

**10 Minutes**  
**to TRIPLE**  
**Your Money**

How to Make All the Money You Could  
Ever Want... and Even More!

# How To Triple Your Money in 10 Minutes From Now!

Brought To You By:

imexclusive

[www.imexclusivesuite.com](http://www.imexclusivesuite.com)

**Don't Get Mad with Me But...**

**There Is Money Everywhere!**

**Here's How To Get All You Want**

**(And A Little Extra For Your Friends!)**

I think it's quite possible that these are basically the *only* three ways that you can get more money in your business besides borrowing it or stealing it from someone else.

This document is FREE for you, but I should've made you paid for it, why? because people usually don't put the real value to FREE stuff, but I wanted to put it in your hands anyway, because I know it will help you, A LOT.

So let's make a deal, since this very moment, **let's say you paid me \$100 to get this short ebook. Deal? Great**

That being said, I'll show you some cool and legit ways to make all the money you want. It works if you are a product owner and/or if you are an affiliate marketer. So here they are...

**Magic Bullet #1, Get More Customers:**

First thing we want to do is to get more customers. Pretty simple, right? This is the one that most people focus on.

“Let's just get more customers, get more customers, get more customers and we'll be okay.”

Quite frankly that's the method that I focused on primarily for the past ten years or so and it's done well by me.

But unfortunately (or *fortunately* depending on how you're looking at it) **that's just the tip of the iceberg.**

When you consider the other two ways to get money, you'll start seeing how you can really make a fortune.

And I'm going to show you that right now in report.

But first, let me show you the other steps.

**Magic Bullet #2, Sell More Stuff To Existing Customers:**

So the second way to get more money is to simply sell your existing customers more stuff.

Sounds like a breakthrough idea and I'm sure you've *never* heard about it before.

JENIUS, RIGHT?? (Just a little hint of sarcasm there...)

But seriously - so few people ever really take this step that it's shocking, myself included.

So I'm certainly not pointing fingers.

But this is important. So many people overlook this. They keep focusing on Magic Bullet #1 ...getting more front-end customers ...and there's a goldmine right at their fingertips ...barely buried in their current customer database.

I'll tell you how to tap into it in a minute ...but let's finish this overview first.

### **Magic Bullet #3, Increase Frequency Of Purchase:**

The third way to get more money is to sell your people more stuff **more often**, also known as increasing the frequency of purchase.

The easiest way to do this is to simply either create more products, or find more products to promote as an affiliate and offer them to your customers on a regular scheduled basis.

Note the words "regular" and "scheduled".

The best way to do it is to actually plan your product promotions for an entire year in advance. Either be yours or as an affiliate.

And if you want to be a total badass, promote something new every month.

Listen - if you're promoting or creating good stuff out there, your customers are literally waiting for you to promote something new.

They wish you'd hurry the hell up and come out with another product!

See, most people think that they'll saturate the market and lose some of their steam if they release a bunch of products.

**That's not true.**

Take my son, for example.

They're into some little stuffed animals called Invizimals.

Can't get enough of the things.

Anyway - Invizimals releases a new toy every month. Actually, they release several.

And their customers and fans literally count down the days until the new stuff comes out!

So if it works for them, it should work for you.

OK - now I've given you a snapshot of the three main steps we need to take to really ramp up your business and make you more money.

Now let me give you some good ol' step-by-step instructions on how to put it all together ...NOW.

## **Part 1: Getting More Front-End Customers**

Let's think about this step from a mathematical standpoint. If you have 1,000 customers and you make \$50 dollars per sale, then you've made \$50,000, right?

So if we want to get more money we could go with step one, and we could simply double the amount of customers from 1,000 to 2,000 so now we have 2,000 customers each making us \$50 dollars per sale.

So now we make \$100,000 dollars.

***Duh, right?*** That's pretty easy to figure out, and like I said earlier this is where most people focus.

### ***But Here's The Problem***

***This is the least profitable way to grow your business*** believe it or not, and the reason why is because of customer acquisition costs.

See, it costs money to make that first sale, doesn't it?

Almost always, right?

You have to place ads in Google, Facebook or Yahoo to build a list first.

Or you have to write direct mail campaigns or get affiliates to promote your product if you're a seller.

And you have to give away all kinds of free videos and content just to bribe people to come to your website and buy your stuff.

It's the hardest sale to make because you've got to work your ass off to win the buyer's trust.

It is the least profitable sale to make because you're spending a bunch of money up front on traffic, JV,s and so forth.

***So 90 percent of us focus 90 percent of our efforts doing the hardest stuff possible***, and we never ever give any focus to getting the easy money that we're about to talk about.

