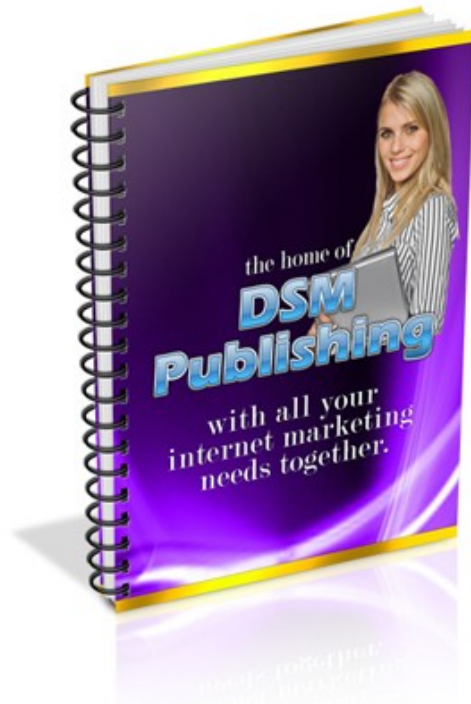


# The DSM Publishing Ultimate Fast Track Tutorials

Giving you HONEST step by step instructions  
so that YOU can make money online without  
falling for the scams



## Upsell Marketing

You Have Full Master Resale & Giveaway  
Rights To This Product! Basically You Can Do  
Whatever You Like With It As Long As It Is  
Not Altered.

If You Would Like Premium Master Resale  
Rights On This Product Please [Click Here](#)

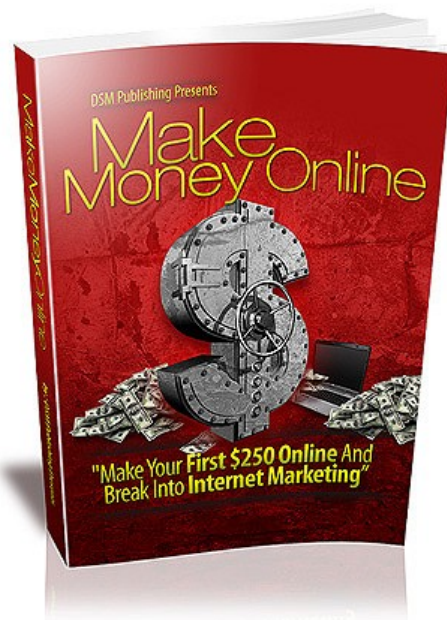
By DSM Publishing Limited  
[www.dsm-publishing.co.uk](http://www.dsm-publishing.co.uk)

## Please Note

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## Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

# FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 12-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

Let's get started

# UPSELL MARKETING

Today I will be chatting to you about the use of Upsell Marketing that I have recently experimented with. You may find that this can overtake every other method for providing you with the biggest sales along with new subscribers on your mailing list. It can be a way of making fast cash compared to other marketing methods but the end results speak for themselves. It can take just an hour to achieve results through my upsell system but it will also increase your viral traffic at the same time. It is a great internet marketing strategy that should never be forgotten about.

I decided to do this tutorial this month because it combines viral marketing, email marketing and quick sales all into one.

Recently I launched two new twitter e-books that follow on from each other:

- Become a Twitter expert in 24 hours
- Twitter Sneakiness

The first will show you how to gain twitter followers and set up a twitter account ready for making money with twitter. The second then follows on from the first allowing the reader the opportunity to make money with their twitter account quickly and effectively.

The first is offered for free with personal rights with the chance for the reader to upgrade to giveaway rights for a small fee. The second is offered with just personal use only and a good quality affiliate program for \$27 through PayDotCom.

**But why would I do this?**


**Why not just put them together as a package through the PayDotCom site like many other people do?**

**Why giveaway a product that took me a lot of time to make?**

It's rather simple – you want to send your first product viral and use it as an advertising platform for your second product. It also allows you to have something special to use as an entrance on to your mailing list.

