

YOUR FIRST INFO PRODUCT

LESSON 4

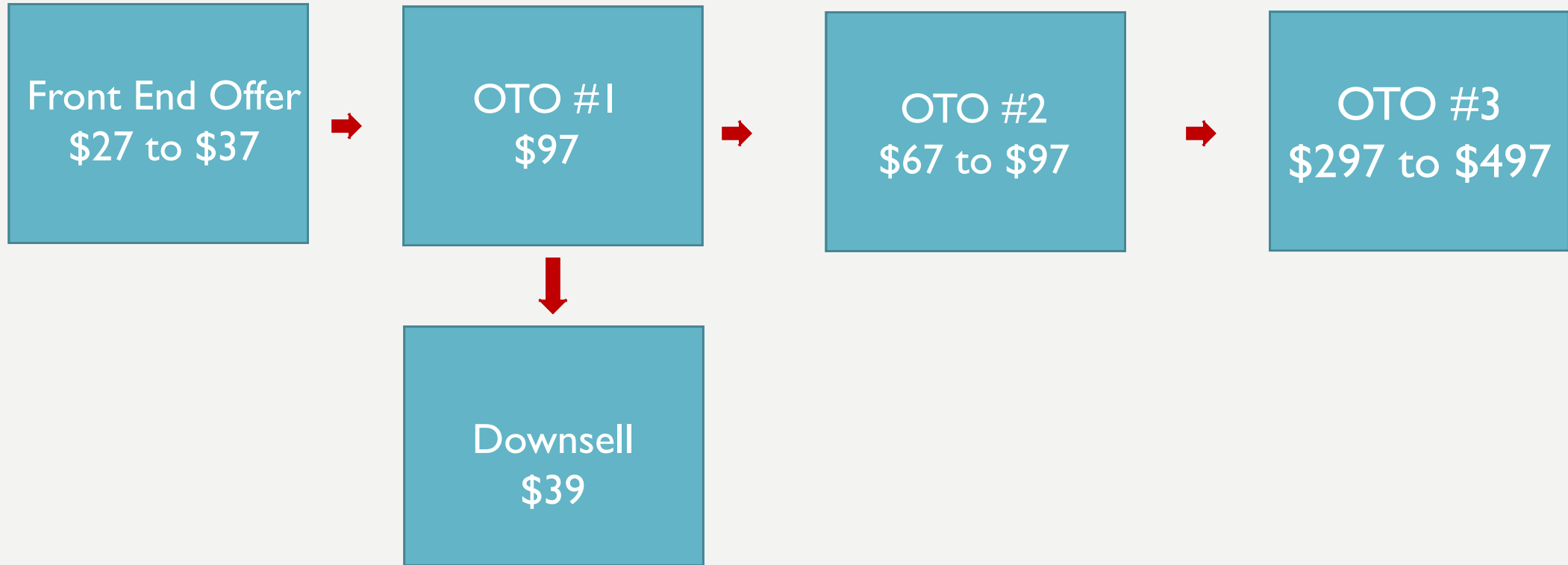
YOUR OTO AND YOUR SALES FUNNEL

- OTO means “One Time Offer”.
 - Also known as an upsell.
- This is a complimentary offer your customers see after purchasing.
- The OTO is a key component of a good sales funnel.
- Your OTO and funnel can double or triple your revenues.

OTO AND YOUR SALES FUNNEL

- Never launch an offer without an upsell.
- You will be leaving money on the table!
- Your upsell or one time offer should complement the offer people purchased on the front end.
- It should NEVER be required to get the upsell for the front end offer to work.
 - This is a bad customer service practice.
- Most of your money is typically made from the upsell.
- Ideas for your upsell include:
 - Templates
 - More advanced training.
 - Coaching
 - Webinar training.
 - Complimentary training.
 - Facebook groups.

INFO PRODUCT FUNNEL



KEYS TO SUCCESSFUL LAUNCH FUNNELS


- Deeper funnels increase your profits massively!
- Provide related offers throughout the funnel.
- The upsells should complement what they purchased.
- Provide insane value on the first OTO.
 - Use PLR On Your Hard Drive
 - Offer Bonus Live Training
 - Templates
- Do not be afraid to sell!

EXAMPLE SALES FUNNEL

Incredible New PLR Licensing Opportunity...

"Your First Funnel" Video Course With PLR
You Can Now Get A License To Resell The Fastest, Easiest, and Most Reliable System for Building A Winning Sales Funnel From Scratch! **Plus Get Private Label Rights!**

Simply Download, Upload, Start Selling!




GET INSTANT ACCESS
You Are Covered By My 300% Money Back Guarantee

"Best investment ever...5 years of frustration fixed!"

Why Grab This PLR Product Today?

- ✔ Your own high quality unique info product!
- ✔ Sell unlimited copies for life!
- ✔ Generate fresh buyer leads to add to your list!
- ✔ Training you can learn from to grow your own business!
- ✔ Discover the simplest way to setup your funnel!
- ✔ Generate massive profits with a sales funnel!
- ✔ Use this product as a bonus to boost your affiliate earnings!
- ✔ Transcribe the content to create a mini home study course!



Congrats On Your Purchase of Your First Sales Funnel! Check Out This Very Special Upgrade Offer From My Friend Gary Rambo

"How You Can Quickly and Easily Add \$37, \$47 or Even \$97 to Every Sale of a PLR Product You've Probably Already Grabbed From Paul Counts"

Best of All: If You Don't Already Have This Product... I'm Going to Give it to You For FREE

Act Now and You'll Get Bonus Training Videos on How to Set Up Your New Upsells in JVZoo!

