air Literally Anytime You Want!"*** This is one of the best (and easiest) ways to generate quick cash within just a few minutes from your opt-in list.

Critical: If you want to **instantly generate cash**, there is no *substitution* for having a quality list and an ***understanding of how to make money from it.***

Most people absolutely B-L-O-W-I-T when it comes to using their list as a money-maker (*if they are fortunate enough to even build a quality*

list in the first place).

Sadly, most list owners are limited to blasting out affiliate links as their primary method of generating revenue.

Big mistake.

Today we're going to talk about ONE way to make money from your list. It's a tremendous strategy, but it's just ONE way. You need to learn how to use **DOZENS of different strategies** to grow and profit from your lists.

I strongly encourage you to join [*List And Traffic™*](#) and learn many different ways for building and growing your newsletter lists, mini-course lists, partner lists and customer lists.

Here's the truth: If it's not worth the small amount I charge to you to learn legitimate (no gimmicks!) ways to add quality subscribers to your list and get them to buy from you over and over again, then ***you're in the wrong business.*** End of discussion. If you aren't willing to spend as much as you would on a pizza to learn how to profit over and over again, then I'd recommend you **unsubscribe** from my list and go elsewhere.

I'm not trying to be mean-spirited or greedy. I'm as nice a guy as you'll find (I even answer my own emails!) - **just ask around.**

But, I need you to be serious if I'm going to work with you to build your business. *Otherwise, it's just wasting both of our time.*

I really do care. And I really do want to help **Y-O-U**. I could easily charge \$50 or more per month for the [*List And Traffic™*](#) membership ...but I have purposely priced it affordably so anyone, regardless of their budget can join and learn the real "insider" stuff.

[Click Here](#) to learn all about [*List And Traffic™*](#) - and join today. I promise you this - it will be the one purchase you will NEVER regret making.

Having said that, let's get down to business.

Your business.

This is one of the absolute best ways to generate a quick influx of orders with your list. It almost always receives a high number of responses, simply because it's such a desirable offer.

The idea is simple:

Create a 7-15 page report that is really full of meaty information that sells for a low price of around \$10.00.

When you mention 3-4 really strong benefits to the reader in obtaining the report, you'll have folks scrambling like crazy to buy it ... after all, it's just a few bucks.

"Inside this special report, I share with you the exact steps I took to lose 32 pounds in less than three weeks without any pills, potions or crazy diets!"


"Inside this special report, you'll learn a simple change in your grip that will allow you to drive the golf ball 30-70 yards farther the next time you hit the tee box!"

"Inside this special report, I'll show you how to sell your house in the next 30 days for 25% more than your appraisal says its worth!"

Who could resist making these one time, low-cost purchases?

Let me give you a quick example. I created a special report entitled, "***21 Inbox Tips For Increasing Your Profit From Any Opt-In List***". It sells for \$10.00 at <http://www.getemailresults.com/21inbox/>. Here's a quick look at the headline of the page...

 [Print this Page](#)



So, You're Not Making As Much Money With Your List As You Once Did? *With email filters sucking the profit out of most people's lists, smart marketers are re-learning how to get subscribers to take action.*

Would You Invest Just **\$10 To Discover
21 Simple Ways To Rake In More Cash
With Any Size Opt-In Email List?**

-SPECIAL REPORT-

Note: In less than **five minutes** you can have any of these proven effective tactics working to bring in more profit from **any list you choose!**

You - literally - can make money **anytime you want** with your list by using this simple idea. The process is so simple:

1. Write the 7-15 page report. (You could even interview someone).
2. Setup a mini-salesletter and order link.
3. Send out a mailing to your list and watch orders come in.

The whole process should take a **few hours** at most.

I have sold hundreds of copies of these special reports within 24 hours just by whipping together a report and whisking it off to my list.

Now, there are some keys here to writing these high-demand reports that I want to mention in order to help you get maximum results and make the most money from this process.

7 Keys to Making Money Anytime You Want With Low-Cost, High-Demand Special Reports

Key #1: Push the right buttons. Find out what your list members are most interested in. Survey them. Ask for feedback on your articles. Look at your previous offers - which got the best results. You gotta find out what your target audience wants ... and then write a special report on the most desirable topic.

