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6 FIGURES A YEAR



*3 Tweaks To Add An Extra
\$3K Profit Per Week*

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Transcript

Introduction Hey, this is **Nick James** author of ***Six Figures A Year In Info Publishing*** and owner of **SeriousAboutSixFigures.com**

Thanks for listening in to this audio training presentation where I'm going to share **3 Tweaks To Add An Extra \$3K Profit Per Week** in your information publishing business.

For most people, the thought of earning an extra \$3,000 per week sounds both delightful and improbable.

Sure, there are lot of things that can be done with an additional six-figures of annual income ($\$3,000 \times 52 \text{ weeks} = \$156,000 / \text{year}$), but it might sound out of reach for you.

That is about to change. What I'm going to do in today's lesson is share three tweaks that I personally made, and I have personally been using for years, in order to deposit multiple millions of dollars into my checking account.

Make no mistake, if you want a simple, fool-proof, timeless plan for making a lot of money online, all you need to do is make three simple tweaks that I'm going to show you in this lesson.

SIDEBAR: It's worth noting that I purposefully kept the amount low in aiming for "\$3,000 per week". First, because I don't want to appear hypish or create false expectations. Second, because I want to be realistic and believable. But, honestly, \$3,000 per week is just the tip of the iceberg. Just last week alone I brought in \$14,647.00 after "starting over" with my business. **The potential is limitless.**

Before I reveal the three "tweaks", let's review a few basics of business. There are three basic ways to increase the amount of money that you make from your business...

- **Get More Customers.** All things being equal, 100 customers is better than 10 customers. If you sell 5,000 copies of your product instead of 3,000 copies, that's better. Right?

Nod your head up and down.

The more UNITS sold, the more money you make.

Or, said another way, you want more "browsers" to become "buyers"... more "prospects" to become "paying customers".

- **Get More Customers To Spend More Per Sale.** Your revenue also increases when those customers buy at higher profit points. Earning \$97 per sale is more profitable than earning \$27 per sale. When the AMOUNT of profit per transaction increases, it can quickly escalate the money you deposit into your bank account.

- **Get More Customers To Spend More Per Sale More Often.** Finally, there is an old marketing adage that states *"it is easier to sell more to a satisfied customer than it is to go find another customer."*

As a twenty year veteran of selling online, I can tell you this is 100% true. The FREQUENCY in which your customers buy again (*and again*) from you contributes greatly to the profitability of your business.

The bottom line is this: you want repeat customers. Are you tracking with that? You want to satisfy your customers to the extent that they spend money with you at increasing price points and increasing frequency.

That's the bull's eye. Dead center. That's what you're aiming at.

Let's say your goal is "\$3,000 per week". That's \$156,000 per year. There are several ways to reach that number...

Option #1: Find 15,600 customers to spend \$10 with you during the next year. That's a lot of UNITS sold, but virtually impossible to pull off.

Option #2: Find 1,560 customers to spend \$100 with you during the next year. With the increase in AMOUNT, you have a much higher probability of reaching your goal.

Option #3: Find 260 customers to spend \$600 with you during the next year (*\$50 / month average*). With the increase in AMOUNT and FREQUENCY, your goal is very reachable.

See how much of a difference the "repeat customers" (Units + Amount + Frequency) makes?

Think about it: that's just FIVE new customers per week. Think about this too: if you sell a \$997 offer (*I'll show you how*), you only have to sell ONE item to the customer the ENTIRE YEAR to be well above the \$600 per year plateau.

Starting to sound a lot more realistic, huh?

So, having established some parameters, let's take a look at three "tweaks" to help you easily pull in an extra \$3,000 per week (*and beyond!*) with your business.

Tweak #1: From Prospect Email List To Customer Email List.

Everybody says it incorrectly. The fortune is in the list.

Wrong! I know of many people who have large (business) lists who aren't making money. They just have a large list of prospects.

A large list of prospects doesn't help pay the bills.

What you want to do is build a BETTER list. You want to build a CUSTOMER list.

You understand the difference, right?

Prospects **MIGHT** buy from you.

Customers **HAVE** bought from you.

- Who is more likely to open your email marketing messages when you send them, prospects or customers?
- Who is more likely to click on links in your emails, prospects or customers?
- Who is more likely to buy your next offer, prospects or customers?
- Which list, when treated right, makes you the "fortune"?

The customer list. *Ding, ding, ding, ding* ... we have a winner!

To be sure, there is a place for a prospect list. I'm not saying there isn't.

What I'm saying is, if this is business, then the smart thing is to spend the majority of your time with those who mean the most to your business.

Your customers.

We'll talk another day about building a prospect list and how to get more of those people to BECOME customers. For today, let me give you three quick ways to build a CUSTOMER list from scratch.

1. Buyers Only Opt-In List.

There are a couple of options here. First, there is the "traditional" option of putting anyone who buys from you onto an "existing customers" list.

