



*A Special Report For InfoProfitsBiz.com to Help You
Sell Your Products By Leading With a Simple Freebie*

THE SIMPLE METHOD I USED TO TURN FREEBIES INTO CASH

What Will You Learn Today: This is a new technique I'm testing out in this issue (and will report back on) that could be a **BIG BREAKTHROUGH** for any advertising you're doing, self promotions or affiliate promotions.

There's a **HUGE TWIST** for paid ads that could be awesome....

What's So Great About That? Getting people **ONTO** your email list is the engine of your business. But what if you there were a new way to turn that into a cash getter? This is **SLICK!**

Hello,

Marlon here.

Hang on because I have something today I believe could be a big breakthrough.

Before I get to that, let me say I have something incredibly exciting coming down the pike that has been in the works since Jan 1. We're still a week or two away from launching it.

You will LOVE IT!

We start today as I have the past few weeks with a simplified base formula. My more in-depth formula is what I call the Amazing Formula. I've covered it elsewhere. But for now, let's just go with the base formula:

Traffic + Products + Sales = \$\$\$

If you want to go full time, then you need to get pretty darned good at that equation BEFORE you quit your job.

1. You need traffic or new folks to buy your products
2. You need products and services to sell
3. You need a way to sell 'em or get people to buy 'em

Last week we dove deep into chatbots, which can be a breakthrough on getting people to buy.

But just in the past week, FB has changed a few rules. You have to stay on top of 'em if you use 'em. lol.

Now, today I have something cool.

Several months back I did a test where I made that particular newsletter issue a FREEBIE but you had to snag it via the Warrior+ platform. And you were presented with several OTO's or One Time Offers, or upsells.

You know, "Would you like fries with that burger?"

I made roughly \$1,500 as I recall from that offer, even though the newsletter was free.

Think about that.

You create a nice freebie report or offer. Have people go through a couple OTO's to get to the download page.

And boom! Make cash.

It's EASY to give things away. And affiliates like to give away nice freebies if they are going to get paid well for it.

Quite some time back Michael Rasmussen did really nice offers where he had affiliates give away WHOLE products. And they made money off the OTO's.

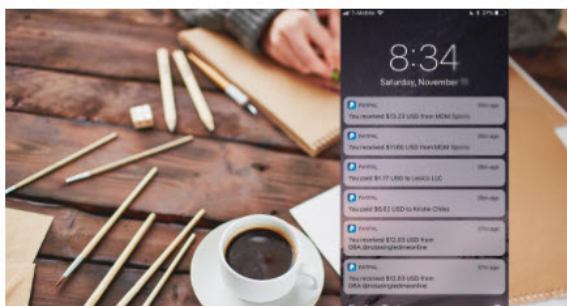
That method STILL WORKS. But you don't even have to have a whole product. A nice, attractive freebie that is valuable will work.

But there's a HUGE TWIST to this I'm getting to.....

This was the offer:

<http://attractsalesnow.com/download-overnight-cash-newsletter-for-free/>

Download Overnight Cash For Free



Regular Price: \$6.95-

Today: \$0



powered by WarriorPlus.com



No Thanks

This is a special experiment. I'm using this to give you [access to your newsletter](#) this week. There is NO CHARGE as you can see on the Add To Cart Button. There is an upsell. If you buy it, you'll obviously be charged...:) I'll report \$ sales from the upsell next issue of my free newsletter on Saturday.

That's one screen cap from the sales but like I say. As I recall roughly \$1500 was sold. I published the results in the newsletter the next week.



So That Brings Us To The NEW METHOD!

When I did that first offer, Warrior+ allowed me to RE-USE existing OTO's or upsells that had already been created for other offers.

So all I had to do was slap on the new offer, select the OTO's and BOOM! IT was good to go.

Apparently, after I did that, W+ changed procedures and you can't do that now. For each OTO you have to create it as a new product and it's very time consuming and you have to pay close attention to details.

The other thing is, they changed the rules on freebies where frankly, very few people are able to give away freebies via their platform.

Here's what I want you to burn in your brain...

AS MARKETERS, WE EAT PROBLEMS FOR BREAKFAST!

They are no big deal.

Every morning, every day, routinely, we EAT problems!

So this was just another problem to EAT!

Hmmmmmm.

What could be done?

