

You Are Wealth

NEWSLETTER

Issue 94



What You Never Know About
Your New Customers

ClickBank Demystified:
Listing Your First Product

7.75 Ways To Reduce Refunds

...and more!



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INTRODUCTION

The Man In The Market

In the city of London sits Leadenhall Market, I used to walk through it everyday on the way to various meetings, or work engagements. As much as I hate the crowds, I always had a soft spot for it. Everyday market sellers would rise before dawn, and get down to the market to set up their stalls and shops ready for a day's trading in the bustling business centre of London. Though out the day some of the stalls would change their purpose to better cater to the needs of the city at the different times.

In the morning there would be more beverage and breakfast sellers, then it would switch in the afternoon to sandwiches and other lunchtime delicacies, then in the evenings, coffee and flowers and travel food. All the while the stands were intermingled with those selling typical market goods, like fruit and veg, fish, some meats, scarves, t-shirts, knock off clothes and DVD's all the things you find in a typical bustling open-air market.

But in Leadenhall it was a little different because around the edges of the market were scattered little boutique shops, tailors, cigar shops, fine jewellery etc. an interesting mismatch of classes. Amongst all this was a small pen shop. The man that run the shop had been there for many years, he bought and sold fountain pens, and also made his own. Many people came from all over London, from many walks of life to look browse through his shop, and often many would purchase not the used or new mainstream products from the likes of Parker or Waterman, but his own personally made ones, I must confess I own one of his fountain pens myself.

But the strange thing about this man is that everyone in the market knew and respected him, he was like the godfather of Leadenhall Market. Everyone knew him, and he knew everyone. He was always there to assist his fellow traders, and customers alike. But in stature he was tiny, elderly and frail looking, but he was so charismatic and kindly as well. Walking through the market you could almost feel the other traders trying to live up to the same standard and ideals he lived and worked by.

Our own businesses, being internet based are often faceless and our transactions are dealt with through a browser and a few mouse clicks. Sometimes we will never meet any of our customers for months on end if at all. It's not a lesson I want you to take from this story but a frame of mind, this old man projected himself, his personality onto not only his products but his environment, and that is what gave him his reputation and his successes, we need to do the same with our websites and campaigns, they cannot be just carbon copies and full of keywords and snappy phrases, they have to be part of us too.

A man with grey hair, glasses, and a goatee is sitting and reading a newspaper. He is wearing a light-colored button-down shirt. The background is blurred, showing what appears to be a living room with a couch and some plants. The text 'IN THE NEWS' is overlaid in a large, bold, italicized font in the top right corner.

IN THE NEWS

Landing Page Examples That Convert

Landing pages are the first pages your potential customers see when visiting your website. They should be specifically optimized to get maximum conversion and increase sales.

In fact, a properly optimized landing page can increase conversions drastically and bring a business to new heights when it comes to sales.

But how do you turn your landing pages into conversion machines? Here are some great examples that have done just that:

<https://www.business2community.com/online-marketing/landing-page-examples-that-convert-02142552>

The Top 10 SEO Tools Marketers Want in 2019

Here are the most popular tools marketers say they'll use in the coming year.

<https://www.wordstream.com/blog/ws/2019/01/14/seo-tools>



The Top-Rated TripAdvisor Restaurant is a Hoax??!

If you sell services to business to help them get better reviews or remove bad ones (reputation management) then you might want to show them this story.

After reading it, even the most skeptical business owner will see why they need help to get legitimate reviews and eliminate the bad ones.

After all, if someone can get their fake restaurant to the #1 spot, it's obvious there is a lot more to know about social media reviews than simply hoping customers leave good ones.

And there's another lesson in this story as well: If this guy can get a fake business to #1, then you can take your legitimate business and build it from scratch into a well-known entity - if you know what you're doing.

https://www.vice.com/en_us/article/434gqw/i-made-my-shed-the-top-rated-restaurant-on-tripadvisor

What You Never Know About Your New Customers

Someone just bought your \$10 eBook. Big deal, right? This customer may or may not ever make another purchase from you again.

Well... what if you treat ALL of your customers as though they are worth \$1,000 to you, or even \$10,000?

Because frankly, you can't tell which ones are going to turn out to be the big fish.

And if you annoy a big fish, you can lose a LOT of business.

Eastern Airlines went out of business in 1991. I wonder if how they chose to treat their customers had anything to do with it...

The CEO of Eastern Airlines came rushing in at the last minute for a flight.

First class was full, so to put the CEO in first class, they bumped a paying customer.

Possibly feeling guilty, the CEO made his way back to economy class.

There he apologized to the customer who was bumped and introduced himself as the CEO of the airline.

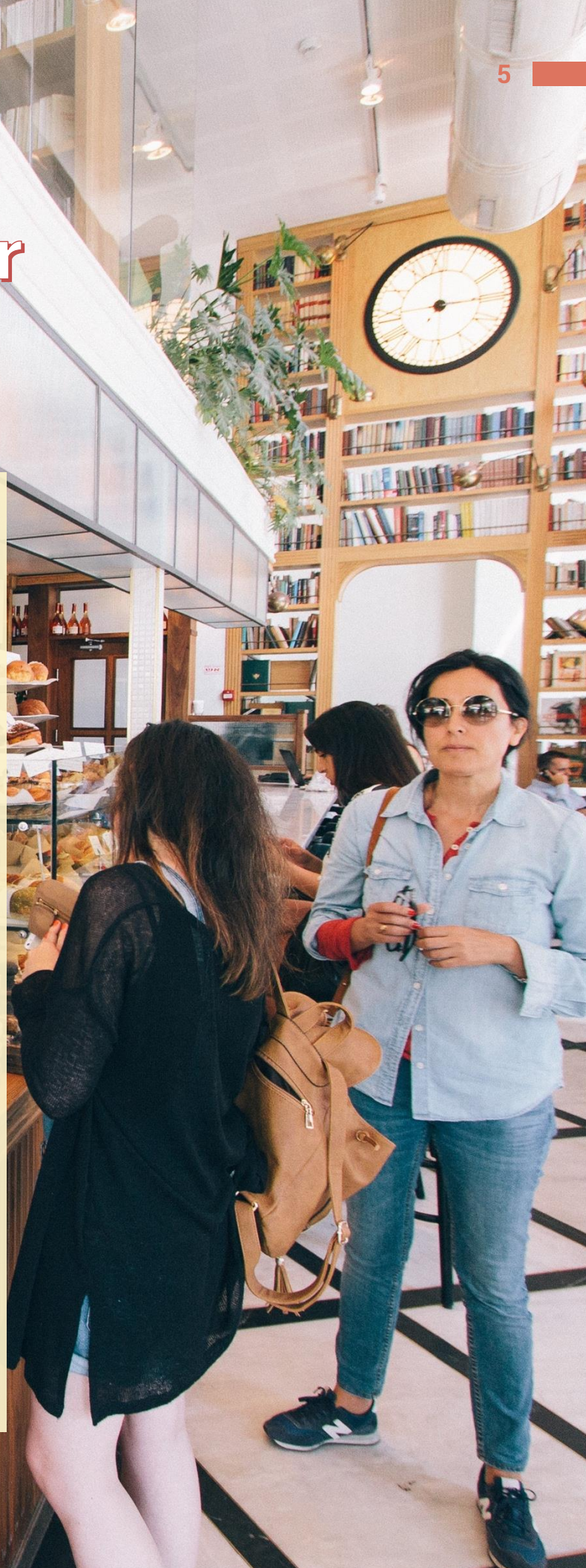
The customer replied: "Well, I'm the CEO of IBM."

Whoops.

It's not a far stretch to imagine the IBM CEO issuing an order when he returned to the office, telling his company to stop using Eastern Airlines altogether.

Nor is it hard to imagine that CEO telling other CEO's about his experience.

Strive to treat every customer like a CEO, and you'll likely fare a whole lot better than Eastern Airlines.



Focus, Dammit

The other day someone wrote to me and asked what topic his next eBook should be on.

Well, I asked, what ideas are you considering?

He named a half dozen topics in a half dozen different niches. His plan was to eventually write all of these books in all of these niches.

I know he didn't like my answer, but here it is:

Focus! Pick ONE niche and go deep, deep, deep into the niche. Become THE expert in that niche, the one everyone turns to for answers.

Here's what happens when you're in several different niches...

You are promoting several different products to several different audiences.

For each audience, you have to set up a separate website and autoresponder. You have to write different emails for each list, and source different products to promote, and be an expert in each and every niche.

And when you try to make a sale, you are always selling to NEW people who don't know you, because they haven't bought your other books or products because they're in a different niche.

