



by Jonathan Leger

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About the Author



Jonathan Leger has been a full time Internet Marketer since the fall of 2004. He is also a programmer and web developer, and has created numerous products well-known in the IM world. A few of them are:

1. [Instant Article Wizard](#)
2. [3WayLinks.net](#)
3. [Real Traffic Exchange](#)
4. [Site Super Tracker](#)
5. [OffTo.net](#)

He is also the original creator of the [\\$7 Secrets](#) scripts (which he sold to Don Morris).

Jon runs a very popular [Internet Marketing blog](#), where he regularly posts advice and case studies. His in-depth experience in Internet Marketing, search engine optimization and software development make him uniquely qualified to review the real potential of products in the IM niche.

On a more personal level, Jon is married to Natalie Leger and has a daughter, Janelle, both of whom he loves very much. He is an avid student of the Bible and is active in his ministry work as well as his secular work.

Preselling is About Building Trust

Any time money is changing hands, you can guarantee that there will be shysters, con-artists, sharks, rip-offs and self-proclaimed "gurus" hawking "the next big thing" in order to get a piece of that pie.

That presents a real problem for the affiliate marketer. You see, people will only buy something if they *trust* that it will help them. So your job as an affiliate is to build up that trust before sending a visitor to the actual salesletter itself.

This process of building up trust ahead of time is known as "preselling." Think about it like this: let's say that you see a TV commercial for a particular product that claims to solve a problem you have. Do you run out and buy it immediately? Perhaps occasionally you do. But most of the time you just dismiss it, don't you?

However, let's say that after seeing the commercial, a friend, coworker or associate who bought the product is raving to you about how great it worked for him or her. Aren't you more likely to go buy the product after that? Of course you are. That's because you've been *presold* on it.

The same is true of selling any kind of product online. Sure, you could just redirect traffic to your affiliate link. You'll probably even make some sales by doing that. But doing that is the equivalent of the TV commercial. It is limited in its ability to build trust.

On the other hand, if you presell your traffic, you transform yourself into the friend, coworker or associate who is raving about the product, and that makes the traffic you send through your affiliate link *a lot* more likely to buy.

There is one caveat, though. The potential customer *must* trust your recommendation for the product you are offering or else they won't buy it—even if they have the problem the product promises to solve. So it's important that you understand what's involved in building trust through preselling. Do it right and it will greatly improve your bottom line. Do it wrong and your list will become unresponsive. The next section deals with that specifically.

I'm not going to go into the mechanics of building an email list in this report. I'm assuming that you already know how to do that. I'm going to start from the moment *after* you have a new subscriber on your list. From that point on you have an opportunity to build trust with that person, and presell them on whatever products you feel might be of benefit to them.

So let's get started with the first step: preselling by not selling anything at all!

Step 1: Preselling By Not Selling Anything

Most marketers (new and seasoned) make the **HUGE** mistake of immediately sending promotion after promotion to a person once that person is on their email list. **If you're doing this, stop immediately!**

Remember: preselling is all about building trust. People will be really quick to slam their mouse down on the unsubscribe link if they are instantly bombarded with promotional material after subscribing. Or worse, they may mark your emails as SPAM, which could cause problems with your emails being delivered properly to others. Right or wrong, this happens, and you need to keep that in mind. Even if neither of those things happen, your list will grow “cold” (unresponsive) if you constantly send promotions and nothing else.

Before sending a single promotion you need to make sure that your list members know you have their best interests in mind. You do this by sending quality, useful information to them—free of charge—and not having a single piece of promotional material anywhere in it.

You don't have to be the author of this information, but it really helps if you are. Being the author establishes you as an authority in whatever niche you're working in. It gives people a reason to trust your recommendations when you do start making them. It makes people think, “This guy really knows his stuff!” And that moves people to take you up on your recommendations.

So before you send out any promotions, first provide at least two or three really useful emails containing nothing but solid advice backed up with examples and evidence of the benefits of following the advice. This should not be generalized common knowledge, but real beneficial information.

Think of this as “prepreselling.” It helps to keep your list members' mouse away from the dreaded “unsubscribe” link at the bottom of your emails the first time they get a promotion from you. Instead, they will look forward to your emails and the information you're sending, and they will take your recommendations far more seriously.