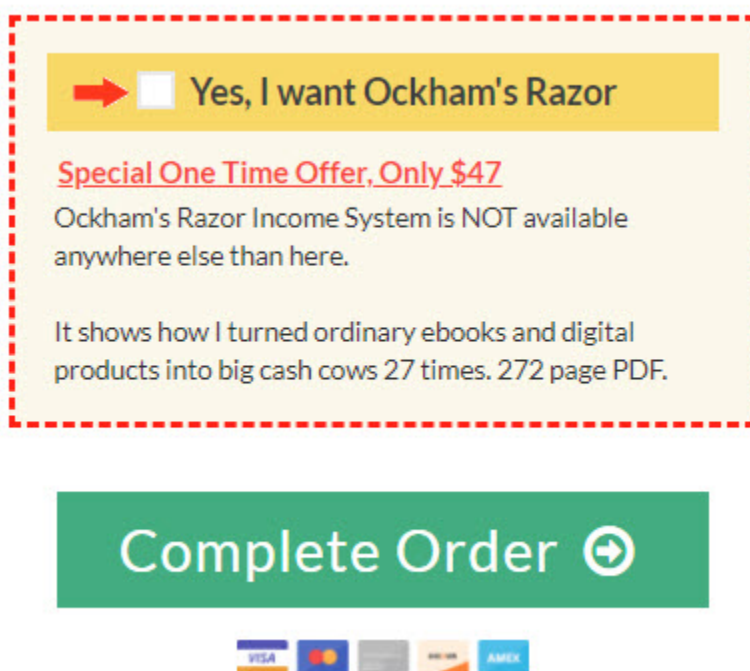
There are MULTIPLE platforms that allow you to do what I'm going to show you. Specifically, I know you can do this with Clickfunnels. They were the first one to have it, more or less.

Actually, Automateyourwebsite.com has had it a long time.

But anyway, Clickfunnels made it easy and "pretty."

Then Thrivecart added it to their platform.

Here is what the BUMP offer looks like on Thrivecart.



You JUST experienced that.

The CONVERSION on checkbox bumps is FAR HIGHER than on OTO's.

Now, in my original test I had multiple OTO's.

I didn't do that today only because I still have to dig more into Thrivecart to set it up.

I also want to test this out using Clickfunnels. I have to dig into Clickfunnels and get it integrated correctly with Infusionsoft.

Here's the BIG TWIST That Could Be a BREAKTHROUGH!

Here's what dawned on me.

I haven't seen ANYONE doing this on Facebook ads.

Normally, you go from the ad to what?

Your optin page, squeeze page, email capture page. Whatever you wanna call it.

What if INSTEAD of going to a SQUEEZE PAGE, you go to an ORDER FORM just like the one you went through to get to this AND it has the CHECKBOX BUMP OFFER on it!

You can STILL offer the FREE OFFER in the ad for MAXIMUM response.

But by the numbers, around 30% or 40% should take the bump.

Now, in my test TODAY that won't happen as a LOT of my customers already own Ockham's Razor.

I need to set up a test with a new product no one has.

Then if they buy the BUMP, you go ahead and present several OTO's.

BOOM!

You just made a profit or, at worse, broke even getting a new customer.
AND here's the HUGE THING!

You did this with ALMOST NO AD COPY!

Facebook freaking hates ad copy and claims.

They like pictures.

That's what their lawyers like. There's no legal liability with pictures is how I figure they look at it.

Other than that, they don't want you to promise ANYTHING at all.

But by being an IMPULSE PURCHASE the bump does NOT require much ad copy.

That is what's so gorgeous about it!

There's One More GREAT Twist Also!

I *think* with Facebook that once someone makes a purchase from you, their scrutiny over your funnel ends at that point.

Otherwise, they become policemen, not an advertising platform. Don't quote me on that but I believe it's true.

So the GOAL is to offer a LOW PRICED bump that is the perfect tradeoff between volume and profit.

Maybe that is \$5 or \$7. Maybe it's \$17. It probably varies depending on the audience.

But then, after they buy THAT, the NEXT OTO you can actually PROMISE SOMETHING which, of course, is entirely legal and legit, but wouldn't normally fly by Facebook's draconian ad requirements.

I mean, they don't see them as draconian. They see themselves as the protectors of the general public.

