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**6 FIGURES
A YEAR**



The D.E.A.L.S. Blueprint For Monthly Income

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Transcript

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 with you **The D.E.A.L.S Blueprint For Monthly Income.**

Would you like an extra stream of monthly income without required commitments to get it?

Of course!

Who wouldn't, right?

I mean, that's a given for us all.

However, there are two parts of the question are worth noting...

- **"Extra stream of monthly income."** First of all, what I'm going to teach you today is in addition to whatever income you are already generating. It is an "extra stream". It's also monthly. Every single month for as long as you choose to put this into practice.
- **"Without required commitments to get it."** When you think of "monthly income", most people immediately assume we're going to talk about continuity programs such as membership sites and subscription sites. Not. Even. Close. While membership sites are great revenue generators, they can also put pressure on the owner to keep up with required content and other member obligations each month.

This. Is. Different.

In today's training module I'm going to share a strategy that I've used for many years to create an extra boost of income.

I'm using the acronym "D.E.A.L.S." to illustrate each of the five steps for you to complete...

- D - DEVELOP Your Strategy.
- E - EVALUATE Your Options.
- A - ADD Your Streams.
- L - LOAD Your Webpage.
- S - START Your Promotion.

This will be a “two-part” series. In today’s training module, we’ll take a look at things from the **REVENUE** side as I explain how to make money from “D.E.A.L.S.”

In a future training module, we’ll take a look at things from the **DATABASE** side as I explain how to build and monetize a list from “D.E.A.L.S.” to make even more money on a more consistent basis.

For today, things will go down like this...

- 1. Develop Your Strategy.** I’ll begin by explaining the “D.E.A.L.S.” strategy and point out some ways for you to uniquely create your own revenue stream using it.
- 2. Evaluate Your Options.** Then, I’ll give you some really good ideas to keep your revenue coming in for months and months.
- 3. Add Your Streams.** Next, I’ll cover the critical aspect of taking your “D.E.A.L.S.” model to a higher level of profitability so you maximize your revenue.
- 4. Load Your Webpage.** After that, I’ll explain some proven tactics to get people to take action and actually spend money with you.
- 5. Start Your Promotion.** Finally, I’ll give you a couple of really good ideas for jump-starting your new revenue stream as you get the word out.

If you’re ready, I know I am.

1, 2, 3, here we go...

D – DEVELOP Your Strategy

Let's begin today by looking at the strategy in a sentence and then I'll unpack it to explain the parts. First, the sentence...

Create a monthly special deal that is available for an extremely limited time only.

There are three important parts to this strategy that need to be explained...

1. Create a monthly...

This isn't an "*annual event*" that happens once per year. It's also not one of those "*deal of the day*" sites where there is a new offer every 24 hours. It's not even a bi-annual event that happens a couple of times per year or once per quarter.

Each of those kinds of offers potentially has their place in a business, but they also have challenges that make them *not as desirable* as what I'm going to suggest today.

The timing for the D.E.A.L.S. revenue model is monthly. Typically, this would be best set up on a particular date every month so customers know when to expect it. This will garner anticipation as it grows in popularity.

On that note, it would be best to go by a "*day*" of the month and NOT a "date" of the month. *For example: The first Friday of the month, rather than the 7th of every month.* If you choose a "date", some months it will arrive on days people are less likely to be online checking emails and purchasing.

SIDEBAR: *The timing for my own D.E.A.L.S. offers will be 1-2 times per month. Some months I'll limit it to a single offer, while other months there will be a couple of offers.*

2. Special deal that is available...

What happens “monthly”? You make available a “special deal.” This is exactly what it sounds like it is.

DEFINED: A “special deal” is a distinct and extraordinary offer that is quantifiably better than is normally available.

Distinct means that it is set apart from other offers and stands out from among them. Extraordinary means it is of exceptional value that exceeds the norm.

In our next section I’ll give you plenty of ideas for creating your own “special deals.”

3. For an extremely limited time only...

What do each of the following have in common?

- Deal of the day.
- Flash sales.
- Firesales.
- Black Friday.
- Customer appreciation day.
- One-day events.

Each of these have a very short time window attached to them.

Some will last for a couple of days, while others only a couple of hours. With each of them, time is of the essence.

You snooze, you lose.

