



PAID CUSTOMERS
GOLDMINE

Paid Customers Gold Mine

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1.0 Building Your Own Gold Mine

Congratulations! Thank you for investing in this manual. Within the coming pages, I will detail out to you how you – or anyone – can build your very own highly responsive list consisting of the best type of prospects there is – **willing-to-pay customers!**

It fascinates me even now as I write this because I'm more than convinced that anyone can easily achieve this if done right. It doesn't matter whether you fancy using other people's products you acquire the Resell Rights to or that you crave creating your own digital products.

And you don't have to be technically savvy or own a membership site to achieve this, either!

Regardless of whichever way is your cup of tea, there's a temperament for every marketer but ultimately, I'll be showing you how you can build your own list of responsive customers at **warp speed** in the **fastest time possible** using ingenious methods not many had really thought of!

1.1 Virtual Gold Mines – Profitable?

Today, it's more than possible to actually build your own "virtual" gold mine from scratch without having to join the early days of the Gold Rush. Just to offer you some ideas to start with, your neighbors or anyone with computer and Internet access can form your gold mine so you can rake in cash **over and over and over** again.

You've guessed it: the best kind of gold mine today is **customers**.

Customers are the best kind of prospects to have because:

- ✓ They are ready to pay,
- ✓ They have the money to pay,
- ✓ And if they're familiar with you and your business, they'll likely return!

As in the case of Internet Marketing, you will come to realize that unlike publishing a regular newsletter, your customer un-subscription rate can be significantly lower as well!

This is true because if you could make them trust you with their money for the first time (and that you make this a good!), the chances of them returning is likely to be high. Evidently, many top marketers report that their customer lists bring in a sales conversion rate of **15-20%**, and above!

The result: repeat customers = repeat sales!

Every time you have a new product to launch and sell, you don't have to really look anywhere further than your own paid customers gold mine.

That's really worth building your business on!

Now this manual assumes that you have NO subscriber/customer list to start with so if you follow any one of the two plans (of your choice) carefully, the end result should be that you own your own list of responsive customers (provided that you **take action**, please).

1.2 A Word of Thought Before Getting Started

Before I get started, here's a **word of thought** and **caution** as well: the concepts and techniques you are about to learn would require some guts (balls, chutzpah, bravado, bravery, whatever you call it) on your part to carry them out.

I'd tell you in advance that in effort of achieving your very own list of paid customers in the fastest time possible, you would be required to do some temporary sacrifices, one being the up-sell. But don't get intimidated by this – as you read, you'll discover why this is being the case.