It's their Game so they get to make the rules. Fair enough. We have to play by their rules.

What I've just presented is HUGE.

Here is why.

Your OPT INS from FACEBOOK run 17% to 30% or so, depending WHO you talk to.

That is what we expect from our BUMP on this easy peasy freebie.

In other words, we could be getting about as many SALES as you would normally get opt ins.

It's pretty EXCITING.

**But Wait, It Gets EVEN BETTER.
This Works WITHOUT Ads Too!**

I'm NOT done yet.

You can offer your FREEBIE in Facebook groups if you do it delicately. No spam!

You can email them to your list.

You can have AFFILIATES offer them and make commissions on the upsells / OTO's.

There's really so MANY PLACES you can offer your FREEBIE if it's a good one.

The key to a good freebie is JUST to solve a problem or help people get a result.

All you do is WATCH FACEBOOK GROUPS for problems you can solve or find out how to solve. All you need is ONE problem for your freebie.

You can also watch for the same questions people ASK OVER AND OVER!

These are a goldmine!

You can [try this out on CLICKFUNNELS for FREE](#) for 14 days.

If you can think of cool GIVE AWAYS and pop on a bump and possibly and OTO or two, you can MAKE BANK!

Update On My Latest Freebies Into Cash Promo

I just did one this past weekend.

In this one, I did the "bump" for a new product I had launched but emailed multiple times to my list.

I wasn't sure ANYONE would buy as they all had likely seen the offer more than once.

Still, this is what we had:

ThriveCart


Account-wide snapshot Previous 7 days

207 Total transactions	\$217. ⁴⁹ Gross revenue	\$200. ⁷⁶ Net revenue
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Most profitable product: [MMM Free Download ITS](#) Show more


I don't know if those sales were from people on my Facebook who aren't on my list. Or just customers who found it easy to add the bump offer.

My NEXT TEST is I want to send them to a page more like THIS:



MARLON'S MARKETING METHOD

SHOPPING CART

[Continue Shopping](#) [Checkout](#) 


Name	Price	Qty	Total
Freebies Into Cash Remove	\$0.00	<input type="text" value="2"/> Update	\$0.00
Sub Total:			\$0.00

Enter a Promo Code: [Apply](#)

YOU MIGHT ALSO BE INTERESTED IN:

List Building Fast \$16.99
Regular Price \$16.99
Start building your list fast with List Building Secrets!
[Add to Cart](#)

Overwhelm Cure (OTO Special)
\$497.00
Regular Price \$497.00
[Add to Cart](#)

[Continue Shopping](#) [Checkout](#) 

I plan to add a THIRD yellow box with an add to cart button.

So they'll have 3 different items they can add to cart and buy vs. a single bump. They could add all 3 to cart, bumping up the sale dramatically.

After the offer was mostly done, I swapped out one of the upsell pages I had with another one.

The idea is that in addition to the checkbox bump, if they buy it, then the are presented with one or two upsells.

In this case, I sold one upsell for \$29. Now, if my customers hadn't of seen that offer many, many times, the conversion would have been much higher.

I'm working on creating new, fresh offers that will make the offers more lucrative to existing customers.

What If You Use This On Facebook Ads?

I plan to shortly try using this method on Facebook ads.

They click the ad and go straight to the free checkout page. Will it work onn cold traffic?

I think so.

We'll see.

Best wishes,

Marlon Sanders

THE SHEET

**In 10 Minutes, This SHEET
Can Convince Virtually Anyone
To Do Anything!**

THE SHEET

What is it you want to persuade the other person to do? How will you know you are successful?

How Can You INCREASE or MAGNIFY Importance?

Immediate emotional pain or gain
Immediate emotional pain or gain
Immediate tangibility or gain

**You Can Increase Or Magnify
The Importance Of Your Offer
Quickly and Easily!**

Agree to increase emotional pain
Agree to increase tangibility or gain

Persuasion Magnifiers

Send of solution you can plan to work them credit
Do you can help to solve the problems

**Powerful Persuasion
Magnifiers At Your
Fingertips!**

Reason time limit
Reason for
Reason
Limit the
Depends
Depends
Action of
Availability

Increase Scarcity

**Improve Your Response Rate
By Increasing Scarcity
Using These Easy Options!**



The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost