

# 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 Profits

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](#)

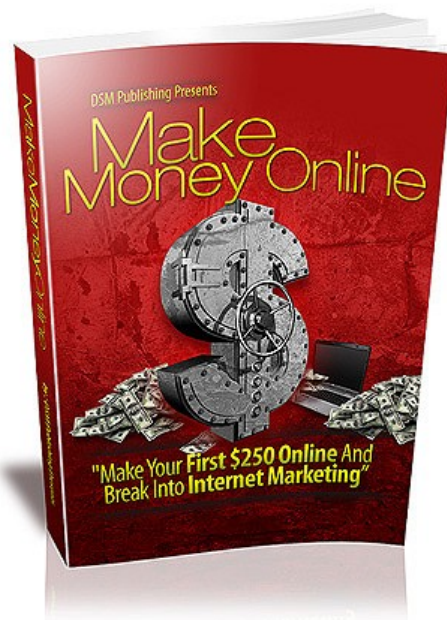
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## Affiliate Program

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 10-15 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.

If you would like to take advantage of our Internet Marketing Superclass & discover how to make money online then [click here](#)

# UPSELL PROFITS

I originally went through upsell marketing with you in August last year but upsell marketing is just so profitable that I wanted to go through it with you again – just to show you where the money really is!!!!

I set up one simple page that people visit when they decide to leave my free subscription pages without signing up.

On the majority of my opt in pages I get a total of 500 hits a day and out of them 60-65% will sign up.

**BUT....**

**What about the other 35-40% of the daily visitors?**

This is a minimum of 175 visitors per day per squeeze page that I am **NOT** making money from.

If you have an opt in or sales page you will see that these visitors add up over time and you need to take advantage of them.

Imagine for one of my squeeze pages this is 63,875 visitors per year that I am losing so I decided to do something about it.

I purchased [Exit Splash](#) and set to work with transforming my main exit pages and this is one of them that you will now see when you leave my free squeeze pages:

**WAIT!**

Before you leave this page, here is your chance to **UPGRADE to the FULL DSM Publishing ULTIMATE MARKETING SYSTEM** for just \$7!

**Yes YOU Read It Right Just \$7.00!**

(ATTENTION: Includes all the full undercover strategies that show you **FULLY** how I made over \$300,000 a year whilst working less than 20 hours a week!)

**Upgrade Now To The Full DSM Publishing Ultimate Marketing System For Just \$7.00**

**Instant Access**

Email:

Make Your First \$250 Online Blueprint (Worth \$97)

Become a Twitter Expert In 24 Hours

The Ultimate Twitter Experts Resource Showing You How To Brand Yourself On Twitter (worth \$97)

A 14 Day Trial To The Internet Marketing Superclass

A Three Week Free Trial To The Blogging With Pride Masterclass

List Sneakiness System That Shows How I Built My First 10,000 Subscribers For Free

The Internet Marketing Superclass

List Sneakiness

This then gives visitors the chance to sign up for a free trial for both the internet marketing superclass and the blogging with pride masterclass.

The end result is that I can reel people into my courses get them hooked and then make a lot more money in the long run.

From testing my upsell methods before writing this month's tutorial I have found that I receive a 40% sales rate for the \$7.00 upsell making me an average of 70 sales a day and a huge daily profit of \$490 which is a fantastic extra income stream for me.

But that's **NOT** the **BEST** part!!!!

What is worth noting is that out of my new 70 trial subscribers each day I get an average of 30% that then sign up for the full course adding 21 new fully paying subscribers a day.

And if out of this if they all stay subscribers for the full six months of the course this has the potential to earn me an extra \$567 per month. Which I am sure you can see that it all adds up very nicely.

Let's think offline for a moment now, when you do the weekly shopping I am sure you are aware of the special offers that your local supermarket has on offer.

Well how often do you buy one of these offers that before you went shopping you never planned to purchase? Then you get a taste for the product and you buy it again and again.

What you don't always realise is that this is an upsell that the supermarket have cleverly sold to you.

This is no different to offering a trial to your product on the internet. You will get the customers interested, have them signing up and then your amazing work will keep them paying for the products in the long term.

My upsell that you viewed earlier on is a prime example of how it works. I am offering my future customers that didn't want to join my mailing list a second chance to sign up. As well as offering them a few of my products on free trial.

I also find that \$7 is very magical – it can really sell a product like crazy you will be very surprised when you see the results from selling a product at this price.

It also works very well at higher rate products too so if you are selling a product for around \$100 keep the price to \$97 and you will see the sales rolling in.

You can also use the upsells on sales pages and offer clients a \$10 or \$20 reduction in price as they leave the page. I see several sales floating in for offering a special deal.

