

BUYERS GENERATION **2.0**



***How To Build Your Very Own Hot List
Of Paid Leads At Warp Speed!***



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BUYERS GENERATION 2.0

**How To Build Your Very Own Hot List
Of Paid Leads On Warp Speed!**

INTRODUCTION: **BUYERS GENERATION**

Hi and thanks for choosing Buyers Generation 2.0! I am going to teach you how to build your very own hot list of paid leads at warp speed!

Other contemporary list building courses out there, as you probably already know by now, teach you how to build only type of mailing list. Granted, list building is very essential and many marketers teach you that “the money is in the list”. However a lot of these marketers fail to explain to you that there are actually two distinct types of list:

- 1. General subscribers list**

- 2. Customers list**

This guide focuses on teaching you how to build the second type of list a.k.a. the Customers List. Although it is true that the money lies in the list, what a lot of marketers fail to reveal and explain is that most of the money is generated from the Customers List (also known as the Buyers List).

Having said that, I’m going to teach you how to build yourself a list of paid buyers regardless of whether they bought from you directly or from your ‘competitors’ (mind boggling for now, but don’t worry all will be made clear soon!) And above all, I will show you how to get yourself a list of paid buyers in the fastest time possible so that your Internet business can prosper, which otherwise would have taken the average person months – if not years – to reach!

Regardless of whichever Internet business you are running or even any other types of offline businesses, you need to have a strong following of customers – people who are willing to spend money and shop with you. So the main objective here is to get a list of paid leads all the way!

Why You Should Build A List Of Paid Buyers vs. Normal Subscribers

- A buyers list is **more responsive** than a general list
- The people in this list has a **history of buying**
- **Better quality prospects** – proven to spend, not ‘tire kickers’

So why should you build a list of paid buyers versus conventional, normal subscribers? For three good reasons:

1. A Buyers List is more responsive than a General List

First and foremost I am not saying or implying that a general subscriber list is not important. It is important because you need to have a list of prospects for they have a possibility of buying from you. Being a general subscriber is a stage in which people start to get to know you and you need to build rapport to gain their trust.

Therefore you should also keep a list of general subscribers because ultimately you have an end goal of converting as many of your prospects into customers.

2. People in the Buyers List have a history of buying

These people have spent and bought something with their credit cards or so and that makes them more responsive. A prospect who has never bought from you will need a lot of pushing and nudges before he or she decides to purchase whereas a familiar customer whom you built rapport with is already comfortable and has trust in your products will be more inclined to shop

with you again. Also, people who have made purchases online before are more likely to shop again because they are apt to it.

A Buyers List may be smaller than a General Subscribers List however it is not uncommon to hear stories whereby marketers make more money from a smaller list than from a huge list. The reason lies in the next point.

3. Better quality prospects

They have been proven to spend on something and they are not what you call 'Tire kickers'. In other words, you can count on them not to be freebie seekers at all. They are what I call a better class of subscribers or better class of leads. They have been proven to spend; they have no problems buying from anyone.

Now building a customers list can be truly challenging because usually, you require building a prospects list FIRST before you attempt to convert as many of them into customers as possible. Again, this is what many contemporary list building courses out there teach you.

But what if you skip the process and accelerate your building of a buyers list without going through the hassles of building a prospects list? While still essential, I have found it possible to build a buyers list from scratch even if you are starting out with a zero list!

And you can do it in 5 different ways:

How To Build Your Paid Buyers List In 5 Unique Ways

- The Membership Pass Strategy
- The Instant Commissions Plan
- Launch Bonus Jacking Method
- Viral Resell Rights Method
- 'Bonus Webinar' Method

- The Membership Pass Strategy
- The Instant Commissions Plan
- Launch Bonus Jacking Method
- Viral Resell Rights Method
- 'Bonus Webinar' Method

All of these methods can be started from scratch by anyone. You don't have to use all of these methods as even one is powerful enough to make a groundbreaking difference to your Internet Business! While there's nothing stopping you from using all of these methods, I highly recommend you start and familiarize yourself with one favorite method at a time.