Think about this: I could have mentioned any of my special reports that I wanted in my case study example above. I chose "***21 Inbox Tips For Increasing Your Profit From Any Opt-In List***" for a reason - I know you're specifically interested in making more from your list. And, because of that, you will probably buy that report.

Key #2: Narrow it down to a precise focus. You can't even attempt to create an encyclopedia of information in these tiny reports. With that in mind, you simply must narrow it down to a specific focus. It's not "*How to Start an Affiliate Program*", it's "*21 Ways to Find Affiliates*".

And let me stress how critical it is to focus on "multiple ideas" in this particular strategy. Again, refer to my example. I provide "21" ways to increase your profit. Why? Because there is no question that you'll find at least one solid way to make money that works for you. And that's all it takes to make you happy with your purchase.

Your report needs to reveal multiple ways to accomplish something, multiple ideas, multiple keys, etc. Find 20 ideas, write a half page for each one (just a couple of paragraphs) and you're done.

Key #3: Keep it brief and easily digestible. I've already mentioned this, but let me say it again. One of the appealing things about these low-cost special reports is their size. You don't need to read through hundreds of pages of stuff to find what you're looking for.

Keep it short (under 15 pages) so the reader can easily digest it. No fluff to filter through - just meaty information.

Key #4: Price it in the medium cheese pizza range. Somewhere around the \$10.00 mark (I know, I know, you're supposed to use "7"s such as \$9.97 or \$7.00 and all that - whatever. Test it yourself to see what works for you. I prefer \$10.00 - it's been selling like crazy for me.) Regardless of the price, keep it somewhere around ten bucks.

Hint: In your salesletter, equate the cost with something **trivial**. When people can "see" that the cost of your report is equivalent to some meager purchase that they routinely make (such as a medium cheese pizza or a movie ticket), it's easier to see what a "no-brainer" it is to purchase your report.

Key #5: Use the reports as lead generators for backend offers. While you should see a flurry of orders when you release one of these reports, that profit is just the "icing on the cake".

The real money comes from the "backend". While you want to make absolutely certain that the content in the report is valuable, useful information (can you say "refund" and "loss of credibility"?!), you want the report to make reference to other offers the reader can buy at an additional cost.

You want to "graduate" the reader to higher profit products and services.

Again, referring to my "***21 Inbox Tips For Increasing Your Profit From Any Opt-In List***" report, I have backend offers built-in for my [Get Email Results](#) course, [Subject Line Secrets](#) course and my [Email Strategies Explained](#) course.

Many of my customers who rush to buy the low cost report are completely satisfied with their purchase to the point they are willing to invest in other resources of mine, many at much more substantial pricing.

See how this works?

Note: There is certainly such a thing as "overkill" and customers can spot a con job a mile away. NEVER ruin your credibility by selling someone nothing more than sales pitch for another product. Give them good, quality, meaty information in the low-cost report - so they will be happy with their decision to spend money with you. It's easy to sell to satisfied customers. It's darn near impossible to sell to dissatisfied customers. Got it?

Key #6: Develop an ongoing series of related reports. Why stop at one report? I can't think of any good reason why you shouldn't create an entire series of related reports.

Here's why: Each new report becomes a promotional tool to market the previous ones! Inside each new report you can include a catalog of each existing report, along with links to each one's respective sales page.

What happens is this...

A satisfied customer always comes back for more. They'll buy the next report you release. And the one after that. And the following one. And so on. Soon, they've bought a dozen of them. They end up spending \$120.00 with you in these low-cost reports. Not to mention all of the backend offers they've said "yes" to along the way.

In the end, you've created a complex network of materials that make you money up front, make you money from backend sales - AND all cross promote each other!

Key #7: Consider higher-ticket options. Once you've got a series of reports under your belt, you've got a whole new set of options awaiting you to pull in even more cash.

Consider bundling several reports together into a full-blown product. Create a physical version of them. Setup a membership site. Offer reprint rights. There are lots of options to take your existing reports to the next level and make more money per transaction.

For example: You might sell reprint rights to your \$10.00 report for \$47-\$97. Or, you might take ten reports and offer them together for \$77. Suddenly these low-cost reports have funneled into something much, much more significant.

Question: Now do you believe me when I tell you there are MANY, MANY different ways to make money from your list? This is just the tip of the iceberg ... I challenge you to **maximize** the profitability of your list.