***SIDEBAR:** I recommend that you choose to limit your monthly special deal to "one day only". While there is a place for "3-day firesales" in your revenue generation, it is not advisable that you host one of them every month. A one-day-only sale each month requires less promotion and planning than a 3-day firesale and is intended to get a steady stream of revenue, not a huge boost that is not duplicable on a monthly basis. Too big, too often loses its efficiency.*

That's worth mentioning again separately. The purpose of these monthly special deals is to get a steady and predictable income stream for an ongoing basis with minimal attrition.

Focusing on bigger, more elaborate, extended-day event sales each month is simply not a sustainable model for many reasons...

- **PEOPLE** will grow immune to your promotions, lose interest, and ultimately ALL of your marketing will suffer.
- **PARTNERS** will not promote the bigger, multi-day firesale type events because (a) they have many other things to promote, and (b) the deals will start to produce fewer results as I mentioned.
- **PERSONALLY** you will have too much extra work to do in order to set up the bigger multi-day deals each month. And, as sales dwindle, so will your motivation to continue.

Instead, the monthly "one-day-only" special deal isn't designed to be a "grand slam"; it isn't designed to rely on partners; it doesn't require much time at all to set up.

Yet...

It still works extremely well.

Why?

- **DEAL:** People DO love great deals and don't want to miss out on something that is truly "special".
- **URGENCY:** With a one-day-only event, there is a built-in urgency that convinces people to buy NOW or miss out.
- **BOOST:** You see a nice spike in your income that is basically "extra money" for you to spend that otherwise would not be coming in.
- **EXPOSURE:** Your name, brand, product lineup, free resources and so forth all can get additional exposure through the use of monthly special deals as I'll explain more later in our training.

So, let's take a look at what kinds of "special deals" you can create...

E – EVALUATE Your Options

In this section, I want to answer two important questions for you as you consider creating your own "special deals".

*Question #1: Where do I get the **PIECES** of my "special deal"?*

*Question #2: What kind of **PROMO** makes it a "special deal"?*

This is a great strategy, but only if you know the answers to these two questions.

Before I give you some insights into these two important parts of the model, let me say that I will be doing so from personal experience. This isn't theory. This is what I have done myself and am doing myself right now.

Even as I write this training module, I am also preparing a "special deal" for my [Unfair Advantage Swipe Files](#). In a future training module, I'll

give you the exact deal so you can see everything about how it works in my own business.

What I want you to know is that this isn't a principle, it's a practice. It isn't something that only worked in the past, it is working right now.

Okay, on to the questions...

Question #1 ***Where do I get the PIECES of my "special deal"?***

So, we're talking about offers. Info Products. Services. Tutorials. Memberships.

Whatever it is that you sell on the Internet as your primary source of income.

There are three basic sources for offers that are within your immediate control to use in creating "special deals"...

1. PERSONAL OFFERS.

Your first and primary source is always your own lineup of products and services. Whatever it is that you are selling, you can develop a special deal around it.

Now, obviously, this would include any kind of offer that you already have in your possession. But, let me suggest five particular types of "personal offers" that make great pieces for "special deals".

- ***Older Products.*** As products age, we typically spend less time actively marketing the product. We focus our attention, rather, on newer products. This only makes sense. After a while, we grow nearer to exhausting our resources to sell the product. And, we don't want to continue promoting a product to our community when most who are going to buy already have done so.

There is a point where our promotions are better used on fresher offers. So, a “special deal” for an older product is a perfect fit.

- **Updated Products.** A few weeks or months before launching a “Version 2.0” or “2016 Edition” of an existing product, offer the current version of it on a “special deal”.

Hint: You might even include a coupon for a discount on the “updated product” when it is released to all of those who have purchased the “special deal”.

- **Slow-Selling Products.** We usually don’t like to admit it, but some of our products just don’t sell very well. The longer you are in business, the more likely a “flop” will happen in your business.

Don’t despair! Instead, create a “special deal” for your slow-selling product. Sometimes a different price point, better positioning, added incentives, and so forth can turn a poor selling product into a winner. At any rate, you’ll make money from a product that currently is gathering dust.

- **Developing Products.** Why not offer a “special deal” on a product you haven’t even created yet? I’ve purchased these myself.

