Squeeze Page Profit Secrets... join ListHero.com

17 sources of website traffic

- Search Engines
- Online Advertising
- Create Content
- Publish RSS feeds (from Blog)
- E-mail Marketing
- Joint Ventures
- Integration Marketing
- Link Building
- Blogging
- Affiliate Program
- Offline Traffic
- PR (Publicity)
- Webinars
- Newsgroup and forum posting
- Publishing a newsletter
- Social Networking
- Viral Marketing

Squeeze Page

(Visitor enters their name and email address into an optin form)

Customers join "customers only" database autoresponder

- **Email 1:** Delivers product
- **Email 2:** Delivers unadvertised bonus
- **Email 3:** Recommends your backend product or other product using your affiliate link
- **Email 4:** Delivers content excerpt from product (reduces refunds)
- **Email 5:** Delivers another unadvertised bonus
- **Email 6:** Ask customer for testimonial to use on sales letter.
- **Email 7:** Promote your affiliate program to your customers
- **Email 8:** Delivers another unadvertised bonus
- **Email 9:** Delivers exclusive customer only content or discounted opportunities
- **Email 10:** Recommends your backend product or other product using your affiliate link
- **Email 11:** Delivers content excerpt from product (reduces refunds)

Sales Letter Page

(Subscription success page)

This is the sales letter page to your product that people see as soon as they've entered and submitted their name and email address into the squeeze page.

Alternatively... this could be the sales letter to a product you're promoting as an affiliate.

No email follow up is possible by you because you don't own this sales letter or website as an affiliate.

Subscribers join your "probable customer" database autoresponder

- **Email 1:** Welcome email then goes out containing a link to your sales letter page or the website you're promoting as an affiliate.
- **Email 2:** Delivers free brandable ebook that relates to the offer you made on the squeeze page
- **Email 3:** Sends people to the sales letter page
- **Email 4:** Delivers unadvertised bonus just for subscribing
- **Email 5:** Promote a related product as an affiliate
- **Email 6:** Deliver some free content relating to subject
- **Email 7:** Sends people to the sales letter page
- **Email 8:** Deliver some free content relating to subject
- **Email 9:** Promote a related product as an affiliate
- **Email 10:** Deliver some free content relating to subject
- **Email 11:** Sends people to the sales letter page

Thank you page where the product is delivered

Also promote your backend products via a series of one time special offers.

Broadcast Email Messages

(Use your autoresponder system)

These emails promote additional products and deliver extra content

Other list databases you might also own that relate to this lists niche subject

Please feel free to offer this mind map to your website visitors and subscribers.

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