

MONEY IS IN THE LIST

(Or “Double your sales in 60 days or start looking for a job”)

Lessons from Online Marketers

11 May 2015

Gary Ferreira



The greatest challenge facing every
business today?



SALES

Times they are a-changing ...

“There's a battle outside ragin', It'll soon shake your windows and rattle your walls

For the times they are a-changin'” *Bob Dylan 1964*

- Internet
- Social Media
- Customer sophistication
- Local & International competition
- Times are tough (as if you haven't noticed)



How to increase profit?

- Lower expenses ↓
- Increase price of products / services ↑
- Sell more products / services ↑

Lower expenses

- Best method to increase profit
- Get & remain lean-and-mean
- Cut the obvious (and the not so obvious) money-wasters
- Crowd sourcing / contracting / interim management

Increase price

- Increase at least in line with inflation
- Give more value (extend guarantees, include something for free)
- Monitor competitors
- Price versus quality
- Grandfather Discount

Sell more

- New customers
 - New markets
 - New media
 - Referrals
- Promotions
- Complementary products or services
- Existing customers

Online Marketers

Niche Market

Squeeze
page

Thank
you page

Sales
page

Payment
page

Up-sell
page

Squeeze page

“You’re About To Learn Secrets That Most Men Will Never Know About Women...”

Just use your first name and valid email as your password - then click the “Free Instant Access!” button to enter (All information kept 100% confidential).

First Name:

E-Mail:

Free Instant Access!

(You'll also get a FREE trial-subscription to David DeAngelo's Dating Secrets e-Letter...) Our entire privacy policy is [here](#). By entering, you agree to the terms and conditions found [here](#).

Niche market

Headline

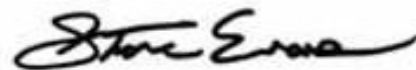
Call to action

FREE gift

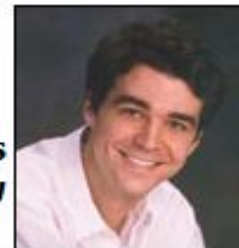


Sales page

**"I Was A Washed Up Restaurant Worker
Desperately Searching For A Way To Save My
Family When I Discovered The Internet And
Affiliate Marketing... 24 Months Later I Finally
Cracked The Code And Started Earning Over
\$10,000.00 Per Month... Now The Same
System That Saved Me Is Available To You!"**



Stone Evans
The Home Biz Guy



TIP: Before you dive in and read all the exciting details - Sign up to receive my **FREE Home Business Secrets Mini-Course** so I can show you how I'm earning over \$40,000.00 every month (see proof below) part-time from home. **I'll teach you how to duplicate my results** with your current home business or start a new one that can start pulling in profits for you within 24 hours or less. It's easier than you think. **Grab your free subscription below:**



Headline

Credibility

Personalisation

References

FREE

Call to Action



Up-sell page

Thank You for Your Purchase!

Before we finalise your payment, we have a **one-time offer** as a supplement of the GRAPHIC DESIGN course you have just bought. In this offer we will give you two months of telephonic 1-on-1 coaching on graphic design and it will only cost you an extra **R475**. The details are below.

If you are interested in the coaching programme just press the **buy now** button and you will be included.

This is a one-time offer only. You will **NEVER** see this offer again. If you are not interested in the coaching and only want the video courses then just press the download button below.



Thank you

Before you
pay, why not
buy some
more?

Offline Business

Turn a stranger into a friend

- Create a list (opt-in)
- Give them reason to give contact details (irresistible FREE offer)

Turn a friend into a customer

- Communicate on regular basis
- Information & Sales offering

= PERMISSION MARKETING



Headlines

“How to Safely and Easily Lose weight by exercising”

OR

“Lose 5kg Per Week, Every Week - Without Cutting Out Your Favourite Food”

Headlines

“Contact me to sell your house ”

OR

“I Will Sell Your House Within 30 Days At 20%
Above Market Value – Or You Pay NO
Commission”



Headlines

“Buy Shares Using the XPS system”

OR

“How I Made a Fortune in the Share Market...
And How You Can Too!”

The money is in
the customer list



Thank you

w: <http://profgary.co.za>

e: profgary@profgary.co.za

Please connect with me on:



ProfGaryCoach

ProfGary



GaryFerreira