You have to set up separate ad campaigns and have separate funnels for each niche.

Cripes, the list goes on and on.

Basically, instead of having ONE business and selling to the same customers over and over again, you are simultaneously running several businesses, multiplying your attention and your work accordingly.

You need more resources, more knowledge and more time to make this viable. And for all your effort you will end up making LESS money with a LOT MORE work.

Forget going wide. Forget covering a half dozen different niches. Pick one niche and go deep, deep, DEEP.

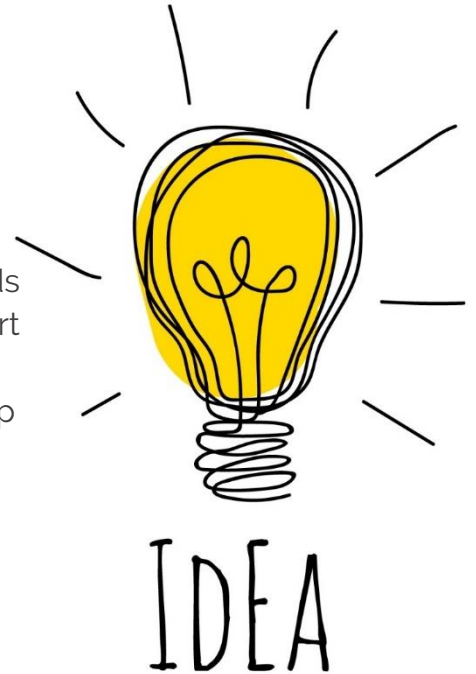
5 Ways to Create a Crazy-Successful Sales Campaign [+ Templates]

A marketing and sales campaign's goal is to get as many leads and sales as it can. But how do you get your campaign to convert at the highest level possible?

HubSpot columnist Sean Higgins has shared five ways to help marketers create successful sales campaigns.

Higgins says, "Here's how you can turn your sales outreach from good to great — plus some helpful email campaign templates you can implement today."

<https://blog.hubspot.com/sales/perfect-outbound-sales-plan>



Do You Have Voice Search Yet?

Experts say that by the year 2020, half of all online searches will be done by voice.

Remember back when a lot of sites still weren't compatible with cell phones? The ones that were late to adapt were penalized in the search results.

This time will be no different. If you haven't added voice search to your site yet, it's time to do it.

For more information, check out this article on, "OK, Google: How do I Optimize my Site for Voice Search?"

<https://www.wordstream.com/blog/ws/2017/03/14/google-voice-search>



ClickBank Demystified: Listing Your First Product



As PayPal limits some online marketers' accounts, there's been a resurgence of interest in selling products via ClickBank.

ClickBank takes the payment for you, deals with taxes and basically acts as a middle man between your product and customers.

Perhaps best of all, ClickBank has 100,000 active affiliates, any number of which might promote your product.

In return, ClickBank charges 7.5% plus \$1 of every sale. Of course, you could potentially recoup this money by charging a slightly higher price.

If you want to sell affiliate products that are listed on ClickBank, you simply sign up as an affiliate, choose a product and start promoting your affiliate link.

As an affiliate, be sure to stay within ClickBank's promotional guidelines, found here:

<https://support.clickbank.com/hc/en-us/articles/220376687-Promotional-Guidelines>

But what if you want to sell a product on ClickBank? Then what do you do?

As with anything, the first time you list with ClickBank, the process might seem somewhat complicated and difficult. But from experience, once you've listed your third or fourth product, it becomes quite easy.

1: Have your product ready.

ClickBank has a set of product guidelines to follow, which you can find here:

<https://support.clickbank.com/hc/en-us/articles/220199588-Product-Guidelines>

Open a ClickBank account if you don't already have one.

2: Create a Sales Page

You must have your own website to sell a product through ClickBank, and that includes your own web hosting and registered domain name.

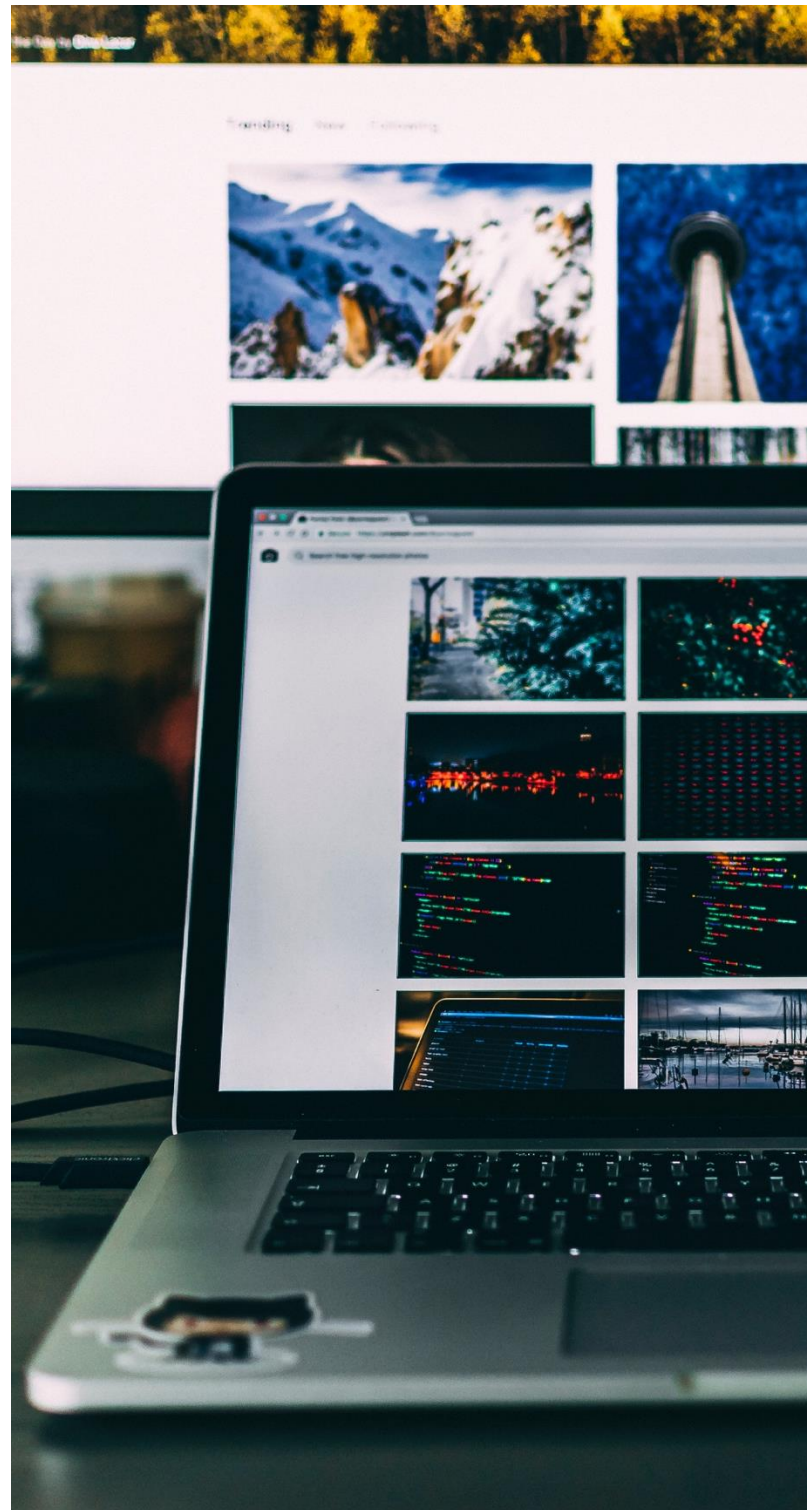


You cannot use a free site to sell products through ClickBank, nor does ClickBank offer hosting for web pages or assistance in building pages.

ClickBank calls the sales page, "The Pitch Page." This is where you describe your product and convince visitors to buy it. When customers click the payment link, they are taken to a ClickBank order form.

