

# **Selling Online Secrets e-Report**

By Patric Chan

Founder Of The “Chan Do”

Internet Success System Newsletter

<http://www.automateinternetmarketing.com>

## About The Author:



Patric Chan, from Malaysia, is an internet infopreneur, international speaker and author. Already, at the age of 24, he has achieved extraordinary results in the internet marketing world.

He has joint-ventured with many well-known internet marketing experts in product creation, selling online, and managing online businesses.

His [Chan Do Internet Success System Newsletter](#) is subscribed by thousands of people around the world. It is where Patric shares valuable internet marketing tips and information that will provide profitable techniques and strategies on how to make money on the internet.

When not at work, Patric spends time with his girlfriend, Emily, and he plays basketball each Sunday evening.

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In this e-Report, I will be revealing to you the secrets and strategies that you can use to profit from the internet.

I will be explaining the correct ways to make money online as simply as possible so that you can understand them right away.

It would not be possible for me to share everything in an e-Report. This is a CONDENSED and IFO JAM-PACKED e-Report.

If you want to master these profit-pulling strategies explained in this e-Report, you are strongly encourage to get a copy of Mr. H Interview at <http://www.sellingonlinesecrets.com>

I love to use the internet to make money because it's relatively **low cost** and secondly, it gives me a **lot of leverage**.

There are only 5 things you really need to concentrate on to have a successful online business and yet, thousands of people do it wrong because they don't understand the fundamentals of how to make money online.

Here are the 5 things ...

- 1. Creating the correct webpage**
- 2. Attracting traffic**
- 3. Converting the traffic into sales**
- 4. Back-end selling**
- 5. Automating the system**

# 1. Creating the correct webpage

If you read carefully, I don't say, "creating the correct website" but "creating the correct webpage". The idea here is to create a webpage not a website, if you want to get results and make money faster.

I know Yahoo.com, Amazon.com and Kazaa.com have been very successful websites. But, do you know how many people tried to do that and failed? And don't forget how much those big companies have invested in time and money to achieve it.

Those who failed wasted a lot of time and money there. I'm not saying that don't go start another Amazon.com. If you want, go ahead. But I'm recommending you an easier way to make money from the internet.

What you want to create is a direct response webpage like

<http://www.AutomateInternetMarketing.com>

<http://www.SellingOnlineSecrets.com>

What's a direct response webpage?

A direct response webpage is a page that prompts the visitor to take action like buying your product, answer a survey, subscribe to your mailing list and so on.

The mistake that many people make when trying to sell on the internet is they try **to sell the first time** someone visits their page!

Well, there is a possibility that they might buy on the first visit but the percentage of those who do buy is higher on subsequent visits to your site.

Normally people don't buy the first time they see your product.

Why?

For the simple reason that they are not used to buying a product when they first see it! They may be skeptical and they would prefer to find out more about the product's details first. Secondly, you do not have a relationship with your prospect yet.

Would you prefer to buy a product from a friend or a stranger?

I bet it would be from a friend.

The mechanism of selling is the same in the internet business as in other types of business.

You want to build rapport with your visitors so that they will trust you and feel comfortable buying from you.

Here is the important part –

You must collect your visitors' names and email addresses when they visit your webpage so that you can send them more emails in the future!

I DO NOT recommend you sell to them on their first visit to your webpage. I recommend that you sell to them through emails once you have built rapport with them.

## 2. Attracting Traffic

Let me be honest. There are hundreds of ways to attract traffic. But there are only 5 ways that I have personally used to successfully get free traffic.

What you want is targeted traffic, not 'useless' traffic. Targeted traffic are traffic where the visitors come to you, not being 'forced' to visit your webpage.

Here are 5 ways I have used to attract free traffic:

### 1. Search Engine

Yahoo and Google are where I get the most targeted traffic everyday. If you are listed on the search engines, it doesn't mean that you will get traffic. You **MUST** rank in **the top 3 pages** if you want to get traffic. You and I both know that internet surfers hardly surf beyond page 3 when they search online.

How to get listed well on the search engines?

Target keywords that are in demand but are not used by many marketers. For example: I targeted keyword such as 'Anthony Robbins Free'. There are a lot of searches for that keyword but hardly any marketer uses them. They might be targeting other keywords such as self-empowerment, motivator etc.

In your webpage, you want to repeat the keywords you have targeted. The suggested ratio is 3% – 11% keyword density.

What is keyword density?

Alright. Let's say your keyword is 'Chicken Pie'. And 'Chicken Pie' keyword is used 10 times in your webpage. If your webpage has 200 other words that are not 'Chicken Pie', here's how you calculate your keyword density:

$$10/200 = 5\%$$

Your keyword density is 5%.

There are websites that will calculate your keyword density for you for free. You can try to use the free tool at <http://www.gorank.com>

If you are involved in selling watches online, instead of targeting keywords such as wristwatch etc, you can be creative and target key words that most people never thought of. You can use keywords such as Seiko watches, Tag Heuer watches, Swatch design watch and etc.

There might not be many searches for those keywords, but you have the advantage of having fewer competitors.