If you don't believe me just look at some of the comments on my blog at www.jonathanleger.com. Many of them are people thanking me for sending actual valuable information on a regular basis. Also notice *how many* comments are on that blog for each post. People are paying attention, thinking about what I say, and adding their own thoughts. It's that kind of close-knit interaction and communication you want to build with your list. It means you have a responsive list that trusts you.

Don't worry if some people unsubscribe even if you are sending top-notch information to them on a regular basis. The people who unsubscribe are not the ones who would eventually become buyers anyway. Some people just want something for nothing. Others simply aren't interested enough to receive additional information. Don't sweat those unsubscribes. They're just part of the business.

Once you've built up some trust in your list members it's time to write that first promotional email. There are two methods for doing this:

1. A single email that presells on a product only once.
2. A full-scale promotion that consists of communicating with your list more than once.

I'll discuss both of these methods in this report, and dissect a successful example of each. By the time you're done reading and taking notes (yes, take notes!) you will have the knowledge necessary to increase your affiliate profits through preselling.

Let's talk about the easiest one first: the one-shot presell.

The One-Shot Presell

The one-shot presell is the most common way to promote an affiliate product. It consists of sending out an email one time to presell your list on a product and get them to the sales page that will (hopefully) convert them into buyers.

I'll be up-front and tell you that single mailers don't earn as much as the full-scale promotions that I'll cover in the next section. But then, it takes a lot less time and effort to do a single mailer, so that's really the expected trade off.

I try to do a blend of full-scale promotions and one-shot presells. I save the real heavy-duty work for higher priced items, and tend to do the single mailers for lower-ticket items.

The principle of building trust applies with one-time mailers and lower priced products as much as it does with full-scale promotions and higher priced products. Granted it's easier to convince somebody to make a \$27 purchase than a \$77 purchase, but trust is involved in both.

I always recommend using yourself as the example for any product you promote. Honestly, if you didn't find a product beneficial enough to use it, how can you really recommend it convincingly to somebody else? On the other hand, if you've had some personal experience with a particular problem, and you've found a product that really helped you solve that problem, then you're in a great position to presell others on that product.

Your one-shot presell should follow this pattern:

1. First present the problem.
2. Then describe your search for a solution.
3. Reveal the solution to the problem.
4. Present the reader with a call to action.

Let's dissect one example of a successful presell I did used this method.

Product:	<u>AdSense Alternatives</u>
Creator:	Ben Shaffer
Click-Through Rate:	16%
Product Conversion Rate:	4%
Affiliate Earnings:	\$3,176

In this particular example I wrote my subject line around the problem which the product solves. I've found that this works very well to get your targeted list members to read the email.

Email Subject:

{!name_fix}, if your AdSense income has dropped, read this.

This particular promotion appealed to a specific group of people: people who have seen their AdSense revenue decrease over the past 18 months. Since I knew exactly who the product I was preselling appealed to, I wrote my subject line to pull those eyeballs into the email.

That's very important. Be sure that your subject line is targeting your buyers.

Short-term, a hyped subject line might get more people to open your email, but they will quickly dismiss it when the email fails to deliver on the subject line. Plus you will have missed your chance to appeal to the people who are most likely to convert from readers to buyers.

Long-term, people will stop reading your emails altogether if you rely on hype to get them to open the emails. I would personally rather have 500 razor-targeted sets of eyeballs reading my pre-salesletter than 5,000 people who were tricked into opening the email through a hyped-up subject line. There are situations when a subject line like that can work (I'll show you one later), but as the rule you should avoid them.

```
1 Hi {!name_fix},  
2  
3 Have you noticed a decline in earnings from your AdSense  
4 sites? Or perhaps your earnings are going up because you're  
5 expanding and advertising your site, but the amount you're  
6 getting per click is decreasing, making it an uphill battle?  
7  
8 I'm noticing this on a number of my sites. Don't get me  
9 wrong: AdSense is paying out a lot of money. It's just a lot  
10 harder to make that kind of money now than it was even  
11 18 months ago.
```

**First
Present
The
Problem**

After getting the targeted reader to open the email, the first thing you need to do after the salutation is get right into the heart of the problem. Try to keep it short and to the point.

In this case, the problem being presented was falling AdSense revenue. Right away I filter my audience for those who will be in need of the product by asking

the two questions contained in the first paragraph. If the reader fell into either of those two categories, then they needed what I was going to offer in the end. I don't actually mention anything about the product until later though—that's important. Just present the problem right away.

In the second paragraph I genuinely empathize with the target reader, since I have had the same problem on some of my sites. Since I'm using myself as the example in this email, this helps put me and the reader on common ground.