I included these methods with the assumption that you are starting out with zero list and you don't need deep pockets (not necessarily at all) to execute any one of these methods! I will cover them in greater detail throughout the course.

REMEMBER...

It doesn't matter whether these people have not bought anything from you DIRECTLY! As long as they have bought something from anyone before, that will do.

And remember: It doesn't matter if these people have not bought anything from you directly or not. As long as they have bought something from anyone before, that will suffice! So the premise of this course is to teach you how to build yourself a list of paid customers; people who have previously bought something from anyone and you want to get them to join your mailing list. Remember to keep this list extra special and at the end of this course, I will teach you what to do with the buyers list and how to maximize your profits and benefits as well.

METHOD #1:
THE MEMBERSHIP PASS STRATEGY

The Membership Pass Strategy

- Come up with a high quality membership site that is selling OR can be sold access to
- This is **NOT** a Free membership site!
- It must also have **Affiliate Program** and an **Upsell** offer *(so you credit your affiliate when he refers someone, and that he purchases or upgrades his membership)*

The premise of the Membership Pass strategy goes like this: You come up with a high quality membership site that is selling or can be sold access to however bear in mind; this is NOT a free membership site. This is going to be a membership site that is currently being sold online right now and is something you own. It is not a free membership site whereby people can just put in their name and e-mail address and just join in. There must be a proper order form at the front page for people to actually join this site.

Secondly, you must also have an affiliate and an upsell offer. When your affiliates refer a prospect and when his referral purchases or upgrades his membership, you should give credits to your affiliates in order to create a strong incentive for them to accept your membership pass and give it away.

The Membership Pass Strategy (con't)

- Then **contact other membership webmasters** or mailing list owners to give this membership pass away **as a bonus**
- This is a special bonus membership **only for their customers**
- **REPEAT THIS** with as many membership site owners and mailing list owners and you will get yourself a list of paid buyers in no time!

Once you have your membership site ready with an upsell offer, you're going to contact other membership webmasters or mailing list owners to give this membership pass away as a bonus. DO NOT label it as 'FREE' even though it is. It should be positioned as a bonus. Make it a special bonus membership ONLY for their customers.

As you can imagine, you're going to come up with a paid membership site but you are going to give it away as a bonus to other people's customers. This is going to help add value to their customers and that's how it's going to be.

REPEAT THIS with as many membership site owners and mailing list owners as you can and you will get yourself a list of paid buyers in no time.

Your Membership Site Plan

- Offer **LIFETIME** access not trial (monthly)
- **No** forced regular updates required

Here's how the membership plan goes:

- **Offer a lifetime access.** DO NOT offer any trial or monthly access in this case! Speaking from experience, usually people have a tendency to just join a trial access and then cancel before they get billed. And even for those people who continue to carry on, they will probably cancel a few months later. This is not a good way to handle your new list of potential customers because once they leave your membership site, they will most likely not return again. So the best thing to do is to offer a lifetime access with no strings attached.
- **No forced regular updates required.** This is good for you as well because there won't be forced regular updates on your part. You don't have to keep updating and adding content to your membership site every month. You can just put them up once and maintain them once in a blue moon.

Membership Site Ideas

- **Format:** articles, audio, videos, hosted software
- **Theme:** source for ideas from ezinearticles.com (browse the main category)

While not a course focused solely on membership site building, if you are stuck on membership building ideas, here are some quick ideas I can run you with:

- **Format: articles, audio, videos, hosted software**

You can put all these in the members' area. As for hosting software, you can go for web based software in which requires people to log in to your membership site in order to use your software. This is something a lot of Internet marketers are doing right now.

The same goes with videos and audio, you can create a sticky value by allowing members to only view their videos in the membership site rather than they download and not log in again.

- **Theme: source from ideas from ezinearticles.com**

For your membership theme, you can source for ideas quickly at ezinearticles.com. All you have to do is browse the main category and you will find a list of hot topics that you can build a membership site on.

