

# MoneyPumps Money Making System

*Learn how to create a secure and ever-increasing income  
from the Internet.*

*By Dan J. Blackburn and Mari Peckham*

## Finding Products and Services to Sell to Your List!

### The MoneyPumps Money Making System – Part Seven

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## Introduction

If you have followed the system training so far you should have:

1. Identified a profitable niche market.
2. Researched a topic for your e-book.
3. Written some sales copy to “sell” your e-book.
4. Created your e-book.
5. Your sales page uploaded and integrated with your autoresponder.
6. Your “article pages” online and displaying AdSense ads.
7. Your follow up messages loaded into your autoresponder.
8. Submitted articles to directories all over the Internet.
9. Set up a reciprocal links area on your website and are actively seeking link partners.
10. Submitted your website to directories listed [here](#).

WOW! Look at all you’ve gotten done so far! If you’ve been following this training and doing your homework at the end of every ebook, you are on the right path of success and should be very proud of your accomplishments. What we are teaching you will enable you to become very successful on the Internet. As this system continues to build upon itself, your income potential also increases. Each step of this system that you implement will take you from pennies to dollars to tens of dollars, then hundreds, then thousands, then tens of thousands.

If you have not been following each step of the system, you need to go back to the beginning and take it seriously. Maybe you wanted to read through a bit to see if this was all a bunch of garbage. By now, I’m sure you can see that this is an extremely solid and realistic system. Don’t waste another minute when you could be making money. We are teaching you things that can make you more money than someone who trained for years and paid thousands for their education. There are no special skills required and it can be a lot of fun once you have all the initial “nuts and bolts” set up.

It is important that you continue to look for high quality link partners (not link farm pages) and build your links area. It will also be VERY beneficial for you to continue

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writing articles, adding them to your “ezine” area and follow up sequence, as well as submitting them to directories. Quality link partners and one-way links from your articles will not only increase your traffic and the size of your mailing list, they will also increase the amount and quality of the “Internet Real Estate” that you own and overall the amount of money you will make with this website.

Every page of your website is a piece of Internet Real Estate that can be used to make you money through the value and quality of the advertising space. You can make a lot of money through your advertising space over time as the quality of your “Internet Real Estate” increases so does the amount of money you can make from it, but you will make a lot more money through direct sales to your mailing list.

In this e-book you will be setting up the final area of your website...your direct sales pages.

## Disclaimer

MoneyPumps assumes no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a result of using this report.

Any income examples given in these reports are for illustration purposes and should not be taken as typical. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the Internet that we cannot foresee. Also, your success is dependent upon your dedication to following the system, as well as your own skill level. The use of our information should be based on your own due diligence, and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information.

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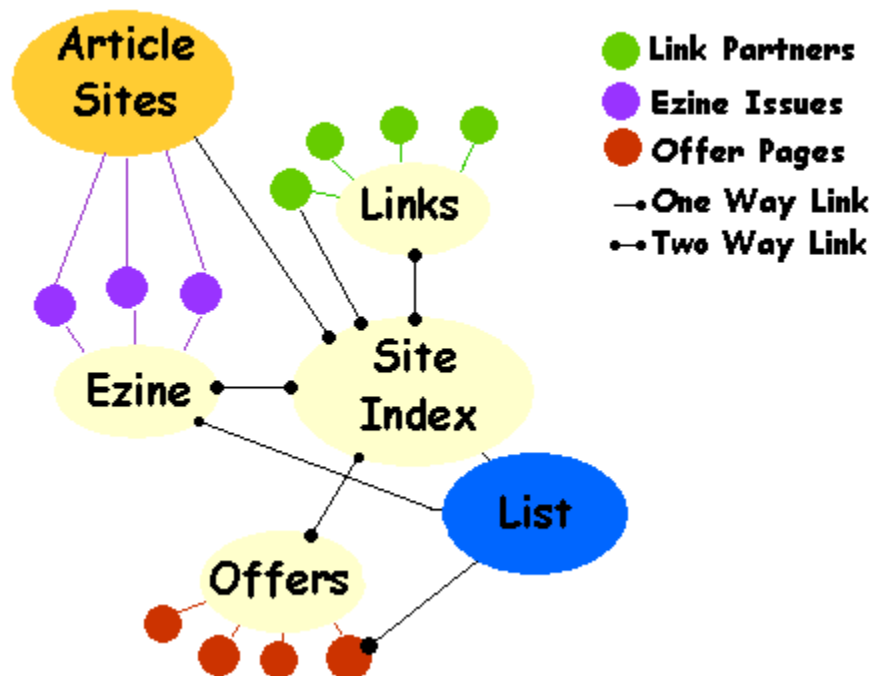
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## Selling Products from Your Website!