The amount of work that go into viral marketing and email marketing is huge and by doing it like this you can do it all at once.

[Here is the opt-in page:](#)




DSM Publishing Presents

## Become a **twitter expert** in 24 Hours

If you haven't seriously tried Twitter because you weren't sure how to do it or were afraid you would get it wrong then read on....

**"Find out how a complete newbie went from knowing absolutely nothing about Social Networking to gaining 55,000 Targeted Twitter followers in Her First Six Months"**

From the desk of Samantha Milner,



Dear Frustrated Twitter user,

This isn't a long sales page because you'll either immediately see the huge value of this e-book or you won't.

It is located at <http://www.24hourtwitterexpert.com> if you haven't seen it before. It is a pretty standard webpage with a nice template. The only difference is that at the bottom of the page instead of having to spend a fortune on a top rated product. A customer simply enter their name and email address.

What's even better is that this e-book have been designed so you can grasp the basics and be up and running in just **ONE DAY**.

The ingredients are here you just need to start cooking.....

Just enter your name and email address below to claim your free copy:

Name:

Email:

All the customer has to do is visit our webpage and we then have them hooked on the information presented in front of them. With this page anyone interested in twitter is going to take serious notice of what we are offering them. Then once they have entered their details we have them on our autoresponder system.

They will be given free internet marketing tips every four days by email and even those without a direct offer will have a special offer available to them within the signature. There will be a combination of my own products along with affiliate gems that I have come across. These new subscribers will then make me money as I sleep – but BEST of all they will make me money from the day they join my list through upsell marketing and this is EXACTLY how I use the warrior forum to get the best figures into my PayPal account.

Many people only use one upsell but I have two and since changing it my results have dramatically improved so there's no chance of me returning to my original methods.

As long as both of them offer something of great value to the subscriber there is no reason why they won't hit the pay now button. If you don't have any products of your own use someone else's. If you contacted an affiliate seller and asked for a discount for new subscribers they would jump at the opportunity as it is free sales for them.

Here is our first offer:

**Before you come and join us....**

Before you go and collect all your free gifts I need you to verify your email address. When you log on to your email account you will find a message from us. It will say something like **DSM Publishing requires you to verify your email address**. Once you click on the link in the message you will have instant access to our members area. This is just a formality to stop you from being spammed by others. If you can't find it please check your spam folder.


In the mean time I would like to offer you here and now two of our best products with an amazing **60% discount....**

---

**If You're Finding The Twitter Marketing 'Learning Curve' Much Too Steep, Then I've got The News You've Been Waiting For...**

**"I'm Offering You The EXACT SAME method That My Own Twitter Business Is Built Upon, Boiled Down, Stripped Of The Hype And Packaged So You Can Master It And Start Using Them In Your Twitter Business Straight Away!"**

From the Desk of Samantha Milner..



Dear Internet Marketer,

As you can see this is our full twitter package and if the customer purchased them separately it would cost them \$47 so they are getting \$20 off their order if they buy it straight away.

Then when they confirm their email address they are presented with the second offer.....

It is one of our new products that is on PayDotCom and shows the customer how to start an online business through a wealth of different information.



**Thanks for confirming your email address**

Your username and password for the exclusive members area is on the way to your email address. Once you enter the memberszone you will have instant access to a huge range of free gifts as a big thank you for subscribing.

But before you head over to check your emails I would like to offer you an amazing 60% discount off one of our best selling products.

**Find Out EXACTLY What Happened When A Successful Internet Marketer Went Back To Basics To Show You How To Create A Profit Pumping Business From Scratch!**

**You Would Be Crazy Not To Jump On Board Right Now...**

From the desk of Samantha Milner



The rate is anything from 6% to 25% depending where the customer came from with me getting the best success rate on the warrior forum and through personal recommendations. This is just showing you the art of automated income as once you have set this up you can forget about it unless you want to change your offers at a later date. You may release a new product and decide that you now want to showcase this instead.

