

CHEAT SHEET

“Turning Money Trickle Into CA\$H Torrents”

How To Make More Money From Your Existing Website

- [By Jim Edwards](#) – www.IGottaTellYou.com and <http://www.TheNetReporter.com>

If you are making ANY money from your existing website, this presentation will take you through the steps for vastly expanding your cash-flow... no matter what you're selling! 😊

4 Ways to make more money from a website that's already generating cash flow

1. Increase traffic (how many visitors you get)
2. Increase Conversion Rate (how many of them buy)
3. Increase Initial Purchase amount (how much they spend up front)
4. Increase Back-End Revenue (how much they spend over time)

Everybody wants to talk about #1 (traffic) – because that's the sexiest one.

I think it also is the one that everyone sees as the path of least resistance.

Even a crap website can be a winner with enough traffic... but traffic is harder to get now than it was 10 years ago – so we need to put a lot of effort into the other 3 before we start trying to bust the water-main of traffic and flood our websites with visitors.

Every visitor counts now more than ever... so you need to set the table properly with your mini-site so that the maximum number of diners decide to sit down at the table and pay you for a meal.

Increase Conversion

Two types of conversion increases

1. Huge bumps (10% increases and up)
2. Incremental increases (10% and below)

Huge bumps come from testing:

1. Headlines – benefit driven, create a picture
2. Bullets – F.A.B.
3. Price – test aggressively
4. Guarantees – 30, 60, 90 or longer
5. Bonuses – build value, specify an actual value

Once you're making money – then you're shooting for gradual and constant improvement.

“Turning Money Trickles Into CA\$H Torrents”

Incremental increases:

1. Background page color
2. Highlighting words
3. Picture vs. No picture

Increase Initial Purchase Amount

1. Test price and measure vs. Drop / raise in conversion
2. Increase the value perception
 - a. Work on value comparisons of what they're getting vs. what they're paying
 - i. Cost of a live seminar
 - ii. Cost of travel
 - iii. Cost of food, etc.
 - b. Point out what a bargain it is
3. UPSELL them at the point of purchase
 - a. Sell them MORE of what they're already buying
 - b. Sell them SOMETHING ELSE they need (whether they know they need it or not) before, during or after what they are getting from you with their current purchase.
 - c. Give example of assumptive upsell “*What kind of cheese do you want with that?*” vs. “Do you want cheese with that?”

Increase Back-End Revenue

1. Backend offer of your own product
 - a. Audio ebook version
 - b. Video version
 - c. Videos
 - d. Seminars
 - e. You name it!
2. Backend offers of affiliate products
3. Build it all into your autoresponder so you can test and measure the results

Then... once you've tweaked the entire process using the most easily accessible sources of traffic and you know:

1. Lifetime value of a customer
2. How much you can afford to spend to get a customer
3. How much your affiliates will make per visitor over time with your follow up sequence

Then you rollout the traffic like a madman / mad woman

Increase Traffic

Traffic falls into 3 categories and you want to balance all of them

Buy Traffic – Immediate Traffic

- PPC traffic
- Ezine ads
- Banners

Borrow Traffic – Intermediate Traffic

- Distribution JV's (super affiliates)
- Affiliate program

Create Traffic – Long Term Traffic

- Articles (one article can deliver immediate traffic / consistently publishing articles create a steady, long-term, stream)
- SEO

Hey, check out this FREE Webinar

ATTENTION: Online marketers who are sick and tired of outdated, complicated and hard-to-follow Internet marketing "schemes"...

"FREE Webinar Recording Reveals the Easiest, Quickest (and NEWEST) Proven Ways To Profit Online With Simple, 'Ugly' Little Mini-Websites Virtually ANYone Can Make in An Afternoon!"

You're About To Discover the Real "Auto-Pilot" Methods Anyone Can Use To Create Your Own 6-Figure (or even 7-Figure!) Online Business...

[Click Here NOW For Free Webinar Replay](http://www.MinisiteWebinar.com/v2.0/)
<http://www.MinisiteWebinar.com/v2.0/>