If Bob buys Product A, he goes on the list. If Susan buys Product C, she goes on the list. And managing that list becomes a priority.

Effort is put out to strengthen relationships with those who are on the list by providing additional benefits (freemiums, content, etc.), interacting with customers, and helping them achieve their goals.

Second, you can also create a list of people who know the only purpose of the list is to inform them when there is something to buy. Whether this is a pre-launch notification list or a discount buy list or something similar, it works well. I once created a list that made me several hundred thousand dollars in this vein.

The list offer was simple: sign up to get advance notice on limited PLR licenses I make available (*before they sell out*) and discounts on those offers.

2. Low-Cost Offer.

Instead of advertising/promoting/marketing a "freemium" (AKA lead magnet, giveaway) to attract and build a list of prospects, advertise/promote/market a paid product at a low price point to build a list of customers.

Sell something in the \$7-\$10 range as a nice "front end" offer. You can quickly build a list of thousands of customers this way. This is a MUCH better list than thousands of prospects.

These are people who have shown their interest in a particular offer (*valuable information to have!*) and have expressed a willingness to open up their wallets and spend money with you. You are beyond the "get them to know, like and trust me" stage. Treat this list right and you'll all be happy together for a long, long time.

3. Ongoing Training Program.

What I'm doing at **SeriousAboutSixFigures.com** is offering a highly quality training and support program for ***Six Figure a Year Book Buyers*** for a low monthly membership fee.

My CUSTOMERS get '*fresh training*' for getting new repeat customers for their own businesses. Do you understand what this means?

They've become VIP members.

Do you think they'll check back in month after month to continue getting great content they have already paid for?

Of course they will.

And in case they forget, I'll send a few friendly reminders to their email inbox a few times each month to remind them to come get the new content.

That's what's in it for them, and of course what's in it for me is that I get a nice boost of extra revenue automatically each time a member renews their membership. Plus I also get a new opportunity each month to use "built-in" techniques (I can show you how to do this too) to encourage members to spend even more money with me as I provide them with ***stellar content*** and help them reach their objectives. By year's end, this one site will earn me well over six-figures on both the FRONT END ... AND ... the BACK END.

So, that's the first tweak.

Shift your focus, your time, your effort, away from primarily building a **PROSPECT** list to primarily building a **CUSTOMER** list.

What's next?

Tweak #2: From Do-It-Yourself Traffic To Crowdsourced Traffic.

I don't rely on buying traffic. I don't do SEO. I don't produce YouTube videos. I don't complete the latest new traffic strategy that everyone buzzes about. And yet I have more than enough website traffic to get a lot of customers to make a lot of money.

How can that be?

For fifteen years now my almost exclusive source of traffic has been crowdsourced traffic. That is, I don't do things to generate traffic ...

I let other people (*the crowd*) send me THEIR traffic.

I get others to send me their subscribers, their blog readers, their podcast listeners, their viewers, their social contacts, their customers.

Listen to me carefully - this is THE biggest shift you'll ever make. When you become a member of "*the club*" and get other people to regularly and continually send you traffic, you'll be set.

I would much rather spend my time on other things and just let the

traffic come to me automatically.

I can devote more time to investing in my customer list and creating new things for them to buy. Traffic isn't even a thought because I know that, when done right, crowdsourced traffic never dries up.

There are a couple of options for you when it comes to crowdsourcing your traffic...

1. Partners. There are literally dozens (*if not hundreds*) of ways to work with others both in short-term and long-term arrangements where they send you traffic in exchange for a commission or some kind of reciprocation.

Just a few of these ways are...

- **Affiliates.** Set up your own affiliate program and let others earn 50- 75% commission on all new customers they refer to you.
- **Broker/Manager.** Find yourself a recruiter who brings affiliates and partners into your program for you in exchange for a cut of all sales.
- **50/50 Partner.** You create a product and let someone else be in charge of marketing it. Split the profit.
- **Joint venture.** Ad swaps, co-op advertising, guest blog posts, interviews ... the ideas are limitless.

What I want you to understand is this ... There are countless options for getting other people to send you their existing traffic.

And it really doesn't matter if you're a "*newbie*" with no contacts, there are plenty of opportunities for you to get in with those who can (*and will*) promote your offers for you.

More on this later.

2. Freelancers. Whereas "partner" traffic is FREE (*you caught that, right?*), using freelancers to drive traffic to your site for you will come at a cost.

But, it IS worth considering.

If you have a budget, **you can OUTSOURCE your traffic generation.**

- Hire someone to setup and manage your Facebook, Google or

YouTube pay-per-click ad buys.

- Hire someone to handle all of your social media (gaining followers and posting).
- Hire someone to produce and distribute business videos.
- Hire someone to organize a guest blog tour.
- Hire someone to write and distribute press releases.

Basically, if there is something you can do to generate website traffic, it can be outsourced to a freelancer to do it on your behalf.