You've worked hard to build it - now, turn it into the ultimate revenue-generator that it can be.

[Click Here](#) for your inside track to list profit.

Bottom line is this: There's no reason why you can't create extra cash anytime you want if you have a list. One really good way is to create a low-cost report to sell for around ten bucks. It only needs to be about 7-15 pages in length.

You can whip one up in an afternoon.

When you make certain that you deliver really high quality, useful information in these reports, and a customer buys one ... they'll be hooked for life.

Impress them with the first report they buy, and they'll buy the next one and the next one and the next one.

Well, that's a wrap for today. The next lesson is going to be a real eye-opener. There's a simple thing that you can do that will get more of your website visitors to actually buy from you.

We'll cover it next when we examine, "***How to Make a Tiny Change to Instantly Convert More Customers!***"

Until then, God bless!

Jimmy D. Brown

In the last lesson, I shared how **Small Reports** can Increase your Profits. Want to learn more?

"If You Can Write 7-15 Page Reports, Then You Can Make A Living Online Working Just A Few Hours Each Week From The Comfort Of Your Home!"

I've been writing small reports for big profits for years. And, now, I'm making my system available to you.

I'll show you How to Write Small Reports about virtually anything -

- Skincare
- Homeschooling
- Madden® Football
- Playing Golf
- Restoring Mustangs
- Youth ministry

And, turn those reports into a real business.

And none of the reports has to be longer than 15 pages.



Discover how to -

- Easily crank out high-demand, money-making small reports on **your first day!**
- Start from scratch today and actually be making money in **your first week!**
- Turn tiny, 7-15 page reports into a \$100,000+ business in **your first year!**

Pick up my free report

"5 STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS -- How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire"

at:

www.SmallReportsFortune.com

"Come 'Behind-The-Scenes' with me And I'll SHOW You Exactly How I Personally Build Huge Lists And Drive Hordes Of Traffic To My Sites Without Spending A Penny On Ads"
Only at [List And Traffic™](http://ListAndTraffic.com)

Lesson #4

"How To Make A Tiny Change To Instantly Convert More Customers!"

By Jimmy D. Brown of ListAndTraffic.com

eLesson #4 of 5 in the mini-course...

"5 Amazingly Simple Things You Can Do To Flood Your Inbox With Orders"

Dear Fellow Entrepreneur,

Well, here we are at day 4 of the "***Profit Pullers™ Mini-Course***", where you are learning "***5 Amazingly Simple Things You Can Do to Flood Your Inbox With Orders***".

This lesson is gonna be fun. Partly because we get to pick at me. Partly because I'll be talking about flabby abs. But mostly because you're going to learn (or be reminded of) an inescapable truth about selling anything, anywhere, anytime.

This one doesn't change.

Ever.

Let's talk about, "***How to Make a Tiny Change to Instantly Convert More Customers.***"

Note: All things being equal, one of the **easiest things** you can do to make more money is to get more of your *existing traffic* to actually buy something from you.

The technical lingo is "*conversion rate*". The higher your "*conversion rate*" (percentage of visitors who become customers), the **more money** you make.

Good news is, you don't need to generate more traffic to see more money come in. You just need to learn what to do with the traffic you've already got.

Today we'll look at one simple thing (it's free) you can do to raise your conversion rate.

I'll be the first to admit that a year and a half ago I was in the *worst shape of my life*.

When I married my lovely wife back in 1994, I had a 28 inch waste and weighed in at a whopping 155 pounds. I worked out 5 days a week and was **on top of my game**.

Something happened during the 9 years that passed from 1994 until 2003. I developed a new hobby. ***It's called "eating."*** :-)

I had ballooned into a size **40 waist, 232 pound** glutton. And something had to change.

(I'm happy to report that as of today I'm down to 179 pounds and size 33 waist, thank you very much! Fifty-three pounds down, fourteen to go for my target weight of 165.)

My goal is simple: to get back into the best physical shape of my life.

So, one day during this period of weight loss over the past year and a half, we were out looking at exercise equipment.

I happened to spot a shelf of "*exercise balls*". You know, the big bright blue balls that you inflate and do various exercises on."

Having seen that they can be useful in toning abdominal muscles (*which is where I wanted to start!*), I decided to take a closer look.