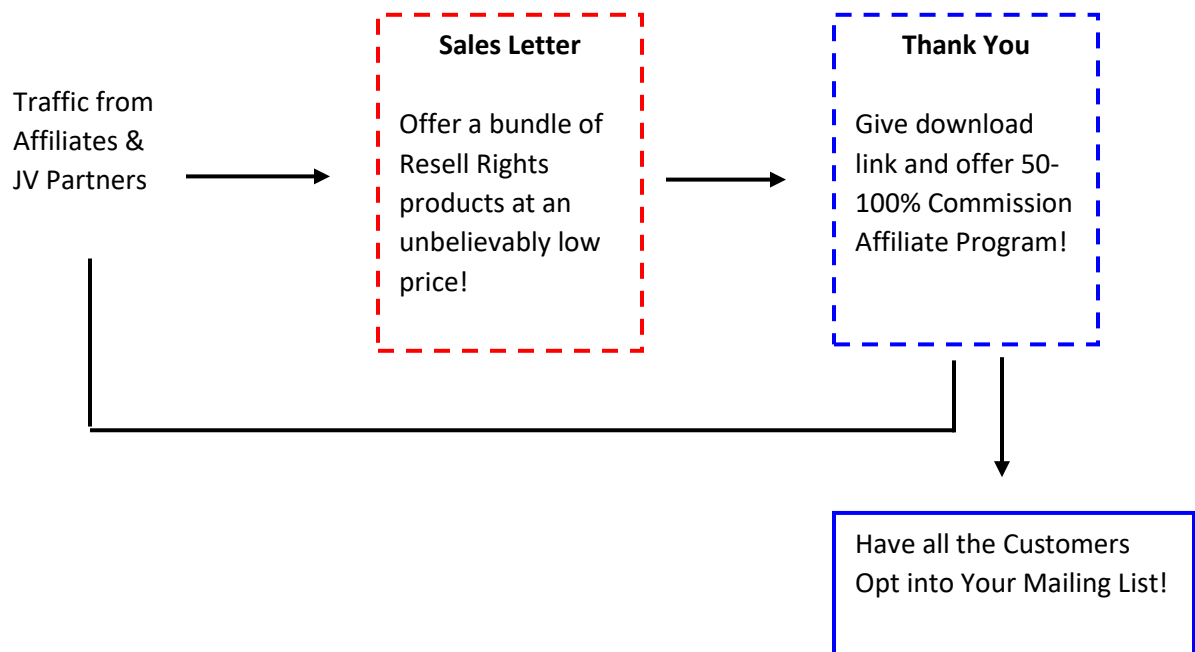
Having said that, let's get started! 😊

2.0 Using Other People's Products to Build Your Customer List

If your hard drive is packed with digital products you acquire the (Master) Resell Rights to and you haven't take advantage of them just yet, this Resell Rights plan is for you.

Another motivating factor for you to use this method to build your paid customer list is that perhaps you're not keen on creating your own products may it be due to time congestion or unable to commit.

2.1 The Concept



You want to achieve your objective of building your paid customer list by reselling a bundle of digital products you have acquire the (Master) Resell Rights to. It is preferable if you have the Full Master Resell Rights so you can pass on the rights to your customers and that your customers can do the same.

You bundle a group of digital products with (Master) Resell Rights and sell for a very, very low price, preferably **\$10.00 - \$20.00**.

And then, you recruit Joint Venture (JV) partners and affiliates to promote your bundled package to their subscriber/member list for high commissions. It gets even better if you offer 90-100% of the product price as commissions to your affiliates and JV Partners.

While this sounds nutty, the rationale behind this is that:

- ✓ **You want to motivate your affiliates** and JV Partners to sell for you, and
- ✓ **You don't mind forsaking the up-sells** for building your paid customer list, which is more important and profitable in the long run for you because you can later endorse your next product launch.

And every time you receive a customer whether through your own effort or that of your affiliates, convert your customer into your affiliate as well via your Thank You page where you offer the same invitation to your affiliate program.

They won't mind doing that as long as you provide convenience (that they don't need to set up their own sales letter and package from scratch), and that your commission reward is irresistible (90-100%).

Your customers can in turn become your promoting affiliate partners and the result will be viral: **your affiliates and customers building your customer list for you!**

2.2 The Pros

1. There's absolutely no need for you to create your own products from scratch. You can easily acquire Resell Rights products from paid membership sites or purchase exclusive reseller licenses if you can afford to invest.
2. This business plan can be started overnight.
3. With the help of your affiliates and Joint Venture partners, it is very possible to build your paid customers list heavily in a short period of time.

2.3 The Cons

1. If you bundle a lot of high-ticket Resell Rights products in a paid package and sell at a very low price, not only will it devalue the products, you risk creating a bad impression with Internet Marketers.

However, this can be easily solved if you sell very few but unique products or low-ticket items in a paid package. Alternatively, you can source and handpick niche (non-Internet Marketing) products with (Master) Resell Rights.

2. Selling bundled products with Resell Rights can prove to be very competitive as there are several other bundled products on offer across the Internet.

2.4 What Do You Need?

1. **Web Hosting & Domain Name** – Get your domain name from NameCheap.com and as far as hosting goes, I recommend HostGator.com or BlueHost.com for beginners.
2. **Autoresponder accounts** – this is your primary asset, as you will need it to collect your paid customers leads. I recommend Aweber.com or MailChimp.com.
3. **A collection of (Master) Resell Rights products** of your choice to form your unique package. 5 to 30 products is sufficient to form a low-ticket package.
4. **Credit Card Payment Processor** – to accept payments. I recommend PayPal and Stripe if possible.

5. **Affiliate Program** – you'll need this to manage and recruit affiliates. You can consider JVZoo.com, WarriorPlus.com and even ClickBank.com.
6. **Sales Letter & Thank You Page** – to sell your package and your Thank You page is not only used to offer download links, it should also be used to collect customer leads into your autoresponder and later recruit them as affiliates to help promote your package for you.

2.5 Build Your Customer List – Step-by-Step

1. Choose your collection of products with (Master) Resell Rights carefully to form your unique package.

Be sure to check out each product's reseller license before using as each product creator's terms and conditions vary. You want to be able to bundle the product into a paid package so make especially sure you're really allowed to do that.

