Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

 the quotation marks. One at a time and paste them in

 to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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**Copy and paste phrases**

------------------------

"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Presell to Profit.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

----------------------------------------------------------------

1

Subject line: First Lesson - Presell to Profit

Hello "autoresponder code here",

Welcome to the first lesson in the Presell to Profit Crash Course.

Over the next few days you will receive a lesson that will help you learn

the process of preselling your products, services and affiliate

programs online, so that you can increase you business profits.

In this first lesson let's talk a little about what is preselling is and how it

can help you increase your online profits.

When it comes to marketing online, it's essential that you completely

understand and employ effective preselling techniques. Don't worry if

you are not an expert marketer. You don't have to be in order to use

preselling strategies to increase your profits.

Contrary to popular belief, preselling isn't a technical skill and it's not

something that you have to be uncomfortable doing. As a matter of fact

it is the easiest way to close a sale without actually selling anything and

when used properly it could be the real key to your online marketing

success.

So what is preselling?

You see, when people browse the web for information they generally

don't go online to buy anything. Most of the time they are only searching

for information that they need or facts that can help them with something

particular. However, if they find something worth purchasing as they go

through the information, they might be enticed to buy. That's what

preselling is all about. The act of conditioning the minds of online

consumers to purchase your products and services.

To achieve this goal your website should feature helpful, relevant,

interesting, and credible information. Remember, online consumers are

strangers to your website. It's your job to make them think and feel as

though your site is the best place where they can obtain all the

information that they require. You have to establish yourself as an

expert in their eyes.

When you establish that connection with your online readers, you are

achieving the actual power and ability to presell. If you can make

visitors feel and think that you're a trusted friend rather than a self

serving entrepreneur who desperately wants their money, then you're all

set for preselling. As a friend of your online visitors, you could provide

information, tips, and recommendations that they will find credible,

useful, and helpful.

Preselling is all about making your online visitors like you. It's all about

how you establish yourself as a trustworthy and valuable expert in the

eyes of your visitors. You shouldn't portray yourself as a salesperson.

Online consumers are generally allergic to these kinds of professionals.

However they always trust people that they can refer to as friends or

experts on specific subjects.

Your website must convince your readers that the information you

reveal is accurate and are credible. If they find helpful information in

everything you say they will develop trust in you. When you are able to

achieve this, you'll become a credible authority or a trustworthy friend.

The end result will be that your recommendations will be taken

seriously.

This way, when you tell your readers to buy the products you promote

and you can explain the reasons why they should, you are employing

effective preselling techniques.

We have a lot to go over in the next few days if you want to learn how to

effectively presell your products, services and affiliate programs online,

so make sure you look for your next lesson soon. We will be discussing

some basic online preselling strategies that you can use to increase

your profits.

Thank you again for joining, If you have any questions or need any

assistance please feel free to contact me at anytime using the contact

information below. I will be happy to help.

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

2

subject line: Second Lesson - Presell to Profit

Hello "autoresponder code here",

It’s time for your second lesson in the Presell to Profit crash course. I

hope you found lesson one informative and that you now have a basic

understanding of how preselling your products, services and affiliate

programs online can help you increase your profit margin.

In this lesson we will go over some basic online preselling strategies

that you can use.

Fact: preselling is one of the most effective forms of marketing. This is

because almost all business transactions can now be conducted

through the online marketing.

People look to the Internet for a lot of reasons. They use it to search for

information, find entertainment and purchase products everyday. That is

why virtually every business is taking the time to build their presence

and advertise through online media outlets.

If you have an online business and want to increase your profits then

learning how to presell products and services online is an important

aspect of your marketing process. One way that this can be done is

through your website. To be effective you want to make sure to make

the site as organized and as informative as possible. Here are some of

the most effective preselling and online marketing tips that can help you

improve your website's performance and profits.

The first place you should start is attracting traffic to your site. It is

important that you consistently and regularly track the volume of visitors

that go to your Web site. Make sure that the content you provide is very

interesting and helpful to visitors. When visitors trust the information on

your site, they will keep on coming back for more. This will also build

your credibility so that visitors will trust your opinion and

recommendations.

This is an important factor when it comes to preselling!

Next you need to work on getting links to your website. There are many

different ways that you can do this. You can do it by contacting the

website owner directly, by hiring a firm or freelance expert to do it for

you or by joining one of the many free or paid link building directories

available.

You would be surprised that regardless of how competitive the online

market is for both advertisers and businesses, Webmasters

understand the importance of building links and are usually open to

helping each other out by making good link exchanges. Exchanging

links will help you establish a good network of links. In return, when

other topic related sites ask links from you, return the favor. This can

also help you build a beneficial relationship with peers in the online

industry.