Here's what I found...

Four completely identical bright blue exercise balls. I'm talking the exact same size. The exact same yellow foot pump to inflate the ball. The exact same tube of glue to repair the ball should you decide to take a razor blade and slice it to bits after a few days. :-)

Three of the products sold for the exact same price of **\$12.99**.

The fourth product had an asking price of **\$16.99**.

I immediately decided I would buy the \$16.99 version.

Why spend more money for the exact same product?

Here's why...

Product A, B and C all had the standard product name of "Brand A Exercise Ball", "Brand B Exercise Ball" and "Brand C Exercise Ball". They all showed basically the same photographs of various exercises and the benefits were all basically the same.

Product D was entitled -- get this -- "Awesome Abs Exercise Ball". And the exercises it showed were all designed to strengthen and tone abdominal muscles.

Same "*product*". Different "*focus*". Game over.

There are three lessons to learn here...

Lesson #1:

"You can sell the same product at a higher price than your competition."

Delete this nonsense that says you should "undercut" your competitor in price to be successful. Not true. Lower price doesn't mean greater sales. To the contrary, you can actually RAISE YOUR PRICE and sell more than ever. And here's how...

Lesson #2:

***"The key to selling at a higher price is POSITIONING"
It's all about how you PRESENT your offer."***

It's all about how you PACKAGE your offer. It's about your POSITION. A quarter pound hamburger will cost you \$2 at McDonald's. They are "budget fast food". The same quarter pound hamburger will cost you \$9.95 at Red Robin (*I ate there last night, so I know*). They bill themselves as offering "*gourmet hamburgers*". What's the difference? Position within the industry.

Lesson #3:

"An easy way to position for profits is to focus on a niche."

Jack Trout, the leading expert on positioning, has taught me two things about positioning (actually, MANY things, but we'll narrow it down to two for now)...

- 1. It's better to be first in your people's mind than better.*
- 2. If you can't be first in their minds in one category, create a new category.*

That's what "Awesome Abs Exercise Ball" did. It probably wasn't the first exercise ball on the market. But, it's the only exercise ball I've ever seen to this date that is focused on "*abdominal muscles*". It has positioned itself to focus on a NICHE market where it can be FIRST.

Think of the possibilities:

- There are dozens of hosting companies out there, but how many "real estate hosting companies" or "chiropractors' hosting companies" spring to mind?
- There are dozens of products out there that teach you how to lose weight, but how many are focused on "weight loss around the office" or "Christian aerobic moves".
- There are dozens of "ebook collections" out there, but how many people have pulled out 5 or 6 of those ebooks that are focused on a specific niche (like affiliate marketing) and put together a completely new collection with a completely new name with a completely new salesletter?

A lot to think about here.

The best thing is - this is something **YOU CONTROL**.

You control the following positional changes...

- Name of your domain
- Headline of your sales page
- Story line of your ad copy
- Title of your product
- Subpages at your site
- Keywords at PPC search engines
- Ezines you advertise in

And the list could go on.

***Why not take your existing product
and target it for specific audiences?***

The classic example is "time management".

You may offer a product, "Ultimate Time Management Tricks" which you sell at UltimateTimeManagementTricks.com. Why not setup special landing pages or separate domains for specific groups, such as...

- Ultimate Time Management Tricks
for Stay at Home Moms
- Ultimate Time Management Tricks
for College Students
- Ultimate Time Management Tricks
for New Parents
- Ultimate Time Management Tricks
for Internet Marketers
- Ultimate Time Management Tricks
for Nurses

It could be literally anything.

And with a few changes to your salesletter, you've got an all but guaranteed increase in conversion. Tweak the headline...

***"How Anyone Can Get More Accomplished In Half
The Time And Finally Get Caught Up So You Can Rest"***

can easily become...

***"How Stay At Home Moms Can Get More Accomplished In Half
The Time And Finally Get Caught Up So You Can Rest"***

or...

***"How New Parents Can Get More Accomplished In Half
The Time And Finally Get Caught Up So You Can Rest"***

or, how about...

***"How Jimmy D. Brown Can Get More Accomplished In Half
The Time And Finally Get Caught Up So He Can Rest" :-)***

And, think about your advertising possibilities.

There's no way many PPC search engines would let you use the terms "parenting" for a time management course. But, if it's a "parenting time management course", that's a different story.

