

# Preface



How to Multiply Sales of ANY Product

Author: Harvey Segal

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# Chapter 1. Introduction

Hi,

The strategy in this book is aimed at you if -

## You Are A Vendor Who Sells A Product - Any Product - Using Affiliates

I'm going to tell you the most powerful way to multiply your sales.

(PS: If you are an affiliate don't worry, there's good news for you in the last chapter)

To start with - I need your ATTENTION (I'll explain why).

I have two questions for you.

### Question 1

If you were a salesman trying to sell a product to a potential customer would you prefer to discuss it with him.

(a) Out in the street, with traffic roaring by, where you can hardly hear yourself speak, and surrounded by distractions.

**or**

(b) Face to face in a quiet room.

### Question 2

Would your discussion be

(a) A huge sales pitch forcing him to listen while you insist on why he must buy your product

**or**

(b) Useful free advice about what he is looking for, showing your knowledge of the topic, culminating in a gentle and successful prod to purchase your product.

I hoped you answered (b) to both.

Now, similarly, if you are trying to sell online would you prefer to tell your visitor about it

(a) At your site, with a long sales pitch focussing on your product, while he is eyeing a queue of links to other sites on a busy screen of multiple windows.

**or**

(b) In a free PDF book, like this one, sitting on his computer with no online distractions. A book packed with solid ADVICE but leading to a recommendation to purchase your product

Yes - (b) wins again.

So do I have your attention ?

Right, I'm going to show you how to make this happen.

And if you are wondering

- how do you produce the content to write such a book
- how do you put it in this PDF format

don't worry, I'll show you.

And then you will discover how to use affiliates to send your sales soaring with a technique I guarantee that you have not seen before.

I've written many such books, you can see them all at . . .

Wait, I'll tell you later. For now no distractions.

## Chapter 2. What to tell your reader

Let's think why your reader visited your site and downloaded your ebook.

It's because he had

- a problem or
- a question or
- a need

related to your product niche.

Your objective now is to provide free but valuable information to answer his requirement, building up his enthusiasm and narrowing down his options so that by the time he reaches the end of your book he is persuaded to click through to your product site and place the order.

To illustrate this technique here's an example

### 2.1 An example

You can do this for any type of product whether it's

- a physical product
- an ebook
- software

Let's pick yet another type - a service.

Suppose you have heard that it's a good idea to make a will and that you could do it yourself.

You don't know the exact reasons and benefits of why you should have one, in fact you know little about this topic so you start searching on the Net where you find thousands of page filled with snippets, ads and legal jargon.

There are dozens of books showing how to write your own will, priced at different levels - you don't really know which to choose and are about to quit due to information overload when suddenly you come across

**==> Free Guide: How to Make a Will**

Even better you are not asked to submit your contact details so you know you won't be pestered after downloading.

Opening the book you are delighted to see that it is written in simple layman's language, to the point, with a good discussion of the basics.

It explains clearly why you need to have a will and what happens if you don't have one.

This now convinces you that having a will is imperative and you are curious to read on to see how to do it yourself.

The book now describes how - BUT it warns of a number of drawbacks if you do.

This raise doubts - so what next ?

You move on to the next chapter where you discover online will writing services. It explains what they do, which features of a service to look out for, how to avoid paying an extortionate fee for something you don't really need and so on.

By now you realise the author of the book is an authority on the subject and you are delighted when he removes all the decision making from you and makes a recommendation, with justifiable reasons, for the service (his own) which stands out above the others.

You are 95% certain to go for it but he makes it even more enticing by mentioning that there is yet one more vital feature or extra bonus that you will discover when you visit the site.

The result ?

By the time you click on that link you already have your credit card out.

And consider, just a few minutes ago you were tentatively considering whether you really needed a will and if so how to write your own.

Instead you paid to have it done for you - a free book persuaded you to do this.

So how would you apply this technique to your own product ? Let's see.

## **2.2 What to focus on**

After introducing the topic, explaining the basics if necessary, you will want to demonstrate why your product should be the one to choose.

Hopefully you have a USP (unique selling point). If not consider the attributes applicable to this type of product and decide in which area your one fares best and focus on its importance.

For example, here is a short list of attributes that might characterize a physical product.

- price
- size
- convenience
- reliability
- ease of use
- quality
- maintenance cost
- support
- latest technology
- ease of upgrade
- key features (possibly a long list in itself)

In a similar way you can list the attributes of other types of product such as ebooks or software.

And that's it. You've now produced the content for your book.