It's better to get targeted traffic from the first 3 pages of search engines than get listed on the 10<sup>th</sup> page of the search engine even if you are listed with many keywords. Getting listed on the 10<sup>th</sup> page will not bring you much traffic.

The next strategy to get a higher ranking in Google is getting other websites to link to your website. You can do this by contacting other websites having similar interests as your business and linking with each other. You can find partners through the search engines or search for webmasters listed in free ezine directories.

<http://ezine-universe.com>

<http://www.freezineweb.com>

<http://www.ezine-dir.com>

Finally, always submit your url manually to the search engine. Submit your url to Google search engine at:

<http://www.google.com.my/addurl.html>

## 2. Writing And Submitting Articles

Can you write articles?

There are many ezines, websites, and newsletters that accept articles. They will either post your articles on their website or email them to their ezine's subscribers for free if they find your articles are interesting enough.

What's so good about this?

Whenever you write an article, you're normally allowed to attach a small signature file at the bottom of your article. This signature file is like a 'stealth' mini ad for you. It does not tell the whole world that you are selling yourself, but it provides a short and brief intro for yourself.

From that signature, you want to make the readers curious enough to click the link to your webpage, where you will convince them to give you their names and emails.

When your article is published or posted, you have automatically become an expert on the subject you write about!

Here are a few websites where you can post articles for free:

<http://www.marketing-seek.com>

<http://www.homebiztools.com>

<http://www.ideamarketers.com>

<http://www.bestezines.com>

<http://www.ezadsuccess.com>

<http://www.ezinearticles.com>

You can search for more websites that accept articles using the search engines by searching for keyword like 'Articles Submission Websites'.

If you want to find ezine owners to publish your article for their subscribers, you can visit ezine directories:

<http://ezine-universe.com>

<http://www.freezineweb.com>

<http://www.ezine-dir.com>

### **3. Create a viral marketing campaign**

Viral marketing is one that allows your marketing efforts to become 'viral' or duplicable. This means if you promote to A, A will promote to B, and B can promote to C and it goes on if the viral is not 'dead'.

In the case above, it will be very hard for you to reach C by yourself, but if you have implemented a viral tool, your promotion can spread very fast.

You can apply viral marketing by giving away free eBook or eReport.

### **4. Posting in Forums**

No matter what your webpage's topic is, I believe there is an online forum where the members are your like-minded people.

One important point, posting in forums is NOT for you to blatantly promote yourself or your product. It's either where you ask questions regarding the industry you're involved in or you answer /give solutions to the questions posted there. Or, you want to give opinion/comment on other people's opinions posted.

Here's what you can do in a forum:

1. Ask A Question
2. Answer A Question
3. Give A Positive Statement

You can have a short signature file at the bottom of your post, like,

```
=====
Patric Chan
Discover The Secrets Of "Mr. H":
http://www.sellingonlinesecrets.com
=====
```

There is nothing wrong with a small signature. It's not shouting, 'COME TO MY WEBSITE AND BUY MY PRODUCTS!'

## 5. Approaching Joint-Venture partners.

This is my favorite strategy.

Let's say you have a list of people who are **interested in making money** from the internet. John has a list of subscribers who are **interested in how to find opportunities** on the internet.

Both of you have different topic but you share similar interest.

'Interested in making money from the internet' and 'interested to find opportunities on the internet' are 2 different topic, but are in the same category.

So, both of you can do a joint venture of endorsing each other.

Here is how both of you can agree. John can send an email to his list offering a free viral ebook that you have created, while you can send John's free ebook to your list. In the end, you win, John wins and both of your subscribers win as well (they get the ebook for free).

Other than that, I often do small Jv's promoting other people's products in return for them promoting my product. Normally, I'm not too attracted to the commission they offer but am interested in how they can promote my product or website.

## **Paid Traffic**

I don't like recommending paid traffic. But if you have money and want to have instant traffic, the best paid traffic I'll recommend is using Google AdWords.

When you do searches on Google, look at the right hand side and you'll see little boxes. Those are Google AdWords.

For example: go to <http://www.google.com>

Search for keyword 'Internet marketing' and you'll see many small boxes appearing on the right hand side. To display an ad there, your minimum bid is \$0.05.

That means, if you bid for the lowest (\$0.05) and someone clicks on your ad, you have to pay \$0.05.

The trick in using Google AdWords (or any other paid ads) is to use the same strategy I've told you earlier, to capture leads. If you can catch a lead for \$0.05, 100 leads will cost you \$5.00. If you sell a product that brings in profit of \$10.00 and your conversion rate is 2%, that means out of 100 leads, you'll earn  $2\% \times 100 \text{ leads} \times \$10.00 = \$20.00$ .

But, it doesn't end there because you have another 98 leads that might buy something from you in future.

More information about Google Adwords is at [www.google.com/adwords](http://www.google.com/adwords)

### 3. Converting The Traffic Into Sales

So you have attracted traffic to your website from the strategies I've given you just now.