Your Pitch page must include all of the following:

- A detailed description of the product.
- The cost of the product.
- For recurring billing products, be sure to clearly state all the details of the rebill schedule, including the number of times a customer is billed, and how frequently they will be billed. For example, you should say, "Your initial charge will be \$19.95. You will then be charged \$9.95 per month for the next 11 months."
- The file format of your product, as well as any particular software or operating system required to use it (e.g., Microsoft Word, Adobe Acrobat, etc.).
- If your product is only useful to customers in a particular geographic region or country, be sure to say so.
- How the product will be delivered (e.g., direct download, via email, etc.).
- How long delivery will take (e.g., immediate, 5 minutes, etc.).
- For recurring billing products, explain how the product will be delivered, and how often. For example, if you sold a monthly newsletter, you could say that it will be delivered by email on the 1st of each month.
- To ensure your use of a ClickBank trademark does not mislead consumers as to any sponsorship, affiliation or endorsement by ClickBank of your company, products or services, you will need to add a disclaimer to your Pitch Page(s) and Thank You Page(s). Here is the necessary disclaimer:



ClickBank is the retailer of products on this site. CLICKBANK® is a registered trademark of Click Sales, Inc., a Delaware corporation located at 1444 S. Entertainment Ave., Suite 410 Boise, ID 83709, USA and used by permission. ClickBank's role as retailer does not constitute an endorsement, approval or review of these products or any claim, statement or opinion used in promotion of these products.

You also need to add the ClickBank Trust Badge to your page, as explained here:

<https://support.clickbank.com/hc/en-us/articles/220376827-ClickBank-Trust-Badge>

Make sure you have a copy of your script if you are using a sales video, since ClickBank might request it if the video is shorter than 15 minutes, and will definitely request it if your video goes longer than that.

HOT TIP: You can submit your script to ClickBank prior to recording your video, by sending it to compliance@clickbank.com. This way ClickBank will inform you if you need to make changes prior to making the recording.

Also make sure your Pitch Page adheres to the guidelines found here:

<https://www.clickbank.com/important-guidelines-for-clickbank-vendors/>

3: Add your ClickBank Payment Button

You need to generate and add your own payment button that will send customers from your Pitch Page to the ClickBank site to pay for the product.

This isn't difficult – just customize a line of HTML and add it to your website in the appropriate place.

Here's how to do it:

<https://support.clickbank.com/hc/en-us/articles/220364087-Creating-a-Payment-Link>



4: Test Your Payment Button

Before you submit your product for approval, you've got to place a test order as though you were a customer. This way you know that all of your links are working.

But to make the test purchase, you must use the test credit card details that ClickBank provides to you. You can no longer use a real credit card for this step.

To make a test purchase:

1. Log in to your ClickBank account.
2. Click the Vendor Settings tab.
3. Click My Site.
4. In the Testing Your Products box, click Generate New Card Number.

This creates a credit card number, expiration date, and validation code you can use to place test orders. This card information will be valid for 24 hours, after which time it will expire and will no longer be usable for test orders.

5. Take note of the credit card information.

6. Go to the Pitch Page for the product you want to test, and click through the payment link, which should take you to the ClickBank order form.

7. Enter information into each field of the order form. You can use any address information you want, but enter the test credit card details you created.

8. Verify the information on the order confirmation page. Click through to download your product, which should take you to the correct Thank You Page URL for the product you are testing.

5: Create a Thank You Page

The Thank You Page appears only after a customer makes a purchase. In addition to thanking the customer, the thank you page must also include the following information:

- Customers must be able to reach you if they have a question about your product need technical assistance after the purchase. Please include an email address, a link to your email address, or a contact us link on your Thank You Page.
- A reminder to the customer that their credit card or bank statement will show a charge by ClickBank or CLKBANK*COM, rather than a reference to your specific product. This reminder should be prominent, as customers sometimes request refunds because they forget that ClickBank is handling the purchase.
- Clear instructions on how to download or access the product, or information on how and when it will be delivered to them.
- To ensure your use of a ClickBank trademark does not mislead consumers as to any sponsorship, affiliation or endorsement by ClickBank of your company, products or services, the following disclaimer needs to be at the bottom of any page with a ClickBank reference:

ClickBank is the retailer of products on this site. CLICKBANK® is a registered trademark of Click Sales, Inc., a Delaware corporation located at 1444 S. Entertainment Ave., Suite 410 Boise, ID 83709, USA and used by permission. ClickBank's role as retailer does not constitute an endorsement, approval or review of these products or any claim, statement or opinion used in promotion of these products

6: Designate a HopLink Target URL

If you want to take advantage of ClickBanks' affiliate network, you'll need to specify a URL where affiliates can send potential customers.

This URL is the "HopLink Target URL."

Typically, the HopLink Target URL is the same URL as your Pitch Page, though not always.

To designate a HopLink Target URL, follow these steps:

1. Log in to your ClickBank account.
2. Click the Vendor Settings tab.
3. Click My Site.
4. Click Edit to the right of the Marketplace Information section.
5. Enter your HopLink Target URL in the top field.
6. Enter Marketplace Information (see below).

7: Enter Your Marketplace Information

This is the information a potential affiliate will see when they are searching for new products to promote. An accurate and compelling Marketplace description will help affiliates find your product and convince them to promote it for you.

Here's the information you'll need to enter:

- **Marketplace Category and Subcategory** – The category and subcategory in which to display your product.
- **Marketplace Title** – Your site or product's title in the marketplace. This can be up to 70 characters long.
- **Marketplace Description** – A description of your site or product. This can be up to 250 characters long.
- **Commission Rate** – The base commission rate you will pay to affiliates if they successfully send a buying customer to your site.
- **Affiliate Tools URL** – If you have created a page with tools for your affiliates, such as copy, graphics, or recommendations, enter the URL here.
- **Affiliate Support Email Address** – If you have an email address through which affiliates can contact you with questions or concerns, enter it here.



8: Complete the "My Products Information" section

This is information about your product such as the location of your Thank You Page and your retail price.

- Log into your ClickBank account.
- Click the Vendor Settings tab.
- Click My Products.
- Click Add New Product.
- In the Product Type field, select One-Time Digital Product.
- Enter the Product Details:
 - **Product Category** – The category of the product.
 - **Item Number** – Each product in your account must have a unique item number. This value can include letters, numbers, and dashes.
 - **Product Title** – The product title that should be displayed on the ClickBank order form. This field is limited to 70 characters. This title does not appear in the ClickBank Marketplace.
 - **Language** – The language in which the product is offered.
 - **Image (Optional)** – The image displayed on the order form for the product. You can select any approved image that you have uploaded.

- Pitch Page URL – The URL where you will offer the recurring billing product to your customers. This might be the same as the HopLink Target URL on the My Site page.
- Mobile Pitch Page URL (Optional) – The URL where you will offer the product to customers on mobile devices.
- Max Purchase Quantity – The maximum quantity available for a single purchase.
- Enter the Product Pricing and Commission information:
 - Product Currency – The currency with which customers can purchase the product.
 - Product Price – The price the customer pays for a one-time product. This price must be at least \$3. If you are using a currency other than US Dollars, the price must be worth at least \$3 according to the current exchange rate.
 - Commission – The commission percentage an affiliate receives for the sale of a one-time product.
- Enter the Product Delivery Details. You must provide at least one delivery option:
 - Digital Product Upload – You can upload a single file here to have it delivered by ClickBank. If your product includes more than one file, you must deliver it through your Thank You page instead. See the Digital Product Upload article for more information about this option.
 - Thank You Page URL – The URL where the customer is taken after purchase, which provides instructions on how to retrieve the product.
 - Mobile Thank You Page URL – The URL where a customer using a mobile device is taken after purchase, which provides instructions on how to retrieve the product.
- Click **Save Product**.

g: Request Product Approval

Before you can begin selling your product via ClickBank, it needs to be manually approved by ClickBank's Business Services. Once you've completed the steps above, submit a product approval request by doing the following:

1. Log in to your ClickBank account
2. Click the Vendor Settings tab.
3. Click My Products.
4. Locate the product to be approved.
5. Request product approval by clicking the Submit Product Approval Request icon in the Actions column of the product listing.
6. Fill out the Request Product Approval form. The contents of this form vary based on the product type.
7. Verify the information. If the information is accurate, check the checkbox indicating that the listed information is accurate.
8. Click **Submit Product Approval Request** at the bottom of the form.

The system will assign a status of Approval Requested.

A member from ClickBank Business Services will review your site and product information to determine if it will be approved or disapproved.

- If approved, the system will update the product status to Approved. You can then begin to sell the product to customers.
- If disapproved, the system will update the product status to Disapproved. You can modify the product to resolve any issues and resubmit it.

You will typically receive the results of your request within three to five business days via email.

10: Pay the One-Time Activation Fee

Yes, there is an upfront fee to selling on ClickBank. It's \$49.95 for your first product, and \$29.95 for each product thereafter.

When your product is approved, you'll receive instructions on how to pay this activation charge.

Note: To get the discounted rate on future products, you must include a note in the "Comments" section of the first product approval request you submit from the new account, stating that you would like the discounted activation fee for your new account and including the nickname of your first account or the receipt number of the initial activation charge payment.

11: Begin Selling Your Product

Yeah! You've finally made it to this step.