You don't need to create a huge sales page as people have just left the real one so a small one like this is amazing for your bank balance:

## **Do You Want To Lock In An Extra Special Discount For All The Premium Products At Ebooks-Land?**



**"Give Me All The Premium Products For An Extra Special Price of \$47 (13 \$27 Dollar Products) Right Now Locking In A \$304 Discount (Pay More Than 65% LESS Than Everyone Else)..."**

**Right Now!**



This one is the same price as the one time offer for those that join my mailing list for PLR magic so I didn't need to create extra download pages or payment buttons.

It is an amazing deal and one that gets a lot of attention and when people leave Ebooks-Land.com without making a purchase or joining the mailing list this is where they end up.

The whole procedure with [Exit Splash](#) is all done through a javascript code so it very easy to set up. If you use Aweber for your email marketing you will be very aware of how easy it is to add the code to your web pages.

When simply add the script to your webpage that you want the exit page to occur on, add the software to your control panel and create an upsell page.

That is literally all there is to it and as you can see the rewards are amazing!

[\*\*You can sign up for exit splash here....\*\*](#)

[When you sign up for Exit Splash you will have a members page like this for installing your script:](#)

The image shows a web-based control panel titled "Exit Splash Code Generator". It features several input fields and options for configuring the exit splash script. The "Exit splash script location" and "Exit web page location" are empty text boxes. The "The exit message" section contains a text area with a default message: "\*\*\*\*\*  
W A I T B E F O R E Y O U G O !  
  
CLICK THE \*CANCEL\* BUTTON RIGHT NOW  
TO STAY ON THE CURRENT PAGE.  
  
I HAVE SOMETHING VERY SPECIAL FOR YOU!  
\*\*\*\*\*". Below this text area are two buttons: "Default Exit Message" and "Clear Exit Message". The "Top bar & affiliate link" section includes a color picker set to "#3399cc" with a "Default" button, a "Bar height" of 22 pixels, a "Link font size" of 12 pixels, a "Link font" dropdown menu set to "Arial", and a "Link text" field containing "Powered by ExitSplash". At the bottom, there are two radio buttons for "Clickbank ID" (with a "Join" link) and "Custom link" (with a "cloak" link), and two checkboxes: "Remove Exit Splash mouse over effect containing advert" and "Remove bar & affiliate link (not recommended, you'll lose cash!)".

Then you need to fill in the different sections:

1. **Exit Splash Page Location:** This is where you have uploaded the software to on your hosting control panel.
2. **Exit Web Page Location:** This is where the sales page that people visit will exit before seeing your amazing offer.
3. **The Exit Message:** You can leave the special exit message as it is or change to something new.
4. **Affiliate Link Section:** In this section you just need to add the Clickbank affiliate link you are using because you can then have a top bar that shows off Exit Splash giving you the chance to make money from it.
5. **Other Options:** There are many other options to choose from but I haven't found any of them to be worthwhile and have been happy with the results without the need for other options.
6. **Your Code:** Now go down to the bottom and generate your code. Once you have it you can insert it into your exit webpage and begin seeing the results.

If you are anything like me though I am sure you will play around with it until you get the best results.

You may find that one exit page works better than another so you could implement it on more pages.

**For example** if you have lots of niche content pages you can have it so that if they don't click on the AdSense you could send them to your Amazon affiliate link or to a Clickbank product so that it can make you more money.

Another niche that is big business at the moment is food and drink. You could simply set up content pages full of free recipes that get ranked on Google.

Then what you do is create exit pages that point to full cookery books that are on Amazon and earn money direct from this. Not to mention you also have the income from AdSense too so you are a clear winner!

I am sure by now your head is spinning with ideas of where you can add your upsell to your web pages. You can even use them on blog exit pages too to capture your traffic before it leaves.

The other great benefit to the exit splash package is that you also get free access to other marketing tools that are of similar value that can really turn your lost sales and subscribers around.

To be honest when I first tried it I was convinced that I had wasted my money and that it wouldn't work for me but before I had even finished adding it to my squeeze pages I was already getting free trial sign ups.

I now just think of it as another income stream to add to my portfolio and it can do the exact same for you!

Why not give it a try after all it comes with a fantastic money back guarantee!!!

**[You can click here to get your copy now!](#)**

## PUT INTO PRACTICE

1. Sign up for exit splash by [clicking here](#).
2. Decide how many places you could benefit from an exit page to turn your no action visitors into hard earned cash.
3. Start with something simple like your squeeze page and then take it completely across the board to all your products and squeeze pages.
4. Watch as your income goes crazy adding a 30% increase in your current monthly income.

And last but not least.....

5. Go and implement it!

See you next month

*Samantha Milner*

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