



# PROFIT CHAINS

How to Chain Sales Together for Maximum Profit

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#### **Disclosure of Material Connection**

Some of the links in this ebook above may be affiliate links. This means if you click on the link and make a purchase I may receive an affiliate commission. While not all links are affiliate links, for practical purposes you should assume all links are affiliate links if you're considering making a purchase. Regardless of the nature of the links, I only recommend products or services I personally believe will add value to my readers. I am disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255: Guides Concerning the Use of Endorsements and Testimonials in Advertising.

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## Introduction

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If you're not familiar with profit chains this short ebook will introduce you to several. It may even give you a new way of looking at your business, especially if you take the profit chain concept and look for new ways to apply it to your business that aren't mentioned here.

So what is the profit chain concept?

It's nothing new, although I think the term "profit chain" is more descriptive than other names the concept goes by. A profit chain is simply finding ways to link one sale to another, in chain-like fashion. The concept will become clear as you read about each chain.

There are ten profit chains that I have used with good success. With a little imagination and creativity you can probably come up with more. Let's take a look at the eight models that I use or have used in my own business.

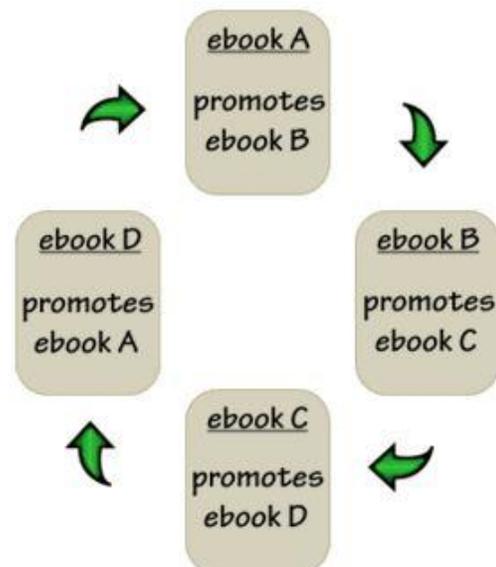
## The Product Chain

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The product chain generally refers to ebooks, although it could apply to software applications and video and audio products as well. The concept is simple...

At the back end of one commercial ebook you make a special offer for another commercial ebook. The other ebook's subject matter should be relevant to the ebook your customer just bought and read.

At the end of the second ebook, make an offer for a third ebook, and keep adding links to the chain as your information product empire grows.



For example, suppose you were selling an ebook about copywriting. At the end of the ebook you could offer a course in writing powerful titles, or a course in how to create hard-hitting bonus items.

No matter which ebook your customer buys, there will always be a "special deal" for another product that ties in with the current product. If the current product is good and the customer is satisfied, you have a good chance to make another sale, then another, and another, for however long your chain goes. As has been proven many times, it's easier to sell to a satisfied customer than to find a new customer.

While it's tempting to offer several products as the next link in the chain, hoping at least one offer will resonate with the customer; this tactic often backfires and results in no sale. You can do your own testing, but I've found that the more products I offer, the fewer the sales it generates.

My theory is that by giving the customer multiple offers, it's much easier for them to say no to everything once than to make several individual buying decisions.

You see, many people do not like making buying decisions about something they can only estimate the value of based on the seller's words, so rather than making an agonizing decision to buy or not to buy several times for several offers, they'll simply make one much easier decision not to buy anything.

However, if you give them just one product to consider they only have to make one decision. This is much less intimidating. Their attention isn't divided among multiple products; it's focused on just one product. Focusing their attention on the benefits of one product is the key to additional sales. Conveniently, it's also easier for you that way.

In my experience it's best to give the customer a special deal to increase the response rate. People love to get a better deal than others get, it makes them feel good, and maybe even special.

If you can point them to the page on your website where the product sells for a higher price so they can see for themselves they are getting a special deal it will help sell the product. Then give them the link to a "secret page" where they can take advantage of the special price.

A coupon code is great for this if your sales system supports it—but there is a drawback to using coupons. Many times when a customer doesn't have a coupon code they'll leave your sales page to go search for one.