Tip: You're only going to charge \$10.00-\$20.00 per package so there's no need to necessarily bundle 50 to hundreds of products in the package. In fact, 5 to 30 low-ticket Resell Rights items will do. The newer the products are in the market, the least products you can bundle in because not many people online should have them.

2. Write the sales letter for your package.

I cannot cover everything under the sun on copywriting in this manual alone, as it's a subject suitable for another book, the idea and selling point behind your sales letter is that your prospects can acquire all the products at one cheap price and they can resell the products (individually or in a package) and keep **100%** of the profits.

When introducing the products in your package, you can easily take an excerpt from their individual sales letters that explain their benefits so you should save a lot of time in cranking out your own words.

Tip: It's a given that there are several reseller packages floating online and are being sold by many resellers it could spell a typical price war and bring out the meticulous search behavior among your prospects to see who offer the best prices. In this case, you would stand a better chance of winning if you acquire unique (or new) products or simply niche products, which seems to be a rare practice among Internet Marketers when it comes to reselling.

At the bottom of your sales letter, don't forget to include your payment button so your prospects can check out with their purchase.

3. Create your Thank You page.

This is where the Gold Mine is! Aside from offering your customers the download link to your products, you should be including an opt-in form for your customers to fill in their details to be entered into your mailing list. In fact, you should make your customers opt into your mailing list first before getting the products they paid for.

Also, you want to take this chance to offer them to join your affiliate program so they can get started making 90-100% commissions selling the package for you to their contacts, subscribers, members, and/or customers. (See Step 6 for more details.)

4. Set up your site and domain name.

Secure your web hosting and domain name if you haven't just yet. The last thing you'll want to do is upload all of your files (sales letter, thank you page, images, products, etc.) to your web host via FTP.

5. Set up your autoresponder to capture customer leads.

As mentioned earlier, this is your asset. And the entire business goal is revolved around filling your autoresponder with paid customer leads. Once you set it up, prepare your opt-in form code and have it pasted in your Thank You page so you can collect customer leads.

6. Set up your affiliate program and recruit affiliates.

I know it sounds crazy but you should offer **90-100%** in commissions to your affiliates. This means you won't make any or much money from up-sells but you won't mind sacrificing this to motivate your affiliates and Joint Venture partners to promote for you.

Your ultimate goal is to build yourself a paid customers list in a short time span even if you have no list (or your own product in this case).

It is very possible to start your affiliate program free with JVZoo.com.

Alternatively, you can take advantage of ClickBank as it has a more established marketplace with competent affiliates even though it requires a \$50.00 start up fee but still worth the investment.

7. Launch your package.

You can launch your package on any one of the 3 selling points: scarcity, limited time offer and fire sale.

If you are taking advantage of scarcity selling point, you can pitch in that there are only X number of copies available.

Or you can let your prospects know that this offer is valid for only X number of days.

Alternatively, you can increase the urgency for your prospects to purchase your package as the price of the package will gradually increase every few days.

All in all, you want to press your prospects to act now and purchase your bundled package of Resell Rights products while it's at its cheapest (or still available) on top of its already low price.

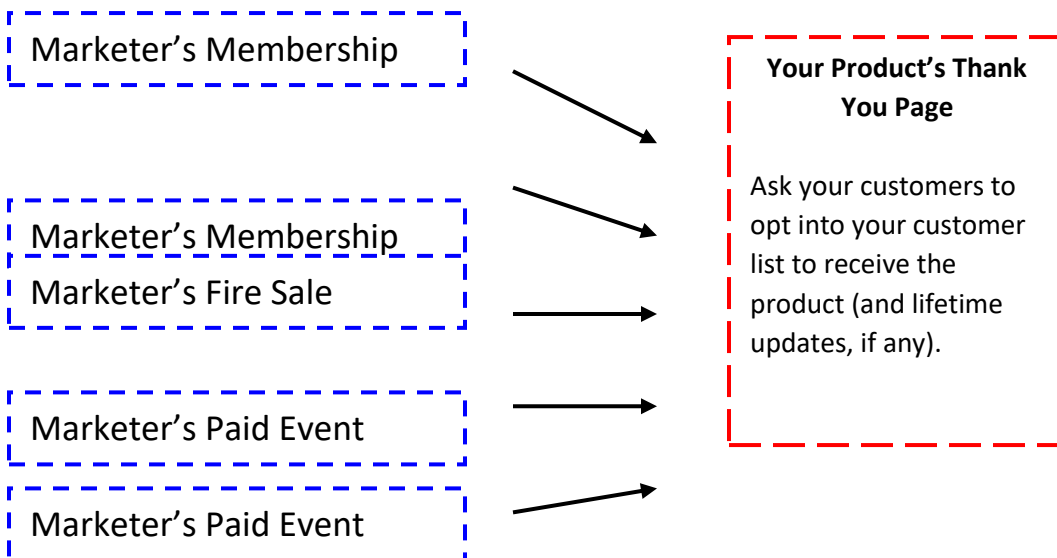
End result: even though you may start without a list of your own, you can build your paid customers list with the help of your affiliates and JV Partners and later on "their" customers to bring in more customers to your special customer mailing list via affiliate program and strategic planning in your Resell Rights package.