Again, it sounds like a lot of work to get a product on ClickBank. But some of this – making a sales page, making a thank you page, creating a payment button – are things you would have to do no matter how you make sales.

Here are a few more tips to make your ClickBank product a success:

Add a Product Image

Once you've completed your product listing, you can add a product image. When this image is approved, it will appear on the ClickBank order form for that product.

Remember, products with images – including virtual images – tend to convert better than products without them.

Attract Affiliates

Create an affiliates' page that provides additional information, images and resources to potential affiliates.

These resources help you to control your branding, and also make it easier for affiliates to promote your products.

Provide Customer Service

Just as always, you'll need to answer questions about your product and help customers as needed.

Encourage customers to come to you first, if they have any issues or problems, rather than going to ClickBank.

This is especially important for refunds, since ClickBank will refund, no questions asked.

And there you have it – listing a product on ClickBank is perhaps a little more work than listing it on your own.

Then again, the ClickBank system is nearly foolproof. Make it through all the steps and your sales funnel will work.

And you won't have to deal with VAT taxes, state taxes or PayPal suddenly limiting your account.

And perhaps best of all, you do get potential access to 100,000 active affiliates.

If only a tiny handful of those active affiliates love your product and promote it hard, you can literally earn a six-figure income from one product.

Mike Geary wrote the book, "The Truth About Abs" and sold it on ClickBank for \$47, starting in 2005.

Between sales of the book, his related membership site and affiliate products he promoted to his list, he was clearing about a million dollars – per MONTH.

Who knows... maybe you'll be the next 6 or 7 figure ClickBank product creator!

The screenshot displays the ClickBank homepage. At the top, there's a navigation bar with links: Home, Sign Up, Marketplace, Order Help, Blog, Log In, and a search bar. Below this is a red banner with the ClickBank logo and navigation links: Sell Products, Promote Products, Buy Products, About Us, and Help Center. A yellow banner below the red one states: "We've paid our clients on time, every time, for 10 years." and "Client Earnings Paid Out: \$3,770,765,321.2". The main content area features a large illustration of a man celebrating, with the headline "Live Outside the Box." and the subtext "Our clients have earned over 1 billion dollars. It's your turn." Below this are two columns: "Affiliates" and "Vendors", each with a brief description and a "Learn More" button. A quote from Dr. Suzanne Gudakunst is featured below these columns. The footer section includes a "Community" sidebar with social media links, a "News to Use" section with recent news items, and a "Fresh Blog Posts" section with recent blog entries. The footer also contains copyright information and various links.

Home | Sign Up | Marketplace | Order Help | Blog | Log In | search

CLICKBANK® Sell Products Promote Products Buy Products About Us Help Center

We've paid our clients on time, every time, for 10 years. Client Earnings Paid Out: \$3,770,765,321.2

Live Outside the Box.
Our clients have earned over 1 billion dollars. It's your turn.

Affiliates
Find tens of thousands of digital products to promote online. Get your ambition rewarded. [Sign Up.](#)

Vendors
Attract customers and accept payment for your digital products online. Get your imagination rewarded. [Sign Up.](#)

[Learn More](#) [Learn More](#)

"ClickBank is the most effective and most profitable way to sell your information over the Internet. I have tried other ways, but no one can compete with ClickBank."
▶ Dr. Suzanne Gudakunst, California, USA

Community
Follow us on Twitter
Become a fan on Facebook
Check out our videos on YouTube

News to Use
> 08/10/2009 ClickBank Stands by Affiliate Marketers Despite New Tax Laws
> 08/06/2009 ClickBank VP Dush Ramachandran to Share Advice on Micro-niche Marketing at Affiliate Summit East
> 06/30/2009 ClickBank Approaches \$1.3 billion in Payouts

Fresh Blog Posts
> 09/14/2009 ClickBank Vendors: Create Your Vendor Spotlight Now
> 09/09/2009 Six Steps to Finding a Great Product to Promote
> 09/04/2009 New Analytics in Depth - Exploring Sales Funnel Metrics: Part 5

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If your goal is to rank #1 on Google, that's a great goal.

But an even better goal is to rank #1, #2 and #0, totally dominating that first page.

What's #0? It's the answer box at the top of the search results.

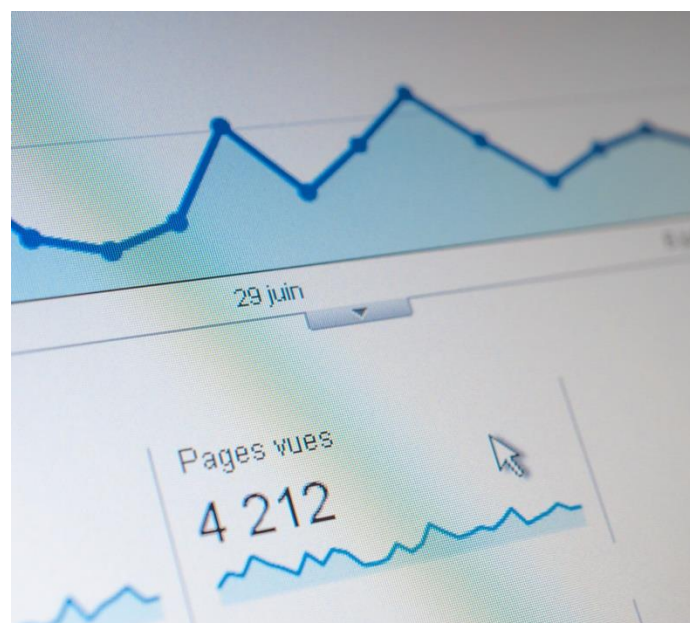
Here are 11 tips for dominating Page #1:

1. Have not one, but TWO authoritative websites with great content that both rank for the same keyword. This can get you the #1 and #2 spots.
2. Do a good job of optimizing your H1, of having great title tags, and providing the answer people are looking for with the particular search term or search query, and you can rank #0.
3. The most appealing title tags get the most clicks. The most clicks get Google's attention and places you higher or even at the top of the listings. Use tools like Clickflow to check your pages and run A/B tests on multiple pages for your term.
4. When trying to rank for a term, have lots of similar content that is NOT duplicated. For example, if your term is dog training, have one post on basic dog training, one post on dog training for puppies, one on dog training for problem dogs, one on dog training mistakes and so forth.
5. Cross link all of your related posts for that search term.
6. Test your title tags to see how appealing they are. If people aren't clicking, then Google's not going to be ranking them.
7. If you don't want to pay for Google Ads to be on page 1 of Google, consider paying for remarketing for search ads. Now you're targeting people who have already been to your site, which means they have already qualified themselves as possibly good prospects.
8. If you get #0 and #1 and / or #2, and you also have an ad as well, it's going to make you look like the authority for that term to anyone searching.

11 Tips for Dominating Page 1 of Google

9. You can make multiple sites for your keywords. These don't have to all be your sites. You could have a Facebook business page, a LinkedIn profile, guest posting on someone's site, etc.
10. Update your content. The older your content, the lower it's going to rank. If you update the content, your rankings will tend to improve.
11. Use Ahrefs Link Intersect to find out who links to your competitors, but not to your site. Contact them, let them know about your posts, and get them to link back to you to help you with your ranking.

It is possible to dominate page 1 of Google. Yes, it takes work and dedication. But the rewards can be significant.



Do You Want To Meet Millionaires?

Maybe you want access to their connections, or their insights, or you have a business idea and you need an investor.

Whatever your reason, if you want to meet millionaires, here are a few tips:

Go where they hang out. A lot of millionaires go to Summit, as well as TED and other events where people are sharing big ideas. And investor events are a no-brainer for finding millionaires.

Look for like-minded people who are similar to you, so that you have a connection. Find out what you have in common and build on that.

If you're trying to meet millionaires just because you want to know rich people, you won't be successful. You can't collect rich friends like you collect rocks.

Instead, find a way to help them.

For example, you're a marketer and they own businesses, so offer them help in growing their businesses. Don't ask for money in return, just be a friend. The way many of these people got rich is by being open to suggestions and feedback, because they know they don't know everything.

As you spend time with them, they're naturally going to want to reciprocate for your help. They might introduce you to their friends and colleagues or offer advice of their own.

Don't treat them differently than other people. Don't act like a fan, act like a friend.

Keep their confidence. They're having trouble with one of their businesses, and you're helping with the marketing? Don't blab about it and don't gossip. And don't brag to others that you're best pals with this person, either.

Everyone, including and especially millionaires, appreciates it when you keep their confidence.

Have fun and be yourself. Don't get all uptight, thinking about how they could buy and sell you at a moment's notice. Just relax and enjoy your new relationship. Who knows, you might one day get an invitation to spend a week on their private island.