The idea is simple: offer a big discount or a special bonus to those who order a product you are currently developing. Let them know when the product will be available (with either an estimated or firm date) and see how many bites you get.

- **Splintered Products.** We will unpack this strategy thoroughly in a future training module, but let me mention it here.

Take a “piece” of your full-sized product and offer it as a “special deal”. This gives you the two-fold benefit of getting special deal sales AND pointing the customer toward the full-product itself.

Moving on...

2. PLR OFFERS

There is a LOT of PLR (private label rights) material out there on virtually every topic known to man. Seriously, unless you are selling “underwater basket-weaving tips”, there is probably PLR content available.

Heck, there may be underwater basket-weaving PLR too. ☺

***With PLR you get a license to use the content
as if you created it yourself.***

This is great material to use in creating your own special deals. Obviously, check the terms of use for the PLR to make sure what kind of deal you create is within the agreement.

To find PLR, go to Google and search for “your topic + PLR” or “your topic + “private label rights” or “your topic + PLR rights”.

Example: Gardening PLR, Gardening private label rights, Gardening PLR rights.

***SIDEBAR:** If you are sell products related to doing business online (internet marketing, making money online, blogging for profit, etc.) then you should join the Internet Marketing Newsletter PLR at www.TheInternetMarketingNewsletter.com/plr right away.*

There is so much content in each monthly issue that you can rebrand and repurpose, that it will make creating “special deals” an absolute breeze.

You could create a new special deal every month for years and not run out of content.

3. PROVIDED OFFERS.

The third option is to hire a ghostwriter to create new products for you to offer as “special deals”. Of course, you could offer the new products as “regular deals” for several months before turning them into “special deals”.

Before we move on, I have to...

Press pause and rewind.

I need you to see something [that you are almost certainly going to miss otherwise] which can be incredibly lucrative for you if you don't miss it.

Remember earlier what I told you about "developing products"? Here it is again...

Why not offer a "special deal" on a product you haven't even created yet? I've purchased these myself.

The idea is simple: offer a big discount or a special bonus to those who order a product you are currently developing. Let them know when the product will be available (estimated or firm) and see how many bites you get.

How about you combine this with hiring a ghostwriter to create that product *that hasn't been developed yet*?

This strategy allows you to get 100% original products created for you by a professional writer at absolutely no charge to you.

Are you tracking with that?

Here's how it works...

1. Find out how much it will cost to have a ghostwriter create a new product for you and determine how many sales are needed at a "special deal" price point in order to offset the cost.

2. Send out an email blast to your list or post to your blog preselling the new product with a "*special deal*" price or incentive.
3. Once enough orders have been generated to pay the ghostwriter (*usually the same day or within 48 hours for sure*), hire them to create the product.
4. When the product is ready, pay the ghostwriter any remaining balance owed... and send it out to those who pre-ordered.
5. Then, start selling the product to earn pure profit from it for as long as you continue to sell it.

Do you see what happened here? You got your own original product created with no out of pocket cash at zero ultimate cost to yourself!

Your pre-orders funded the entire product. And now you have a new product to sell as a "*regular deal*" now and a "*special deal*" later.

Repeat this process and do it again.

You could literally create an entire arsenal of products without spending a penny of your own money.

I. Know. People. Who. Do. This.

This isn't theory. It works. I've actually been a customer of other people who have done this and preordered their product.

I typically don't do this myself because (a) I write my own products and (b) I have enough funds to pay for it up front myself when I do use ghostwriters for niche offers.

So, these are some great ways to get products that you can sell as "special deals".

But, what kind of “special deal” should you create?

Here are plenty of options...

Question #2
What kind of PROMO makes it a “special deal”?

Over the years I have put together many different “special deals”. Let me share my “top ten” list of deals that have been well-received and can be used in a variety of ways to create your own monthly deal...

- 1. Massive Discount.** Offer a significant reduction off the regular price for the product. This works well for older products or products that have not sold well.
- 2. Two For One.** Offer to duplicate the order at no additional cost. This works well for memberships, subscriptions, coaching, and events.
- 3. Buy X Get Y.** Offer an additional product at no cost when the featured product is purchased at its regular cost.
- 4. Bundle / Package.** Offer an assembly of related products, services, coaching, licensing, etc. at a fraction of their combined regular cost.
- 5. Coupon.** Offer a coupon that can be used for any product. This is different than the “massive discount” in that the amount or percentage off isn’t as significant, but it can be used for ANY of your products.
- 6. Basic Version.** Offer a “lite” version of your full product (less features, less parts) at a reduction of price so the customer can benefit and also “test the waters” of the full version.