All the articles listed at ezinearticles.com is what I call a 'Cheat Sheet' whereby those categories are proven to have authors regularly contributing content all the time and it goes to show those topics are always green and hot at the same time. With this, you are able to save lots of time from market research.

Now how do you get contents for your membership site WITHOUT doing it yourself?

Getting Contents For Your Membership Site (without DIY)

- Reprint Rights articles
- Public Domain (www.Gettysburg.org)
- Private Label Rights contents (www.PLRGoldVideos.com)
- YouTube videos
- Author contributions / interviews

If you are too busy to do it on your own, here are 5 easy ways to obtain valuable content without generating it yourself (which can be both time and effort consuming):

1. **Reprint Rights Articles.** You can go back to ezinearticles.com or sites of the same kind and reprint articles from those directories. The only catch is that you have to attach the author's resource box. Therefore you have to be selective in what kind of articles you want to reprint in your membership site and remember to attach their author's resource box. There are membership sites doing pretty well with this method.
2. **Public Domain (www.Gettysburg.org)** Public domain content is basically old contents dated from hundred years; contents created before 1st January 1923. Contents in a public domain can include books, articles, reports, film and so on. You can get most of them for free at Gettysburg.org and use them as your own.

Since the copyrights have long expired, it means that they are usually copy right-free and you can take their works. However a slight warning though: The contents can be more than hundred years ago and may be too obsolete for today's use.

Therefore, be selective when choosing a public domain work as part of your content. Make sure they are valid and non-time sensitive. For instance, self-improvement because information in this category is still valid and applicable throughout the years and pretty much remains unchanged.

3. **Private Label Rights Contents** (www.PLRGoldVideos.com) For a more up to date content, I suggest you go for Private Label Right content. Private Label Rights content are works which you can put your name as the author, edit the contents and even resell and keep all the sales.

You can get quite a lot of contents from PLRGoldVideos.com. Nowadays videos are hot selling commodities – not just E-books anymore. Videos are outselling E-books at the moment so it is best to make most of your information content in video format. If you do not know how to make your own videos or you are not skilled enough to do it, you can go for videos that you can private label like those as PLRGoldVideos.com.

4. **YouTube Videos.** Speaking of videos, you can also get some really good videos from YouTube. You can embed or share links to relevant videos and put them on your site. It may be free but it is quality content and you save your customers the time on searching on their own.
5. **Author Contributions/Interviews.** If you have connections with authors or experts, you can choose to interview or ask them to contribute something to your membership site. It can be a short article or even a report. In return, you are sort of helping the authors and experts spreading their work. So you get content for your membership site and they in return get exposure -- certainly a win-win situation.

Setting Up For Your Membership Site with Affiliate Program

- aMember (www.aMember.com)
- WordPress + Plugin (www.MemberWing.com)
- Butterfly Marketing 2.0

Unlike setting up a product with a typical thank you page customers go to download and be done with, protected pages that require login credentials provide 'sticky value'. This creates a need for customers to frequently return to access the product. This is what separates membership sites from the usual 'one time download' digital products.

There's no need to overcomplicate the process as low-cost membership technology makes it quick and easy for you to have your own members area. Here are 3 different scripts to start your own membership backoffice, although you normally just need to pick one:

1. **aMember Pro.** If you don't mind spending a little bit of money, I suggest you to invest in aMember. It is an excellent software that manages your membership site and you can have multiple levels. You can get it at www.aMember.com. The installation is usually free when you purchase a copy of your aMember. Get it installed and you are good to go.
2. **Wordpress + Plugin.** Alternatively, you can install Wordpress and then get this plugin at www.memberwing.com. MemberWing.com has a plugin in which can convert your Wordpress into a membership site. This plugin will cost you a small sum of money but otherwise, Wordpress blog (which is free) on its own can also act as an excellent membership site.
3. **Butterfly Marketing 2.0.** One more alternative would be using Butterfly Marketing 2.0 which enables you to have multiple levels of memberships. I have reasons to believe that it is free now so you can Google it and get it for free. A lot of marketers are using this as it allows upsells as well as one-time offers.