You will also want to start an article marketing campaign. To do this all

you have to do is write a few articles about your product or service and

submit them to article directory websites and publishers. Did you know

that it is estimated that almost half of the overall content that readers

and online users consume is in the form of articles. A few well written

promotional articles on a particular topic or problem related to your

product or service can be an extremely effective preselling tool.

It is also important to make your website visually attractive. Design your

Website in a way that the reader will be motivated to read the content,

for instance, avoid using small, hard to read fonts and bright colors that

make the content hard to read. It doesn't matter how informative you

content is, If it is hard to read you will lose more visitors than you keep.

Last but not least make sure that you include a good call to action.

When it comes to preselling, it is important to be direct and to the point.

You must directly state your call to action and tell your readers what

step they need to take next in order to get the results they are looking

for. If your goal is to convince readers to purchase your product, or sign

up for your list then tell them exactly how to do it. Avoid using

misleading or confusing statements.

If you take your time to design and promote your website using these

simple preselling techniques you will be sure to increase your business

profits.

Don't forget to look for your next lesson soon! We are going to go over

a few preselling trade secrets that you can use to increase your profits.

Again, I appreciate your joining me for this short course. If you have

any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

Until then,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

3

subject line: Third Lesson - Presell to Profit

Hi "autoresponder code here",

It’s "your first name here", with your third lesson in the Presell to Profit

crash Course.

Today we are going to go over a few trade secrets that you can use to

effectively presell your products, services or affiliate programs.

When it come to running a successful online business the simple fact is

that preselling is just as important, if not more so, than the business of

actual selling.

Effective preselling has its own science. One trade secret that many

professionals use is to create separate preselling sites that point to

their main sales sites.

The information give-away technique is another good one. All you have

to do is give away useful free information to your visitors. In exchange

for this freebie you ask your visitors give their email addresses.

This is very important in the sense that this should be the primary

objective of your site to collect contact data. With this, you will now be

able to send your marketing message to them again and again at no

cost.

Offer visitors interesting special reports or email courses that will

position you as the expert. Your reports could include buying tips,

questions to ask during buying, what to look for in buying, and many

other pertinent things.

Testimonials are also great tool for effective preselling. When you talk

about yourself, people tend not to listen or go away. But when people

without any vested interest in your success sing your praises, the magic

begins.

These testimonials do not have to be from customers alone. Get some

from industry experts, well-known personalities and other celebrities

(only from those who can give them out for free).

Make sure that you create a good about us page. A page on different

stories of people will humanize your site and present you (and your

people) as real rather than a bag of words. For trust and rapport-

building, this technique is tops.

Tell the people in your own personal storytelling style the stories behind

the company, the people around, and some other interesting tidbits.

Here you can talk about your awards and achievements without

sounding like a windbag.

When possible provide your website visitors with case studies. These

stories are special because they are testimonials with a twist. The key

to the writing is the explanation of the problem, presentation of the

solution that solved the problem and finally, the description of the

positive results.

Good use of emotions is another effective preselling tool. Many

websites often make the mistake of presenting boring specifications

and data when describing their products or services. By using

compelling descriptions, colorful imagery you can quickly make

your copy come alive and increase your profits at the same time.

Let's recap, to turn you website into an effective preselling machine

you should:

- Give away useful free information in exchange for contact information

- Create separate mini-sales letters to each of your product pages.

- Include testimonials and case studies.

- Use emotion, incorporate compelling descriptions & colorful imagery.

All in all, these tips are some of the best techniques there are when it

comes to learning how to presell effectively.

Don't forget to look for your next lesson soon. We will be talking about

effective preselling through article marketing.

Until then,

"add your name here"

"your email address"

"your URL here"

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4

subject line: Fourth Lesson - Presell to Profit

Hi again "autoresponder code here",

I hope you are learning a lot from the Presell to Profit crash course.

We're winding down to the end of this short course, but we still have a

couple of effective techniques to go over that will help you on your

journey to becoming a preselling pro.

Today we are going to talk about effective preselling through article

marketing.

Article marketing is a strategic sales and business tool because it is

generally designed to presell products and services to the market. For

many years now, marketing experts have been using articles to

promote and advertise products and services. Many businesses, both

big and small, will be glad to tell you that good article marketing can

really help boost sales and revenue. That is why almost all companies

are in some way are launching article marketing campaigns.

If you are want to make article marketing part of your marketing plan, it

is important to write good articles that attract prospective clients and

direct them to your sales copy.

Article writing is different in other forms of writing in the sense that

article marketing content has definite and immediate purposes that can

easily and immediately be gauged by looking at sales and revenues.

Through the years, many companies and marketing firms can attest that

this marketing strategy really works. Article marketing is very effective

in bringing in higher returns and profits. That is the reason why after all

the popularity of article marketing has yet to diminish.