As I said earlier, preselling is all about building trust, and building common ground with your reader is a great way to do that.

```
12
13 Because of this I started researching alternative means of
14 monetizing my sites. I didn't spend a lot of time on it,
15 though, because not 24 hours after I started my research,
16 Ben Shaffer (a trusted associated) sent me a copy of his
17 latest report: AdSense Alternatives. What great timing!
18
19 Although I knew about the infamous "Google Slap" where
20 Google raised the minimum bids for literally millions of
21 keywords last year, I didn't realize the far-reaching effect
22 this had -- including its adverse effect on AdSense payouts.
23
24 I sat down and read Ben's report, and it really opened my
25 eyes as to why AdSense earnings have dropped so sharply
26 over the past year or so.
27
28 For instance, did you realize that Google's success is
29 actually working AGAINST you as an AdSense publisher?
30 I didn't know that, but after reading the report, it
31 made perfect sense.
32
33 So what's an AdSense publisher to do? It may be mentally
34 satisfying to know what Google has done that caused your
35 earnings to decline, but that doesn't put that money back
36 in the bank!
```

**Then
Describe
Your
Search For
A Solution**

After presenting the problem, I then describe my search for the solution. I do this in a story form, telling my account of what happened and how Ben Shaffer's report came right in the nick of time. People *love* stories! Tell them a good, factual personal story and they will be much more likely to buy.

I also build up Ben's expertise in the eyes of the reader by calling him a "trusted associated" and providing a few details about what the product reveals. I also readily admitted that I was not aware of some of the things being taught in the report before reading it. That builds common ground, too, by keeping you and

your reader on the same level. We all need to keep learning, right? So don't be afraid to admit that there are things you did not know! You will not lose credibility with your audience. On the contrary, you will gain their trust.

Building up the product owner's expertise by presenting such details helps build trust in the reader for the owner as well as yourself. Since ultimately the reader will have to trust the owner of the product in order to buy from them, you should try and pass some of your reader's trust for *you* onto the owner.

```
37
38 Well, THAT'S where the real gold is in Ben's 56 page report.
39 He doesn't just tell you WHY your AdSense earnings are
40 decreasing, he provides you a powerful list of 25
41 alternative programs you can use to monetize your web sites.
42
43 Each of the alternatives he presents is given an unbiased
44 review of what's good and not-so-good about each program.
45 There were quite a few in there I hadn't heard of before
46 (despite how large they've grown) and others that I'd heard
47 of but never really knew how they worked.
48
49 Ben's brief descriptions of each program made it really
50 easy for me to know which alternatives will work for me
51 BEFORE going through the time and trouble of signing up for
52 and testing them all.
```

**Reveal
The
Solution
To The
Problem**

After your search for the solution, you then want to reveal the solution itself. How does the product you're recommending solve the problem presented at the beginning of your email?

Notice how I again build up Ben's credibility in the second paragraph by admitting that he reveals some things I was not aware of before.

All through the presell I'm using myself as the example, and this section is no exception. The product made it really easy *for me*, so naturally it should make it really easy *for the reader*.

```
54 I recommend you pick up a copy and read it, even if your
55 AdSense is doing fine. After all, competition is a great
56 thing, right?
57
58 Here's the link:
59
60 http://jonleger.com/recommends/adsensealt.php
61
62 And here's to your success {!name_fix}!
63
64 Jonathan Leger
65 www.AskJonLeger.com
```

**Call
To
Action!**

Finally there's the call to action. Recommend that the reader go get the product immediately so that they can start benefiting from it as soon as possible. Why wait? You want the reader to act right away before they lose interest.

For this promotion, of the 16% who clicked the affiliate link in the email, 4% purchased the product itself, resulting in \$3,176 in profit from one email for a \$27 product. Not a bad take at all for a single email. I've had much greater individual email successes, but this is more typical of the results I see with this kind of one-shot presell for somebody else's product.

When it comes to more expensive items, or if you *really* want to crank out the sales for even a lower priced item, then you need to move beyond the single mailer and move into what I call a "promotion."

The next section will cover how to do that, along with the dissection of a successful example.

Blueprint Of A Successful Full-Scale Promotion

My most successful promotions as an affiliate consist of far more than a single email sent out to my list. A full-scale promotion requires more effort, but it pays off in a much larger way. The promotion I'm going to discuss with you is the one I did for Project Quick Cash by Alok Jain.