No matter what you do building a mailing list is always going to be top of your agenda so cash in on it at the same time. Upsells work because people are interested in YOU at that particular time they have decided to visit your website or they have purchased one of your other products. They are then been presented with one of your best products with a huge discount and they go crazy for the chance of a discount.

**But why go to all this effort?**

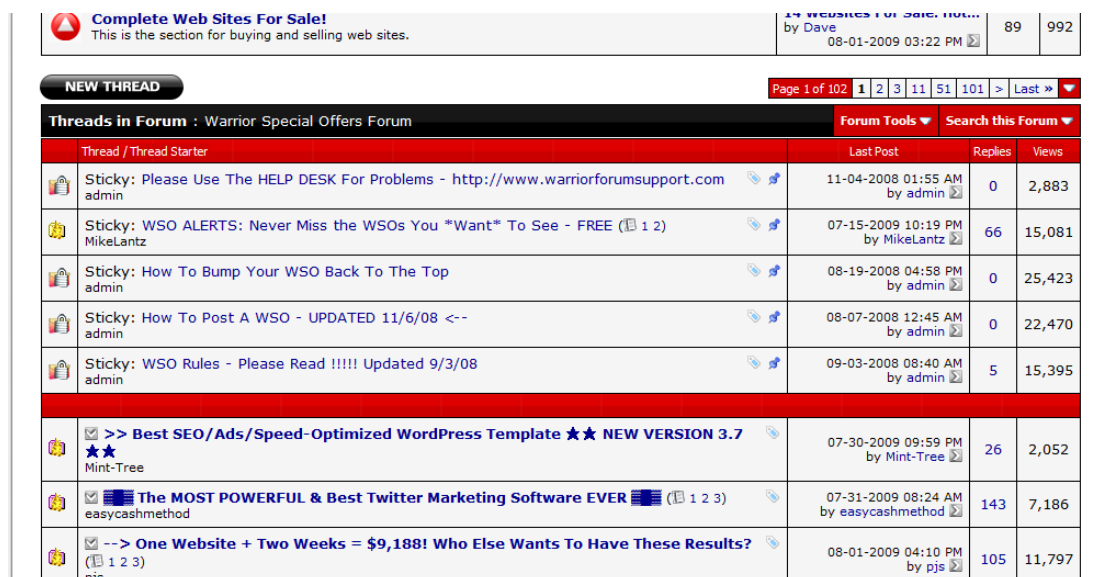
## Why not just send them to a discounted sales page with a pop up?

They are less likely to show interest when you try to sell them something first, where as if they do it the other way around they are like candy in your hands. Many places don't like you placing links to sales pages and this could limit where you can advertise it.

Also if you visit the warrior forum everyone is selling something in their signature so if you offer something of value for free they are more likely to come and find out more.

Now let me show you how to make the most profits by combining your upsell with a warrior special offer (wso).

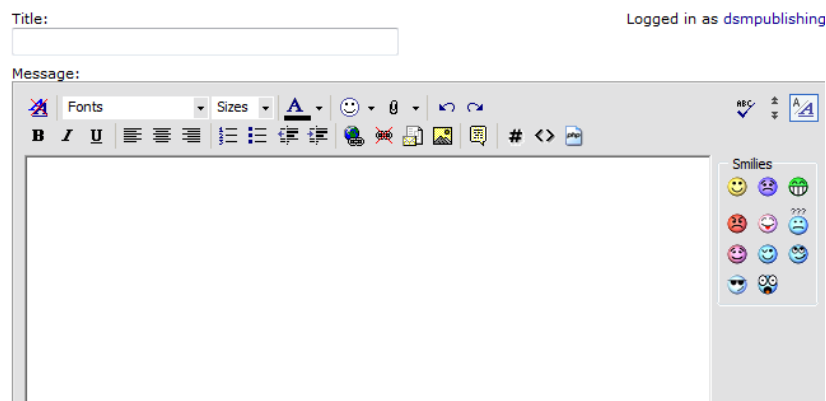
Head over to the [warriors special offers section](#) and you will see something like this:



The screenshot shows a forum page titled "Complete Web Sites For Sale!". Below the header, there is a "NEW THREAD" button and a page navigation bar showing "Page 1 of 102". The main content is a table of threads in the "Warrior Special Offers Forum".