### Completing Your Website Set Up

Let's have a look at the website structure diagram again...



With this set up, you will make money by:

1. Bringing your subscribers (and search engine traffic) to your ezine pages and generating income from the advertising space you control on these pages.
2. Directing your subscribers (and search engine traffic) to your offer pages, where you sell affiliate products and services and later your own products and or services.

We will get into creating your own products later. For now, let's concentrate on selling other people's products. Before we do that, though, let's start by setting up an "offers" area on your website.

Your offers area will consist of an “index page” which lists all the products you currently offer, a brief description of what the product “does” and why you like it, and, of course, a link to buy it through your affiliate link.

To do this properly, you will need a redirect script. It is an absolute **\*\*must\*\*** that you create a page on your website that redirects visitors to the product you are recommending, instead of using the affiliate link you are given by the merchant. This will protect you from more unscrupulous visitors who look for ways to bypass affiliate links in favor of their own, or even none.

The best tool I have found to do this is called “[TheRedirectorPlus](#)”. This is an excellent tool that allows you to promote your affiliate links without anyone actually seeing your link! It will direct your visitors right to the main site of the affiliate product you are recommending, while “embedding” your affiliate cookie into the link you create on your website.

When someone clicks on the link you create, they will never know they have clicked on an affiliate link!

This product currently sells for \$47 and it is WELL worth it! It can pay for itself by saving your commissions from just one sale! We strongly recommend you purchase this product.

[Click here to get your copy!](#)

Remember, the worst thing you can do when selling affiliate products is to send people directly to your affiliate link. If you do, you will lose sales... a LOT of sales!

People will cut your affiliate ID out of the link and access the domain directly so you don't earn a commission; they will replace your affiliate ID with their own so that they make the commission instead of you. I know it's sad, but some people will do their best to stop you from earning money, even through you are giving them a great service.

But these are not the only reasons why you never want to send people straight to your affiliate link when promoting someone else's product or service. Here are a few great reasons to use a redirect script when promoting outside your own domain.

1. By having people click on a page on your website, you can track the number of people that are clicking through your website stats. You can also add tracking to the page that redirects, if you want to get a bit fancier.
2. When you promote a product in an email, it looks like they are visiting a page on your site. It is a good idea to get people used to clicking links on your site.
3. If you want to change a product you are recommending, for any reason, you can do so by changing where the redirect link points to.

When you use a redirect script like [TheRedirectorPlus](#), you can set up links like

<http://www.YOURDOMAIN/recomends/thisproduct.html>

To recap, the final area of your website is your offers area. This consists of an index page which lists all the products you offer, a brief description of each product and the reason you recommend each product with a redirect page hosted on your own website that you will create with software such as "[TheRedirectorPlus](#)".

When you make a recommendation to your list, you send them to the redirect link you have set up for the product. Your index page is there only so that the search engines can easily find and list your pages and so that visitors browsing your site have easy access to all that you offer.

**That is the easy way of doing it. It's WELL worth putting in the extra effort described in detail below!**

### ***Generating more sales!***

To increase your sales even more, write a short "review page" for each product you recommend. Link your review to your index under your brief description and your redirect page at the "call to action" on your review page.

Why is this a good idea? Let's take a look!