For the promotion of Project Quick Cash, I planned ahead and used a three-step approach:

1. I started a case study documenting my actual results from using the product two weeks ahead of time.
2. I sent out three pre-launch emails: one 7 days before, one 2 days before and another 1 day before the product launch.
3. I provided a practical, useful bonus to everyone who purchased the product through my affiliate link.

Setting up a Case Study

Especially when dealing with business-related products, a case study is essential to increasing the conversion rate of your promotion. For other products it may not be required, but you should always try and lay out the details of exactly how a product helped you. Be specific! There's no room for generalities here. Hard facts and details build trust.

Project Quick Cash is a report that outlines a series of methods to generate cash and traffic fast. So I setup a free Blogger blog from scratch and put a free tracking script on the blog to track my results. I then started applying one of the methods outlined in Project Quick Cash to generate traffic to the blog.

After the first week I knew this product would *sell* very well, because my own results showed that it *worked* very well!

My first email to my list about Project Quick Cash was sent out 7 days before the product officially launched (I got a preview copy from the product's creator, Alok Jain).

Email Subject:

{!name_fix}, 1,522 unique visitors for f.ree in 14 days, starting from scratch.

```
1 Hi {!name_fix},
2
3 Alok Jain is launching a product called Project Quick Cash in a
4 few days (Nov 29). I'm glad I'm in pretty good with Alok, because
5 he gave me a copy of the product to review a few weeks ago.
6
7 Basically, PQC gives you 5 powerful (cheap or f.ree) ways to
8 generate income online.
9
10 If you've been on my list for very long, then you know I like to
11 test everything and give you the numbers. I've been really busy
12 with my launch of QualityContent.net, so I didn't have time to test
13 all 5 methods, but I did run one of the methods through the ringer.
14
15 Guess what? Starting from ZERO (brand new site, zero traffic or
16 advertising), using Alok's method I generated 1,522 unique visitors
17 to the site in the first 14 days. 50% of that traffic came from
18 Google.
19
20 How did I manage to get Google so interested that 50% of the traffic
21 came from big G in the first 14 days of a brand new site? Well,
22 PQC will teach you that when it launches. That test site is still
23 generating visitors every day, by the way, and I haven't been using
24 the method anymore because I don't have any time (working on QC.net).
25
26 I will be giving you the link to my stats tracker when I remind
27 you about Project Quick Cash in a few days. That way you can
28 see for yourself, from a neutral third party source, that his
29 methods really worked for my site -- starting from scratch.
30
31 In the mean time, I suggest you read over Alok's report that he's
32 giving away to help prepare people for what's coming. It's only
33 7 pages, and offers some quality information that you should know.
34
35 Take a look:
36
37 http://jonleger.com/recommends/pqc.php
38
39 Here's to your success {!name_fix}!
40
41 Jonathan Leger
42 www.AskJonLeger.com
```

Notice how the email builds anticipation for the product. It also gives my affiliate link for the product even though the product hadn't launched. That's because my list members had a chance to opt-in to Alok's pre-launch list and receive a quality, free report ahead of time. But if the product had not had any pre-launch signup benefits, I would have left the link out entirely and just used the first email to build anticipation.

Two days before the launch I sent out another email, this time with a more hyped-up subject line.

Email Subject:

{!name_fix}, \$13,150 for 2 hours of work.

I went with a more hyped-up subject line with this email for two reasons:

1. Alok backed up the statement with actual verifiable proof that he had indeed earned that much money for only 2 hours of work. Alok is a long-standing associate of mine, and he's always been honest, so I knew he wasn't inflating the numbers. My own results up to that moment also demonstrated that the statement was factual.
2. I knew that the subject line would appeal to a wider audience and get more people to open the email. Upon doing so they would also be informed that I would be giving them verifiable proof of both Alok's success and my own success with the product. **Don't use hype if you can't prove it!**

```
1 Hi {!name_fix},
2
3 I wrote you the other day about Alok Jain's new report that's
4 coming out on the 29th, Project Quick Cash. If you're like me,
5 you like to see numbers and hard evidence that a thing works
6 (especially in the world of Internet Marketing, which is full
7 of baloney and misleading advertising).
8
9 To that end, Alok has put up a pre-launch video showing some of
10 his own fantastic results using the methods outlined in PQC
11 (including the $13,150 he earned from doing just 2 hours of work).
12 Go take 5 minutes and watch it. I didn't care for the background
13 music myself, but the numbers sure are compelling!
14
15 Here's the link:
16
17 http://jonleger.com/recommends/pqc.php
18
19 And don't forget that I will be sending you the link to my own
20 third-party stats where you can see how I generated 1,522 visitors
21 in just 14 days to a brand new site, using only one of the 5 methods
22 Alok teaches you in this new report.
23
24 Here's to your success {!name_fix}!
25
26 Jonathan Leger
27 www.AskJonLeger.com
```