7.75 Ways to Reduce Refunds

No one likes refunds.

You don't like them because they're a hassle and they (seemingly) cut into your profits.

Your payment processor doesn't like them because it makes them nervous. While not nearly as bad as chargebacks, too many refunds can still raise a red flag and cause your processor to wonder if you might be a bad risk.

Your customer doesn't like them because it means they're unhappy. Or... they simply wanted to get ahold of your info product and not pay for it. But that's another story.

Here are 7.75 ways to reduce your refunds:

1: Lengthen your return period.

It might seem counter-intuitive to offer a longer return period, but studies show it can actually reduce refunds.

Let's say that right now you offer a 30-day guarantee. This gives your customer a sense of urgency and pressures them into initiating a return faster.

But if you lengthen your return window to 45 to 90 days, you trigger what researchers call an endowment effect.

The longer a customer has a product, the more of an attachment they form with it, which means they are less likely to return it.

And, because customers tend to wait until the last moment to return an item, extending the guarantee period also means they are more likely to forget to initiate the return.

In addition, a well-crafted and value-added return policy can boost sales and reduce cart abandonment.

Prospects are more likely to take the plunge and buy your product if they feel safe and secure doing so, and a liberal return policy does just that.

2: Include a welcome letter.

You used a sales device (video, sales letter, etc.) to sell them on buying the product. Now you're going to sell them again on what a great decision they made.

Buyer's remorse is a powerful thing, but you can head it off with a carefully crafted letter that reminds them of the biggest benefits they're about to enjoy with your product, as well as what a great deal they got, and how this is going to help them to achieve their goals.

You might also include additional information and resources (such as a gift) or just generally build up their excitement level to fever pitch.

A gift might be as simple as, "Because you are one of the elite cyclists who took advantage of this once in a lifetime offer, we've included a free gift as our way of saying thank you, and to welcome you into our tight-knit group of world class cyclists. Simply go to WorldSavageCycle.com/freegift to claim it."

The idea is to make your customer feel that you are overdelivering on value, which hopefully, you are.

3: Get them off to a fast start.

If you're selling a large information product, add a Quickstart Video or Guide to get the customer oriented and started in the right direction.

You're letting them know where to begin, and you're helping them to consume the material more easily.

Remember, if your customer feels overwhelmed or they think there isn't enough time to figure all this 'stuff' out, they may give up and decide it's just not for them.

But if they get a result quickly – even a small result – then they've got the positive feedback that tells them they can be successful at this.

4: Send out bonuses over time.

Let them know before and after the sale that they are going to be receiving some extraordinarily valuable bonuses over the coming weeks.

Before sending each bonus, send out a teaser that tells them to be on the lookout for the bonus. Often the anticipation is just as important as the bonus itself, so really heighten the suspense and get them excited for what's coming.

Then send out the bonuses periodically – perhaps once or twice per week. Keep the bonuses coming for a period of time longer than your guarantee.

For example, if you have a 60-day guarantee, offer 10 bonuses, one per week. These could be 10 videos from another course on how to do something, or they could actually be 10 separate bonuses.

If the bonuses are all standalone products (and not split up over several weeks) then be sure that the very best bonuses are given out LAST. This can greatly reduce refunds, since people are looking forward to receiving that BIG bonus and they know they will miss it if they refund.

You can also send out just one large bonus after the refund period if you like, but I prefer to send a chain of them.

This way my new customers become accustomed to opening and reading all of my emails, because they are watching out for the next bonus, and the next, and the next and so forth.

5. Call them on the phone and thank them.

Yes, you read that right. If you're selling big ticket items, or even small ticket items and you want to give unbelievable service, CALL your customer and thank them personally for their purchase.

Welcome them into the fold and be prepared for their amazement. Nearly no one online CALLS their customers to say thank you. You're going to stand out and apart from your competitors like never before. Your customer is now going to REMEMBER you as "That guy (or gal) who actually CALLED me on the phone to say THANK YOU!"

They'll read your emails like they know you, because they feel like they do know you. They'll feel connected to you in a way they don't feel connected to any other marketer in your niche.

And they'll be a whole lot more likely to promote you on social media and buy more products from you.

Plus, they'll also be far less likely to refund the product they just bought from you.



6. Create an autoresponder welcome series.

Make a 7 day or even 30 day follow up email campaign for your customers that:

- Reassures them they made a good decision by purchasing your product
- Gets them excited to dive into your product and get started, because people who use your product are far less likely to refund
- Gives them some additional tips for using the product
- Asks them for a testimonial (nicely, of course, don't be pushy) and maybe even encourages them to refer a friend
- Upsells them to the next product or the next level

7. Add live calls to the product.

If you're selling a product for top dollar, you need to give your customers the chance to interact with you and ask you questions.

By adding training calls, coaching calls or question and answer calls, you can charge the higher prices while reducing your refund rate.

One great thing to do is hold people accountable as they go through the program. For example, to keep up with the calls, they need to keep progressing through the program.

Call one covers the first two modules and answers any questions about those modules. Call two covers the next two modules, and so forth.

And people just want a chance to interact with you.

As the product creator, you're like an author. People want to be able to say they not only read your book or took your course, but they also spoke with you, too.

One more thing: Any time you get a chance to compliment a customer on one of your calls, do it. That person will be your customer for life, and the other customers will try that much harder to get recognized by you, as well.

7.5 Reverse refund requests.

The first 7 methods are all about preventing refunds. This method – one I don't see talked about very much – is something you can do after you've received a refund request.

Reach out to the person asking for the refund and let them know you'd be happy to process that for them.

Just one thing before you do... you realize that perhaps this wasn't the right product for them. It happens.

And so, you'd like a chance to make it right and keep them as a customer, because you want them to be happy.

Which is why you're offering them _____. And you fill in the blank.

It could be their choice of any of your other courses, for example, or even some personal one-on-one help.

If they want the benefit your product offers (and clearly they do, since they made the purchase) but they're struggling to get results, sometimes they just need a little guidance to reach success and save your sale.

If you can offer your customers something of even greater benefit when they refund, not all will take you up on your offer, but I've found that many of them will.

The key is to be super polite and respectful and try to find a positive solution for both of you.

If they still insist on a refund, then process it quickly, and thank them for their consideration.

7:75 Reduce the price.

If you ask your customer why s/he wants a refund, and the answer is that your product or service costs too much, ask them how much they are willing to pay.

If you can live with the answer they give you, then offer to let them keep it at that price, and just refund the difference.

The better you are at reducing refunds, the happier your payment processor will be, preventing any sudden surprises of being limited on your accounts.



Blogging? Do This:

It's estimated that there is one blog for every seven people on the planet. That is a LOT of blogs.

How do you stand apart from the crowd?

The answer isn't quantity, it's quality. Common blogging advice is to look at what others are doing successfully and post something similar. But in today's world, that will NOT get you noticed.

Instead, go for originality and quality. Find a new take or angle on something that no one else is writing about yet. You won't create as many posts this way, but the ones you do write will find an audience.

And keep in mind: Google now also ranks content based on freshness. This means two things:

Timing – how recently was it published? And also...

Originality – is it different? Is it something that hasn't been written before?

While everyone else is running in circles spouting the same stuff over and over again, strive to leave that circle and head out in your own direction, saying something new, relevant and exciting.



How to Earn an Extra \$10K a Year by Browsing Thrift Stores

Okay, let me get this out of the way.

The more you work this business, the more you can make.

The less you work... well, you know the drill.

There's no income guarantee, but common sense will tell you that you can earn as much or as little as you like, based upon the work you do.

And if you love browsing thrift shops, rummage sales and so forth, you can have a blast doing it.

What am I talking about?

Buying books on the super cheap and then selling them for tidy profits on Amazon.

Yes, you've seen this before. Yes, there are loads of other people doing it. But do you know why there are loads of other people doing it?

Because it's easy. It's fun. It's what I call an automatic money maker. And you never know when the next \$100 treasure is going to pop up in the fifty-cent book bin.

Books are:

- Cheap
- In plentiful supply
- Can be sourced from scores of different places
- They are constantly in demand
- People NEED them and value them
- They can provide a huge profit
- They are dead easy to pack and ship
- They are quite easy to store
- They hold a distinct fascination for buyers (desirability!)

I really don't think you can beat books for a product that's in plentiful supply and is easy to source, store and sell.

There are hundreds of millions of used books out there and the majority are at prices so low you can just smell the profit.

You will never run out of books, and people don't just stop buying books at certain times of the year, either. Books sell and sell constantly and consistently.

Do you have kids? They can do this business.