And what about ezine ads? Think of the increase in click-thrus if you advertised in a niche newsletter with a specific domain for that people group?

And what about those searching for "time management" (to use our example) at Google, etc. If you were looking for "time management" at Google and saw 10 different ads in the right hand corner and one of them specifically mentioned "How New Parents..." and you're a new parent, wouldn't you click thru that ad instead of the others?

There are a lot of possibilities here.

A tiny change in your position at your site - *in this case, the specific sub-groups of your target audience* - can really make a difference in your sales.

Beginner Vs. Advanced

And let's not forget "beginner" vs. "advanced".

If you have a product, for example one such as "[List And Traffic](#)", where I teach both beginner and advanced concepts in the training, it would be ideal to have two different landing pages (even separate domain names altogether) and the entire salesletters be devoted to SKILL LEVELS.

One salesletter would target the "beginner", explaining all of the step-by-step information inside the site.

The other salesletter would target the "advanced" marketer, hinting at all of the cutting edge, expert information that few people know about.

And both would help to increase the conversion rate for my overall product.

By advertising for "beginners" and sending them to my "beginners" sales page, I'd almost certainly have a higher conversion than sending them straight to the main List And Traffic page.

Same thing for "advanced" - In my advertising, I direct them to the "advanced" sales page, and there's no way conversion doesn't increase over the regular sales page.

There are many different options here.

The bottom line is this...

**You can SELL MORE if you POSITION
yourself in a SPECIFIC NICHE market.**

Whether it's a product devoted completely to a specific niche or a landing page devoted to a specific niche, by narrowing down your focus, you'll be able to increase your conversion.

That's a change that's quick. It's easy. It's free. And you can do it today.

So, that's it for now - next lesson we're going out with a bang. If you read the next lesson, and follow its very simple instructions, it will **change your life**.

It's the one business thing I do that I attribute my success to. It's completely free. And you'll be able to begin using it **within 5 minutes** of reading about it in the next lesson.

It's called "***How to Grow Your Traffic Without Gimmicks, Tricks or Schemes!***"

God bless!

Jimmy D. Brown

Lesson #5

"How To Grow Your Traffic Without Gimmicks, Tricks or Schemes!"

By Jimmy D. Brown of ListAndTraffic.com

eLesson #5 of 5 in the mini-course...

"5 Amazingly Simple Things You Can Do
To Flood Your Inbox With Orders"

Dear Fellow Entrepreneur,

Welcome to the fifth lesson of the "***Profit Pullers™ Mini-Course***", where you are learning "*5 Amazingly Simple Things You Can Do to Flood Your Inbox With Orders*".

I suppose "*congratulations*" are in order. This is the final lesson in the series and, since you're obviously reading this one, you've made it through the entire series.

So, I say to you, "*congratulations*". :-)

You are now armed with some fresh strategies for increasing your orders, regardless of what type of business you're in.

But, you're not quite done yet. You can see the white tape stretched across the finish line, but you've got half a lap to go before you cross it.

We're going to get you to and beyond the finish line today, and we're going to finish strong.

We're going to examine, "*How to Grow Your Traffic Without Gimmicks, Tricks or Schemes*".

Note: If you haven't yet, Print this lesson NOW. This is one of those rare moments online when something profound is about to happen and you'll not want to miss a bit of it. Print it out and read it carefully. Seriously. It's that effective.

You may or may not believe this, but what I'm about to share with you is probably the most important bit of "*training*" you'll ever receive online. It's nothing new, nor is it anything complex. To the contrary, it's as old as time and incredibly simple.

But, don't let its simplicity fool you. It's timeless for a reason.

It works.

One of the biggest roadblocks to success on the Internet (or anywhere else for that matter) is a lack of MOMENTUM.

Most people try something for a brief period of time (to their credit, they do so with gusto and enthusiasm), and when they don't see staggering results immediately, they discard it and move on to something else.

In doing so, they NEVER establish any "momentum".

The reason you're reading MY lesson today is because once upon a time I got and maintained momentum.

If you want to succeed in anything, you've gotta reach the point where you get some momentum - and then you keep going from there.

Give up too soon and you'll always be pushing without results.

So, here's the profound statement that I want to make to you today. If you want to achieve the results you're striving for, do this...