I know “get more customers” is a big issue (even though it's the least profitable) so let me give you some ways that you can double the amount of front-end customers you have.

(Then we'll hit the advanced stuff.)

So here we go ... XX ways to get more first time customers.

The first and most obvious thing to do is ...

### **Crank Up Your Traffic!**

Here's the deal:

Most people rely on **only one** primary source of traffic. For example, they might have just one main keyword list or they might just be using pay per click search engine traffic as opposed to SEO and other stuff, or they might be using only SEO traffic or only Youtube traffic or whatever.

Some people rely only on joint venture partners to get their traffic, and I find myself guilty of this often. (The “free money” from JV's is addictive

and it's easy to get "fat and happy" from it - ignoring other more stable sources of buyers.)

So let's talk about other ways to get traffic

Most people focus on Facebook and JV's for traffic these days.

!

Sure. Facebook is great ...***but are you depending on it?***

JVs are great, but is that your **number one source of new customers?**

Almost all clients I work with depend almost entirely on **one** source for new customers.

And I was no different in my Niche businesses.

I used to get 85% of my new leads and customers from PPC ads in Google's search networks and Facebook.

Do you think I was a little stressed when I lost my first Facebook Ads account?

Hell yeah! I was freaking out! because my ONE customer source had instantly dried up with no warning at all.

And that can happen to YOU tomorrow.

Listen - *if you're hooked on one primary source for new customers, you're DOOMED.*

But fortunately, it's super easy to implement a new traffic and customer-getting source.

- You can use Facebook
- You can use Youtube
- You can do Media Buying
- You can do Solo Ads
- You can do LinkedIn

**Traffic is EVERYWHERE. You just need to know your numbers in order to be able to acquire as much traffic as you want.**

[\(I teach exactly how to do this here btw\)](#)

So now let's talk about another way to increase the amount of front end sales that you're making, and that is to simply

### **Increase The Frequency Of Your Offers**

Now this, again, is just to generate those first front end sales, the ones that everyone likes to focus on the most.

We have yet to talk about the other stuff I mentioned in the beginning of this report.

Increasing your frequency of offers usually kind of freaks people out a little bit.

It makes people say, "Oh man, I'm going to bombard my list. They're going to get mad at me. I don't want to be selling stuff all the time."

There are two sides to that coin.

First of all, if you sell *cool stuff* to them they're not going to get mad at you, all right?

Usually there are two types of people who are going to hear that message, the people who believe me go ahead and just do it ...and the people who are like, "Well, you're different because they just like you for some reason."

So if you're not a "just do it" person then let me give you two ways to increase the frequency of offers without just blatantly selling things. (While still selling things.)

The first one is to use a strategy I created called the Triangle Of Trust.

This is where you put cool video blog posts up on your blog and then you send emails to your list saying, "Hey, I put some cool stuff up on the blog and you might want to check it out," and then that video blog post makes the pitch.

When you do that it's not perceived as pitching, it's perceived as almost like you're earning some brownie points with your list because you're giving them cool content.

Naturally this assumes that you're actually giving cool content in your video blog post (which I'm sure that you would).

Anyway - this technique works like crazy. It flies totally under the radar because you're sending your list to a blog post ...and not a sales letter.

And we're still conditioned to view blogs as a news medium ...not as a sales medium.

So when you email your list and say, “Check out this blog post!” ...you’re going to get a lot of clicks.

And if you do it right, you’ll get a lot of sales.

The trick is to educate (as in give good content in your blog post) with 90% of the blog post, and then pitch with the other 10%.

This helps to avoid any list overwhelm, so to speak because you’re mostly giving content (with just a 10% pitch at the end).

Another way you can increase the frequency of offers is just by hiding them in content that you give out on a regular basis.

For example, you could start doing weekly podcasts with offers in those podcasts, or you could even do a weekly Ustream TV show (and make offers on the show).

You can actually have your own live internet TV channel now if you go to Ustream.com and sign up.

You can have a live Internet TV show every week and then you can make offers on the show.

So those are two ways that you can make more offers without blatantly making more sales pitches.

It is the “un-offer” offer strategy, I guess :-)

Another third thing you can do is just hold regular *sales* in relation to, or in reaction to the news.

So you'd have a Christmas sale, a Thanksgiving sale, a Mother's Day sale. You could have a, "my wife just got a promotion at her job" sale. You could have "my daughter's graduating from kindergarten" sale, *anything*.

People love sales. They **never** get tired of sales, so you can have sales on a regular basis.