Did you notice that I had something negative to say in that email? I said that I didn't like the background music Alok chose for his video. And it's true, I really didn't like it! Little details like that help your list members to know that you're an honest, real person, and that what you're sending out to them isn't just some canned text to try and get them to shell out some money.

The day before the launch of Project Quick Cash I sent another email:

Email Subject:

{!name_fix}, see the proof: 1,930+ visitors from zero in less than 20 days.

```
1 Hi {!name_fix},
2
3 I've been telling you about ProjectQuickCash for the last
4 couple of days now, and with good reason: it works like
5 a champ!
6
7 But you, like me, probably want to see proof of that,
8 so I told you I would provide you with a link to the
9 third-party stats program I use to track the traffic
10 to the brand-new blog I created.
11
12 And I will, in a little bit here. But first, let me
13 give you the high points.
14
15 Here are the number of unique visitors I got during
16 the peak days when I spent about 1 hour per day following
17 just one of the 5 methods Alok Jain provides you:
18
19 11 Nov, Sun = 131 unique visitors
20 12 Nov, Mon = 196 unique visitors
21 13 Nov, Tue = 226 unique visitors
22 14 Nov, Wed = 161 unique visitors
23 15 Nov, Thu = 247 unique visitors
24 16 Nov, Fri = 149 unique visitors
25 17 Nov, Sat = 151 unique visitors
26 18 Nov, Sun = 105 unique visitors
27
28 How much of that came from the search engines? The
29 stats tell all:
30
31 Websites = 922 visitors = 54.01%
32 Search Engines = 782 visitors = 45.81%
33 Email = 3 visitors = 0.18%
34
35 Yes, almost half of my traffic came from the search engines
36 in less than three weeks of the blog's existence.
37
38 Of the search engine traffic, how much came from Google?
39 Here it is:
40
41 Google = 684 visitors = 87.47%
42 Yahoo = 62 visitors = 7.93%
43 AOL Search = 29 visitors = 3.71%
44 Google Images = 5 = 0.64%
45 Dogpile = 2 = 0.26%
46
47 Close to 90% from Google, all in less than 20 days starting
48 from ZERO. How did I do it? ProjectQuickCash, of course!
```

In my first two emails about the traffic I generated using Alok's methods I told my list members that I would provide them with a link to the traffic stats so that they could see for themselves that I wasn't making anything up. In this email I build anticipation for that link, while providing an overview of my results as well.

That's because not everybody is going to want to take the time to go see the stats for themselves. Some of my list members already trust me, and may not want to take time to go look at it (I love those kinds of list members—they're the ones who become buyers).

Here's the second part of the email that goes more into detail about my results:

```
57 Okay, so you're STILL not convinced?
58
59 No problem. Here are some screen shots for the most impressive
60 search engine rankings I achieved using his methods. Keep in
61 mind that these rankings occurred less than TWO WEEKS into the
62 test.
63
64 I quit doing the work after that because I got busy with other
65 projects -- and yet the blog is STILL generating traffic.
66
67 (My blog is hotnewsitems.blogspot.com)
68
69 keywords: zune 2 update
70 rank: #1
71 http://jonleger.com/pqc/zune2update.jpg
72
73 keywords: zune 2 upgrade
74 rank: #2
75 http://jonleger.com/pqc/zune2upgrade.jpg
76
77 keywords: stargate atlantis
78 rank: #3
79 http://jonleger.com/pqc/stargateatlantis.jpg
80
81 keywords: luminess air
82 rank: #6
83 http://jonleger.com/pqc/luminessair.jpg
84
85 keywords: is etrade filing bankruptcy
86 rank: #1
87 http://jonleger.com/pqc/etradebankruptcy.jpg
88
89
90 I also took advantage of some misspellings to rank for, and
91 they've paid off handsomely!
92
93
94 keywords: reba mcintyre's new cd
95 rank: #7
96 http://jonleger.com/pqc/rebasnewcd.jpg
97
98 keywords: the osmands
99 rank: #3
100 http://jonleger.com/pqc/theosmonds.jpg
101
102 keywords: osmands on oprah
103 rank: #2
104 http://jonleger.com/pqc/osmondsonoprah2.jpg
```

This section just further reinforced how well the product worked for me, building trust and confidence in my list members for the product.

