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3 CIRCLE MARKETING

Backend Sales Domination

Everything you need to know to Earn a 6-Figure Income 100% Online!

PRO

WARNING:

Mastery of this information could make you rich!

Backend Sales Domination

The Secret Strategies Of Successful Marketers

Brought To You By:

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Back-end Sales Strategies

Do you have an online business? Since you're reading this eBook, you probably answered yes, but it might surprise you to know that many online "business" owners don't have a business at all. They have a product.

That product might sell well, and it might even earn them a decent amount of money, but a single product – or even several products – can't provide the security and income that a real business can provide.

What's the difference - the back-end

Having a back-end sales strategy is what separates the small-time marketers from the big names. It's what keeps the cash flowing even when you're not working, and what turns a hobby into a money-making machine.

Don't you think it's about time you built your own back-end?

In this eBook, we're going to go over everything you need to know to build your own profitable, autopilot, money-making business, just by focusing on a few easy-to-understand concepts like

- The vital difference between your front end and your back-end – get this right and 90% of your work is done!
- How a sales funnel works, and why you need to have a solid understanding of the unique funnel that defines your business.
- The different back-end sales plans, along with specific examples of each so you can easily see how they can work for you.
- How to use email marketing in your back-end for fantastic results.
- And more!

You can see that there's more to a solid back-end than just throwing offers at your customers and hoping they'll bite. You need to know which offers, when, and how often, and that's just the kind of information we're going to cover.

Ready? Let's get started by defining back-ends, and learning how they differ from the usual front end sale.

Front-End versus Back-End Sales

Front-end selling involves selling to your customer for the first time. There are many steps involved with front-end selling, and each involves spending money, or wasting time. Here's a list of all the things you need to do:

- Decide what product you're going to sell.
- Research the market for your product (check the competition).
- Choose and analyze keywords for your product.
- Design and build your website.
- Spend weeks, even months, building thousands of back-links to your site.
- Market your website through free and paid ads, product reviews, forum posts, and anything else you decide to do.
- Hope someone eventually buys your product, or signs up to your mailing list.
- Do it again for each new product you offer.

You'll spend a lot of time, effort, and money just to get that first sale. This is where many marketers and businesses stop.

They don't have a sales funnel. They'll keep repeating this process over and over, always hoping for that new customer.

This is also where many marketers give up. Maybe they just don't have the traffic they need to generate those first sales. Or maybe they've got the traffic, and they're even making a sale or two, but they're still not building a solid business. When you have to work that hard to get a single sale, it can be hard to stay motivated.

They'll tweak this and change that, and never be satisfied with the money they're making, if they're making any money at all. So they just give up and declare that Internet Marketing doesn't work. If they had taken the time to build up their back-end, rather than focusing always on the front, they'd have seen the money start to come with regularity.

That's where a sales funnel comes in. We'll talk about this in detail later on, but for now, what you need to understand is that front-end marketing is not where the money is. It can't be. You'll always be spending, working, and wasting time trying to get that new, one-time customer.

Back-end marketing is different. You've already done all the work on the front-end. A few people have purchased your product and become customers. They know you, they like you, they trust you, and they've proven that by buying from you. Now it's time to feed them into your sales funnel and build on those first sales. You do this by taking them to an additional back-end product.

Back-end marketing is where the real money is. These customers have already purchased from you at least once, and that means you don't have to sell them. Instead, you just have to make them a good offer. Show them why your next product is perfect for them, and they'll be eager to buy. After all, your first product was a winner, right?

Your front-end product can be low-priced product that leads naturally to a higher-priced, back-end product. Your back-end product can be an expansion of the front-end product. Your back-end product might even be the *exact same product* delivered in a different form. We'll explore each of these in greater detail later on.

It's important that you build a relationship of trust with every customer you have. Like we said earlier, customers who know, like, and trust you will buy from you again and again, so be sure to foster that relationship in everything you do. Always strive to over-deliver, respond quickly to questions and concerns, meet deadlines, and basically put your customer first. They'll appreciate you, and you'll be able to sell to them for years to come.

Whatever you do never ignore your customers. Address their concerns promptly and professionally. Go the extra mile. A happy customer is a repeat buyer. An unhappy customer is a nightmare. Keep your customers happy and keep them coming back and you'll build a back-end easily.

Remember, it's always better to work smarter, not harder, so don't leave money on the table. Properly executed, back-end sales lead to continuous passive income. This is income you don't have to work for time and time again. Just set it up and forget it. Passive income is the final goal and back-end marketing is the way to get there.