Your Membership Upsell

- The entry level must be **FREE** to join (but position as **valuable bonus** only for customers of your promotion partners)
- Hit with an **Upsell** (\$37 - \$77) immediately;
- Have a **Downsell** at half price to scoop more sales
- Give **60% - 75% - 100%** commissions to your promotion partner

The following is how to craft your membership upsell.

- **The entry level must be FREE to join BUT you must position it as a valuable bonus only for customers of promotion partners** (I will emphasize more on this point later).
- **Hit with an upsell (\$37 - \$77) immediately** - When a person joins your membership, you must present an upsell immediately (also known as a one-time offer). Price it at low to middle for instance, anywhere from \$37 - \$77.
- **Have a down sell at half price to scoop more sales** - It must also have a downsell at half price. You usually offer half of the package components in a one-time offer at half the price. This will help you scoop more sales as well. So when the person joins and sees the one-time offer, some people may buy and the rest may not. As for the people who do not buy the one-time offer, you present them with a downsell at half the price so that you at least sold them something and raked more sales.
- **Give 60% - 75% - 100% commissions to your promotion partner** - Since your membership site should have an affiliate program, you are going to give anywhere from 60% - 75% or even 100% commission to your promotion partner. Why you are willing to give away so much is because this will help build your mailing list at warp speed and to pay your promotion partners well. This will in turn encourage them to give away your membership pass for free because for every upgrade, they are going to get a full priced commission.

So once you have that membership site in place, here's how to contact other membership owners and important points to include in your proposal.

How To Contact Other Membership Owners
(points to include in your proposal):

- I have a paid membership site that sells
- But for your customers / paid members they can join FREE as a bonus
- They will see an upgrade / One-Time offer and you get credited commissions for every paid sign up!
- You can leave this bonus in your members area and collect passive income!

When you write them an e-mail or find them through Skype or any other means of communication, mention that you have a paid membership site that is currently selling in the market place BUT only for his customers or paid members, they can get access to your membership site free, as a valuable bonus.

When the membership owners give this access away to their customers whether through their own members area or mailing list, they will join and see an upgrade or a one-time offer. For every one of them who purchases, the partner will get credited commissions for every paid signups. So you can leave this bonus in the membership area and collect passive income. You can propose this to the membership site owner.

The next move is to contact other membership owners.

Where To Contact Other Membership Owners

- Google or “niche name” “membership”
- **Comb for authors and experts** in other people’s membership sites (especially since they are all related in the same niche)

It is surprisingly easy to find membership owners in any given niche that has rabid trends. When you find out their websites, you can drop them an e-mail or contact them via their forms. If they have Skype, then you can also contact them personally on by making calls and so on.

Google for the name of the niche you are in and put in the keyword which is ‘membership’ so that you’ll get results full of mainstream membership sites for your selected niche.

Once you find out what these membership sites are, you can join them for free or pay for your access to them. Normally you can find other authors and experts related to the membership site especially since they are all related to the same niche. So this will help you find more referrals as well.

METHOD #2:
THE INSTANT COMMISSIONS PLAN

Why Pay Instant Commissions?

- People **love getting paid instantly** vs. wait for 30 days!
- **Healthy cash flow** for everyone
- **Refunds** – your affiliates will handle it
- **No need to worry** about paying manually every month

You know what's the fastest way to build a customers list with other people's cooperation? Offer full and instant commissions! And for four good reasons:

1. **People love getting paid instantly vs. waiting for 30 days** -If you are an affiliate marketer, you should know that it is very frustrating to wait for 30 days for your money when you prefer to get paid on time.
2. **Healthy Cash Flow for Everyone** - If they get paid instantly, this will give them a healthy cash flow as well and they will trust you more as merchant who pays on time.
3. **Refunds** - As far as refunds are concerned, your affiliates can handle it on their own because the payment will go to them and for any reason at all the customer wants to ask for a refund, they are able to refund the money back to the customers.
4. **No worries about paying manually every month** –You don't have to worry about paying manually every month anymore. The moment you pay your affiliates immediately, the responsibility gets off your back and you can focus on other matters rather than to do last minute calculations.

What Scripts You Need For Instant Commissions Plan

- **The \$7 Script** by Jonathan Leger
- **Rapid Action Profits**
(www.RapidActionProfits.com)

To make paying commissions much easier and manageable, here are some of the scripts that can help with your Instant Commissions Plan:

1. **The \$7 Script by Jonathan Leger**

This was released sometime in 2007 and is still being widely used today. This is an excellent script and despite the title stated as a \$7 script, you can price it at any number you want and your affiliates can easily promote it and earn 100% of the commission straight into their PayPal account while you collect the mailing list.

2. **Rapid Action Profits (www.RapidActionProfits.com)**

RapidActionProfits works similarly to the \$7 Script except that it works as a speed commission plan whereby if you have a 50% commission plan, you will earn the first sale and then the second sale will go to the affiliate and the third sale will go back to you, fourth sale goes to your affiliate so and so on.

However since it works as an instant commission plan that goes straight into your affiliate's PayPal account as well as yours, this is an excellent way for you to build your mailing list rather fast and I'm talking about customers mailing list here while your affiliates enjoy instant commission

But What If I Don't Want To Use A Script?

- www.DigiResults.com
- www.PaySpree.com

But what if you don't want to use a script maybe because you do not know how to set up a script or for any reasons at all, no worries as there are 2 other sites that you can resort to.

They are:

- **DigiResults.com**
- **PaySpree.com**

They work similarly as the \$7 Script and RapidActionProfits whereby they will handle the payment for your affiliates and your own payment as a merchant. They will pay to your affiliates 100% (or the commission number that you have set) and they will handle the payment on your behalf.

As far as payment is concerned, these sites will handle it for you while you just build your own customers list. Another plus point is that DigiResults and PaySpree act like ClickBank. They have their own market place whereby affiliates can promote products at the same time.

The Instant Commission Plan

- Conceive a low ticket offer (**\$7 - \$37**)
- Affiliates promoting get **100%** commissions
i.e. take payment straight into their PayPal account
- **NOTE:** if you are using RAP you can do split 50% commissions

Next, you're going to learn how to start an instant commission strategy step-by-step.

It can be an E-book or a special report – it doesn't have to be something jam packed; just something that one can buy and consume information quickly then be done with it. You can price anywhere from \$7 - \$37.

Get affiliates promoting and set your commissions to preferably 100%. Try not to set for anything less than that as 100% commissions is the most ideal. This means that people who are promoting you will get paid straight into their PayPal account.

On a special note, if you are using RapidActionProfits you can do a split 50% commission's payment. However on my recommendation, I suggest a 100% for this case so your affiliates will have no excuse not to promote your products.

The Instant Commission Plan (con't)

- If your product price is \$7 - \$17: have a One-Time Offer priced at \$37 - \$47
- If your product is priced at \$37 and above: not necessary for a One-Time Offer
- Credit your affiliates **50% to 100%** commissions on OTO sales too!

As for pricing your products, if you choose to price your products at anywhere from \$7 to \$17, I recommend you have a one-time offer priced at \$37 to \$47 so that you can maximize your affiliates' profits here. With that, your affiliates will be more inclined to promote you because they trust they can earn more bucks from you.

If however your frontend product is already priced at \$37 and above, then it is not really necessary to have a one-time offer.

Do remember to credit your affiliates about 50% to 100% commissions on the one-time offer sales. When you motivate a group of affiliates to promote for you, you will be able to build your buyers list a lot quicker. Even though the money may not go to you directly at first, you can always make up in the backend sales where the real profits are. This will be discussed further at the end of the course.

Finding Affiliates To Promote

- **The Warrior Forum** JV section
- **DigiResults** and **PaySpree** already have their own marketplace

As for finding affiliates to help you promote, there are 2 places to look at.