If they find one they'll come back and buy, but at the discounted price. If they don't find it they may come back and buy, or they may not.

If for some reason you can't point to a sales page to show a higher price you can instead build the offer around exclusivity. That is, tell them the **ONLY** way to get the new product is to have purchased the ebook they are reading.

Of course, you should never make claims that aren't true. If a customer finds there are other authorized ways to get the product when you said there isn't, you'll lose credibility and most likely lose all future sales opportunities with that customer.

Your product chain can start off as small as two links, with each ebook pointing to the other. When you develop a third product you can edit one of the ebooks to change the special offer to your new ebook for a circle of three.

I recommend designing product chains in advance. You can start from scratch or look at a product you currently own that sells well.

You don't need to have all the products developed to start a chain; in fact, I recommend you only develop one product in the chain to begin with. If that product doesn't sell well, it may not be worth starting a chain with it.

On the other hand, if you've done your keyword research and are convinced the chain is a good concept, it could be that you only need to go back to work on the sales copy or adjust the price.

When adding more links to a chain isn't a viable option you can either close the chain by linking back to the first ebook from the last one, or point to another chain.

The larger the chain though, the more likely it is the subject matter will get off track. If that happens the chain gets broken, so you might want to keep your product chains on the small side, 4-5 products to a chain. Each product in the chain should be relevant to the product that preceded it and ideally to every product in the chain.

If you're to the end of a chain and it isn't practical to point back to the first product in the chain, or to another chain, you can always point to an affiliate product.

It's best to use a redirect page on your site to point to the affiliate product, that way if that product becomes unavailable or you can no longer recommend it in good conscience, you can change the page to point to something else or put up a sales page for another product.

If you do link to an affiliate product at the end of the chain, be sure to include the necessary material connection disclaimer required for the country where you live.

Remember, a product chain is only as good as its weakest link, so keep each link strong.

## The Conversion Chain

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The conversion chain is where you give away an eBook, video course, or software program and then attempt to convert the freebie taker into a buyer. You could try audio too, but that hasn't worked as well for me. Your story could be different though.

There are two primary ways that are proven to convert freebie seekers into paying customers...

### **METHOD ONE**

The first way is the traditional squeeze page method. A squeeze page is where you offer something valuable for free, such as an ebook or video, in exchange for your prospect subscribing to your mailing list.

Once you have their email address you can send marketing emails to them to try to sell them a product you own or to pre-sell them on a product in which you earn an affiliate commission.

New marketers can and do make several mistakes when they try this method. Here are what I believe to be the eight most common mistakes and how you can avoid them:

**Mistake 1...**

The most common mistake I see is when a marketer gets you on his or her mailing list and then immediately bombards you with affiliate offers.

**News flash** . . . just because you got someone on your mailing list doesn't mean you've earned their trust.

After reading "the money is in the list" enough, many newbies buy into it as though it's the whole truth. It's really a half truth, the money is NOT just in the list—it's in your *relationship* with your list—specifically, do they trust you?

You can have a million subscribers but if they all think you'll say anything to make a buck they won't trust you. It's much harder to sell to someone who doesn't trust you than to someone who does.

**Solution:** Give before you receive. By offering useful information or useful free products before you seek sales, your readers will come to quickly appreciate you, and hence, to trust you sooner.

What you give must be quality information or goods though. If you peddle free junk the perception will be that you sell junk and recommend junk as well.

**Caution:** You can give too much as well as not enough. You don't want your readers to become conditioned to expect everything for free (or to expect a sales pitch in every email).

Mix things up, don't ask for a sale with every mailing. Sometimes just send out "goodies" they will be able to use. The principle of social reciprocity will win you sales as long as your offers are of interest and fairly priced.

Here's a great example of giving before you receive: I purchased a set of private label rights videos recently. I'd never heard of the guy before, but I got 16 good quality PLR videos for a great price.

The first email he sent to me other than the download link for my purchase was to **give** me five more PLR videos on another topic. He did it to draw my attention to the fact that he'll be releasing a new PLR series soon.