1. People will be more likely to make a purchase after reading an honest review of the product you are offering.
2. Writing a review of the products you recommend increases your reputation as an expert and is a great way of building a relationship with your subscribers.
3. Writing a review page creates another page of your website that will get indexed by the search engines. It is a fantastic way of getting traffic when people search for the product name, which they often do for popular products.

4. Your review page is another place you can display revenue generating ads. I DO NOT recommend that you display any form of ad on a sales page (for example, the page that “sells” your e-book), but you may want to try it on your review pages to see if your income increases.
5. Your review can be another article that can be submitted to the directories to increase your traffic, sales, subscribers and value of your Internet Real Estate. Don't forget to make changes so that the content on your page stays unique to you! Also, be sure to add a clickable link to your redirect page on your site. Many publishers will not publish a review or article if it seems like an advertisement for a product, so keep your opinions real and avoid the hype.
6. The increased sales you will generate can make it a lot easier for you to find joint venture partners.

It is WELL worth implementing this extra step! If you are serious about making money online, then I strongly recommend you write a review page for every product you recommend. It can only help your business and it doesn't take long to do.

### ***Writing a Product Review***

To write a review, visit the sales page for the product you are reviewing. Pick out the benefit bullets and talk about your personal experiences with the product relating to each benefit. You can also talk about the features, as well, and how the product has personally helped you.

Specifics sell. If you are reviewing an e-book you can say things like “On page 27 you will learn ...” etc.

### ***Uploading Your Offers Area to Your Website***

Your offers area consists of an index page (named index.html), product review pages and redirect links to the products which will embed your affiliate links. All these pages have to be uploaded to a separate directory on your hosting package. If you uploaded them directly to public\_html, you will overwrite your main index page. Begin by creating a directory named “recommends” or something like that, then upload all of your pages and redirect links there.

It is very important that once you have created this area of your site you add a link to your offers index page on your main index page and, of course, a link to your main index page on your offers index page. In the anchor text to your main index page you could use “Free KEYWORD report” and “Recommended KEYWORD products” as the link to your offers page index. The link to your ezine index page should be “KEYWORD articles” the link to your links area should be “KEYWORD links”. (Where KEYWORD in the above examples is replaced with a keyword phrase you are

targeting).

We cannot stress how important this is. It is essential that no page on your website is more than two clicks away from your main index page. By linking all the index pages of the various areas of your site together, you ensure this is the case.

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### How and Where to Find Products to Offer

Now that you understand how to structure the offers area of your website, it's time to find some products and/or services to offer from your website. If you have chosen your niche correctly, you will not have a problem locating quality products and services to recommend. But be careful! Of all the products selling in your niche market, some will be good, some will be mediocre and some will be down right crap!

It is important for your reputation that you only recommend products that are good. You are building a list of highly targeted prospects through your e-book and positioning yourself as an expert. You know what they are interested in and what they want to buy, but if you recommend junk to them, everything you have done to position yourself as an expert and build a relationship will be worth nothing and you will not make money in this niche market for very long.

I personally never recommend anything that I have not tried myself and found to be a good product. This normally means that I have to buy something myself and test it out before I can make any money by recommending it.

However, if you write a review of each of the products you recommend, you can often get the product for free by contacting the website owner and showing them what you are doing to make sales. This is one reason why writing reviews of the products you recommend can be a great way to start a joint venture partnership.

This strategy works much better once you already have several good reviews in place on your website. In the early days of your site, you are going to have to make a few purchases. You simply cannot recommend a product unless you have tested it yourself.

There are lots of ways to find products and services to offer to your niche market. You can simply search the Internet for products you think your subscribers would be interested in buying and offering then through the affiliate program (if the site has one) or by arrangement with the site owner if not. Probably the best place to start [ClickBank](#)

You can find products simply by searching the ClickBank Marketplace, but if your time is important to you, you are going to want to use a tool to make the task of finding GOOD products easier for you.