1. **The Warrior Forum JV section**

For greenhorns or first timers, one of the easiest places you can find affiliates to promote would be the WarriorForum. Look up at the joint venture section where people make joint venture offers. You can contact them via private message or reply in their threads. Alternatively, you can also put in your offers and try to group your own joint venture partners in the forum.

2. **DigiResults and PaySpree**

Suppose you are using DigiResults or PaySpree, they do have their own market place as mentioned earlier whereby once you have a product listed in their market place, you can count on getting affiliates promoting for you especially if your product is really good.

THE END GOAL

**You don't mind your affiliates
getting all the sales because
ultimately you want to grow your
own buyers list!**

Stick to your end goal regardless, you shouldn't mind your affiliates getting all the sales because ultimately you want to get their leads into your customers list.

Some people think this is 'loss leader' but I believe that the longer it takes to build that list it will cost the marketer MORE in the long run. If you are afraid of not being able to recover your profits, I urge you have strong back-end or at the very least, Upsells and One-Time Offers so you can count on making some extra bucks up front.

METHOD #3:
THE LAUNCH BONUS JACKING
METHOD

What Is Launch Bonus Jacking?

- Like Method #1, you have a valuable offer that can actually be sold (or is currently selling)
- When promoting other people's product, you can ask to put this bonus offer in his Thank You page
- Adds value to his customers; position it as **"unannounced bonus"**

So far in my observation, Launch Bonus Jacking method has not really been applied often however the few marketers who are using it are getting brilliant results. Like the first method I've discussed, you have a valuable offer that you can actually sell or is currently selling so when promoting other people's product as an affiliate partner, you can ask to put this bonus offer in his Thank You Page.

This works brilliantly if you are promoting other people's product launches because it is the prime time of getting lots of customers. Moreover, this adds value and appeals to a customer especially if this is positioned as an unannounced bonus.

But the question now is how to come up with some offers and what kind?

Crafting Your Offer For Bonus Jacking Reasons

- **Membership pass** (like Method #1)
- **A video course**
- **Exceptionally special report** (rare case study, research material)
- **Put up an opt-in form and require people to sign up to get your bonus**

There is no limit or rules imposed on what your offer should be, however bear in mind that a bonus functions as a complementary to the main product. It can be in the form of a membership pass, which was discussed extensively in Method #1 earlier.

You can also come up with your own video tutorials,

Or an exceptionally special report detailing case studies or research material.

Regardless of what your offers are, you have to put up your opt-in form and require people to sign up to get your bonus. Remind them that this is a special bonus and not some free stuff that is available elsewhere.

Suggesting To Put Your Bonus In Partner's Thank You Page

- If you can drive in substantial sales and promotion, this gives incredible weight to your partner's decision to put your offer in the thank you page
- **Relevant** – his customers can benefit from it

If you can drive in substantial sales and promotion, this gives incredible weight to your partner's decision to put your offer in the Thank You Page. Make sure the offer is relevant to the product launch so that his customers may benefit from it.

For example if the product launched is about how men can find women to date, then you have to make sure your product is complementary because buyers will not throw in money for a product that is irrelevant to their needs.

Some things that can be of help to the related niche would be:

- 30 Day plans...
- Step-by-step...
- How to groom yourself in 12 hours...
- 5 Easy Body Languages that You Can Read in a Woman...

METHOD #4:
THE VIRAL RESELL RIGHTS METHOD

First and foremost if you are not familiar with resell rights and master resell rights, here are the basic explanations:

Resell Rights and Master Resell Rights Explained

- **Basic Resell Rights** – your customers can resell the product but their customers cannot
- **Master Resell Rights** – their customers can resell the product, and so on

Basic Resell Rights allows your customers to resell the products however, their customers cannot resell them. So this means that only your customers have the rights to resell your products.

Master Resell Rights on the other hand allows your customers to not only sell your product, but their customers can also resell the products and in turn so on and on.

In this case, I am going to teach you how to use Master Resell Rights to build your mailing list on warp speed and we're talking about a paid buyers list here.