The Sales Funnel

The sales funnel is a metaphor used to describe the sales process. The top of the funnel is your front-end. This is where your potential customers are. Remember, all the planning and work you've put into your front-end leads you to this point.

If you picture a common kitchen funnel, with a wide opening at the top and a small opening at the bottom, you can envision what a sales funnel looks like. You bring potential customers into the open end of your funnel by offering them good, solid, and free information. Some ideas for attracting potential customers to the top of your funnel are

- Blogging – with a solid SEO strategy for good search engine placement
- Free videos that provide important information to your audience
- Free reports or eBooks distributed through a number of eBook directories
- Free teleseminars or podcasts
- Answering questions and offering helpful advice on niche forums
- And any other marketing method that gets your brand and your business in front of potential customers.

Directly below the top of your funnel is where your *potential* customer becomes an *actual* customer by buying your first product. Now the word "buying" when it comes to a sales funnel is a bit misleading. At this point, you customer isn't actually spending money – yet. Instead, she's offering something of value in exchange for something from you. What's she offering if not money? Her email address. In effect, she's trading her email address for a product you're offering.

This is your very first low-cost product, and it can be a special report, an eBook, a series of videos, some helpful checklists, or even a piece of software. As long as it matches your niche, is valuable to your potential customer, and can be delivered easily, you can use it as the first product in your sales funnel. This is where your back-end begins, because now you have a way to contact your customers easily – you have their email address.

A little further down the funnel is your true low-cost product. This is often a digital item that sells for less than $10. The purpose of this product is to build trust with your customer. She already knows you through your free products, and she is beginning to trust you enough to give you her email address, but parting with real money is another matter. That's why you start with a very low-cost, low-risk purchase.

Midway down the funnel is where you offer your mid-priced products. These are offered only to your first buyers list. The idea of your sales funnel is to get customers to go from your low-end product, to your mid-range products, to your high-end products. The midway point is where it really gets exciting. These customers are moved to your second buyer's list.

At the bottom, where the funnel is narrowest is where you offer your high-end products. This is where you will make the most money. Customers who buy high-end products are placed on your third buyers list. They are gold and will buy from you again and again.

During every point in this process you'll be offering back-end products to your customers. Your back-end products will have the same structure - low-end, mid-range, and high-end. Customers who purchase will be funneled to the appropriate place.

Customers who don't purchase are still on one of your lists and you will continue to offer them products. The goal is to push them further and further down the funnel. The further down the sales funnel they go, the more money you will make.

You'd be surprised how many marketers and business stop at the front-end. They sell a customer once and forget about him. They're constantly fighting to gain new customers instead of marketing to the customers they already have. They leave lots of money on the table.

Setting up a sales funnel is a lot of work, but once set it up, it works for you day and night. You'll continue setting up new products and emailing your list. Other than that it runs itself. You set it, forget it, and enjoy the passive income.

Using the sales funnel method both you and your customers are happy. They receive the quality products they want and you receive the money you want. It's a win-win situation. It's always best to work smarter, not harder. Using a sales funnel marketing method is the smart way to market to your customers.

Back-End Marketing Plan

Now that we understand the sales funnel concept, how do we set up a back-end marketing system? First of all, understand that your back-end product MUST compliment your initial product. Whether this is your initial front-end product, or you're sending an offer by email to a buyers list, the back-end product needs to compliment the initial purchase.

If you'd just bought an ebook telling you how to train your dog, would you buy a back-end product teaching you how to make homemade soap? Neither would anyone else.

After your customer clicks your buy button he is taken to your payment processor. After making payment the customer is taken to a download page and is presented with your back-end offer. She now has two choices: purchase the back-end offer, or download the product. If she purchases, the process is repeated. This time there may be a mid-range back-end product, or not.

This is just one method of back-end sales, though. Most back-end sales actually take place days or even weeks after the initial sale. Remember that email you collected way up near the top of your sales funnel? This is where you're going to begin using it to sell more products to returning customers. Now that your customer has made her first purchase, you'll move her from a freebie-seeker's list (top of the funnel) to a buyer's list, where she will be presented with more offers for other related – and higher-priced – products.

If you think about it, it makes sense. A customer who has purchased a mid-range product will purchase more mid-range products, and possibly a high-end product as well. At which point she'll be moved to yet another email list where your back-end offers will change.

Likewise, a customer who has purchased a high-end item will purchase more high-end products. You can still offer any price product you want to any buyers list you have.

Don't worry about setting up multiple lists with complicated add/remove rules just yet, though. There will be time for that as your funnel develops, and some marketers feel it's simpler having just one buyer's list. It's completely up to you.