Adding as much concrete data and evidence as possible really builds trust in the product you're preselling. Showing your own results helps people to believe that if it worked for you, it can work for them as well.


```
107 These are just a few of the many, MANY keywords that this
108 blog ranked for in its first two weeks. In case you didn't
109 make the connection, most of these topics have absolutely
110 nothing to do with each other, and yet the blog ranked for
111 the keywords and is getting traffic every day.
112
113 NOW, go check out the stats for yourself:
114
115 http://extremetracking.com/open;sum?login=hotnewsi
116
117 Once you've done that, go sign up to be notified when Alok
118 launches Project Quick Cash tomorrow:
119
120
121 =====
122 Project Quick Cash
123 http://jonleger.com/recommends/pqc.php
124 =====
125
126
127 Here's to your success {!name_fix}!
128
129 Jonathan Leger
130 www.AskJonLeger.com
131
132 P.S. When you purchase ProjectQuickCash through me, I'll give you
133 a tip sheet I've created that outlines the steps I took to ensure
134 Google ranked my blog for a variety of keywords when using Alok's
135 methods for generating the traffic. I'll send a little more info
136 on that tomorrow morning when you get my final PQC reminder.]
```

Only after providing all of those details did I then give the link to the traffic stats so that they could go see it for themselves. Let me tell you, the blog traffic spiked big time as people poured through the stats and looked at my actual live example of a success story!

Also notice the P.S. at the end of the email. In it I promise to give a tip sheet that adds even more useful information to the product—if the reader purchases through me. Since I knew that other affiliates would begin preselling to their lists at this point, I wanted to make sure that any list members that I shared with other affiliates would be prepared ahead of time to purchase through me.

Offering a bonus is incredibly important. There are hundreds or thousands of affiliates for almost every product out there. They are advertising all over the place, and offering bonuses. The niche doesn't matter! People want more bang for their buck, and smart affiliates are offering more in order to close the sale through their own link. You need to do this as well. Some of your list members that trust you and like you will buy through you based only on their esteem, but most who are on multiple lists will take the best deal they can find.

I sent one final email on the day that Project Quick Cash went live.

Email Subject:

{!name_fix}, my incredible bonus for Project Quick Cash.

1 Hi {!name_fix},
2
3 I don't promote a lot of other people's products in the
4 Internet Marketing world. I used to promote a lot more
5 than I do now, but the quality has gone down and down
6 and down ...
7
8 So the fact that I'm pushing Project Quick Cash so hard
9 should tell you something: it really works. The methods
10 are almost no-brainers, and yet I guarantee you've never
11 heard of at least 4 of the 5 methods he teaches you to
12 generate traffic (and profits) fast.
13
14 I want you to be COMPLETELY successful with PQC, and
15 that's why I'm offering you a very special bonus if
16 you purchase through the link at the end of this email.
17
18 I have created an 8 page "Tip Sheet" that outlines some
19 VERY important techniques you need to follow if you want
20 to have the same level of success (or even better) that
21 I had with the test blog I emailed you about yesterday.
22
23 Remember, the blog where I generated almost 2,000 unique
24 visitors FROM SCRATCH in less than 3 weeks?
25
26 This Tip Sheet tells you the following:
27
28 1. The PQC method I used with the blog.
29
30 2. Why you should use a Blogger blog with the method.
31
32 3. How you need to format the blog before you even start.
33
34 4. When, and how often, to create new posts.
35
36 5. What kind of content works best in the posts.
37
38 6. Social bookmarking tricks to get your posts to draw
39 the most traffic (and help you rank in Google).
40
41 7. How to get dozens of extra links to every post
42 to make them rank like crazy!
43
44 This information turns Alok's short-term traffic
45 creation method into a long-term traffic generation
46 MACHINE.
47
48 The Tip Sheet is very to-the-point. No fluff or nonsense.
49 That's why it's only 8 pages. I want you to spend as
50 much time as possible actually WORKING the method, and
51 as little time as possible having to read about what to do.