Do you have retired parents or grandparents looking for a profitable hobby? Turn them on to this business and they'll get out of the house, have fun and make enough money to take trips and check things off their bucket lists.

But wait – is there any money to be made selling books?

You can bet your sweet behind there is.

Let's say you go to a rummage sale. There you find stacks and stacks of books – yeah!

You look for certain books that you know fetch good prices. You pick out an entire stack of them. You show your big stack of books to the seller and you make them an offer.

9 times out of 10 they say YES! They just want to get rid of the things. Yes, they suspect some of them are worth good money, but they don't know how to sell on Amazon – you do.





You take your stack of books home – let's say there are 30 of them. You scan them in, get them listed online and forget about them.

And you do this on a regular basis. Pretty soon you're got a few hundred books online, and a funny thing starts to happen.

You make sales.

Sometimes you make a BUNCH of sales, all in one day.

You check your email and... WOW! 7 sales today.

You print off the labels, pop the books in envelopes and post them, either by leaving them at your mailbox or dropping them off once a week at the post office.

A few weeks go by, you're buying more books, selling more books, but you're not paying attention to your numbers.

Hmmm, you better check and see how you're doing.

Let's say you've been really busy, and so far, you've invested \$500 in books.

For that \$500, you've purchased 500 books (I'm going for the easy math here.)

You've made 50 sales, and likely cleared far more than your initial \$500 investment.

As one bookseller posted on an Amazon forum, the average sale for many booksellers is around \$20. Another seller confirmed that his average sales is \$20, but that he will consider selling a book if he can charge at least \$12.

Of course, how much you make per book will depend on which books you choose to sell and how much you charge.

You've sold 50 books and covered your expenses. But you still have 450 books in your inventory! Even if you stopped buying books at this point, you would continue to make sales and make money for some time to come.

Ryan Grant put himself through college using this method.

Except Ryan didn't have time to hit the thrift stores and rummage sales, so instead, twice a year he would organize a text book buy back at his college.

He then sold those textbooks through Amazon, making up to \$10,000 a year.

What's really interesting about Ryan's case is he only bought books twice a year. And after his first semester, he decided to let Amazon do the shipping for him, and he still cleared that much money.

Let's address the eBay vs Amazon issue.

Some folks will think eBay is a better place to sell anything, including books.

I disagree. Amazon IS books. If you want a book, where do you go? Amazon. And so, do most people. Who thinks to check eBay for a book?

More importantly is how the two sites are set up. If you are selling, "How to Kill a Mockingbird," you make a listing on eBay for your book.

When someone searches on eBay for that book, they likely type in the title.

And what comes up?

As of this writing, 7,631 results!

What are the odds that someone – ANYONE – will even find your listing? And if they do find it, they will likely be so confused by the previous 10 or 50 or 100 listing they saw, they won't know which copy to buy.

But on Amazon, all of the copies of a book are under ONE listing. You don't have to generate your own page, your own description and all of that. You simply scan it, choose a price and state the condition and your book is listed.

And now people can find YOUR BOOK, because it's right there with all of the others, listed according to price.

Yes, this does mean you have to be somewhat competitive on price, unless your edition is in very good or excellent shape, or it's a first edition, or it's signed.

Bottom line, if you want to get found and make sales, Amazon is the place to sell books.

One more reason to love Amazon: BSR. Best Seller Rankings are assigned to each and every product that has sold at least one unit on Amazon. The lower the BSR, the more sales the product makes.



For example, if a book has a BSR of 30,000, that means it's likely to sell the same day you list it. But if it has a BSR of 2,500,000, it could take 60 days or more to sell the book.

Best Seller Ranking is your guide to whether or not a book is worth listing. Just as a guide rule, you might want to only list books that have a BSR lower than 200,000.

One last thing about Amazon – if you ever decide you don't want to package and label books (which is brain dead easy, by the way) then you can ship your books to Amazon in bulk, and they will ship them to buyers as each one is sold. This is called Fulfilled by Amazon, or FBA.

Books sold through FBA tend to sell faster, because they can be sold with Prime shipping. However, you do pay more in fees.

What are the steps to selling books on Amazon?

1: Determine how you're going to get your books.

You could do scanning, which is really popular. Basically, you scan each book at a yard sale, thrift store, etc., to find out which ones are worth buying and reselling.

The app you get on your phone cross reference's the book's BSR as well as the book's lowest sales prices and lets you know if it's worth purchasing.

Or you could do wholesaling. Instead of scanning each and every book, you make offers on entire lots. These could be lots from yard sales, estate sales, book store closings and so forth. I know one guy who goes to the local thrift stores and picks up all the books they didn't sell or didn't have shelf space for. He gets them for free.

When you wholesale, you'll likely find that 3 out of 4 books isn't worth listing. What you do with those is up to you. Personally, I would donate them to the library for their fundraising book sales.

2: Create an Amazon seller account.

There are two types of accounts; individual and professional.

Individual is free, but you pay an extra \$1 per sale.

Professional costs \$39.95 per month, but doesn't have the \$1 fee.

Basically, if you can sell more than 40 books, get the professional account.

3: Use Fetcher to track costs and profits.

<https://fetcher.com/>

When you've got hundreds of books, it's hard to remember how much you spent on each one.

Fetcher is an app that integrates directly into your Amazon seller account that helps you track your profits. You can easily input the costs of each of your products, too, something that you can't do with Amazon seller central.

Plus, Fetcher does all this, too:

- Product breakdown on a per ASIN basis
- Pay Per Click cost and sales analysis
- Product promotion tracking and real costs
- Amazon fees – storage, FBA and everything else
- Refund tracking with comparisons and costs

- 
- Costs of Goods Sold tracking and calculations
 - Inventory dashboard
 - Professional Profit and Loss Statement
 - Daily sales and profit email

One thing: Fetcher costs \$19 a month with a free 31 day trial. But most Amazon sellers agree it's worth the investment.

4: List your books on Amazon

You can manually type in each ISBN, or use an app to scan them in. Put the ISBN into Amazon's search bar and click, "I have one to sell."

State its condition - and get it right. Buyers get really annoyed when a book is listed as "Like New" condition and there's highlighting or writing in the book.

"New" is just like it sounds. A brand-new, unused item

"Like New" is an apparently untouched item in perfect condition.

"Very Good" is a well-cared-for item that has seen limited use but remains in great condition. The item is complete, unmarked, and undamaged, but may show some limited signs of wear. Item works perfectly.

"Good" shows wear from consistent use, but it remains in good condition and works perfectly. It may be marked, have identifying markings on it, or show other signs of previous use.

"Acceptable" is fairly worn but continues to work perfectly. Signs of wear can include aesthetic issues such as scratches, dents, and worn corners. The item may have identifying markings on it or show other signs of previous use.

5: Ship

Either ship your books in bulk to the nearest fulfillment center, or ship them individually to buyers as sales come in.

If you're doing the shipping yourself, be sure to have the appropriate sized mailers ready to go.

It's easiest if you simply print postage right from your computer, and it's fairly easy to set this up.

6: Rinse and repeat.

It's best to roll your profits back into your business for the first six months.

Your first goal is to replace any money that came out of pocket to start your book selling business.

Your second goal is to roll profits back into the business, thereby growing your business quickly.