There is an excellent tool I have found to make the task of finding products at ClickBank easier and less expensive for you. It's called [ClickBank Account Manager](#) (CBAM). This software is an absolute **\*\*must buy\*\*** for anyone who is serious about making money with ClickBank. I use it myself and have no problem recommending it to anyone. It will track all your sales and give you an excellent overview on each products performance.

Please check out this [free report](#) that will tell you all about CBAM, or order it directly from [this link](#). ClickBank Account Manager will make it a lot easier for you to find GOOD products to recommend to your list through ClickBank. It will make it less expensive; as it places your ClickBank ID into every product you buy. There's nothing unethical about this. If you are searching for products yourself, you are referring yourself and you deserve the commission.

### ***How to Pick a Winner!***

You may or may not have an interest in the niche market you are targeting. If you don't, then I recommend you hook up with someone on your list (a hyper responsive subscriber) to review the products you purchase for you and let you know whether they are good products or not. You could ask them to review the product in exchange for buying it for them, this is a nice trade off, you get a good review page for your website, and they get the product for free.

If you do have an interest in the niche market you are targeting, then you will know if the product is good or not yourself. However, good products can sell badly if they are sold from a website that sucks!

In addition to finding products that will benefit your subscribers, you also need to make sure that the page that they are selling from is written well. When you visit the page yourself, do you feel that you **\*must have\*** this product?

The sales copy of any product you recommend is very important! After all, it is the sales copy that sells the product, not the product itself. I have found products on ClickBank that looked very promising, but the sales copy was unformatted and hard to read, so I did not promote them.

Before you recommend a product or service, look to see if there is a mailing list offered on the sales page. Join the list to see how the website owner follows up with his prospects. You can join the mailing list through your own affiliate link and check to ensure you will still receive a commission, should one of the people you send clicks through from one of the follow up messages.

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## Offering Products to Your List

When you have found a suitable product / service, uploaded your review and redirect page and added a link to the review on your “offers index” page, you are ready to mail your list about the product.

This is where it gets exciting! Depending on the size and responsiveness of your list, you can make a LOT of money by doing this.

If you are a Standard Extra or PRO MoneyPumps member and are using the autoresponders provided with your membership, here is how to do this.

1. Log into your autoresponder.
2. IMPORTANT – If you have set up multiple autoresponders, please make sure you select the correct list to mail to. (Your ezine list should be set as your main autoresponder).
3. Select “Manually Send a message to list”.
4. Select “Entire List” from the drop down on the next page.
5. Paste in your message, enter a subject and click “Contact Subscribers”.

Your message will then be delivered straight to all your subscribers’ inboxes.

It is a good idea to test the broadcast by sending it to yourself first! You do this by selecting single email instead of entire list and entering the email you want to send to.

Keep your message short and provide a link to read the review on your website or a link to your redirect page. (I will say this again; it is WELL worth taking the extra 30 minutes to 1 hour to write a review of the products you are recommending).

Provide all your contact details at the bottom of the message to be “CanSpam” compliant.

[Click Here for details of the Can Spam act.](#)

## **How to Make More Sales**

Not everyone will read your broadcast email. I recommend broadcasting your message to your list 3 times over a period of 7 days for each product. Statistics show that you will only make 10% of your potential sales in the first broadcast. The remaining 90% will come in from broadcast 2 & 3! Don't send the exact same broadcast three times, though. Instead, send your message once, then send two individual follow up broadcasts.

For example, in broadcast two, you could say something like, "Just in case you missed yesterday's email, I wanted to tell you again about how I have benefited by using XXX. If you have already picked up your copy, shoot me a quick email and let me know what you think of it."

For those of you who missed it, here is the link again.

Two or three days later, send another broadcast saying something like, "I've received a lot of positive feedback from subscribers about XXX. I am glad that so many of you decided to take advantage of this offer. If you haven't checked it out yet, you owe it to yourself to take a look."

Here is the link again...