Well done! You have passed the first challenge. Ok, in this chapter of converting traffic to sales, the strategies I'm referring to pertain to **selling your own product**, not selling affiliates' products.

You want to ask the visitors to buy your own product when they come to your webpage. If you were selling someone else's products, normally, the owner would have created all the necessary strategies and tools to convert their traffic into sales for their affiliates.

Traffic alone won't make you any money. You need to convert the traffic into sales.

Sales = money.

In this case, I would refer you to go back to the first step, which is creating the correct webpage. That means, all the earlier traffic you have attracted should be converting into leads by now. When you send an email to your list, you will refer them to a webpage where you sell your products. You **MUST** convert this traffic into sales.

The first important rule, you **MUST** have a compelling sales letter.

#### **HIGHLY RECOMMENDED:**

Listen to The Mr. H Interview at [www.sellingonlinesecrets.com](http://www.sellingonlinesecrets.com)  
Learn how this guy is able to rake in **\$32,876 A DAY** with his ugly, **outdated website**.

## 4. Back-End Selling

Ok, now you have attracted traffic, captured leads and sold some stuff. You made some money. Hooooorraaayy! :)

The most important part is your back-end selling. That means, you sell again to the same customers. It's much easier to sell to customers who have purchased from you before rather than to sell to those who have yet to purchase anything from you.

The reason is, your previous customers have trust in you. You have built a relationship with them.

Products to offer for your back-end selling can be someone else's products or your own other products that are related to the ones previously purchased by your customers.

For example, if you sell flowers, your back-end product to sell can be vases or books on floral arrangement.

### **IMPORTANT NOTE:**

#### **5-7% of Mr. H's visitors buy his \$159 product!**

... Since he averages 3,000 visitors per day (compared to his 100 visitors a day just a few years ago), that translates into **150 to 200 new customer sales each and every day**. And that's not including backend sales, when they come back to buy more!

In fact, after spending \$159 on this initial purchase, **the average customer goes on to spend a total of \$800 on his backend products!** (i.e. other related products he sells).

Discover his 'back-end' strategies in the 101-minute audio recording interview with Mr. H at <http://www.sellingonlinesecrets.com>

## **5. Automating the System**

Everything's done. But, you are not free. You have to run the online business. What you want to do is automate the business as much as possible so that you can work less. It's hardly possible to stop working 100%. If you can work 2-4 hours a day, that's a great achievement!

Compared to those who have to work 8 hours a day, you're doing great! And also, you get to pick your own working hours. :)

There are a few tasks in your online business that you can automate.

### **1. Your Payment Collection**

Use a credit card system that can take payment and automatically send the customer the product they just bought from you. You don't want to take orders manually.

### **2. Email**

You MUST use an autoresponder. As I mentioned earlier, these lessons are about strategies and tools. I won't be covering any basic topics like how to set up an autoresponder for automating your system.

### **3. Affiliate System**

If you want others to help you sell your product, you MUST have a good affiliate tracking system. If you are going to manage it manually, it will take too much of your time and explode your brain. :)

A proper system includes creating duplicate website of yours for your affiliates, stats tracking, and accurate commission payment.

This concludes the "Selling Online Secrets" eReport.

If you are going to say...

*"I knew or read about these tips before. It's nothing new to me".*

If you already knew about them, GREAT! Then this eReport has served its purpose of reminding you ...

## "Are you practicing them?"

It's not what you know that will earn you more money, but doing what you know. This is TRUE if you are **learning the correct knowledge** or **following the proven-to-work strategies** to be successful online. If you DO NOT HAVE the correct knowledge or proven-to-work strategies, you are not going to get the successful results that you want.

Just like; if you are running toward the east, don't expect to see the sun set.

But if you want to

- i. understand 100% how to create the 'correct' webpage to be profitable online,
- ii. know in-depth the profit-generating strategies that can create an avalanche of sales to your webpages,
- iii. know how to increase your website's conversion so that you'll make more money each time a visitor visit your website and save cost on advertisement,
- iv. create a powerful back-end selling funnel to send a consistent income to you each month and
- v. how to automate your online business so that you can create more businesses or spend your time to enjoy life,

Then, you must listen to Mr. H Interview Audio Course.  
[Click here](#) for full details.

I wish you all the best. If you need to contact me, I can be reached at <mailto:patric@automateinternetmarketing.com>

PATRIC CHAN

**-- FOR IMMEDIATE RELEASE --**

**"Learn how this regular guy from Oregon has been quietly raking in \$32,876 A DAY with his ugly, outdated web site — *WITHOUT spending a dime* on traffic or advertising!"\***

### **EXCLUSIVE INTERVIEW!**

You're about to discover the closely-guarded secrets behind one man's astonishing online success story...

It wasn't easy, but I managed to get access to a top-secret interview where "Mr. H." spills his guts for a full 101 minutes explaining *exactly* how he's managed to go from \$3,500 a day in 2001... to \$23,850 a day in 2003... to over **\$32,876 per day** right now.

**That's over \$12,000,000 this year alone!\*** *Keep reading to hear his story...*

**[Click Here For The Full Details](#)**