Thread / Thread Starter	Last Post	Replies	Views
Sticky: Please Use The HELP DESK For Problems - <a href="http://www.warriorforumsupport.com">http://www.warriorforumsupport.com</a> admin	11-04-2008 01:55 AM by admin	0	2,883
Sticky: WSO ALERTS: Never Miss the WSOs You *Want* To See - FREE (1 2) MikeLantz	07-15-2009 10:19 PM by MikeLantz	66	15,081
Sticky: How To Bump Your WSO Back To The Top admin	08-19-2008 04:58 PM by admin	0	25,423
Sticky: How To Post A WSO - UPDATED 11/6/08 <- admin	08-07-2008 12:45 AM by admin	0	22,470
Sticky: WSO Rules - Please Read !!!!! Updated 9/3/08 admin	09-03-2008 08:40 AM by admin	5	15,395
>> Best SEO/Ads/Speed-Optimized WordPress Template ★★ NEW VERSION 3.7 ★★ Mint-Tree	07-30-2009 09:59 PM by Mint-Tree	26	2,052
The MOST POWERFUL & Best Twitter Marketing Software EVER easycashmethod	07-31-2009 08:24 AM by easycashmethod	143	7,186
--> One Website + Two Weeks = \$9,188! Who Else Wants To Have These Results? (1 2 3) pjs	08-01-2009 04:10 PM by pjs	105	11,797

Now you want to create a new thread:



The screenshot shows a forum post creation interface. At the top, there is a "Title:" field and a "Logged in as dsmpublishing" status. Below the title field is a "Message:" field. The interface includes a rich text editor with various formatting options (bold, italic, underline, text color, background color, link, unlink, list, quote, code, image, video, audio, embed, signature) and a "Smilies" panel on the right side containing various smiley icons.

Plan your title carefully as you want the most hits from it and grab the attention of the reader. Also don't forget the warrior forum is a high ranking site and will appear in Google so think wisely. Then when you have done this plan or short thread explaining what your offer is all about. There is no need to give them a three page explanation as you are sending them to your squeeze page.

<p><b>dsmublishing</b> Friendly Warrior</p>  <p>Join Date: Nov 2008 Location: Portugal Posts: 897 Thanks: 49 Thanked 112 Times in 80 Posts</p> <p>Social Networking</p> 	<p><b>Free Twitter WSO&gt;&gt;&gt; Discover How I gained 55,000+ Targeted Followers on Twitter within 6 months!</b></p> <p><b>This is your real chance to dominate Twitter and become the very best within the social networking field.</b></p> <p>I was part of the anti-social networking breed and never even bothered reading a post on the warrior that involved anything to do with Social Sites.....</p> <p>Then I discovered Twitter and I really can't believe the difference that it has made both personally and professionally. I have learn't all about the good and the bad. Found out where many Twitters are going wrong and why no one should have an online business without Twitter.</p> <p>I have been on Twitter just short of six months and as a thank you for everyone that has supported me I have put pen to paper and written version 2 of 24 Hour Twitter Expert just for you.</p> <p>But before you carry on reading I am not another one of those annoying people that is preaching to you with just 100 followers like many do on a regular basis. Just like you I absolutely hate those direct messages telling me how to get 16,000 followers when they aren't even following the system themselves. Because I have over 50,000 followers and I am going to show you exactly how I did it in easy to follow instructions.</p> 
--	--

Then when you have finished it, preview it first to make sure it looks good enough. Once you have done this you will need to pay the \$20 otherwise it won't be published. The warrior forum submits all the WSO threads manually so please be patient. However I have never had to wait more than three hours for mine to be live.