How to Use Master Resell Rights To Build Your List

- Offer **Master Resell Rights** to an E-Book
- Include a sales kit and make it as easy as possible for your customers to resell it
- They can pass on the reselling opportunity to their own customers

The first step is to offer a Master Resell Rights to an E-book. E-book in this case is preferable as they are easy to rebrand and downloads easier as opposed to videos and audios.

Include a sales kit to make it as easy as possible for your customers to resell it. A sales kits usually includes images of the product, resell right licenses and a sales letter. They are allowed to pass on the reselling opportunity to their own customers as well.

IMPORTANT! No Give Away Rights!

- A product being sold is more valuable and has a more viral effect vs. an E-Book with Give Away rights *(no real motivation to give?)*
- You want to build a list of paid buyers you otherwise won't be able to reach on your own

IMPORTANT! Never offer your report with giveaway rights! A product being sold is more valuable and has a more viral effect than an E-book with giveaway rights. Ironically, there is no real motivation in giving away a product whereas there is more energy and enthusiasm in selling a product away. Besides you aim to build a list of paying buyers.

What Happens Next?

- Your customers will resell... their customers will resell... THEIR customers in turn do the same (**and so and so on**)
- All of these are **paid customers** (*except that your resellers earn the money and not you directly*)

So when all has been done, what happens next? Imagine the following scenario:

You can sell the Master Resell Rights opportunity to your customers. Then your customers will sell it and their customers will also sell it away and so will their customers in turn do the same! Bear in mind that all these are paid customers except that your own resellers are earning the money – not you directly.

What Happens Next? (con't)

- In the E-Book, **include an incentive** for people to visit your website and join your mailing list
- **Lifetime Updates**
- **Bonus**

In the E-book, include an incentive for people to visit your website and join your mailing list. It could be a lifetime updates to the E-books or to get an unannounced bonus.

How To Create Your Master Resell Rights Step-by-Step

- Create a few E-Books of **30 – 40 pages** each
- Create a reseller kit for each of the E-Books (sales letter and thank you page)
- **Must include an incentive** (lifetime update, bonus)

So how exactly do you create a Master Resell Rights product? The first step is to create a few E-books of 30 – 40 pages each. The next step is to create a reseller kit for each of the E-books. It must include a sales letter and a Thank You Page.

The most important element of all to make the viral Resell Rights method work to its fullest function for you: you must include an incentive in each of the E-books. State an incentive such as a lifetime update to the book or an unannounced bonus.

How To Create Your Master Resell Rights Step-by-Step (con't)

- Blast the Master Resell Rights offer to your mailing list at low price i.e. **\$17 - \$37**
- Submit to **Resell Rights** membership sites
- Submit to **WarriorForum.com** (E-Book thread)

Next step is to blast the Master Resell Rights offer to your mailing list (if you already have a list of your own) but make sure it is priced rather low i.e \$17 to \$37.

This is because you want to make the product as sellable as possible. Pricing the product too high will make it harder for your customers to resell it and since most countries are not bound by their price fixing law, people generally resell their product for a lower price therefore you should start with a low price.

Alternatively, you submit them to Resell Rights membership sites or to WarriorForum.com's E-book thread.

METHOD #5:
THE 'BONUS WEBINAR' METHOD

This is yet another rare method that is hardly used. Despite that it may be underutilized but it is highly effective. You might want to apply this method as soon as possible before the trend catches on.

Conducting Webinars For Other People's Customers

- Offer to conduct a one hour or two hour webinar for latest product launches **as a bonus**
- Make sure you have a back-end offer to pitch at the last 5 minutes of your call **(high end offer)**
- Split **40% - 60%** commissions to your partner

Conducting a webinar for other people's customers; you offer to conduct a 1 to 2 hours webinar presentation for the latest product launches as a bonus. So you make sure you have a backend offer to pitch in the last 5 minutes of the call and it must be a highend offer. Split 40 to 60% commissions to your partner.