If you plan to build multiple lists into your funnel, it will save you a lot of stress and hassle if you choose an auto-responder service that does this automatically. Look for a package that offers automated rules for adding and removing names from a list, and that offers unlimited lists for the same price. After all, you're not adding another name, you're just moving your customer's contact information. You shouldn't have to pay extra for that.

Do you see how having a back-end marketing plan in place leads to more and more profits? Without one you're just scratching the surface and leaving a lot of money on the table. A back-end plan is the difference between long term success and hit-or-miss selling. Every long-term, successful marketer has a back-end plan in place. Shouldn't you too?

Email Marketing

Email marketing can't be stressed enough. We briefly touched on it in the last section, but so much of your success depends upon successful email marketing that it's worth delving into deeper.

Many marketers say that 80% or more of their sales come from email marketing. Add to this the fact that 80% of your sales will come from just 20% of the customers on your buyer's lists, and you can see how important email marketing really is.

There are two types of email lists. First, there are your prospect lists. Remember that prospects are at the top of your sales funnel at your front-end. It is essential that you have a system in place to capture the email addresses of these prospects. There are a number of ways to capture these addresses.

- Offer free information in tune with the topic of the site.
- Give away a report, eBook, or even a how-to course on video.
- Ask for an email address in return for access to a multi-part educational product.
- Provide a free product that is normally sold.
- Provide access to a membership or private-access site.
- Provide a service, such as blog set-up, ghostwriting, or graphic design

There are probably many other ways as well. Maybe you can think of a few yourself. The important thing to remember is that your gift must have a high perceived value.

If possible, your gift should be unique, a product you've created, an eBook you've written, or anything with a high perceived value. The point is to get that email address whatever it takes. It's just that important.

This first list is your freebie, or prospect list. Make sure you deliver the goods. The gift they signed up for must be delivered promptly and without problem. You can only make one first impression. Make sure yours is a good one.

As you email your prospect list you will gradually earn their trust and respect. You do this in many different ways. Send them a survey to find out what kind of products they're interested in. Ask for feedback regarding your purchase and delivery system. At first this will be like pulling teeth, but as they warm up to you they'll start responding. If they don't you're probably doing something wrong.

Always, ALWAYS, take care of your list. This can't be stressed enough. Whether it's your prospect list or your buyer's list, you must take care of your subscribers. Answer their questions promptly. If they have a problem, fix it. Over deliver and they will be grateful.

A common complaint among subscribers is a constant barrage of “buy this” emails. You've probably receive your share of these yourself. You know the kind. No useful information. No communication. Just “Hi - buy this - have a nice day.” They don't even call you by name. You must be very careful not to do this to your subscribers. They'll unsubscribe in droves if you do.

Your other lists are buyer's lists. These are created as your customer falls further into your sales funnel. Buyer's lists are of much more value to you than your prospect lists. Remember, this is where 80% of your sales come from. These people have purchased from you before and they'll do it again. They are gold.

You'll have different levels of buyer's lists. One will be for the first time buyer. Another will be for the first time buyer who purchased your back-sell. These buyers will be added to your mid-range list when they purchase a mid-range item. Finally, these buyers will be added to your high-end list when they purchase a high end product.

See how you are funneling your buyers as they continue to purchase higher priced items. The further down the funnel, the smaller the list will be. The further down the funnel, the higher the profits will be. This is why it's so important to keep building your lists.

Utilizing your buyer's lists is how you set up passive income. You do this by loading a series of emails into your auto responder. These are sent to your list at regular intervals. The interval needs to be long enough so that your subscribers don't feel slammed, but not so long that they forget you.

Your sales emails should be sprinkled in among your information emails. Send out a timely broadcast email once in a while. Offer a gift or ask for feedback. Let them know you haven't forgotten them and they won't forget you.

Whatever you do, don't neglect your email list. Set up a schedule of regular emails so your customers get in the habit of hearing from you. Loading a series of emails into an autoresponder is a great way to do this, and a fantastic method of building a profitable back-end that runs on autopilot – literally making sales for you while you sleep.

Here's how it works: When a new potential customer gives you her email, she's added to a "prospects" list. This list is populated with valuable information she wants. Perhaps it's a 10-part course on how to plant a garden in a small space, or how to learn to speak a foreign language as an adult.

Sprinkled throughout this 10-part series are various back-end offers. For your gardening list, you might have an email about using overhead space for growing plants, and point out a great place to buy those hanging tomato planters everyone loves. (Using your affiliate link, of course.)

That back-end offer will go out to everyone who signs up for your 10-part gardening course, whether they sign up today or next year, so your back-end offers have the potential to be seen by thousands of buyers, even though you're only doing the work once!