Oh yeah, this marketer got my attention! He also got a sale when his new product came out.

How's that for marketing . . . he had me looking forward to spending money with him!

This fellow quickly became one of the few marketers who I actually look forward to receiving emails from. He put money in my pocket, why wouldn't I want to buy from him again.

Bonus Tip: A good tactic when promoting an affiliate product is to tell a story or offer a relevant tip or brief tutorial that naturally leads in to your product recommendation. The more natural the recommendations you make, the less it seems like you're *selling* and the more it seems like you're *helping*.

### ***Mistake 2...***

Don't wear out your welcome. I've been on lists where the marketer sends out an email every single day, sometimes multiple times each day. One guy sent me five emails the first day I was on his list...by mid-afternoon!

Each email promoted the yet another "latest and greatest" get rich quick product. I unsubscribed from his list the same day he lured me onto it.

When you bombard your subscribers like that it makes you look desperate and more than a little greedy. It's not a good way to convert prospects into sales.

It is a good way to lose subscribers though. Until he learns better, this cat will have a hard time growing his mailing list because his new subscribers will mostly just replace those who left his list. It's hard to grow a list when the unsubscribe rate is high.

Full Disclosure: I've never bombarded subscribers with emails, so I am speculating about the effectiveness of that tactic. Try it at your own risk.

**Solution:** Remember, it's a privilege for you when someone subscribes to your mailing list, but you can lose subscribers much more easily than you won them over. Judge the value of your emails

from your subscribers' perspective. Are you really trying to help them, or are you trying to pick their pockets for purely selfish gain?

I long ago adopted Zig Ziglar's philosophy:

*You can get anything you want in life if you help enough others get what they want.*

I've never regret that decision.

### **Mistake 3...**

Don't be a shill for every product that comes along just because it has an attractive commission. I once had a marketer send an email praising a certain product, he actually said he endorsed it 100%, but the product and the product owner were developing a bad reputation.

Out of curiosity I wrote the marketer back and asked him if he'd actually tried the product he praised so highly. To his credit, he confessed he hadn't tried it, but "the sales page looks good."

When someone endorses a product "100%" and hasn't even seen the product, let alone tried it, one could say they are an affiliate pimp.

Once their readers believe that, they'll never gain their trust again! I know I unsubscribed because he had no credibility left with me.

Personally, I don't endorse products that I haven't tried or at least personally reviewed. My readers know that, so my endorsement carries some weight with them.

What's my reward for **not** being an affiliate pimp?

Loyal subscribers!

I've had subscribers write to tell me they had to unsubscribe because of their health, or because they lost their job, or because they were moving. Some have even apologized for unsubscribing!

One subscriber told me she named me in her will to leave me her collection of quotation books because I once mentioned I collect them. I've also been sent gifts from subscribers ranging from original artwork to pottery to drain traps (a patented invention by a clever subscriber).

It's unusual for any of that to happen, but I mention it to show you how treating folks like real people instead of ATMs can pay dividends.

**Solution:** When you promote an affiliate product, *you're linking your reputation to the product and the marketer*, so choose the products you promote with care or your reputation can go down the same swirling toilet as the unethical marketer or junk product creator.

I never ask anyone to endorse my products without offering them a review copy, and if you want my endorsement, be prepared to give me a review copy or you won't get my endorsement.

And by the way—if a product is crap it won't get my endorsement. I have to believe in it or I won't endorse it. That's the way I encourage you to be if you want to build a good reputation.

### **Mistake 4...**

Just because you're writing to dozens, hundreds, or even thousands of people, don't write like you're writing to a quantity of people—write like you're writing to just one person.

Why?

People aren't sitting around in a group reading your email, its being read by one person at a time.

**Wrong way:** I've got a special offer for *everyone* today.

**Right way:** I've got a special offer for *you* today.

There is no *you all*, no *all of you*, no *everyone or everybody*, and no *people* reading your email. There is only a *you*, multiplied by thousands perhaps, but still just individuals. The point is, always write like you're writing to just one person.