Article marketing is actually preselling, wherein consumers’ mindsets

are conditioned to consider buying products and services.

In essence, an article marketing copy is made up of the usual elements

and components of an ordinary article. It has a heading or a title, which

is designed and written to appropriately convey the basic idea of the

content. The title is also made very catchy and interesting enough to

catch the attention of the readers.

Of course, the body of the article marketing copy is where the content is

detailed and discussed in full extent. Within the content or text should

be found the product details as well as the information about the

company or business that is making and distributing the product. There

should also be videos and helpful reviews.

Through the years, article marketing has also been termed as a

conventional press release. The press release or communication

division of such firms would get in touch with newspapers and

magazines, where the articles would be posted and published. In other

words, they are providing free content for newspapers.

Also, article marketing these days is integrated with the concept of

search engine optimization. Through that, article marketing copies are

easier to retrieve and read online. Popular sites containing such

outputs are usually the easiest to get access to. The more accessible

the site or content becomes, the more effective any article marketing

output becomes. In the end, the advertiser or marketer would stand to

gain from such efforts.

Article marketing has truly become a "must do" promotion methods for

any form of business and is the main element of preselling.

I'd love to hear from you! Please let me know what you think and

remembers if you have any questions or need any assistance please

feel free to contact me at anytime.

Don't forget to look for my next email. There will be some great

information on using video in the preselling process in your last lesson!

Until then,

"add your name here"

"your email address"

"your URL here"

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5

subject line: Fifth Lesson - Presell to Profit

Hello "autoresponder code here",

Well, we have come to the final lesson in the Presell to Profit crash

course. I sure hope you have enjoyed your lessons and learned a lot

about how preselling can help you increase profits for your business.

In this final lesson we are going to talk about how you can leverage

video as a valuable preselling tool.

Did you know that advertising experts estimate that about three in every

four young adults and six out of 10 adults in the United States are

regularly watching and downloading online videos?

The fact is that online videos are one of the best and fastest ways to

reach mainstream audiences on a global scale. That is why so many

marketers and advertisers are migrating to the Internet to launch their

preselling and advertising campaigns.

Online video advertising is considered to be the best way to leverage

preselling and advertising campaigns by companies big and small all

over the world.

It is quite obvious that these days, more television advertisements are

migrating to broadband and online interactive broadcast. This makes

the Internet more powerful as an advertising medium. Why would

people not patronize the online media when everything they need and

want to hear, see and read could be accessed anytime, anywhere in

just several clicks of the mouse? Ad agencies and marketers are now

focused on leveraging interactive broadcast and fast Internet in the

complicated media environment.

Television is providing reach and emotion, while online videos fulfill

reach, emotion and another effectiveness factor: metrics. Modern forms

of Internet-based video advertising, like viral video distribution, long-

form video, streaming, embedded and desktop push, are somehow

replacing 30-second TV spots. Online video advertisers note that

audience’s ‘time-spent’ on watching video ads is the new advertising

measurement.

A 2006 study conducted by online ad server DoubleClick found that

advertising online using videos is becoming a popular medium of

choice in driving consumers’ awareness and eventually, actual sales.

The number of companies and businesses taking advantages of online

video advertising has grown strongly through the years.

What proofs should be looked at to further justify the effectiveness of

online video advertising? First, several online behavior studies

conclude that Internet readers and surfers are more likely to click ‘Play’

buttons than image ads. The probability that Website visitors would

click play and replay buttons is twice higher compared to the probability

that the same Internet users would click standard GIF and JPG ad

formats.

Without much ado, anyone could easily conclude that video ad click

rates are much greater than standard image format ads. This is

because video advertisements could convey or communicate a story

through motion and sounds. This way, Internet video ads are suitable as

a format for brand awareness. Needless to say, click-through rates of

online video ads are much higher than those of plain GIF and JPG

image ads.

The advertising industry has already realized that online video

advertising could more effectively leverage preselling and advertising

campaigns. From being a relatively small segment of the total ad

market in 2005, online video ads have grown tremendously to become

one of the top and most important ad segments. Many advertisers,

marketers and companies recognize the need to launch their ad

campaigns through online video ads.

To be more effective in preselling products and services online, you

should understand how you could better catch attention and trust of

online audience and prospective buyers. Many Websites are now into

preselling. Thus, to outpace and overcome them, you need to make

your own online site more effective in catching online visitors’ attention.

The use of online videos for marketing could be in your advantage.

As we close this finale lesson I would like to thank you again for joining

me and I sincerely hope that you have learned a lot about how to use

basic preselling techniques to increase your profits!

Please feel free to contact me if you have any questions about how to

effectively incorporate preselling techniques in your marketing plan.

Good luck to you,

"add your name here"

"your email address"

"your URL here"

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