Now you might also have an eBook you've written about the various types of fertilizer and how each is used. This is another variety of back-end offer, and is the perfect opportunity to move a buyer from a "prospects" list to a "buyer's" list. Since each subsequent sale will likely be more than the last, you want to keep careful track of who buys what, and automatic list management is a great way to do just that.

You can see that email marketing is a complicated topic that deserves an entire eBook – or two or three – of its own. We've only just touched the surface of how to use and manage your list, but hopefully you've seen the importance of building, keeping in contact with, and treating your email list well.

Social Marketing

Email marketing is one way to market to your back-end, and while it's certainly important, it's not the only way. After all, your email list is not your only list of buyers and potential buyers. You also have social lists that – while not as controllable or as responsive as an email list – can in fact provide a nice additional income.

Think about the social networks you belong to. Chances are you're on Twitter, Facebook, LinkedIn, and perhaps others. You likely also have a blog. These are all potential back-end sales funnels, and if you're not working them, you're missing out.

Unlike your email lists, your Twitter followers and Facebook fans are not able to be segregated and moved around. You'll not have the opportunity to cross-sell specific products based on those purchased in the past, and you won't be showing up in their email accounts. But you can make offers, and you can use these – and other – social lists to gain subscribers to your email list.

Your blog is another potential back-end money making machine. While most people concentrate on using their blog as a means to gain subscribers, they neglect the subscribers they already have – those who regularly read and comment, either by bookmarking the site or by using an RSS reader to keep up.

Just like your email list, you can make offers to these readers, present special sale prices, and promote products that compliment your main offerings.

Again, you don't have a lot of control over the messages they read, or where the reader is in the buying process, but that doesn't mean you should ignore them. Your ultimate goal should be to get them on your email list (where you do have more control) but for now, don't forget to make offers to them just as you do to your email list. When a great product comes along, they expect you to tell them.

Being Afraid of Promotion

This brings up an important point we need to get out of the way.

Fear of selling.

A lot of new marketers are simply afraid of making offers to their lists – whether that list is their blog readership or their hard-won email list. New marketers tend to be afraid that

- People will complain about being sold to
- That they're subscribers will unsubscribe
- or that their readers will stop reading when faced with ads

If this is you, then the best advice I can offer is to simply get over it, and here's why: Those who complain, unsubscribe, or stop reading *are not your target audience*. They will never buy from you, and since you're job as an online business owner is to make money, it just doesn't make any sense to continue to pay to have them on your list. Every subscriber costs you money every month in your autoresponder bill, your hosting bill, not to mention in your own time. If they're not going to help you to profit, it's best to know now.

Remember, it's not personal, it's business.

Of course, as we said earlier, that doesn't mean you can hit your subscribers up day after day with nothing but offers for this product and that product. But find the balance that works for your market, and make some money.

If you need help getting over this hurdle, here are some tips to keep in mind:

- Set your autoresponder so it does not notify you of unsubscribes – or set it to notify your VA, so he or she can handle the details for you.
- Set your autoresponder to ask each unsubscriber why she is choosing not to receive your emails. Use the info to improve your efforts.
- Test, test, and test some more to find the optimal combination of good information, sales pitches, and other content. Make it a challenge to keep your unsubscribe ratio as low as possible while improving your opt-in rates.

Types of Back-end Sales

Now that we've figured out the difference between the front- and the back-end, the basics of sales funnels and how they work, and put together a back-end marketing plan, it's time to figure out what we're going to be selling on the back-end.

As with most things, you have dozens of options. Some will work with your business model, and some will not. Let's take a look at some of the most popular choices, and in the next section we'll talk about how various business models can use a back-end strategy to increase profits.

Cross-Selling and Up-Selling

Let's get some terminology out of the way. Cross-selling and back-selling mean the same thing. You are offering a product AFTER the initial sale. Remember, the front-end is the original sale and the back, or cross-sale is on the back-end. Up-selling is offering a different, probably higher priced product, BEFORE the original sale is made.

Suppose you go to the computer store and tell the clerk you want the $350 bargain computer. He tells you that, for just $100 more, you can have the one with twice the memory, and a better video card. This is up-selling.

Now suppose when you told the clerk you wanted the $350 computer, he told you about this great printer they've got on sale for only $59. This is cross-selling. The sales person offered you an additional item related the product you are already buying.

Cross-selling takes place in virtually every business. How many times have you had to listen to offers of identity-theft protection and disability insurance just to activate a new credit card? Or been asked "Do you want fries with that?" Both are classic examples of cross-selling.