***But wait a minute.....***

**Lots of people are selling products on the WSO section why shouldn't I just sell a product?**

I thought the EXACT same thing as you and before I wrote this I thought I better experiment and see for myself.

I wrote two WSO one for the free twitter expert with the usual upsells and then I offered twitter sneakiness as the reduced price of \$9 (usually \$27) and waited to see what would happen.....

Here are the traffic results:

Search: Threads Started By: <a href="#">dsmpublishing</a>		Showing results 1 to 25 of 28 Search took 0.01 seconds.			
	Thread / Thread Starter	Last Post	Replies	Views	Forum
	<input checked="" type="checkbox"/> <b>Free Report with Giveaway Rights &gt;&gt;&gt; Make Your First \$250 Online</b> dsmpublishing	07-31-2009 06:37 AM by TheDebtEliminator	3	1,238	Warrior Special Offers Forum
	<input checked="" type="checkbox"/> <b>Paypal important warning please read....</b> dsmpublishing	07-30-2009 07:49 PM by Sam_Jones	17	491	Main Internet Marketing Discussion Forum
	Ad swap required for 1st August for 2,500 new subscribers dsmpublishing	07-29-2009 09:07 AM by dsmpublishing	6	130	Warrior Joint Ventures
	Free ebook with Giveaway Rights fantastic for list building dsmpublishing	07-26-2009 06:11 PM by dsmpublishing	13	155	Make Money Online
	Lots of free ebooks many with giveaway rights dsmpublishing	07-25-2009 12:24 PM by dsmpublishing	15	114	Make Money Online
	Break into Affiliate Marketing with this fantastic free tutorial with giveaway rights dsmpublishing	07-22-2009 08:22 PM by dsmpublishing	4	67	Make Money Online
	Free ebook with Giveaway Rights - Become an expert in Viral Marketing dsmpublishing	07-21-2009 05:12 PM by dsmpublishing	13	97	Make Money Online
	Free Twitter WSO>>> Discover How I gained 55,000+ Targeted Followers on Twitter within 6 months! dsmpublishing	07-09-2009 09:03 PM by dsmpublishing	43	5,107	Warrior Special Offers Forum
	If You Don't Use articlesbase.com with your article writing campaign you are missing out! dsmpublishing	07-09-2009 08:57 PM by dsmpublishing	4	221	Main Internet Marketing Discussion Forum
	\$9 Twitter WSO >>> My Twitter Secrets laid bare - I will reveal how i make a ton of money on Twitter dsmpublishing	07-08-2009 04:46 PM by dsmpublishing	6	1,621	Warrior Special Offers Forum

As you can see the traffic results speak for themselves – people that visit the WSO are after a freebie or something that is so cheap that they just have to buy it. Unless you are a guru if you start selling items on here the returns just aren't going to be as good.

As far as profits is concerned for every one order I received for the reduced offer I received ten upsell sales. Lets face it how can you turn it down?

**Plus don't forget if you just offered a special offer would you get the same subscriber rate if you had a pop up on the sales page?**

My pop up subscribe rate is just 10% yet on a normal squeeze page it often double this.

Just think of what you could offer for free as a WSO. Here is what is hot right now and is getting the most clicks and attention:

- Any Private Label Rights (PLR)
- Ghost writing services
- Wordpress related
- Traffic generation
- Useful software that will automate your business

- Niche products
- Web design work with special discounts
- Any article writing tutorial
- How I made money online reports

If you are planning what to offer check out what is selling the most and create a similar product and offer it for free. Then make sure that the upsell is in place with quality related products. Don't forget if you don't own them you can always use affiliate products.