From: Gary Rambo
RE: To People Who Want to Create Audio & Video Upsells But Can't Get Started!
Dear Fellow Internet Marketer:
It's true.

You can easily add more money to every sale you make starting as soon as today. And here's how... Many of you grabbed the PLR to Paul Counts' Six Figure 5-ebook series, downloaded it and added it to your arsenal. But now what? How do you provide even MORE value to your customers? And how can you make even more money with it both quickly and easily?

Just getting the Six Figure 5-ebook series from Paul, won't do it.

And that's where the Internet Driven Life's Six Figure Audio and Video series of Six Figure Traffic Blueprints, Six Figure Affiliate, Six Figure Copywriting, Six Figure Reports, and 220 Success Principles comes in.

Today I am giving you access to almost 9 hours and over 110,000 words of done-for-you Audio & Video for Paul Counts' Entire 5-Ebook Private Label Rights Series

As you know, any credible marketer will tell you that the real money is in back and sales. It is just a fact of life as an online marketer.

And if you're anything like me, you always ask yourself... "What is the easiest way to cash in on this fact without spending countless hours of trying to create something that you can charge \$37, \$47 or \$97 for?"

The Internet Driven Life's audios & videos of Paul's Six Figure Ebook collection solves this problem instantly for you!

It's a completely natural upsell to anyone that purchases any or all of the PLR ebooks from you. And just imagine how many more sales you can effortlessly make with these high quality audio and video versions of the ebooks from people that are already buying from you.

Honestly, it doesn't get much easier than that.

And here's one more thing...

The Six Figure audio series will allow you and your customers to LISTEN anytime you want to automatically program yourself for success... in your car, while you're exercising or enjoying your favorite coffee.

You've Made a Great Decision!
You're Going to Love It!

Now Please Take a Moment and Look at the Perfect Companion PLR Package Below to Help You Sell Even More!

"Here's a Simple, Safe Way to Add Another Steady Stream of Profits to Your Bottom Line"

This Powerful Companion PLR Package Helps You Sell More Almost Instantly

If you are looking for a quick and easy way to add more profits to your sales funnel, here is another excellent choice for you.

Done-for-you audio and videos with Resell Rights and PLR are in very high demand because they add so much value to any offer!

And if you have ever made your own audios or videos you know how time consuming it is.

So once again - all the hard work for you! So you can simply plug it in to your sales funnel and start profiting with it (immediately!)

Here's Everything You'll Get Today To Use as Another Upsell and Add More Profits!

Over 6 1/2 hours... 89,000 words... of Internet Marketing know-how! Audios & Videos are 100% ready for you to Plug-in and Profit with as soon as today. Ebooks Included!

All Audios, Videos and Ebooks come With Private Label Rights and Resell Rights

Audio/Video #1 - Getting Started runtime - 18 minutes 34 seconds Learn and understand that the process of setting goals helps you choose where you want to go with your business. By knowing precisely what you want to achieve, you know where you have to concentrate your efforts.	Audio/Video #7 - Law of Association runtime - 28 minutes 34 seconds Step-by-Step instructions explaining exactly what you need to do to start, build and manage your own opt-in mailing list. Takes you by the hand and guides you thru the very basics of list building then into some Advanced Business Models you can follow to build your list.
Audio/Video #2 - Passion to Profit runtime - 17 minutes 34 seconds Let me show you how this is the single biggest problem that keeps so many people from ever getting the results they are really capable of getting, and how you can live in your greatness! You are about to discover a brand new way of thinking as you turn those "I Can's" into "I Can's".	Audio/Video #8 - Traffic Strategies runtime - 52 minutes 38 seconds The very first step to making a sale is to let your customers know that you exist and letting them know where they can find you. Once you know how, where, when and why you should do things... You will begin to see amazing results!
Audio/Video #3 - Passion to Profit runtime - 17 minutes 34 seconds Learn how specializing your marketing efforts will actually bring you more business and higher conversions.	Audio/Video #9 - Email Marketing runtime - 58 minutes 28 seconds Properly use email to reach your target audience. Build and manage strong customer relationships with your list of subscribers. Understand how to, and actually write your first follow-up message.

You Are Almost To Your Download Page - Watch This Page For One More Amazing PLR Upgrade Opportunity!

"What If You Could Make a Stable 3, 4 or even 5-Figure Monthly Income?"

Here's Our Simple Guarantee: You Will Succeed With This Exclusive One-Of-A-Kind Product... or Your Money Back.

- Includes Private Label Rights!
- Includes Resell Rights!
- Turnkey Solution to Start Making Money Online!
- New Unique Content Monthly! Yes, MONTHLY!
- Easiest Possible Way to Make Money!
- New Unique Content Monthly! Yes, MONTHLY!

From: Paul Counts and Gary Rambo
The Internet Driven Life
RE: To People Who Want a Reliable Monthly Income But Aren't Sure How to Get It

Dear Frustrated Internet Marketer:
You're not alone.
Life would be so much easier if you just had a way to generate a reliable and stable monthly online income.
But if you're like most internet marketers you're busy building sites, keeping everything organized, and dealing with that customer that can't find the download link you just sent them for a second time.
And now on top of all that... you have to create your own product... outsource the audio for it... make the video for it... and write the sales letter.
And, and, and...
Sigh.
It's enough to make you pull your hair out because you could be driving traffic, setting up JV's or building a new sales funnel.
You could be doing things that are making you money today... not next week or next month or even longer.
But here's good news...
...no scratch that - I meant **great** news.

Introducing The First Product of Its Kind in the Internet Marketing Niche

Many of you know that one of the things that put me on the map in the internet marketing world was



START MAPPING OUT YOUR FUNNEL