Webinar Software To Use

- www.GoToWebinar.com

www.GoToWebinar.com is an excellent webinar software tool with various plans. It is something that a lot of marketers are using. This is really an awesome webinar software tool that allows you to record your presentation and talk to as many as hundreds of attendees.

Crafting Your Upsell For Your Call

- **Make it high ticket** (\$197 - \$297 - \$497)
- “Done it all for you”
- Home Study Course
- Group / one-on-one coaching

To craft your upsell for your call, first make it a high ticket which prices from \$197 - \$297 - \$497. It can be anything along the lines of 'done it all for you', home study course or even a group or one-on-one coaching.

It has to be a high end exclusive offer because you are expecting to take fewer more exclusive customers.



Did you know? You can use this method for any product launch happening in a single week?

And most importantly, regardless of how many people you convert to your own customers in the call, you collect all the leads ultimately. Plus, not just the few people who signed up to your backend offer.

Where To Look For Upcoming Product Launches

- IMNewsWatch.com
- JVNotifyPro.com
- Subscribe to mailing list of a few experts
- **Google Alerts**

Here are some of the best places you can look at for upcoming product launches:

- **IMNewsWatch.com** – news on latest marketing products launches
- **JVNotify.com** – you get advanced notifications on upcoming launches which give you head start to contact these potential launch partners
- **Subscribe to mailing list of a few experts** who are on top of the niche.
- You can also use **Google Alerts** to receive notifications whenever Google picks up a new website which contains some of your important keywords.

CONCLUSION:
**WHAT DO YOU DO WITH THE NEW
BUYERS LIST NOW?**

So with all the given methods, what are you to do with the buyers list once you built it?

Throw In Upsells Immediately After Buyer Subscribes To Your List

- Keep it **low to middle** ticket (\$37 to \$77)
- Your first chance to make some money and cash flow
- **REMEMBER** to credit your referring partners!
Without them you won't have this list at all!

Throwing in upsells right after a buyer subscribes to your list is an important matter because on the frontend, you are playing as a lost leader at the same time you're trying to rake in profits somewhere. So for starters, keep it low to middle ticket (\$37 - \$77). This is your first chance in making money and cash flow. Do remember to credit your referring partners. Without them you won't have business at all so take importance in appreciating your partners.

Backend Offers

- **Monthly** subscription
- **High** ticket
- Hit up your new list **a few days later** after some warming up
- Remember to **follow-up a few times** at least

Your backend offers can be in the form of a:

- Monthly subscription
- High ticket product with installment plans
- Hit up your new list a few days later after some warming up and when the trust is built.

Do remember to follow-up a few times on your backend offers.

And some warnings on what to do and what NOT to do with your buyers list though.

Warnings! What Not To Do With The Buyers List

- **DON'T** spoil with too many freebies!
- Treat them ****extra special****
- Keep in touch with them frequently

- DO NOT spoil them with too many freebies! If you start giving too many freebies and spoil them with bonuses, they will be pampered and spoiled leading them to be less inclined to buy anything from you later on. This in result will make them expect free things from you.
- Treat your Buyers List with extra special care. For an example if you are offering to sell your own product, it is best to give them a special treatment. It could be in a form of a discount or extra bonuses but never overload them with freebies as mentioned above.
- Additionally, do not make them look as if they are getting the same deals as those from the general subscribers list otherwise they will not see the distinction and they might just leave your buyers list. Give them privileges and they will want to stay in your buyers list.
- Always remember to keep in touch with them frequently. If you intend to keep in touch with them at least once a week, that should be the way. It is best not to do it on an irregular basis like contacting them 5 times a week and then in the next week, you don't talk to them at all. Then next month you talk to them again.

Maintain regular frequency with your buyers. If you plan on keeping in touch with them once a week, then make it a habit to do it every week. Do not have an on and off relationship with your buyers.

All in all this concludes the Buyers Generation 2.0 course. I hope you learned a number of new things here and most importantly, apply these newly learned methods to your business. All the best in your Internet marketing success!