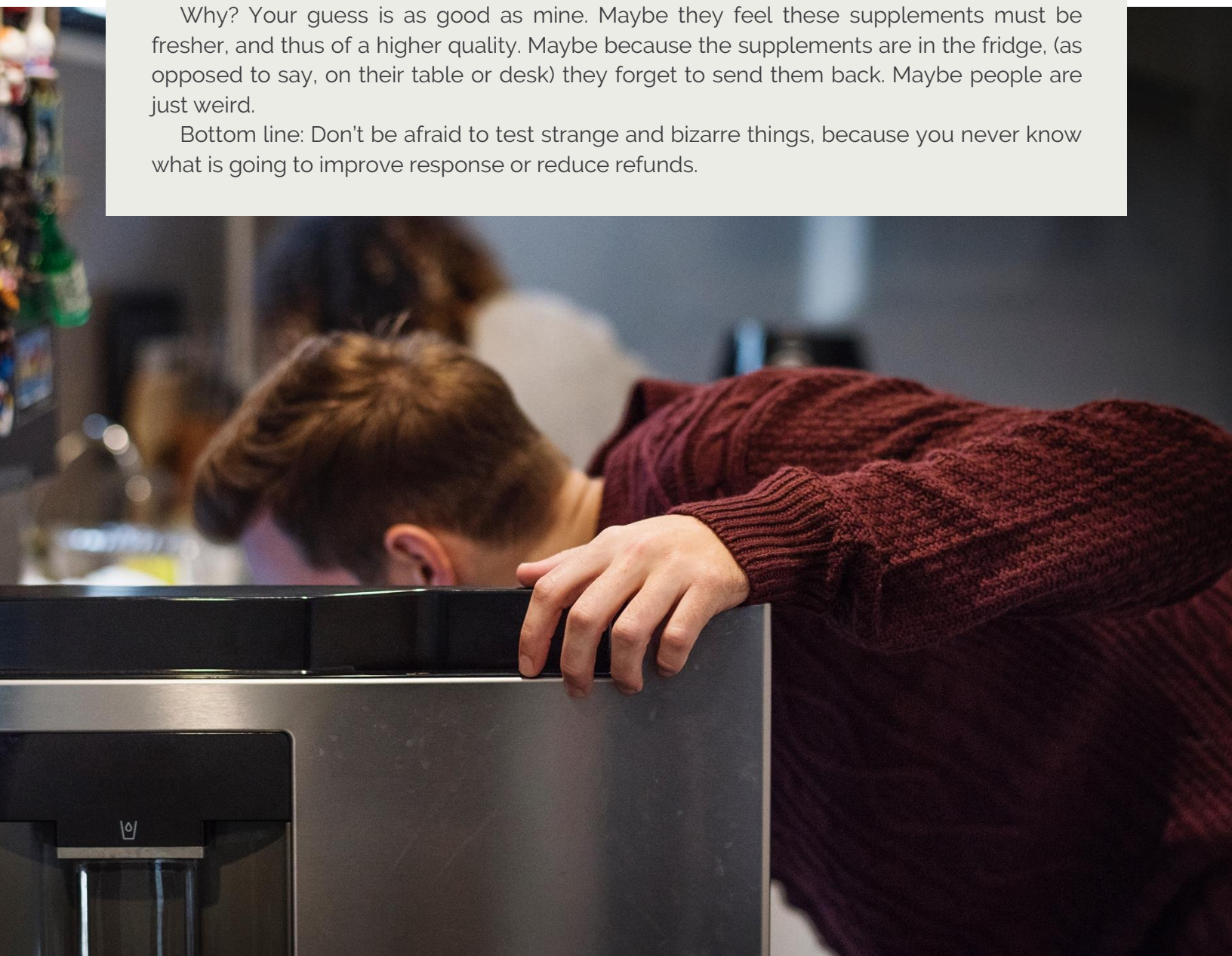
When you get to a point that you can take money out of the business without slowing the business down, go ahead and start enjoying your profits!

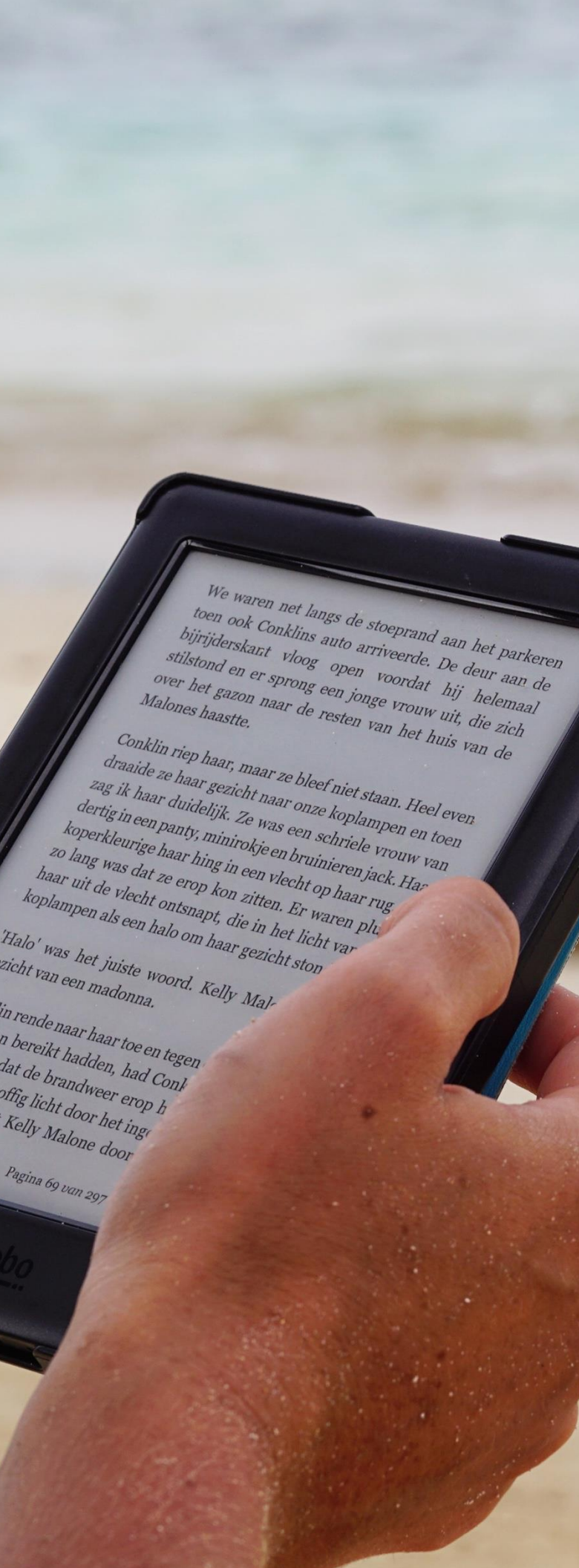
Weird but True Refund Trick

If you sell supplements, place a label on each bottle that says, "Please refrigerate." Tests show that people are less likely to refund on the supplements if you add this label.

Why? Your guess is as good as mine. Maybe they feel these supplements must be fresher, and thus of a higher quality. Maybe because the supplements are in the fridge, (as opposed to say, on their table or desk) they forget to send them back. Maybe people are just weird.

Bottom line: Don't be afraid to test strange and bizarre things, because you never know what is going to improve response or reduce refunds.





Free eBook – The Content Marketer's Playbook: Lead Generation

How can you drive leads without compromising your relationship with your audience?

In The Content Marketer's Playbook: Lead Generation, we examine how any company can take an innovative approach to lead generation. This e-book explains how top brands choose an ROI model, develop big rock content, and start a dialogue with their most important leads.

This playbook includes:

- A 9-step process for starting a lead generation strategy
- A breakdown of leads, lead scoring, and other metrics you should track
- A lead generation checklist to guide your efforts

<https://contently.com/resource/lead-generation-playbook/>

The Content Marketer's Playbook: Building an Audience

Building an audience starts with a basic question: How are you going to help someone?

In The Content Marketer's Playbook: Brand Awareness & Thought Leadership, you'll find compiled tips, strategies, and solutions from content marketing experts. This new e-book uncovers everything you need to know about building your brand, setting up effective internal processes, and proving the value of content marketing throughout your business.

This playbook includes:

- A detailed 7-step guide that explains how to create a content strategy
- A breakdown of 10 key awareness metrics your company should track
- A brand awareness checklist to guide your efforts

<https://contently.com/resource/content-marketers-playbook-1/>

Can You Be Banned from Fiverr for Satire?

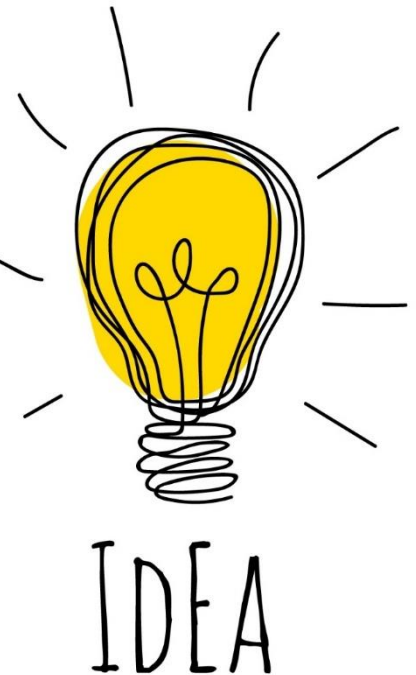
Apparently, yes.

This Fiverr superstar – Voiceover Pete – was banned without warning for supposedly violating Fiverr's TOS. The problem is, the video he recorded for a client did not break any rules that govern sellers on Fiverr. Fiverr still owes him thousands of dollars, and they won't acknowledge his existence, much less take his calls.

I'm not entirely sure what the lesson here is. Maybe it's to never rely on another website for all of your business. Or to withdraw funds before they pile up. Or if you perform services, to be cautious when working from Fiverr.

You might want to watch this compelling video made by the former Fiverr superstar, and draw your own conclusions.