And you can achieve this without having to necessarily create your own products. However, the important success factor in selling your package effectively is how good quality and unique the products in your package are.

3.0 Using Your Product to Build Your Customer List

Personally, this is my favorite method in building my own paid customers list intensively. If you are an active product creator, this is for you.

3.1 The Concept



In a nutshell, you create a digital product with Full Master Resell Rights and submit it to other marketer's paid membership site and/or paid event as a quality contribution.

Since the manual assumes you don't have a list of your own, selling the product on your own can take a while as with other learning curves in life.

But this method isn't going to stop you from building your own paid customers list even right now.

You approach active marketers, preferably because they are running paid membership sites or organizing fire sales and paid events. This is your chance to approach these marketers to ask if they're willing to throw your product into their event/member's area as a bonus. He or she can keep your product for free. The only condition is that the marketer's customers/members have to opt into your customers list to receive your product (and maybe lifetime updates).

If your product's retail price is \$97.00 for example, the marketer will likely accept your offer as not only does he or she save at least \$97.00 in investing in your product as a bonus, you've just saved him or her some precious time in creating or outsourcing for unique bonuses. On top of that, to produce a high-ticket digital product consumes a lot of time, effort and expertise in development.

As you've probably concluded by now, marketers are really busy people in nature, no matter how much they say they're financially free! (Yes, thanks to all the flood of ideas!)

Keep repeating this stunt with as many marketers as you can online and you'll end up with a huge database of customers of your own in a short time span.

3.2 The Pros

1. As long as you convey Full Master Resell Rights to your product and offer a link back to your opt in form in one way or another, building your paid customers list can be viral.
2. If you are new to marketing and don't have a mailing list of your own, you can still build your paid customers list even now. Although you're forsaking upfront sales, you are still building a paid customers list as your leads are paid customers in one channel or another – for example, they have paid to gain access to a membership site where your product is found.
3. It's easier to prove your credibility through your own products plus you have full control over your product's terms and conditions.

3.3 The Cons

1. You're forsaking up-sells. If your product were priced at \$97.00 for example, you would have to sacrifice a number of up-sells in effort of building your customers list. However, be reminded that "the money is in the list" and when you have customers opted into your mailing list, you can still follow up with other offers in the future as you're only one broadcast away.
2. Creating your own digital product demands a lot of time, effort, talent, skills, and expertise on your part.

3.4 What Do You Need?

7. **Web Hosting & Domain Name**
8. **Autoresponder account**
9. **A product of your own** – you will need to create your own digital product and preferably, you convey Full Master Resell Rights to it so it can be passed on from your customers to another.
10. **Thank You Page** – place your opt-in form here and require your customers from paid membership sites, fire sales and other paid events to opt into your customer list so they can get your product.

3.5 Build Your Customer List – Step-by-Step

1. Create your digital product.

The digital product can be an E-Book, software, turnkey solution, audio, or even video. Creating your own Info Product required good writing skills and knowledge from you and remember that quality really counts – you're going to be proposing to marketers so that they can accept your product for contribution.

It is highly recommended that you offer **Full Master Resell Rights** to your digital product so that your product can be resold and passed on and on in effort of creating a viral effect for your own branding – and building your customer list!

Tip: if you aren't savvy at writing, you can engage a ghostwriter to specially write for you. Alternatively, you can purchase products with Private Label Rights so you can edit and brand with your own editing instead of creating from scratch.

