

Pop-Ups To Profits... A Simple Technique EXPOSED!

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By Cory Threlfall

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What I'm about to explain to you will change to way you do your online marketing Today, Tomorrow and Years to come with little effort on your part.

This simple but effective technique involves the use of Pop-Up's on your website, but, the difference between this technique and just a standard 'Pop-Up' or 'Pop-Under' as we all see them is that when your potential prospects see them they are more then willing to give you there Name and Email address. Why you ask? Because your offering them something of 'Value' for FREE.

As you know the word "Free" is one of the most 'Powerful' words on the internet when used correctly and when combined with an 'Exit Pop-Up' could make you alot of extra profits if its done correctly.

As a marketer myself, a simple 'Name and Email Address' could potentially make me hundreds, if not thousands of extra dollars a year if I collect and follow-up my leads properly, but, the question that always seems to 'Pop-Up' is...

..."How do I do it?"

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So... now that I have your attention, let me explain to you how its done in a 'Step-By-Step' fashion.

Step 1:

What do you have that you can give away to your visitors as they leave your website that is of value to your visitor and more importantly, will benefit from?(Here's a hint... Free Reports, eBooks, eCourses, etc.)

Step 2:

Once you've figured out what your going to give away, put together some ad copy for your 'Pop-Up' that your going to build that will grab your visitors attention and get them to sign-up for your 'Free Offer' or 'Give Away' as they leave your website.

(Note: You don't have write alot, just a few attention grabbing sentences pointing out the 'benefits')

Step 3:

Write a short 'Solo'. You need this because after they sign-up through your 'Web-Form' from your 'Pop-Up', this is what they will receive in there 'Inbox' with either download info or other instructions that you specify in order for them to receive there Report, eBook, eCourse, etc.

(Note: Also, make sure you attach a 'Signature File' at the end of your 'Solo'. Many marketers forget this part and are losing out on alot of 'Extra Profits'. Don't Forget!)

Step 4:

You need to go to your 'Auto-responder' management console and set-up an auto-responder with the 'Solo' you wrote for your 'Give Away'. Once you've done that, grab the 'HTML' code for your auto-responder 'Web-Form' and paste it into the 'Pop-Up' you just put together.

(If you don't have an auto-responder I recommend 'SendFree') <http://www.sendfree.com/affref/65622/>

Step 5:

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This is the easy part, once all of the other steps are complete, simply paste your 'Pop-Up' code into your desired webpage. If you use 'Pop-Up' software that creates and automatically inserts the code for you simply select the 'HTML' webpage you want the code to be placed on. Make sure the 'Pop-Up' you choose is a 'Pop-Up On Exit'.

(If you don't have any 'Pop-Up' creating software I recommend 'Pop-Up Rotator')
<http://hop.clickbank.net/?styles98/poprotator>

That's it. Your done. Now simply upload your newly formatted webpage to your server and start sending it 'Traffic' and start watching the leads flow in.

These are the basic 5 steps needed to turn your website into an fully 'Automated Sales Machine' that will automatically follow-up your leads 24/7/365.

It may take a little time to set-up initially, but it'll be worth it in the long run.

Now, here's the kicker. If you really want to get the most out of your 'Pop-Up' and the leads it brings in simply load-up your already set-up 'Auto-Responder' with 6 or 7 follow-up emails that are set to go out every 3 to 4 weeks. Make sure your follow-up emails target the 'Product or Service' you offer or are promoting for 'Maximum Results'.

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Cory Threlfall is the Editor and Publisher of a internet marketing newsletter called 'The Internet Wonders eZine'.
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<http://www.internetwondersezine.com>

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Play The Pop-up Game - Five Ways To Effectively Use Pop-ups As A Website Tool

By Anton Cheranov

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There are ways to increase your profits by using pop-ups as a website tool. More than likely, you have heard of pop-ups, but there is new software on the market that will amaze you. It has never been as easy to use pop-ups to market your website as it is today. You might be glad that you took a few free minutes to learn about pop-up marketing.

The new pop-up marketing software is not just your standard pop-up anymore. Today, you can market in a much less intrusive and irritating way to your customers. The prevalence of pop-up blockers in web browsers is huge and very affective. In the older days, it was a necessary tool because computers would literally freeze up because of a pop-up. Your job as a marketer is to draw in customers and keep them. However, you do not want to drive traffic away by having huge amounts of pop-up that take over their screen. When using the software, you will need to decide which type of pop-ups you want to use. Be sure to check out several of them before making a decision.

Pressure Pop-up – These types of pop-up have a countdown button that appears after your customer is on the web site for a while. The great thing about these is that they are set to give your customer time to look over the site, and will leave the screen once the count down runs out. You can put anything on your pop-up to entice customers to buy.

Instant Opt - In Pop-up – A new software feature of pop-ups is opting in by clicking either yes or no. Using this feature is good for capturing potential customer's email address. All business depend on lists to make future contacts about products, discount and special offers or drawings - and not just the typical tasks of order taking and receipts.

Conditional Timed Pop-ups – Timing is everything in business. With this feature, you can decide when you want a pop-up to appear. A pop-up that appears too early may not give your customer time to thoroughly taken in the site, or a pop-up appearing when they were about to order without a discount will damage your profits a lot.

Changing Pop-ups – If you want to keep your customers from being bored every time they come to your site - then use different pop-ups. The new type of software for pop-ups allows you to stage different pop-ups to appear with new information. It can be offering them a new product, information, or even close outs on certain products. You can make it to fit your customer's needs and that spells more profit for you.

Generalized Pop-ups - This software configures pop-ups to look exactly the way you want, and timed the way you see fit.

There are numerous places online where you can order the new pop-up software. Many times, you can order them with different features separately, like the changing pop-up software. In the end, it will cost more though so you might want to consider buying a package deal with the other software included. As you can see, there are great benefits with the new pop-up software. In addition, most of the software has other features that you will like. They are fully integrated with to work with other types of web design software. You don't have to be a computer scientist to run them either. Most of it is WYSIWYG, or what you see is what you get type programming.

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Other features are just as valuable with the new software of pop-ups. You can edit to your hearts content any aspect of your pop-ups. If you want the color or shape to be unique, you can change it. You can change the wording to suit any style of customer you have too. In most programs, you do not have to dispose of any past work that you have created. There are numerous save features for wording and designs. This alone saves you lots of time for the other important business aspects that you have to do. And that is the part that is important - getting down to business on the Internet.

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