**DEVOTE TIME FROM YOUR WEEKLY SCHEDULE
TO FINDING AND REPEATING WHAT WORKS**

Seriously, that's it.

I've lost 53 pounds and am now down to a trim 179. How did it happen? Did I just wake up one day wondering why my pants were falling down around my suddenly shrunken waist?

Of course not.

I found out what worked for me.

And I devoted myself to repeating that week after week.

And TWO YEARS after I began, I am 53 pounds lighter.

The weight came off one pound at a time.

The point: you gotta have momentum. And the easiest way to gain momentum is to devote time from your weekly schedule to finding and repeating what works.

I do everything by schedule. It's all about a system that works and so I simply repeat it. Think of it this way: it's a beautiful song, and each week is a different verse of the same song.

Now, for you and me as "*marketers*" or "*internet business owners*", it comes down to our weekly schedule of activities. One of the things we need is web site traffic. So, if we're going to grow our traffic, then we need to find what works and repeat what works over and over again until we develop momentum and achieve our goals.

So, with that in mind, I'm going to quickly give you a skeleton plan that you can **modify and implement into your own weekly schedule** in order to build momentum in getting traffic to your web site.

I've found what works.

You repeat it.

Week after week.

And results will come.

MONDAY: Personal Contact
"Posting to Forums"

Time to complete: 15+ minutes

Start the week off by **interacting with other people**. A simple way to do this is to visit and post messages to "forums" (*public and private community message boards*).

Participate in discussions. Start new discussions. Ask questions. Give answers. Solicit and provide feedback on a wide variety of issues related to the topic of the forum.

Cyber-mingle.

The point is to **get involved**.

Many (*if not most*) discussion boards allow you to insert a link to your site at the close of your post to the board. (*Check the forum's rules before you make your first post.*) Craft your link to get attention and provide genuine value (**I.E. "useful information"**) in your posts, and people WILL click through to your site, thus getting you free traffic.

Hint: Look for "*hot*" topics where there are a lot of responses posted - chances are that topic is getting a lot of attention, which gives you more exposure to your post.

You can search at Google.com for "*keyword forum*", "*keyword message board*" or "*keyword discussion board*" for sites related to your field of interest or expertise. (*I.E. "homeschooling forum", "homeschooling message board" or "homeschooling discussion board"*)

**TUESDAY: List Marketing
"Writing Ezine Articles"**

Time to complete: 30-60 minutes

You should write an ezine article every week.

Let's break that down.

- You. (The reader of this lesson, just in case you were confused. :-)
- Should. (It's not mandatory, but it's certainly important!)
- Write an ezine article. (500-750 words. Nothing fancy, just useful information related to the topic of your site, list or offer.)
- Every week. (Consistency. They are easy to write, so why not use them to make regular contact with your lists, submit to publishers and directories, post to your site for SE spidering, bundle into viral reports and a variety of other things you can do to build traffic in half an hour's time?!)

Seriously, if there is one thing to do every week, it's "*write an ezine article*". There are **dozens of uses for them**, and they all provide value and build traffic.

Enough said.

WEDNESDAY: Developing a Presence
"Creating marketing materials"

Time to complete: 30-60 minutes

Learn this simple rule of traffic generation (or anything else in life): **you can only do so much yourself.**

I don't care how good you are at what you do, you are LIMITED. Even if you have an unlimited budget, you are bound by the same universal allowance of hours in a day.

You only have so much TIME at your disposal.

So, it becomes imperative that you tap into other people's resources in order to maximize your traffic.

In the marketing industry, you'll hear a lot about "starting an affiliate program" and "conducting joint ventures".

Both are tremendously powerful and effective (ultimately, profitable!) ways to generate a legitimate flood of traffic to your web site.

And - in my experience - the easiest way to get affiliates and JV partners involved in doing your marketing for you is to make it easy for them to do your marketing for you!

In other words, create promotional materials that they can customize with their affiliate links and give away to their network of contacts.

- Articles
- Reports (highly effective!)
- Banners, buttons and other graphics
- Audio and video training
- CDs and DVDs
- Popup windows

- Surveys
- Mini-Courses
- Blog posts
- Quick Tips
- Interviews
- Follow-up sequences
- Teleseminars
- Etc.