Just like in these two examples, your back-end product should always compliment the initial purchase. Now that the customer is in a buying mood it's relatively easy to sell this same customer a complimentary product, a cross-sell. Up-sells are harder to pull off because they involve a higher priced product.

An up-sell works much better on the back-end than it does on the front-end. This is because your potential customer has become a purchasing customer. They've just purchased something from you and are in a buying mood. We'll talk more about this later.

There's a place for both cross-selling and up-selling in your sales funnel. With the up-sell you have a potential customer and with the cross-sell you have a buying customer. Cross-selling is easier than up-selling and has the potential to earn you a lot more money. Just remember that cross-selling and back-selling mean the same thing.

Using OTO's For Back-end Profits

OTO is short for One Time Offer. Because they are presented to the customer one time they are impulse offers. Usually they are a group of related products, but an OTO can also be just one product. For example, your customer just purchased an ebook. Your one time offer might be this same ebook, but as an audio, or physical paperback product.

Many people make the mistake of having an OTO of loosely related or even unrelated products. For example, a customer may have purchased an eBook teaching how to build a list. This product is in the category of Internet marketing. The seller then presents an OTO offering eBooks about SEO, getting traffic, selling on EBay, and producing your own product.

On the surface these products are related because they also pertain to Internet marketing. In the buyer's mind they are unrelated because they have nothing to do with building a list. Even worse is when the products aren't related at all.

It's good if the products you offer in your OTO are fairly new to the marketplace. Even better is if they are products you have created. Remember, your products must always have a high perceived value. Nobody's going to purchase three year old products that have been passed out in every Giveaway since then.

A good way to spur your customer to buy is to offer a discounted price. First, show them the true value of the products. Then show them the discounted price. Make it clear that this is the only time they'll have the opportunity to purchase at this price. Maybe even offer a super bonus product. You'll be surprised how many sales you'll make.

The OTO method works well in most niches, however, use caution in the Internet marketing niche. Most Internet marketers have seen so many OTOs that they scream at the thought of going through another one. You may alienate a lot of your subscribers. An unhappy subscriber is an unsubscriber. Take care of your lists.

One Time Offers can be a great way to earn extra money on the back-end. Just make sure that your OTO products are related to each other, and to your original product.

Offer a Physical Product

A physical product has greater perceived value than a digital download. People like physical products. If your original product was an ebook, your back sell might be a physical copy of this book. It might be a CD of this and several other related eBooks. It might be a video course on DVD.

Calm down, calm down. It sounds as if creating a physical product is a great big hassle, but it isn't. To turn your ebook into a "real" book all you need to do is go to lulu.com. Fill out the form and upload your ebook to them. They take care of everything, printing, shipping, billing, and the whole nine yards.

For CDs and DVDs go to kunaki.com. It couldn't be easier. If you prefer you can make your own CDs and DVDs and ship them yourself. This cuts out the middleman and leaves you with even more profits.

It's been said that physical products, even if they're higher priced, sell better than digital downloads. Reading a printed book is easier on the eyes than an ebook. Don't forget that you can highlight and write notes in the margins.

Having your eBooks on a CD means you don't have to waste valuable hard drive space. They'll be in one convenient place, so you won't have to search for them anymore. Transfer them to a flash drive and you can take them anywhere.

Having your videos on DVD means they'll be more convenient and easier to watch. Pop them in the DVD player and watch them on that big screen TV. This is much easier on the eyes and makes for a much more enjoyable experience.

If you're using a drop shipper the possibilities are endless. Say you're selling jewelry and your initial offer is a necklace. Your back-sell can be the matching earrings, wristwatch, broach, or whatever. If you're selling a dress, how about matching shoes and a handbag? You get the idea.

As you can see, there are endless possibilities with physical products. Try to put yourself in your customer's place. What would you want? Chances are they will too, so give it to them.

Using PLR Products

PLR, or private label rights products, are great for back-end sales. You can use them in any number of ways. Normally PLR products will come with a list of rights. Some lists are more extensive than others. Be sure to abide by these rules.

PLR products can be eBooks, software, videos, courses, and more. Most allow you to put your own name on the product and sell it as your own. You can get a series of articles, rewrite them, and sell the new articles as PLR. You can make videos, or write courses and sell them as PLR.

Private label rights products can be sold in two ways. You can sell the product with the PLR included. You can sell the product and then offer PLR as the back-sell.

People love PLR products and they sell big, especially if the price you've set isn't too high. These products will be popular with your buyer's list too. Ask your list what kind of PLR they want and then give it to them. They'll be happy and you'll be richer.