If possible, use mail merge. That's where the mailing list software will substitute a value for a programmed token.

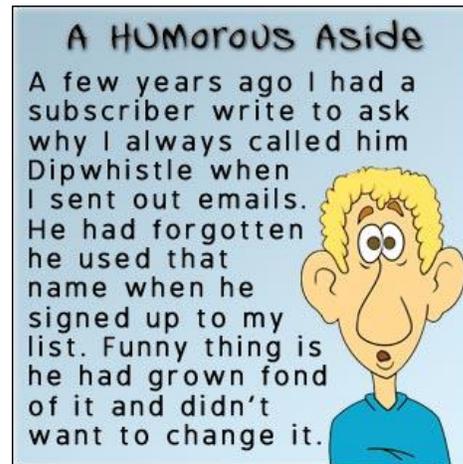
For example, if your subscribers are kept in a database where their first name is kept as a unique entry, you can code something like **[[first\_name]]** into your message and the mailing software will replace that token with each subscriber's actual first name in the actual email sent to them.

**Hint:** Most people like seeing their own name! Mailing services like [Aweber](#) and [Get Response](#) have mail merge capabilities. Learning how to use it will help you develop a more one-on-one relationship with your subscribers.

Starting your email with "Hi Joe" is far better than starting it with "Hi Friend" or "Dear Reader" or some other generic greeting.

Remember, every subscriber is special, but it's up to you to make them feel that way.

Here's one more hint: Practice mail merge on yourself first so you don't send emails to your subscribers that start off something like: *Dear [first name]* ...because you didn't get the syntax right or didn't understand the system.



### **Mistake 5...**

Do you know what the "preview" pane of an email client is? Obviously it's to preview an email to see if you want to open it and read the whole thing.

A lot of emails get deleted after a very quick preview. Many intended recipients won't read your message beyond the first few sentences if you don't arouse their interest right away. If your message isn't being read, the response you hope for obviously won't happen.

**Solution:** Write your email messages so a *compelling reason* to open the email is visible in the preview pane. If you don't, the open rate will be much lower than it could be.

### **Mistake 6...**

Hype is deadly . . . it kills sales. Avoid using ALL CAPS, multiple exclamation marks and other visual "tricks" to create emphasis in your email messages.

**Solution:** A single exclamation mark where one would be expected is not a problem, but if you have to use lazy tricks like excessive exclamation marks, all caps, and other visual acts of desperation to create emphasis, you haven't thought out your message well enough.

Think, rewrite, and polish your message so these amateur tactics aren't needed.

### ***Mistake 7...***

Use the full URL to reference websites.

Why?

Not every email client turns a link like: [www.whatever.com](http://www.whatever.com) into a clickable link, but most will turn <http://www.whatever.com> into a link.

If following a link requires copying and pasting it into the browser, some of your readers simply won't do it.

### ***Mistake 8...***

Reading and answering customer emails without getting into the right frame of mind is a mistake that can cost you big bucks.

What is the right frame of mind?

Always be on the lookout for ideas!

Your customers will give you content and product ideas when they write to you. Most of the time it will be unintentional because they are just looking for help.

But get this . . . if they are having problems, or don't understand something, these are clues that you might be able to turn the solution into content or products.

You don't want to create a product based on one person's trouble, after all, they could simply be extra dumb, or lazy, or whatever. You'll need to do a little research to be sure others are having the same or similar problems, and if they are, you may have a hot idea!

**Solution:** Pay attention! Product ideas are everywhere; you just have to develop the mindset to be on the lookout for them.

## METHOD TWO

With this second method of the conversion chain you offer free ebooks, no strings attached, to anyone who wants to download them.

The “no strings attached” part means the ebooks are completely free with no registration required. In other words, your website visitors can download them anonymously without giving up their contact information to get the ebook.