Doing this will increase your sales and your income greatly! (MASSIVELY)

## **Making the Most of Your Assets**

Whenever you broadcast a message to your list, you should make a note of the number of subscribers the message was sent to and the number of sales you made. This can help you to find out what your most responsive offers are.

When you are first starting out and have a small list, you will not get entirely accurate data, so do not disregard a product as a "none seller" if you only have a small list.

As you become more established, it's a very good idea to add your most profitable broadcasts to your follow up series, either interspersed between follow up emails or as a P.S. at the bottom of your emails.

That way, when you hit on a really responsive product, your new subscribers get to hear about it in the follow up sequence and you make sales on autopilot.

Remember though, it's still a good idea to send three reminders about the product to get the maximum sales.

You should also add links to the review or redirect page you set up on the “ezine pages” used for your follow up.

Be careful not to flood your list with offers. If all you do is make offers and forget the relationship building side of things, you will not have a very responsive list and your unsubscribe rate will increase!

### ***Making Sales within the Sign up Process***

Now that you have found some good products and services to offer your subscribers, you can promote these products within your sign up process. This is very easy to do and can add a lot of money to your bank account.

If you are using the autoresponders provided with MoneyPumps Standard Extra or PRO membership, you are able to customize both the “thank you page” that people are taken to after joining your mailing list AND the page they get to after confirming their subscription.

The “thank you page” should always be used to give instructions on how to confirm their email and white list your email and **nothing else**. It is very important that your subscribers do this, so don't distract them from this important step by making an offer on your thank you page. The confirmation page is a different story, however. The confirmation page is the page your subscriber gets to after they confirm their email and is a great place to make an offer to your new subscriber.

Your new subscriber gets to see this page right after they have confirmed their email, so there is a good chance they are in a responsive mood. Initially, I recommend that you upload a version of your offers index page here with the text, “Thank you for confirming your email... I have put together this page to give you my honest reviews of products that I personally use and feel you may be interested in. “ Or something like that...

Your new subscriber is then free to read your reviews, purchase products and/or services, or not. Later on, you may want to use this space to work out a “One-Time Offer”, giving your new subscribers a discount on one of your own products or even one of your joint venture partners products.

### ***Something to Get Excited About...***

If you do not get any/many orders when you first start recommending products, don't get disheartened. The responsiveness of your list will increase as you continue to build a relationship with your subscribers, continue making solid offers and your subscribers get used to hearing from you. You will not become perceived as an expert over night. Building a relationship with your subscribers takes time.

Let's imagine that 5% of your NEW subscribers make a purchase of something offered on your confirmation page. You are getting just 20 new subscribers a day

and the average commission value of the products you are offering is just \$30.

That means that you make an extra \$30 a day, 7 days a week! That may not seem like much, but it is an extra \$10,950 a year! If you were getting 100 new subscribers a day, it would be \$54,750 a year.

The amount of money you can make will increase as the size of your mailing list increases, so make sure you continue to do the things to build your traffic.

If you continue to work at this, here is what can happen.

Let's say that you have 2000 subscribers to your list. You are recommending a product on which you make a \$50 commission and 5% of your list buys.

$5\% \text{ of } 2000 = 100 \quad \dots \quad 100 \times \$50 = \$5,000$

You just made \$5,000 by sending an email to a relatively small list.

If you double any one of the numbers in the example above, you double your profits. If you cut any of the numbers in half in the example above, you cut your profits in half.

So the important things to do are:

1. Increase the number of subscribers on your list. Work on your list by promoting your e-book and adding quality content to your site. NEVER purchase subscribers. It is a waste of your money. You only want people on your list who have opted in to receive information from YOU!
2. Build a strong relationship with your list by contacting them regularly and giving them good service.

In the next report we are going to talk about how to use PayPerClick to increase your subscriber base with more targeted prospects.

Remember that your mind is and very important factor of your success. Are you feeding it with positive focused thought? Make sure you do your [Simpleology](#) daily praxis every day.

Click the link below for the next report in the series.

[Profitable Pay Per Click](#)