If your initial product has Master Resell Rights, or Private Label Rights, you can use these rights as your back-sale. People like picking up these rights and will often snap them up without even thinking. It's a great impulse buy.

Suppose your initial product is a set of PLR articles on a particular topic. Your back-end can be a membership offering more PLR articles on a monthly basis. Your membership site would have back-end sales of its own. You could do this with eBooks, audio recordings, video, and even courses.

You can use PLR articles to write your own ebook and sell it on the back-end. You can also break up a PLR ebook and write your own articles to sell on the back-end.

How about transcribing an audio course, rewriting it, and selling it on the back-end? The possibilities are limited only by your imagination.

After you've written your articles or ebook from PLR you can sell PLR to these products on the back-end. By creating one product you've created two possible sales. Or, you could sell MRR to these products and create three possible sales. When selling rights it's best to offer them together as an up-sell.

Make sure that the PLR products you sell are quality products. There're so many bad PLR products floating around on the Internet. People are always searching for quality PLR. You can make a name for yourself by selling quality PLR, or you can seriously damage your reputation by selling bad PLR.

Using Membership Sites as a Back-Sell

For a while membership sites were all the rage. They seemed to pop up everywhere. Most didn't last long, but with a little skill and luck you can make a lot of money with a membership site. And this is the holy grail of internet marketing, consistent recurring income.

So, how would you use a membership site as a back-sale? First of all you need to build your membership site. You could build a site offering new MRR products every month. The same can be said for PLR products. Your site could offer new software every month. All for a set price. These are just a few examples.

To build a membership site you need a good membership script and a little technical know-how. The script will cost money, sometimes lot's of it. The technical know-how takes time and effort. These are things to consider when deciding on a membership site.

Of course, you can always outsource the technical stuff. You can even outsource the content creation. You can outsource every aspect of a membership site. It's going to take a lot of money upfront with no guarantee of a return on your investment.

This is why many people take the time and effort to learn to do for themselves. Some people just feel more in control by depending upon themselves to get the work done. Outsource, or not, a membership site is a lot of work.

If you choose to do it all yourself, remember that you need to keep the content updated. People will get very unhappy, very quickly if there aren't new products every month. They'll cancel their membership in droves and your reputation will suffer greatly.

Sites like this may have greater perceived value than an email membership. They are also a lot more work, and unlike an email membership, they are not passive income.

Suppose you don't want to go through the expense and hassle of building a membership site?

Well, you don't have to. Say your initial product is an ebook about losing weight. Your back-sale will be an ecourse with weekly tips and help with losing weight. Your customer pays a monthly fee to receive these emails. This is your membership.

The emails are loaded into your autoresponder and delivered automatically. Occasionally you can send a broadcast email offering additional products, or services. You could set up a membership like this about virtually anything. These customers are also added to your buyers list. This is truly passive income. It couldn't be any easier.

Whichever model you use the rewards are enormous. Don't forget that each membership site will have its own back-sales. People like membership sites. With proper care these will bring in money for years to come.

Back-Selling and Up-Selling

We talked briefly about up-selling earlier as it relates to front-end selling. In that situation you are trying to get a potential customer to purchase a more expensive product. Sometimes the customer will bite, but more often than not they're just annoyed. Up-selling on the front-end is hit or miss at best.

On the back-end, though, it's a different story. Your customer has already purchased and may be in a buying mood. How do you take advantage of this? By offering choices. Customers like choices and are more likely to buy when given them.

Take our front-end ebook as an example. It's a “how to” ebook about getting free traffic to a website. This is a product that will appeal to Internet Marketers. Marketers are always looking for new ways to get traffic.

So what do we do on the back-end? We offer Master Resell Rights, or Private Label Rights, or we offer both rights together. Now our customer has three choices instead of one. This strategy works whatever the front-end product might be.

Let's look at another example. Our front-end product is a socket set. Our back-end choices might be an extra ratchet (ratchets always break at the worst possible time), or a matching set of deep sockets (for those hard to reach nuts), or the metric version (or vice versa). See how easy it is.

You might be thinking that an OTO gives your customer many choices too, and it's easier to set up. Actually, your OTO gives your customer only one choice. It's all, or nothing. There might be a dozen eBooks in your OTO, but if the customer only wants one, or two, he's unlikely to buy the whole shebang.

A common mistake I've seen with ebook sales goes as follows: The customer purchases the front-end ebook, pays, and is taken to a download page. On this page Master Resell rights are offered for, say, $5 more. The customer purchases the rights (what's $5 more) and is taken to another where Private Label Rights are offered for $20 more. Do you see the problem?

You've just provided an extra step. You're making your customer jump through hoops, and customers don't like this. The example above is missing the up-sell. Both rights packages should have been offered at the same time. Choices = up-sell.