Naturally the free ebooks should either be useful or entertaining, and of good quality. Since the prospects that download it will not be added to your mailing list, you need to design the ebook to deliver the specific result you want, such as:

- It creates the desire to purchase the product it showcases.
- It creates the desire to request more information, which could be delivered by autoresponder, thereby getting them onto your mailing list.
- It creates the desire to join a membership site.
- It creates the desire to join your affiliate program.
- If sends traffic to your website (from uploading it to ebook directories and sites like Scribd).

Obviously there can be many different actions you want a reader to take. You just need to decide what that is and create you ebook to accomplish the goal.

As mentioned, the free ebook you offer has to be of good quality because it will become the basis by which those who read it will judge the value of the commercial product or service you’re trying to sell.

If you just throw something together that has little value just to get it out there in the marketplace, it will not convert readers into buyers. Remember, the free ebook itself is a *sales system*. You have to build value into your sales systems to maximize your income.

The free ebook should be about the same topic, or a very closely related topic, as the commercial product you’re trying to sell in it.

One effective strategy is to offer information that helps the reader right now, without giving away so much information that they don't need your commercial product.

Once created, your ebook can be distributed via your website, of course, but also through ebook directories and membership sites to give it multiple entry points in the marketplace.

## The Hidden Chain

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Hidden profit chains are created by simply adding profit potential to pages that most people don't think twice about monetizing.

By placing a product offer on these types of pages, you give yourself a chance to make sales to people who may not have been looking for a product to buy.

What are these pages?

- 404 error page (file not found)
- All thank you pages, for example:
  - Thank you for subscribing to our ezine
  - Thank you for contacting us
  - Thank you for your purchase
- Your after-purchase download pages. One time offers work great for me on these pages.
- Your "About Us" page – weave a small number of product links into the context of your story (Our first product, our best-selling product, etc.)
- Member log in pages.
- Contact page
- Link pages if you have them

In short, nearly every page of your site can be monetized in some way, not just the main pages designed for sales.

Put a "sorry about that" offer on your 404 error page. Don't send direct links to download your product, send them to a download page

and make a fresh offer with a related product after the download link. I use one time offers there too.

To maximize hidden sales, examine every page of your website to see how you might create a sale from it.

**Example:** If you use [Copy and Paste Legal Forms](#) to generate your legal forms such as Terms of Use, Privacy Policy, Material Disclosure and others, you can even monetize those pages by simply placing an affiliate link to the vendor's site saying something like:

Need help creating legal forms for your web site? We use [Copy and Paste Legal Forms](#) ... written by an attorney, but with budget-friendly pricing.

It's a great affiliate program because it's a product people need if they want to avoid legal trouble. I've made a small fortune promoting them in various ways.

You won't likely get rich from these hidden profit chains, but every sale made is money in your pocket. My download pages generate from 10% to over 50% conversions, depending on the product. That would be a lot of money to leave on the table if I didn't use profit chains.

## The Free Lifetime Upgrade Chain

For some of my more expensive products I offer free lifetime upgrades as a bonus to increase sales. Of course, a customer has to stay on the mailing list for that product if they want to be notified when a free upgrade is available.

And it makes sense, right? If they remove themselves from the mailing list I have no way to email them with an upgrade notice.

When I notify them that a free upgrade is ready, I also make sure I have a new product to offer. A little bit clever, don't you think? 😊

Since they're likely happy to be getting a free upgrade when I write to them, they'll be about as receptive as they can be to hearing about a new product. If the new product also comes with free lifetime upgrades, it's an especially great selling point since they just got a free upgrade for a previous purchase.

If the new product is about a topic they are interested in and it's priced right, it's a hard offer to resist if they were happy with their previous purchase.

You could also market directly to this list, but I'd be cautious about it. They didn't buy your product to receive marketing emails. That's a common practice, but this is a little bit different. Here's why...

Because they have to stay on your list to get free upgrades, too many emails can feel like they're being taken advantage of – sort of like being held hostage – and that can lead to resentment.

Personally, I only market to these lists when I have an upgrade to offer, but here's a key point—unless your product is perfect and perfectly complete, it usually isn't that hard to come up with a decent upgrade, and without spending an inordinate amount of time doing it.