An army of other people sending you traffic for free is good. :-)

Arming them with ready-made materials they can use to provide genuine value to their contacts AND earn profit while giving them away is the ideal way to get partners to commit to your project.

Spend Wednesday developing one or more marketing materials to provide for partners to distribute.

Hint: A great "by-product" of developing marketing materials is the "viral" nature of these materials. One of your affiliates passes them on to their contacts, and many of those contacts pass them on to their contacts who in turn pass them on. You set it in motion. They do the rest. And you all make money.

THURSDAY: Building a Network
"Finding partners"

Time to complete: 30-60 minutes

So, you've developed these materials - now, who's gonna give them away for you?

That's what Thursday is all about: **finding partners.**

What's really effective is the process - you already have materials developed to give to the partners. *You've done that yesterday.* It's all ready to go. You're just handing the ball off to someone else and letting them run down the field. And when they score, **you both win the game.**

This isn't a tutorial for telling you "how to find partners", it's a tutorial for explaining how to setup a weekly schedule to build momentum in your traffic generation. So, I'm not going to spend a lot of time explaining the process of finding affiliates and joint venture partners in this lesson.

However, I will point you to a great free article on the subject entitled, "***How To Generate As Much Free Traffic As Your Server Can Stand***". It's written by yours truly, and if you'll read it, you'll learn 7 VERY effective ways to find partners to promote your site by giving away your marketing materials. [Click Here](#) for the article.

FRIDAY: Ongoing Education
"Learning to Make Improvements"

Time to complete: 30+ minutes

Let me introduce you to a concept here. This is probably not foreign to you, but you may not realize its importance: **never stop learning**.

It is absolutely critical to your success that you continue to educate yourself on ways to improve your business.

- There are always new strategies and technologies emerging.
- There are always more effective ways of doing things that you haven't discovered yet.
- There are always ideas that you've never thought of before.

The day you stop learning is the day your business stops growing. Based on what you know right now and what you are doing right now, you can only go so far. In order to go farther, you've gotta learn more.

It's that simple.

Now, there is a two-fold problem in continuing to educate yourself that must be avoided at all costs.

There are those who...

- Spend much of their time learning, but take little action.
- Take a lot of action, but seldom spend time learning.

Neither of these is optimal.

The key is **balance**.

That's why I recommend you spend time on Friday learning new things - then, you can spend Monday through Thursday taking action on what you've learned.

On Fridays continue your education...

- Read articles and newsletters
- Visit blogs and discussion boards
- Browse through news and content directories
- Download and review reports and products
- Join paid membership sites and absorb materials
- Hire a consultant or join a coaching club

In my opinion, this is absolutely mandatory. Even those of us who are considered "experts" never stop learning. I'm subscribed to many paid services and spend time every week browsing through free and paid information for new ideas and strategies. And many of the world's top "gurus" are subscribed to my [List And Traffic™](#) site and other subscriptions of mine so they can continue learning.

It's the real key to our success, folks.

Now, I can help you with all of this - and more.

That's why I truly believe a subscription to [List And Traffic™](#) is arguably THE best investment you can ever make for your Internet business. You'll continue to learn new and effective ways to promote your site. I provide step-by-step checklists that teach you exactly how to do the things I teach.

Seriously, if you can't afford the price I charge to learn how to explode your List and Traffic, you can't afford to be in business at all. That may not be what you want to hear, but it's the truth.



I encourage you - I challenge you - to put me to the test. If [List And Traffic™](#) doesn't make you MUCH more than the money that you pay for it (instantly, the first month!), I'll personally refund your money and give you a \$197.00 information product package for free just for trying it.

That's how confident I am that **YOU WILL PROFIT** from the subscription.

Visit the site and see how I can help you grow your business by teaching you exactly what you need to do every week in order to see real and lasting results. [Click Here](#) for all the details.

And, please, whatever you do, **get yourself a weekly schedule** that you stick to. I've give you an example of just a few things you can do each week in order to build momentum with your business. Use it as it is, or modify it. ***The important thing is to find something you feel comfortable with that works and keep at it.***

This is the end of the series, but it's just the beginning for your success. I want you to do well. I want you to achieve. And I'll do whatever I can do to help you along the way.

Here's wishing you MUCH success in all you do.

God bless,

Jimmy D. Brown

[Click Here](#) to continue.