52
53 Imagine: thousands of unique visitors coming to a brand
54 new blog in just a couple of weeks time. You can find
55 that success, and repeat it over and over again. The
56 affiliate and AdSense earnings potential are amazing!
57
58 So get your copy of Project Quick Cash AS SOON as the
59 doors open today at 12 PM EST. Purchase through the
60 link below, and when you've bought a copy through me,
61 paste a copy of your receipt into a ticket at
62 AskJonLeger.com to get your copy of my PQC Tip Sheet.
63
64 Here's the link:
65
66 <http://jonleger.com/recommends/pqc.php>
67
68 And here's to your success {!name_fix}!
69
70 Jonathan Leger
71 www.AskJonLeger.com
72
73 P.S. If you haven't already done so, sign up at Alok's
74 site BEFORE the doors open to get an extra f.ree report
75 he's put together that will change the way you think
76 about Internet Marketing altogether. Read it while you
77 wait for 12 PM EST -- you won't regret it.
78
79 <http://jonleger.com/recommends/pqc.php>

In my final email on launch day I laid out the details of the bonus I was offering, and reminded my list members of the success that I had already demonstrated using the methods outlined in Project Quick Cash.

If there's a theme in my presell emails, it's this: value, value, value! You need to be able to *demonstrate* the value of the product that you are preselling your list on. They need to be able to see verifiable evidence of success. The more of this you provide, the more ready to buy your list would be.

If you cannot provide this information, then why are you promoting the product? If you cannot demonstrate verifiable evidence of the product's benefits, you honestly don't have any business trying to sell it to others.

Having a list is a two way street (at least, it should be). You provide real value to your list members, and in return your promotions earn you a lot more money than just sending traffic through a link. If you fail to hold up your end of the bargain, your list will grow cold and unresponsive. It's very much to your own benefit to make your list one that people want to stay subscribed to.

How well did my Project Quick Cash promotion perform? Here are the numbers:

Product:	<u>Project Quick Cash</u>
Creator:	Alok Jain
Click-Through Rate:	19%
Product Conversion Rate:	14%
First 24 Hours' Earnings:	\$15,000+
Total Net Earnings (30 Days):	\$20,581.92

As you can see, this kind of full-scale promotion earned *a lot* more money than the single mailer did. Project Quick Cash is 3 times as expensive as Ben Shaffer's report on AdSense Alternatives, and yet Project Quick Cash converted more than 3 times as well (14% compared to 4% for AdSense Alternatives) and earned six and a half times as much money.

An interesting point here is that the click-through rate isn't dramatically higher than the CTR was for AdSense Alternatives (which had a 16% CTR). But far more people purchased the Project Quick Cash report than AdSense Alternatives report.

That's because my list members were much more presold on Project Quick Cash. They knew exactly how well I had done with the product myself. They'd seen verifiable proof that it worked, and I built anticipation for the product in the week leading up to its launch.

That's what separates a "promotion" from just a "mailer." There's a lot more work involved, sure, but the payoff is also much greater.

I don't want to just leave you with this. There are a number of important things you should consider any time you either write a mailer or put together a full-scale promotion. To help you with that, I've created a checklist in the next section that will help you each time you sit down to write a promotional email.

Preselling Checklist

- ✓ Have you sent at least two or three informational emails before this promotion? Don't always send sales pitches. Make most of your emails informative, and pepper your emails with product pitches. This builds trust and will result in higher conversion rates for the products you *do* recommend.
- ✓ Have you selected a product whose sales letter is convincing? Has the product owner provided you with conversion information? After reading the sales letter yourself, were *you* motivated to buy? Did you, in fact, buy it if you couldn't get a review copy? You don't want to go through the trouble of preselling your list for a product that won't pick up the reigns and close the sale after you send your list to the sales letter.
- ✓ Have you used the product yourself, and can you verify that it is valuable and useful for your list members? If possible, can you provide specific examples of your own success or the benefits you received from the product?
- ✓ Especially if it's a one-time mailer, is your presell email written in a story form that appeals to the individual receiving the email? Have you stepped into their shoes and thought about how they will respond to what you've written?
- ✓ Are you only promoting one product in the email? You will do better with a longer story for a single product than with a brief note about multiple products.

Other Notes

Don't expect huge click through rates for every email. What appeals to one list member may not appeal to another.

Occasionally use a P.S. at the end of the email to reinforce the offer, but not every time. Use one every time and it will start to be ignored by your readers.

**The #1 Most Important Rule For Success:
Be honest. Long-term results come from honesty, not deception.**