You can also send out a free bonus product instead of an upgrade. Let them know you're offering it as a new bonus to their previous purchase and they'll be happy to receive it, and then you can introduce your new commercial product with at the same time.

When folks feel like they're getting more value than they expected, it makes them more receptive to buying again.

## The Comparison Chain

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Comparison chains are basically two link chains, used in product reviews or website content. Here's what a comparison chain is about...

Find a product similar to a product of your own that has an affiliate program. The product can be more expensive or less expensive than yours, but should not be the same price.

Then write an article or review comparing the two products. If you use in-context links in the body of your product comparison it can help with the search engines as well as increase sales.

You can make the more expensive product look best by touting all the features and benefits it has that the other doesn't, or make the lesser cost product look best by extolling a similar value at a lower cost—it

just depends on which product is yours or which product you want to see the most sales from.

**Warning!** Never badmouth a competitor's product. Your motives will be seen as disingenuous and self-serving, which many, if not most people, will dislike. The result is that many of them will immediately distrust you.

It's important to use just two products and present them as the best two options. If you use more than two products, it just muddies the water. The reader may then decide to leave your site to look for more information to find clarity.

I like to find products that cost more than mine when I use this tactic. It makes mine seem like a bargain by comparison, which results in more sales. However, if you have a clearly superior product it can work in the opposite way.

If someone does choose the more expensive affiliate product, you still win because you'll get a nice, fat commission. If you choose your comparison product well your commission can earn more money for you than you'd make from selling your own product.

This strategy doesn't have to apply to your own products, or even to ebooks. You can apply it to software, hosting, or any type of products or services that have affiliate programs. You could also compare two of your own products if you have a low cost version of an expensive product. You can't lose that way.

You can even do a comparison between two affiliate products. Have you ever noticed when an affiliate reviews a product, they seldom, if ever, do a review comparison? It's true.

Suppose I was interested in Joe's Widget and Jane's Thingamajig. Most sites will review one or the other. A few may review both in separate articles. Few will do a side-by-side comparison on the same page. That can be the difference maker.

There are many ways you can approach comparing products, whether your own products, affiliate products, or one to the other. Here are a three ideas to spark your imagination...

***Teaser Text Example...***

When it comes to keyword research, is [Keyword Elite](#) really worth roughly three times the cost of [Micro Niche Finder](#)? Can the extra bells and whistles of Keyword Elite find better keywords, or is all that just for show? [ [Read story...](#) ]

### ***Provocative Headlines Example...***

Hosting Wars: [iPage](#) vs. [Bluehost](#) – [Click here](#) to see which host won our bare knuckles hosting showdown!

### ***PDF to Go Example...***

Screensaver Creation Software Comparison  
How does [Screensaver Maker](#) compare to [Screensaver Factory](#)?  
Grab our [PDF to Go](#) and find out.

The idea behind a “PDF to Go” document is that users can download the PDF to read later. The PDF will either link your products and/or have affiliate links. As long as the user has that PDF document on their computer it could generate a sale for you.

You can still post the review on your site, too. Just offer the PDF for folks that are in a hurry or want to save the review for later.

### ***Infographic Comparison...***

Infographics are hot right now, and for good reason. People tend to read them if they are at all interested in the subject matter.

Some who skip over a lengthy article will stop to read an infographic with its more concise message.

Like a PDF this is something they might save to their computer, especially if you encourage it. It has the added bonus that someone might pin it on Pinterest or give it some publicity on another social network like Digg, Reddit, Facebook, etc.

You get the idea, just use your imagination.

## The Recommendation Chain

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I'm sure you've seen the most common iteration of the recommendation chain before. It's where you are invited to enter the name and email address of friends in order to get something for free, like an ebook, a software program, or a website script.

The trouble with this implementation of the tell-a-friend idea is that you're being asked to recommend a product you haven't yet seen made by someone you likely don't know.

I don't know about you, but I don't treat my friends like they are a commodity to be spent on something I want.

A better recommendation chain, in my opinion, is to write to my customers a few days after their purchase and invite them to recommend it to a friend—and of course, they will be rewarded with a nice freebie if they do!