7. Matching Credit. Offer to give the customer a credit for whatever they spend on products in the one-day event. If the customer buys a \$97 product from you, he is entitled to \$97 towards future purchases.

8. Un-Retired. Offer something that has been sold out or unavailable for some time.

9. Trial Period. Offer one or more months access to a membership for an extremely low price. The customer would then have to pay full price for future months if she decides to remain active.

10. Incentive. Offer to include a valuable incentive that is significant, related, and unavailable apart from the special deal.

A – ADD Your Streams

After you have chosen a “special deal” to create, it’s time to make sure that you maximize the profitability from your endeavors.

Remember, I’ll give you my own case study in a future training module so you can “see” what a special deal looks like.

That is, you want to add in some additional ways to make money beyond the sales from the “special deal” itself.

In other words, you want to promote and sell other products. 😊

Let me propose five ways...

1. Build A List. I’ll address this in great length in our next training module, but it’s worth mentioning here at a basic, introductory level.

Your primary objective for holding monthly special deals is to make money. With that in mind, a key tool to help you do just that is your list. There are a couple of options for building a list, both of which have merit...

- **Lead List.** One option is to offer a lead magnet / freemium at the monthly deal webpage to convince people to join your list. Obviously, not everyone who visits the special deal webpage will buy it. In fact, most will not. Rather than letting them go away without achieving your goal (*to make money*), why not convince them to join a list so you will have future opportunities to convince them to buy through follow-up mailings?
- **Customer List.** The other option is to place everyone who buys your special deal onto a newly created customer list. Set up an automated sequence of follow-up mailings mixed with free content and promotional content to get additional orders. Remember, those who are on the customer list have already purchased something from you, so they are the most likely candidates to buy again from you. The customer list is your most valuable resource. Treat it with high regard! Invest in your customers and they will continue to invest in your products.

There is a third type of list (the big one) that I'll discuss in the next training module.

For now, don't forget to set up these kinds of lists. They will definitely aid you in movement towards your primary goal of generating revenue from your monthly deals and other offers.

2. Backend Offers. Your special deal is just the beginning. Ideally, you'd like the customer to buy the deal **PLUS** some additional items as well.

- When I sell a low-end product, I'd like customers to buy a higher-priced "deluxe" version as well.
- When I sell a product, I'd also like customers to buy personalized coaching with me.

- When I sell anything at all, I'd like the customer to join my ***Serious About Six Figures*** training program.

The special deal is always the beginning.

The. Beginning.

Everything you offer should ultimately be connected so this happens...

***When a customer buys ANYTHING you sell,
they become aware of EVERYTHING you sell.***

That is **THE** #1 strategy I have employed for over nineteen years in the information business that has been chiefly responsible for my success.

Very rarely do my customers buy just one thing from me. I literally have customers who have been buying for nineteen years.

Why?

Three reasons: I deliver quality goods that they find beneficial; I treat customers right so they have a good experience; and I connect them to all of my other offers.

Learn this principle...

Every part of your business needs to be a catalog.

Stop for just a moment and let that sink in.

I promise you, if you understand this one principle and implement it into your business, it will be the most important thing you ever learn about running a successful and profitable Information Publishing business.

It's that important.

Every part of your business needs to be a catalog. Every part needs to showcase and highlight additional things you offer.

It all needs to be connected so that regardless of where you and your customer cross paths, they ultimately see everything you sell.

And not just "see it", but are presold on it through your free content, sideways sales process, and interconnected offers that enhance and complete each other.

There are three primary locations to do this "cataloging"...

1. During the sales process.

You can make an offer in addition to the special deal on the main sales page. You can offer something more on an "intermediate" order page (as a one-time offer). You can make an additional offer on the confirmation page. You can make an additional offer in the "thank you for your order" email.

Just **do not** make an offer in ALL of these locations!