2. Write your product's sales letter.

This one is equally important – your prospective marketers you're going to approach are likely going to need to review your product so they need to see what you offer through your product in a nutshell. Plus since you're going to let their members and customers resell your product, you're going to need to give them a good selling material they can conveniently use.

3. Create your Thank You page.

This is where the Gold Mine is! Since you are going to receive customers from other people's membership sites and paid events, you should require them to opt into your customer list first before downloading your product. The incentive you can offer is that you give lifetime updates but your ultimate goal should be that of building your paid customer list so you can endorse more offers to them in the near future.

4. Set up your autoresponder to collect customer leads.

As mentioned earlier, this is your asset. And the entire business goal is revolved around filling your autoresponder with paid customer leads. Once you set it up, prepare your opt-in form code and have it pasted in your Thank You page so you can collect customer leads.

5. Search for membership site owners and marketers who are launching fire sales and paid events to contribute your product to.

Since we've established you don't have your own mailing list, it would be harder for you to sell on your own and make money in a short time span. So you're going to build your customers list FIRST. How?

You approach marketers who own paid membership sites (Resell Rights sites are good targets) and those who are launching paid events and fire sales. Also, marketers who are looking for Joint Venture partners to contribute unique products to their event make very good prospective targets. You want to personally contact them via phone or email to offer them your product as contribution.

You want to remind them that they would need more time and money to product unique bonuses thus you can help them shortcut the process by offering your new product to their customers and members.

They may download your product for free but the only condition is that their customers or members must go to your Thank You page to receive your product and in order to do so, they must opt into your mailing list.

This is a very small price to pay since no money is exchanging hands between you and the prospective membership site owner/paid event manager thus there is no monetary risk involved.

End result: You don't have to have many products of your own to do this. In fact, one **high quality** product will suffice.

Repeat Step 5 with as many membership site owners and marketers as you can and every successful deal will result in you building your paid customers list in a **faster** time possible.

Unlike regular newsletters, customer lists can be more responsive thus when you have your next product launch, you only need to email your list which is one email away!

4.0 In Closing

4.1 Last Words

Exciting concepts, aren't they? 😊 I know this report is relatively short when you count the number of pages but I hope you don't judge the value of this report by the number of pages it has.

Since it's often the case that customer lists tend to be more responsive than the regular subscribers of a newsletter, conversion rates can be significantly higher when endorsing products or service to your customers!

We're talking about anywhere from 15-20% here since they are willing buyers under the right circumstances.

And the best part is that you don't have to necessarily start off with a mailing list of your own to build your own customer list. I did the above mention without the use of my own mailing list and that's why I'm convinced anyone can do that, too, and even on a bigger scale!

Granted, these methods aren't *exactly* new but they sure are **time-tested**. Having said that, I trust you now know how to exercise even more creative use with Resell Rights in the marketplace. So have fun building your paid customers list!

4.2 Rights Glossary

Resell (Resale) Rights.

The right to resell a product. This can apply to both physical and digital products. Where digital product is concerned, you resell the product and keep **100%** of the profits without losing the enjoyment of the same product as digital products are duplicable in nature.

If the Resell Rights are sold separately from the product, the rights can cost 5 to 10 times the price of the product.

Basic Resell Rights.

You have the right to resell the product but your customer does not have the right to resell it to another.

Master Resell Rights.

You have the right to resell the product as well as the Basic Resell Rights itself to your customers. Your customers can in turn resell the same book to their customers. The Master Resell Rights can either be bundled together with the purchase of the product or purchased separately from the product.

Private Label Rights.

You are allowed to make limited to unlimited editing to specific or all parts of the product such as your own name, logo, advertisements, web site URL, and affiliate IDs.

Usually, you are NOT allowed to resell the Private Label Rights to other people unless you purchase the Resell Rights to it, which can cost a few times more than the price of the Private Label Rights itself.

Give Away Rights.

You can give the product away for free. In most cases, however, you cannot resell and/or edit it.

This report is a fine example that demonstrates a product with Give Away rights whereby you are allowed to give this report away for free but you cannot sell or edit it in any way.

Free products are architected with such rights so that it can serve as an effective viral marketing tool on the part of the author and maybe the reseller or affiliate.

Royalty Rights.

You have to pay the original product author or franchisor a percentage of every sales made by you. This right normally applies to physical products. McDonald's and printed books found in bookstores are very good examples that demonstrate this right.

Rebranding Rights.

You get to make limited editing to certain parts of the digital product and they usually are your own name, web site URL, and affiliate IDs.