<https://www.youtube.com/watch?v=anbBwpolgTI&feature=youtu.be>



The Beginner's Guide To Conversion Rate Optimization

This guide shows you how to get more conversions with your existing traffic. Imagine if you can turn more website visitors into customers in 60 days, simply by following this 8-week conversion rate optimization plan – what could that mean for your bottom line?

<https://blog.hubspot.com/marketing/conversion-rate-optimization-guide>



How To Turn a One Content Idea Into a Fascinating Four-Part Series

Learning how to write a series so that you can take a break also helps you evolve as a content creator, because you'll practice shifting from merely publishing content to building anticipation for your next installment.

<https://www.copyblogger.com/fascinating-content-series/>



6 Overlooked Optimizations to Increase Your PPC Conversion Rate

In the paid search world, you learn by testing. You test your CTAs, your ad copy, your images. You test your headlines, your placements, your keywords.

With all that testing, it's easy to get worn out and think you've tried, well, everything to improve performance and increase conversion rates.

Don't worry: you haven't.

<https://www.wordstream.com/blog/ws/2019/01/22/conversion-rate-optimizations>

EPILOGUE

Is It Real Or Did I Make It Up?

Ever heard of "grounded theory"?

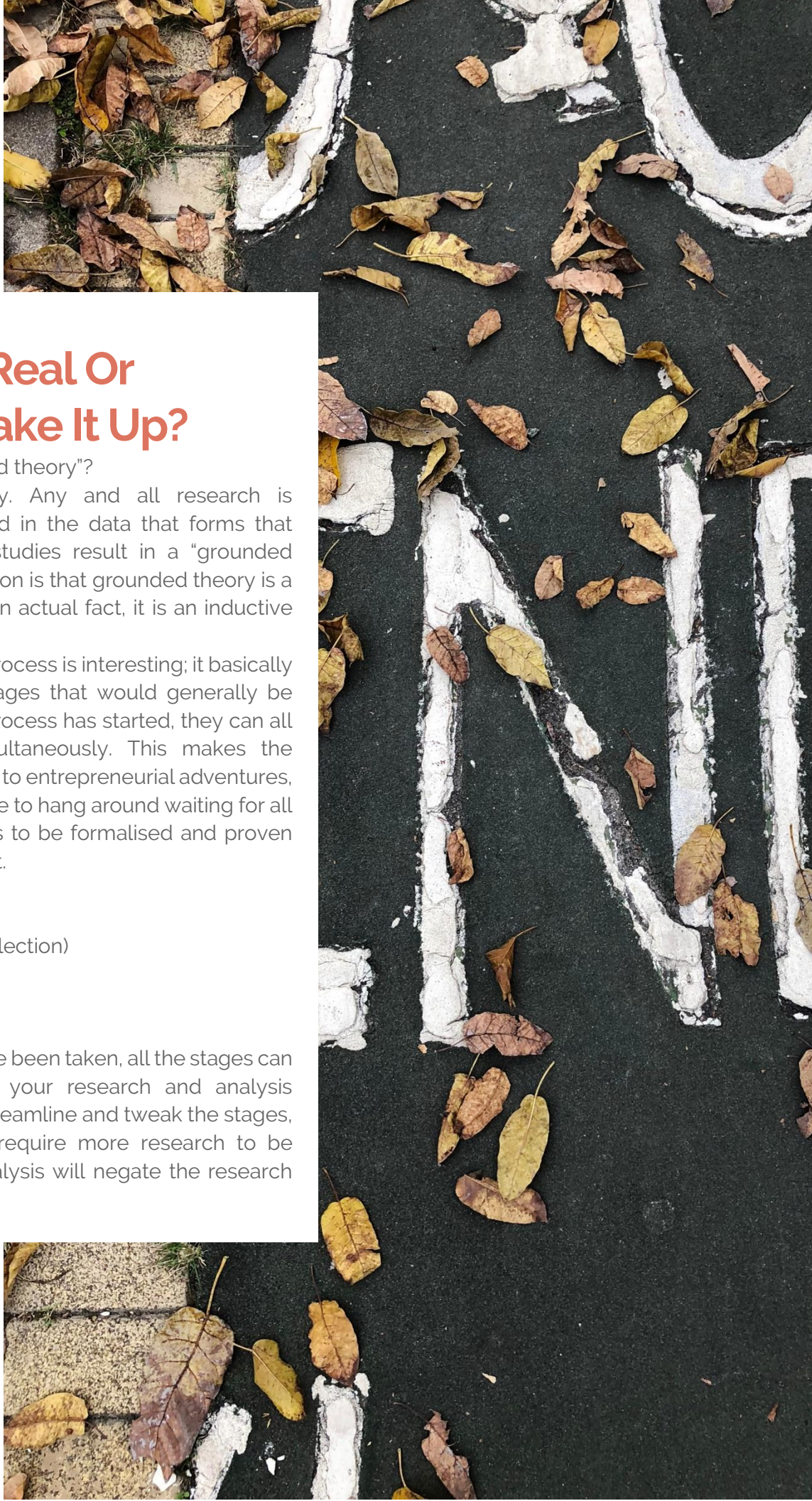
I hadn't until recently. Any and all research is "grounded", it is grounded in the data that forms that research. But very few studies result in a "grounded theory". Common perception is that grounded theory is a qualitative methodology, in actual fact, it is an inductive one.

The grounded theory process is interesting; it basically takes the form of five stages that would generally be sequential but once the process has started, they can all actually take place simultaneously. This makes the process particularly suited to entrepreneurial adventures, as we often don't have time to hang around waiting for all the theories and concepts to be formalised and proven before we move to market.

The basic stages are:

- 01) Preparation
- 02) Research (Data Collection)
- 03) Analysis
- 04) Results
- 05) Review & Outline

Once the first steps have been taken, all the stages can start gaining traction as your research and analysis returns results, you can streamline and tweak the stages, sometimes a result will require more research to be made, sometimes the analysis will negate the research and so on.



Basically, it is a very agile methodology for entrepreneurial businesses because it gives maximum flexibility and maximum agility in a short space of time.

Often thought the most common question uttered by the entrepreneur is "Is this real? Or did I make it up?" and by that I am asking is there actual commercial value in this product, in this service, or is it just value that I the entrepreneur sees in it with no marketplace worth?

I once attended a meeting with a collection of university professors that had put together a software package that they felt had great commercial value, and as I sat there listening to them tell me about this wonderful product that they were convinced would make them all rich, all I could think was that it was great as an idea, but where was the commercial worth in it? Why would I buy that when there are already established competitors in the marketplace doing the same or better?

Basically, they had failed at the first hurdle, know your niche! They had no clue that there were products already out there that did in essence what theirs did, it's just they were targeted at different markets, so they had never found them. But the end result, was the same they had dropped years into research and developing a product without a market, a more complicated mousetrap.

They made up a need for a product that was already real.

Note for today, do your research!

See you next month!

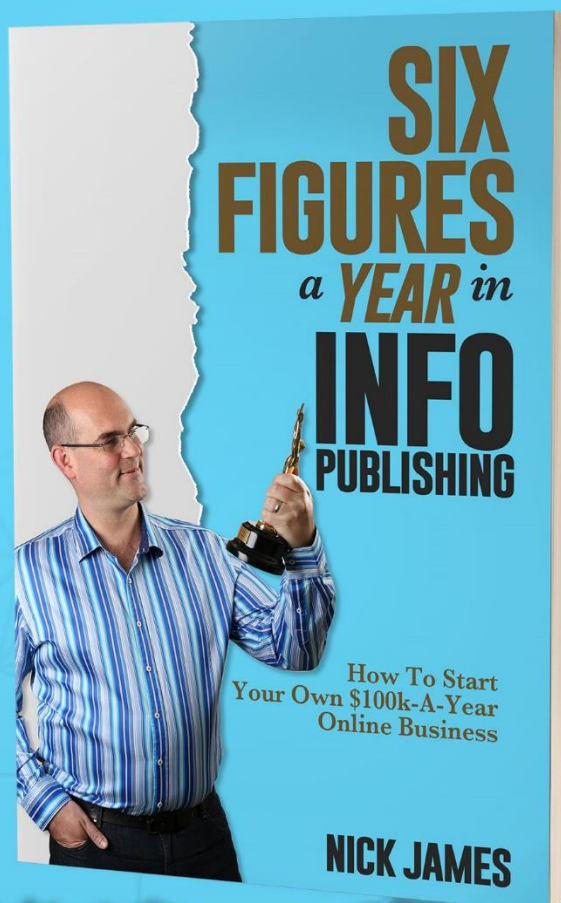


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