There is also the option to bump up your WSO:

Sub-Forums : Warrior Special Offers Forum Search this Forum ▼

Forum	Last Post	Threads	Posts
<b>Complete Web Sites For Sale!</b> This is the section for buying and selling web sites.	<b>14 Websites For Sale: Hot...</b> by Dave 08-01-2009 03:22 PM	89	992

**NEW THREAD** Page 1 of 102 [1](#) [2](#) [3](#) [11](#) [51](#) [101](#) > Last » ▼

Threads in Forum : Warrior Special Offers Forum Forum Tools ▼ Search this Forum ▼

Thread / Thread Starter	Last Post	Replies	Views
Sticky: Please Use The HELP DESK For Problems - <a href="http://www.warriorforumsupport.com">http://www.warriorforumsupport.com</a> admin	11-04-2008 01:55 AM by admin	0	2,883
Sticky: WSO ALERTS: Never Miss the WSOs You *Want* To See - FREE (1 2) MikeLantz	07-15-2009 10:19 PM by MikeLantz	66	15,081
Sticky: How To Bump Your WSO Back To The Top admin	08-19-2008 04:58 PM by admin	0	25,423
Sticky: How To Post A WSO - UPDATED 11/6/08 <- admin	08-07-2008 12:45 AM by admin	0	22,470
Sticky: WSO Rules - Please Read !!!!! Updated 9/3/08 admin	09-03-2008 08:40 AM by admin	5	15,395

You simply enter your url pay the \$20 again and it will sent back up to the top.

08-19-2008, 04:58 PM Thread Tools ▼ Search this Thread ▼ #1

**admin**  
Allen

Join Date: May 2002  
Location: The South  
Posts: 5,440  
Thanks: 91  
Thanked 1,762 Times in 150 Posts

**How To Bump Your WSO Back To The Top**

We are able to bump WSO's back to the top again. If you would like to bump your WSO back up here's how.

- 1. Wait till your WSO drops off page 2. (See below)**
- 2. Go here: [BUMP form](#)**

Be sure to **Enter the Full Url** to your WSO...

An admin will bump it back up as soon as they can get to it.

**Note:** It does not happen instantly. We have to do it manually so please be patient. It does not work the same way the old forum did.

**IMPORTANT:** Whatever you do don't order a bump and then change the title before we bump it. Wait until **after** we bump it to change the title.

**[EDIT] Please note anyone bumping threads before it reaches page three will have their threads locked and will be banned from the forum**

If you do this I recommend you change the title so that it looks fresh and new again. This only takes a minute but can make such a big difference to it.

Once you have had success with your first WSO do another one so that you are building up your traffic bit by bit. If you don't have the time buy some quality PLR re-write parts of it, add a few new graphics and you have a great new product to use as your next upsell.

**Remember at the beginning how I mentioned the importance it has on viral marketing?**

Well the product that you are offering will be provided with giveaway rights this way whenever someone downloads it they have the opportunity to offer it to others. This then adds to your viral traffic in the most amazing way.

But when you follow this method make sure that future readers fully understand this:

## **The Mega Marketing Launcher**

**Giving you HONEST step by step instructions  
so that YOU can make money online**



**You Have Full Master  
Resale & Giveaway  
Rights To This Product!**

**Basically You Can Do  
Whatever You Like With  
It As Long As It Is Not  
Altered.**

I am sure you have heard this before but you need to spell it out to your readers. Big text on the front cover explaining their rights always does the trick.

Once you have implemented these methods on warrior do it elsewhere. Set up advertising through writing articles, twitter, FaceBook, press

releases and so on. Because you already set it up before for your original  
squeeze page you just need to advertise your service!

## NOW PUT IT INTO PRACTICE

1. Plan your upsell campaign with two great offers that people will want to buy from you.
2. Make sure your upsells fit in with the theme of your free product.
3. Create a really good WSO that people will sign up through.
4. Bump up your WSO to add even more numbers to your list.
5. Plan your next WSO with another great product.
6. If you can't find something that fits your image use PLR.
7. Convert it into PDF and get a nice e-cover done for it.
8. Test your upsell offers to see what works best.

And last but not least.....

9. Go and implement it!

See you next month

*Samantha Milner*

Samantha Milner  
Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.