2. On the fulfillment page.

You can present an additional offer on the webpage where the special deal is downloaded upon completion of the order process. This is typically less invasive than the offers "during" the sales process. A good way to use the download page real estate is to say, "You may also be interested in these offers..." which is a LIST of additional related products and services.

3. Inside the product itself.

You will not find a product of mine without additional offers embedded inside. That product does not exist. Every product I create will have references (*some subtle and some strong*) to other things that I sell.

When done well, this is incredibly effective. If you have paid attention, you will recall that I already referenced www.theinternetmarketingnewsletter.com/plr (without being pushy) in a spot in today's training that *FIT PERFECTLY* with what I was teaching at that exact time. There WILL be sales generated from that reference.

SIDEBAR:** We've talked in previous recordings about how to set this up, so I won't elaborate now. Just remember to catalog your other offers through: **a one-page advertisement, a recommended resources section, and in-content references.

One quick warning before we move on...

Don't overdo it. Just don't.

You will do more damage than good if you have multiple upsells and cross sells in one sales process that are designed to practically force the customer to buy something additional.

Yes, it works on some people. But it annoys the heck out of many others. It simply isn't good for the long-term health of your business and isn't the way that people want to be treated.

Your primary objective is to make money ... for a LONG time. Don't sacrifice long-term business revenue for a short-term quick buck.

Okay. End. Of. Rant.

3. Bonuses. When you create a special deal, give away an "unadvertised" bonus. This can be a report, a trial subscription, a checklist, a webinar, a video tutorial, a cheat sheet, or any other kind of lead magnet that we've talked about in the past.

Giving away an "unadvertised" bonus does two important things...

FIRST (for your customer), it creates a good feeling that she received something extra that is valuable at no extra cost.

SECOND (for you), it gives you an opportunity to presell the customer on an additional offer.

What does the bonus do? It catalogs other offers.

Does that make sense?

So, give away something related to the special deal that connects to another offer you are promoting / selling.

Again, see our previous training module for exactly how to “connect” your free content to a paid offer to easily get additional sales.

Speaking of free content...

4. Benefits. It’s not just “unadvertised bonuses” that you should point to. Use your download page, the product itself, and the bonuses to point toward other benefits.

- Make reference to specific blog posts that are related and helpful.
- Make references to other lists (newsletters, email courses, etc.) that are related and helpful.
- Make reference to available lead magnets (reports, webinars, etc.) that are related and helpful.

Let me give you an example:

***SIDEBAR:** Whenever someone requests a free copy of my book *Six Figures A Year In Info Publishing* (or any product for that matter), I*

want to make sure that they're also offered the opportunity to get hold of all four of my wildly popular cheat sheets Why?

*Because these cheat sheets have a very, very high perceived value AND they lead directly to a **Serious About Six Figures** membership through the page on which they are available and the nature of the content itself.*

*And, when people join **Serious About Six Figures** they get to hear about other opportunities to work a little bit closer with me, as they read through the high quality content of the lessons... See how it works?!*

Happy customers will buy from you repeatedly. Just treat your customers like you'd want to be treated yourself. It's simple really.

5. Boost Sales. One final thing you can (*and should*) do with your special deals to generate additional revenue is to get your customers involved in your affiliate program.

You want your customers to bring you more customers!

So, invite them to join your affiliate program so they can start referring others to buy your product too.

TELL OTHERS AND EARN BIG COMMISSIONS!

Would you like to tell others about this **incredible special deal** so they can take advantage too? When you do, you'll earn commissions in two ways:

1. First, you'll earn 50% commission when people you refer purchase this special deal just like you did. They will love it just like you do! 😊
2. Second, you'll earn up to 50% commission on anything else they buy from me for the next ten years. When you refer a new customer, they are assigned to you for life.

Anything the customer buys now or anything they buy in the future (whether you promote it or even know about it) earns you a commission!

[Click Here To Join The Affiliate Program](#)

If they found it a truly “special deal”, they may very well be interested in serving as an evangelist to get the word out to people they know who might also benefit from the deal.

Note: There is also in-depth details on getting free traffic through your own affiliate program covered within the Serious About Six Figures Curriculum

But let’s not get ahead of ourselves here, we have not finished this audio training yet... so with that in mind, let’s move on to the next section...