Up-selling is an effective way to earn more money and trust from your customer. Just don't go overboard with your choices. Two or three choices are fine. After this it just gets confusing. Confused customers don't buy, they just get annoyed.

How Your Business Can Benefit from a Solid Back-End

Information Product Sellers

People are always looking for information, so information products tend to sell well. Not only that, but everyone is an expert – or has to potential to become an expert – at something. Now that the Internet provides an easy and affordable publishing platform, lots of would-be marketers get started developing information products with nothing more than the information they have in their heads. That's great for them, but what happens when the product is done? Then your back-end begins, and that's where the real money is! The fact is, no matter what your initial product is, there are many ways to enhance it with a back-sell.

For example, if your initial product is an eBook, your back-sell could be updated versions of this ebook. Your back-sell could be a physical version of this ebook. It could be related information in the form of an audio or video course. It could even be an advanced coaching option involving you personally coaching your client to use the information you've provided. There are literally dozens of possibilities.

The best information products are those that solve a problem for the user. The solution might come in the form of a recorded interview with an expert, an eBook, a series of short reports, a how-to video, or even a complete kit (think about those hook rug kits you used to buy when you were a kid). Whatever form your information product comes in, there is a back-end product to match.

You can sell volume one of an ebook for your initial sale, and then sell volume two on the back-end. Information products are easy to create, and easy to sell. It just takes some time and effort.

Everyone knows something about something. Do you play an instrument, know how to hold a baseball for the different pitches, have the best traditional recipes around? Can you build a deck, make bat houses, or take care of a puppy? Don't sell yourself short. There are people out there who would love to know what you know. Find them and sell to them.

Even if you feel you really don't know anything people would pay for, you can still create your own information products. Send your list a survey. Ask them what kind of products they want. Get there feedback, and then either find the products, or create them yourself.

There's a wealth of information on the Internet. With proper research you should be able to write about virtually anything. Use an outline to make the writing easier. Mark out point by point what you want to say, and then just say it.

Don't forget that you can sell various rights to the products you've created on the back-end. You can sell them in different form, sell a volume two, or make a course out of them.

Information products will never go out of style. Again, you're limited only by your imagination. Try it and you may find that you enjoy it.

Service Providers

You may not think there's a place for back-end sales in a service business. You'd be wrong. A service is a product just like an ebook, or a piece of software. Every product has a front-end and a back-end. A service does, too.

Suppose your service is writing. You write articles, eBooks, and reports. Sometimes you're swamped and sometimes it's a little slow. During these slow times send a special to your list. Maybe you'll write at a discounted rate. Maybe you'll do two for one.

You know what you've written for your customers in the past. Write an ebook that compliments a popular topic and offer it to your list at a discount. Offer an autoresponder series, or an ecourse. Offer to write daily blog posts for a fee.

Sell rights to these products on the back-end. Sell them as a physical product. Make and sell an audio version that can be enjoyed on the go.

The same goes for a Virtual Assistant. Offer individual services at a discount. Combine services into a package deal. Offer your list a special deal. Ask your list what they need help with and then provide this help.

Don't forget that you can outsource much of the work whatever your service business is. This works especially well with a writing service business. You'll produce much more material, in less time if you outsource.

Whatever your service is, there are ways to monetize it on the back-end. You may have to get creative. You may have to lower your prices in order to reap the benefits of making two sales. Sometimes it may not seem worth it, but the good will you gain with your customers will pay you back many times over.

A service business is a hands-on business. In many cases the back-end will be too. It will mean more work, but that's what you want. More work means more income for you. More work also means more happy customers you can sell to later. Happy customers will keep you working for a long, long time.

EBay Sellers

It's amazing how many EBay sellers completely ignore back-selling. They fight for new customers everyday while ignoring the customers they already have. With EBay, as with any business, you should be building a customer base, a list to email.

What kind of products can you back-sell on EBay? Anything that compliments the first product. Selling a GameCube? Offer some games, an extra controller, or an extra power cord as the back-sell product.

Selling a circular saw? Sell some blades on the back-end. Selling a computer? Offer a printer on the back-end. As you can see, the back-end product is often an accessory to the main product.

So when is the best time to offer a back-end product on EBay? This depends on the initial product and the means of contact. For some products it's best to offer the back-end immediately. For others it's a good idea to wait a few days, or even a week. Some products need to be renewed, so send the back-end offer when it's time for renewal.

How should you contact your customers? You can send them a message on EBay. If you ship your own products you can include a sales letter with the shipment. To get people to take notice offer a discount by such and such a date. If you're using drop shipping you can mail the sales letter to your customers.