Outsourcing traffic is just a numbers game. If you earn \$X.XX for every person who visits your website, then anything you spend on outsourcing traffic that costs less than \$X.XX per person is profitable for you. Repeat over and over again.

Here's the thing: you don't have time to try and test every method of generating traffic. You don't even have time to try and test the "major" methods. Especially at the rate things are changing. Just when you think you have something figured out, the rules change and it stops working. Or everyone else catches on and the competition wears you out. Or, even more likely, you never get very good at the strategy in the first place.

You can't try them all. You can't even try most of them. And you sure can't master them.

But... You don't have to. When you shift from "do it yourself" traffic generation to "crowdsourced" traffic, two great things happen:

First, you let others learn how to do all of the "latest" methods of traffic generation and fight it out with others for results.

Second, you let others send their EXISTING traffic (*blog readers, subscribers, site visitors, etc.*) to you.

It's a no brainer, right? Moving on...

Tweak #3: From Homerun Products To Base Hit Products.

One of the biggest barriers to success that I have witnessed during the past twenty years is a lack of finishing products.

That is, people fall short of creating the "*perfect product*", so they never finish it. They don't launch because they get overwhelmed with all of the moving parts they feel are necessary to their "funnel".

There is so much time spent in researching keywords and brainstorming ideas and trying to identify the next big thing that they don't complete what they started, if they started anything at all. People get stuck in "*perpetual restart mode*".

They start over... Again and again and again.

Why?

Because they want a "*homerun product*". They want a bestseller. The big one. The product that is going to make them a fortune.

If that's you, that kind of thinking has to stop.

It's derailing you.

I'm not saying you shouldn't dream big. Of course you should dream big. I'm saying that you can't make money in this business without getting something **DONE**.

Do you want to know how most baseball games are won? It's not by the homerun. It's by a series of base hits.

A single here... A single here... A single here... Then every once in a while a homerun comes along.

The all-time hits leader in MLB history is **Pete Rose** and he has 4,256 hits. The all-time homerun leader in MLB history is **Barry Bonds** and he has 762.

Anyone will tell you, it's a lot easier to get singles than it is to get homeruns. And those singles rack up to wins when they are built one upon another.

When it comes to your business, don't stop swinging for the fences. But don't let the fence be the only standard that counts. You want to create a mix of products. Most will be singles. Some will be doubles or triples. ... And occasionally you'll hit a homerun.

But you've got to keep swinging. Over and over again.

Diversify your product portfolio.

Remember our equation for success:

Units + Amount + Frequency.

There is no "frequency" unless you keep cranking out new offers. Some will sell a lot. Some will not. But I assure you of this: you'll make more money than ever before if you keep creating new offers that you actually **FINISH**.

Two quick thoughts...

1. Diversify Your Product Portfolio By Topic.

That is, you should create products on a variety of topics related to the same market that you are focusing on. For me, my target audience (market) is "those selling information or software products online". So, I can create products on a variety of topics related to my market: traffic generation, list marketing, product creation, and so forth. From within each of those topics, I can narrow it down even more.

For example: within traffic generation, I can create products on joint ventures, pay per click advertising, social media, etc. I can even narrow it down more. How about products within social media like generating traffic from Facebook, generating traffic from Twitter, generating traffic from LinkedIn, etc.? Find your audience and then dive down **THREE LEVELS** to discover dozens (*if not hundreds*) of product topics for your portfolio.

2. Diversify Your Product Portfolio By Type.

Never limit yourself to just selling eBooks. Or Kindle books. Or a membership sites. Work all of them into your mix. Along with licensing, coaching, classes, paid webinars, services, software, apps, custom planning and so forth.

When you mix up topics with types, there is an endless supply of options for you to add to your business line-up of products.

So, there you have it, these are three "*tweaks*" that you can make in

order to really build your information publishing business. I believe that \$3,000 per week (\$156,000 per year) is just the beginning if you continue to focus in on these three tweaks.

Want to know more?

If you found this lesson helpful, you will REALLY find a personal membership to the SeriousAboutSixFigures.com training program extremely helpful!

- In the first 4 modules we will do a deep dive into each of the 4-keys to success you have already read about in your copy of ***Six Figures A Year In Info Publishing***. So you know how to get the very most out of your home-based info publishing business.
- Then as we move onwards, you'll discover how to **create a customer list** and how to create multiple streams of income from that list.
- Throughout the training program, I will also teach you EIGHT different ways to create new \$97-\$997 products in 72 hours or less.
- You will also discover dozens of ways to get other people to send you their traffic for free - even if you're a newcomer with no connections.

Currently, you can join the ***Serious About Six Figures*** for just \$1.00

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This is ***Nick James*** and you have been listening to a ***Serious About Six Figures*** free audio presentation.

Take care, and... I look forward to seeing you on the ***Serious About Six Figures*** membership website in just a moment.