If they're happy with the product they bought and the free product is something they want, they will almost always recommend their previous purchase to a friend because I'm not making them feel like a rat for promoting a product they haven't yet seen.

Doesn't it make sense to you that you shouldn't make your customers feel like they are betraying a friend in order to get a freebie?

This one is pretty simple, but don't let that fool you into thinking it doesn't work, because it does. Just send them to a page on your site where they can recommend their previous purchase and let them help you bring people into your product chains.

## The Upsell Chain

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The upsell is well known so I won't go into great detail. The most common use is probably to offer your customer another product or a discounted upgrade after they have clicked the link to buy but before they have checked out.

The strategy is simple. They've already made a decision to buy from you. You know what they are interested in based on the product they clicked to buy. Knowing this, you offer a little something extra to increase the total sale.

Upsells can be programmed into some shopping carts, but if your checkout system doesn't have an upsell feature you can also set them up using just plain old HTML. Here's how to set up an upsell using HTML only:

1. Instead of your "buy" link going to a shopping cart or payment processor like Paypal, it goes to another HTML page.
2. On this second page you make your pitch for the upsell.
3. At the end you offer two links. One is a link to add the upsell to their order. This link is a one-item link as far as how it works, but it includes two products, the original product and the upsell.
4. After the link to add the upsell you'd place the other link, a "no thanks" link that loads the original product only into the shopping cart.

It's pretty simple to do, really. You may occasionally lose a customer on the upsell, but if you choose your upsell product well and price it so that it's extremely tempting, you should come out **way** ahead by selling many more upsell products than you lose from a few folks who resent the upsell attempt.

Still, because a small number of people may resent the upsell, you want to make it as friendly as possible. You might start it out something like this:

```
I've made this offer to others so it would be unfair
if I didn't make it available to you, too. After all,
you are just as important as they are.
```

...and then go into your upsell offer.

Tip: Many people claim to dislike upsells. The truth is, many of them only dislike upsells they aren't interested in or can't afford. If the upsell is something they want, you won't hear them complain.

## The Content Chain

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The content chain is simply creating content for your website that is helpful to people, and using in-context links to refer the reader to your related products or to affiliate products.

One excellent format for this content method is through the use of a FAQ page the way it's done at [BoogieJack.com](http://BoogieJack.com). They answer their visitors' web design questions and weave in their own product links or affiliate links into the answers where they are applicable.

It goes one step farther though. Sometimes the footnote includes a reference to one of the products, or a reference to a tutorial where one of the products is referenced. Here's a foot note example:

This concludes the **HTML Help about Getting Rid of Page Margins**. Based on your interest in this **HTML FAQ**, you may also be interested in [CSS Made Easy](#).

He's actually killing two birds with one stone here. He links to one of his products to drive potential sales to it, but also ends the page with emphasized text using keywords, so it helps with search engine optimization as well.

To summarize this chain, just be sure to weave plenty of in-context sales opportunities into your website content.

Here are links to the examples mentioned above if you'd like to see them for yourself:

[FAQ Answer](#) – He links to two of his products in this reply.

[Footnote Link](#) – I like to one of my products in the footnote.

## The Increasing Price Chain

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When you sell one product you can write to your customer after they've had a chance to review it to make certain they are happy with their purchase.

Focus your email on ensuring their satisfaction - which has the potential side benefit of helping you make better products - but in the PS casually mention another product they may be interested in based on their first purchase and include a link for more information.

The next offer is for a higher priced product. If you're not getting many conversions, change it to another product, as that one just might not have resonated with your customers.

If they do buy, repeat the process and keep increasing the product prices until they stop buying. Besides making additional sales, you'll learn the comfort level of your average customer as far as how much they're willing to spend with you.

This can help you tailor your offers for maximum profits by offering more products within their comfort zone. You could track each individual user too, moving them to different mailing lists if they buy, but I can't go into the how-to details of that here as that's not the purpose of this report.

