

How to increase sales by 50% just by adding one simple page to your site

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**By Robert Puddy**

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The upsell strategy or upgrade is potentially the most expensive secret on the net. (Not so secret now)  
You must have seen those sites listing things you will learn if you pay me X amount to join my private site, one of them is always.

**LEARN HOW TO INCREASE YOUR SALES BY 50% JUST BY ADDING ONE SIMPLE PAGE TO YOUR WEB SITE.**

How many times have you been curious enough to consider paying, just To find out what that was. (Lesson No 1 curiosity is a great sales inducer)

Well for those of you who resisted, your patience is about to be rewarded Because today you are going to learn this secret for free.

I will tell you this though you will kick yourself when the penny drops.  
I went around banging my head on every brick wall I could find for being So stupid. When your customer clicks on that link at the bottom of your Page that say's order here now through our secure server they are Expecting to get their credit card out, in fact they may already have it in They're hot little hands.

So what do you do, send them to a page that offers them an upgrade to the Product they are ready to buy.

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That new page tells them that for a measly extra \$10.00 they can have the super duper version, or an extra item that will make their lives even easier.

Testing shows that 50% of buyers will go for the upgrade they are already in the buying mood and they figure what the heck I was going to spend \$30 why not go for the extra \$10 and get a better deal. (see I told you stop banging your head on the desk and see an example of this at work.

If you go to this page and click on the order now link at the bottom (don't worry you won't be charged)

<http://www.hotbobs.com/autorespondermagic.htm>

Two things will happen you will be sent to clickbank where you can start the process of purchasing, but also a popup will appear with the upgrade option. If you choose the upgrade that popup will redirect you to a different clickbank page where you can hand over the increased amount.

It's neat, simple and works.

Robert Puddy webmaster of hotbobs.com Don't you just love all this free advice get loads more by subscribing to my newsletter just send blank email to <mailto:subscribe@hotbobs.com>

### **Why do many people fail in Affiliate Marketing!**

**By Jonathon White**

Affiliate marketing has been around on the Web for quite sometime now, but there are still a lot of people who doesn't know much or even nothing about it. Most of the people that don't know about affiliate marketing and has just discovered it normally thinks that they can make a quick buck or two. Well that's not the case.

To do well in affiliate marketing is not just a one-day task. Affiliate marketing is like an on going assignment where you have to try different things out like different advertising techniques, different ways of adding affiliate banners and text links to your site, etc. You may even have to join a number of affiliate programs just to see which ones performs the best with the other content that you already have on your site.

Another thing is that many affiliates expect to do well from just having a list of about 20 affiliated banners on one page of their site. Well that's not exactly true as people will see your web page and won't even bother clicking on any of the banners to go to your affiliated sites as your web page just

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looks like a link farm. How people think they can make money this way, I really don't know as affiliate marketing takes time and effort before any results can be seen.

If you are adding affiliate banners or text links to your site, then the best thing to do is for you to add affiliate links or banners to your site that is on the same topic as the other information on your web page. By doing this, you will not want to add too many affiliated banners or text links as it will just look like a page of links and will only turn your visitors away, about three affiliated links should be enough depending on how large the web page is.

Another important aspect in affiliate marketing is advertising. You can't expect to add affiliate material to your site and expect to receive sales straight away. If you have no traffic coming to your site, then you will not get any sales. Infact, directly advertising the affiliate links or adding the affiliate links to your website and advertising that is probably one of the most important things that you will need to do to have any chance of succeeding. This is because the more you promote your affiliate link or site that contains the affiliate links, then the more clickthru's your affiliate links are likely to receive, which is then most likely to result in more sales.

Jonathon White has been doing affiliate marketing on the Web for over two years. He is the webmaster of two sites that is ever becoming more popular on the Web today. These are:

– A categorized affiliate programs directory making it easier for people to find

affiliate programs online.

SimplySearch4it! – A general web portal where people can play FREE online games, add free articles, search the Web, and much more.

Why do many people fail in Affiliate Marketing!

5 WINNING Ways to Increase Sales at Your Site Right NOW!

Get More Sales From Your Traffic

7 Simple Ways To Boost Your E-Book Sales

4 Proven Ways To Drive Laser-Targeted Traffic To Your Site

ScrollPops

147 Killer Epublishing Strategies

Instant Cover Graphics!

Create Your Own Scrapbook at minimum cost.

Ax Gold Collection

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