The best way is probably by email. You'll find your customer's email address in your EBay My Account area under Sold. Ask them to subscribe to your list for future product updates.

By using back-end selling on EBay you can easily double or even triple your earnings. All you have to do is find the products and offer them. Many products will sell themselves. Put quality products out there and people will buy. Some of them over and over again.

Affiliate Marketers

Affiliate Marketing is when someone drives traffic to another person's front-end. This someone is called an affiliate. If the potential customer buys the front-end product, the affiliate receives a commission.

This commission will be a percentage of the purchase price. Commissions of 50% - 75% are not uncommon in the Internet Marketing niche. In other niches commissions tend to vary from about 4 to 10 percent.

In many instances it stops here. There is no back-end product. Each has a sale and the process must start again. They've both left money on the table.

What if there was a back-end product? Many times the affiliate will also receive a commission for this sale too. Now, if the back-end product sells, they've both made two sales instead of one.

Suppose you're the seller instead of the affiliate. In fact, suppose you have an army of affiliates pushing traffic to your site. You can stop worrying so much about traffic and concentrate on selling your front-end product.

There are two kinds of affiliate programs you might want to implement. . One is a single tier program. This means the affiliate makes his commission and that's it. Many marketers use this approach because they think it means more money for them.

The second kind of affiliate program involves tiers. This means the affiliate will have other affiliates below him. He will make a smaller commission on each of their sales as well. On the surface this sounds like less money for the seller. In reality it means more money for the seller because there are more sales.

A two tier program is the most common type of tiered affiliate programs. Affiliates like them because it means more money for the same work. Sellers like them for the same reason. Everybody wins.

Having and running an affiliate program can seem daunting. How do you keep track of it all? What about taxes? You can find affiliate software to keep track of everything. Your accountant will worry about taxes and such for you. Don't have an accountant? Get one.

As you can see an affiliate program is a good thing to have. It's more work to set up, but the benefits are more than worth it.

Rome Wasn't Built in a Day

And neither will your back-end be built in a single day, or probably even in a single year. The truth is, a solid, sustainable, and profitable back-end strategy is always growing, always evolving, and always improving. If you don't yet have a back-end strategy, you've got some work to do, but you don't have to do it all at once.

To get you started, here's a checklist you can use to develop your own back-end marketing strategy:

1. Plan your sales funnel. Decide ahead of time how you'll pull traffic into your funnel (blog, article marketing, video marketing, or other means), and what your primary products will be at every level of your funnel. At the very least you'll need one free product (free with opt-in), one low-cost product, one mid-range product, and one high-end product. You don't need to develop them just yet, but it will help with planning if you have some idea what they'll be.

2. Choose a reliable email management package. Depending on your business model, you might use Aweber or even a shopping cart, as long as it has the ability to collect email addresses, schedule follow-up messages, and allows for email "blasts" to your entire list.

3. Get involved in the social media sites where your potential customers gather. This may include Twitter, Facebook, LinkedIn, niche forums, blogging communities, or even YouTube and Flickr. Wherever your potential readers are, you need to be there, too.

4. Begin promoting your first opt-in offer through your social media account, your blog, and through any other marketing effort you feel meets the needs of your business.

5. Once you begin gathering email addresses and blog subscribers, it's time to begin the art of leading them through your sales funnel, as we discussed earlier.

6. Schedule a regular time to look closely at your sales process. Watch for leaks like autoresponder series that simply end without warning, or blogs that are neglected (you'll lose those hard-won subscribers if you quit talking to them!), and dead-end mailing lists that lead nowhere.

7. Always be on the lookout for new products you can promote on your back-end, and always be developing new products to add to your funnel. Even new free products can help revitalize a list that's grown stagnant, so don't neglect that oh-so-important top of the funnel.

Remember, the more people who enter there, the more sales you'll make at the high-end product level. And that's where the real profits lie!

Planning a back-end sales strategy is vitally important for every business, whether you sell carpet cleaners or expensive private coaching. Every brick and mortar business, every online business, and every service provider needs a solid, sustainable back-end strategy if he or she hopes to be in business next year, or even next month.

By using the strategies and ideas we've covered in this eBook, you'll be able to easily develop your own back-end sales methods that will take your business from simple so-so to the same level those hugely successful marketers enjoy. And the best part? Once you've put the initial work into your back-end, it becomes a self-sustaining part of your overall business plan, requiring little input from you. That leaves you free to enjoy other aspects of your life, or to continue to build up your business for larger and larger profits. All because you have a solid back-end strategy working for you!