That doesn't mean you should only offer products priced at the top of their comfort zone, or that you should never offer prices outside of their comfort zone, just that you will probably want to offer a *majority* of your products or product recommendations that fall within the upper half of their comfort zone.

After all, if your customer is comfortable spending \$77.00 with you, do you want to offer mostly \$17.00 products? Or if they are not willing to spend more than \$27 would you want to waste your time and theirs offering high-end products?

By catering to their needs and comfort zone you help them as much as possible, while also maximizing your own profits. Win/win is what it's all about.

## Product Showcase Chain

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This one may surprise a few folks. The idea is to include an extra PDF in the download for your customers. This PDF will showcase one of your other products. There are two ways I've worked this to good effect. Let's take a look...

### **METHOD 1**

With this method you are essentially creating a PDF about one of your products that is closely related to the product they just purchased.

It's a sort of like a glorified ad for your product, but with two very important differences:

1. The tone is very conversational. This is an extremely soft sell and should be more like informational content than sales pitch.
2. Since you're writing this "showcase" PDF to be included with a specific product, you know what they've already purchased. You can mention things about that product in your showcase PDF.

Example: Imagine someone buys a course from you about becoming a paid freelance writer. Your "showcase" product might be a special report titled *50 Ways to Break Writers Block*, or *10 Essential Research Tips for Writers*. Of course, reports aren't the only option. You could have a software program created, or offer a service of some kind.

Think about your product. Think about what you could create that will be so complementary to your main product that others will feel they should get it too.

Please note it's essential your showcase product is complementary to the main product, and not something missing that should have been included in the main product. If people feel the original product is incomplete without the showcase product they'll feel cheated and will be more likely to refund than to buy more.

I've found naming the PDF "Product-Showcase.pdf" works better than any other name I've tried. It sets the right expectations and arouses curiosity. They will want to know what the product is because our brains don't like not knowing. It wants to complete the picture.

Plus they paid for it. It's theirs, so a strong percentage opens it.

While your customer will be curious about the showcased product, the "soft sell" approach is often an unexpected and pleasant surprise.

Why?

Because many will be expecting a strong sales pitch. When they instead get a soft, informative touch, their attitude softens to match the delivery.

Keep in mind, however, that customers may not buy right away. Their first priority is usually the product they bought.

If the customer is a first-time buyer of yours, you can count on it that most, if not all, will want to check out the main product first to assess the quality before they consider buying another product from you.

Of course, some will buy right away if you've made a good match between what they bought and the showcase product, if your words are persuasive, of course.

Again, just showcase one product. If you present to many buying decisions the easiest thing for your customers to do is to say no to everything rather than to make multiple decisions about buying.

## **METHOD 2**

This one is very easy to set up if you have an eBook or special report that you want to sell. Rather than tell your customers about one of your other products, you're going to let them read part of it.

You're essentially giving them a preview of one of your products. For example, if your eBook has 10 chapters, you might give them a preview of the first two chapters, or about 20-25 percent of the eBook.

Of course, this assumes the content from the first part is compelling. Otherwise you can excerpt different parts of the eBook if that makes a stronger case for buying.

Whichever way you do it, you'll want to keep the full table of contents in the front so they know what their missing if they don't buy it.

In addition to leaving the table of contents intact, you can add a synopsis of the remaining chapters to the end of the eBook as a way to let your customers know exactly what they're missing if they don't buy the product.

Each chapter synopsis only needs to be a paragraph or two long. It should describe the main benefit the reader will gain by reading the chapter. If there is more than one big benefit to a chapter you can include more, but try to keep it concise.

Let's wrap this up now...

## In Conclusion

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You certainly don't have to use all these various profit chains, but the more you can implement into your business model the more sales opportunities you'll have.

I also encourage you to think about designing profit chains not mentioned here. There are surely others that I haven't thought of, and there may be some that would be specific to your business that wouldn't be relevant to mine.

Think creatively. You don't have to do everything like others do. I certainly don't, and I've earned my full-time living online since 1999.

I hope you've found this useful and that it helps you take your business to a higher and better level than ever.