L – LOAD Your Webpage

A special deal webpage is just like any other sales page in most regards, but will include some additional components that are distinctive...

1. **A Deadline.** Obviously, since this is an “extremely limited time only” deal (*as per our definition earlier*), the deadline needs to be featured prominently on the sales page. Be precise: “At 10:00 PM EST this offer will expire.” Consider using a “countdown timer” that ticks down by the second to show time remaining before the offer ends.
2. **A Special Offer.** Just as obvious is the nature of the offer on the sales page itself. It should be SPECIAL. Right? Note everything about the offer that is different than normal. Make this clear in the headline and opening area ... where eyeballs are locked in the most. Make it highly visible near the order button since people naturally gravitate to that area. Make it very, very clear what is “special” about this deal.
3. **A Price Increase.** While this one is optional, it’s also useful. Consider increasing the price every hour or several hours

throughout the day. You can also use a tool that automatically increases the price after each sale, This is called "A Dime Sale".

You can set the price to increase every sale, by X amount... whether that's 1 cent every sale... or \$1 every three sales the choice is yours. Dime Sale software is very flexible in the way it can be set up. It also adds instant urgency and scarcity to your special offer without any falsehood.

4. **A Sold Out Notice**. At the conclusion of the special deal, when the deadline has arrived, put a SOLD OUT notice on the webpage and remove or deactivate the order button.

This is incredibly important.

Don't go longer than the deadline in an attempt to get a few more sales. Honor the deadline.

This is important for two reasons:

First, so you can be a person of integrity that your customers TRUST;

Second, so customers know that NEXT TIME they need to act fast or they WILL MISS OUT. By enforcing your deadline, you actually help future sales.

WHAT YOU NEED TO GET STARTED:

You only need three things to get started...

- *A salesletter to persuade people to buy the special deal, linked to your order processing system (IE Clickbank, JVZoo, Paypal) and uploaded to your website.*
- *The special deal materials also uploaded to your website.*
- *An order fulfillment page (AKA "download page") linked to your order processing system so customers can immediately access the materials of the special deal.*

And, of course, the “backend” stuff embedded into each of these three things as I mentioned previously.

Okay, one final section...

S – START Your Promotion

This issue isn’t a traffic generation module, so we’ll not spend a lot of time here on the subject.

***SIDEBAR:** For additional, in-depth training for generating visitors to your special deal page, make sure you join Serious About Six Figures as we’ll cover this in depth in various training sessions.*

However, there are a few things that I think are worth mentioning in today’s module.

- 1. ADVANCE Notice.** Due to the nature of the special deal, it is important that you let your community know about it in advance. If you wait until the morning of the special deal to send out an email blast, many people won’t even know about it until after the deadline has been reached. I have made this mistake myself. ☺ Let your contacts know at least 72 hours in advance. If you decide to make the special deal a regular monthly occurrence on the same day (Example: 1st Friday of the month) you can mention it as you “catalog” your offers so that your contacts are trained to anticipate its arrival each month.
- 2. AFFILIATE Involvement.** Affiliates are fickle. They go where the money is. A special deal can be a big winner for them if you offer lifetime commissions. This is a doubly good opportunity for affiliates. Special deals usually convert very well (*IE a lot of people buy them*) and are a semblance of “good will” (*IE I’m passing on a great deal to you today*).

This gets a lot of orders for the affiliate up front. Then, if there are lifetime commissions involved, affiliates earn income for months and even years to come from the customers they refer. This is a very

attractive affiliate offer, so be sure to recruit them for your special deals.

- 3. AVAILABLE Demographically.** While I wouldn't recommend you do this every time (*after all, you want a LOT of sales*), there are times when you will want to make special deals available exclusively for certain demographics. For example: first-time buyers, existing customers, VIPs, members, those who own X, etc.

Closing Thoughts

Whew! We've covered a lot of stuff in this free audio training.

You can breathe now. 😊

We've covered this from the "Revenue" side of things today. As I mentioned earlier, in our next training module we'll pick back up and cover things from the "Database" side as I have something very important to "show" you regarding building and monetizing a buyer's list.

This is the close of part one of the two-part series. See you tomorrow for the conclusion

Want to know more now?

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

It's the perfect companion to my best selling ***Six Figures A Year In Info Publishing Book***.

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

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