By the way if you think your audience might be deterred by the thought of reading a (long) book you can always refer to it as a (short) Guide or Report.

The next step is to turn your content into a PDF book.

## **Chapter 3. How to write your book in PDF format**

This will be a very short chapter.

You WON'T have to write a book in PDF format !

You will produce it in a format you are very familiar with.

It will become apparent during the next chapter where we see how to get affiliates to give out your free book.

# Chapter 4. How to create super affiliates promoting your product

Now you may be familiar with this concept but I'll show you a way it's never been done before.

You are going to give your affiliates the most powerful promotional tool of all.

You allow them to replace (or rebrand) the sales link in your book with their affiliate link - so that they can earn commission simply by handing out a free book.

You've seen it before ?

Yes - but here's the BIG difference.

What you will have seen in the past is a method filled with problems.

## 4.1 The problems

1. Your affiliate will need to

- download a rebranding package
- read and understand the rebranding instructions
- run the rebranding program
- upload the rebranded book to his web site

2. Then he needs to set up a download page with a book description.

Apart from deterring most affiliates you've just excluded anyone without a web site.

That includes the huge army of newbies - beginners taking their first steps in Internet marketing and sensibly starting out on the affiliate route.

3. Now what happens as you continually hone and perfect your download page and the book content to squeeze every last drop of conversion.

Do you expect your affiliate to run through the rebranding process every time you revise the book or incorporate the latest information from your download page into his download page ?

It won't happen - it's completely impractical.

The result ?

You end up with different and out of date versions floating around on the Net. There is nothing under your control. You don't even know how successful your affiliates are, you can't get stats about visitors to their sites.

What you need is the same system that an affiliate uses to promote a paid product - in other words the equivalent of an affiliate link for your ebook.

There is only one rebranding tool that can do this.

It's called the Ultimate Rebrander.

## 4.2 The solution



This is a program which runs on your web server.

It rebrands a PDF book on-the-fly which means that the latest version of the book with all the affiliate links embedded in it is immediately available to the visitor clicking on an affiliate link.

Which means

- \* Your affiliate does not need to create a rebranded copy and put it at his own site.
- \* He does not even need to have a site !
- \* There is only one version of the book - the one at your site. You don't have the situation where old versions are available at different sites.
- \* There is only one version of the download page - yours.
- \* You can monitor download conversion stats and provide affiliates with stats on their advertising campaigns.
- \* Unlike other rebranders you don't need a separate tool to first create a PDF file. It's inbuilt into the Ultimate Rebrander. You write your book in a format you already know as a website owner - using HTML.

(And if you are not familiar with HTML you can actually get by with two basic tags - a heading and a paragraph)

There are more features which you can read about when you visit the site including

- cloaking of affiliate links (to stop commission theft)
- rebrandable articles as well as rebrandable books

And so, if you want to turn your affiliates into super affiliates by giving them a free rebrandable book which focuses on multiplying sales of any product click here for the [Ultimate Rebrander](#).

## Chapter 5. A model example

Would you like to see an example of a book which works exactly as described above ?

Well . . . you've just been reading it.

Think back to how you got here.

I offered a free download at my site (with no contact details required) - to answer your request for information on how to multiply sales of any product.

And here's what I put in this book (you might want to follow the structure)

- Chapter 1: an introduction.
- Chapters 2 and 3: the how-to of achieving this.
- Chapter 4: essential features and how only one product can provide them.

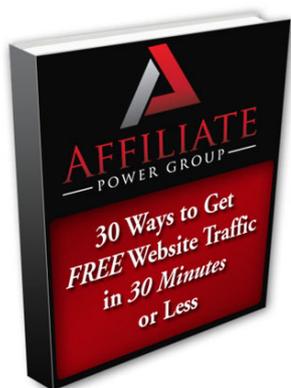
The book can be distributed by my affiliates who simply give out one link. That's because rebranding is done - as you would expect - by the Ultimate Rebrander. So visitors will always get the latest (and only) versions of the download page and the book.

My affiliates are happy because they are able to track their hits and also they cannot lose out on commission as their affiliate links in the book are cloaked.

And as the author I can view stats and spot high/low performing affiliates. I can also monitor conversions and continually improve the content without requiring any action from affiliates.

To become an affiliate for this book click [here](#)

And look out for this great book for getting traffic . . .



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If you liked 'How to Multiply Sales of ANY Product' see my other free books at [SuperTips.com](http://SuperTips.com)

Comments, questions, suggestions ? Please click [here](#)

Thanks, Harvey