*Again, everything I've just told you up until now are ways to simply increase the amount of front end customers coming through the door.*

So now let's talk about the second and **more powerful way to get more money:**

### **Increase The Size Of The Transaction!**

So the first way you can get more money from that first batch of sales is to simply charge more.

And I know people might be thinking, "Oh man, that's really basic, Edward. Could you tell us something that we don't know already?"

(And I know you're not one of *those* people because most of *those* people are illiterate buffoons. Terrorists, they are! Haters of kittens! Fundamentally bad people all around!)

So even though that sounds obvious, lemme give you the straight dope:

**The fact of the matter is, this is one of the easiest ways to get more money. And we don't want new, exciting, and hard ways to get more money. *We want old, proven, and easy ways to get more money RIGHT DAMN NOW.***

So charge more or promote more expensive products

But there's a little bit of a trick to it sometimes :-)

First of all you should not be afraid to charge more because we as consumers have the embedded and permanent belief that if it costs more money **it's gotta be better.**

People almost automatically and methodically will **desire the more expensive option.**

Even if they don't buy it because they don't have the money, **they still want it** just so they can have it and feel like they're special for having the most expensive thing.

**It's just human nature.**

Think about designer clothes. There's absolutely no difference between a Polo golf shirt and a "regular" golf shirt that doesn't have the Polo label on it ...other than the fact that it is more expensive and has the Polo label.

But people still think, "**Oh, Polo is better.**" Why?

Because it's more expensive, that's why.

So simply charging more will obviously help you increase the size of each transaction.

Now, if you're afraid to just charge more for the sake of charging more you could, prior to that, build more value into your product.

So if you're selling an eBook, you could add some audio components to it and charge more for your advanced audio version.

Or you could add some screen cam videos to your product and you could charge more because you've added more value. (Video edition!)

Or If you're promoting as an affiliate you can add some extra bonuses, and then offer something extra in the bonus page with a higher price (This works like a charm btw)

Or you could go from a digital product to a physical product and charge more. Or you could from to a physical product to a physical product with an accompanying webinar and charge more.

There are myriads of ways you can add more value.

**The point is that you just need to do it so you can charge more.**

Another way you can charge more is to throw in some good old fashioned scarcity and exclusivity.

For example, "I'm only going to allow 50 people to take this course, it's very expensive, but those 50 people are going to get more personal interaction with me so it's worth it." Boom. Instant price justification.

Another way to increase your transaction value is to simply have a deluxe or platinum version of whatever it is you're selling.

According to Dan Kennedy, **20 percent of all of buyers are going to elect to choose the more expensive option just out of principal, regardless of what the actual thing is that you're selling for more money.**

They'll just buy it because it's there. I can verify from my own experience that this is TRUE.

So if you have a regular version and a deluxe version, and the deluxe version simply includes a piece of paper with the word "deluxe" on it, you could still get people to buy it ...just because it exists.

Obviously you should provide more value than that. A LOT more ...but you get the point.

One really easy way to sell your "Deluxe Version" is to simply have an up-sell on your order form. Or you can simply have one time offers after your initial purchase.

You've seen this before in the past. You buy the product and instead of a thank you page, you see a one time offer that says, "Wait, you'll only see this offer one time. For an additional \$17 dollars you can now have the deluxe version."

You see this all the time because IT WORKS. It's a no-brainer.

**Now let's make you some more money.**

Did you like this report? This very same PDF is making money for me 24/7 simply because my stuff WORKS

This is just a little part of my online automated business and I want to give you a copy of it, in fact, I'd like to give you actually my 4 highest converting campaign, all of them only for 1 buck

[You can check it out here](#)

It usually sells for \$97 but during this week we're doing a very special discount for new members.

**But not only that, we're doing it with a challenge for you:**

We want you to make money. After all, if you don't make money you're not going to buy anything else from me.

And I've just showed you the money is in the backend. If you make money, I'm pretty sure you'll buy more products from me right?

**That's why I'm giving you the chance to put my business to work for you for just 1 buck and if you can't make \$1,000 from this by next week this day, then I'll pay you \$100 bucks from my pockets.**

Yea, I know. Not everyone can give this kind of guarantee, but I can.

That's because my stuff works, and if you buy, you'll end up making a ton of money. So,

**Here's What You Need To Do Next**

IMMEDIATELY [Go Here and claim your copy of my 4 best automated campaign.](#)

This offer could expire at ANY minute because it's all part of a test (I'm just doing this to see what happens when you put a killer offer at the end of a free PDF like this)

Look. You've read this far. Just go ahead and give it a whirl. The worst that can happen is you get it, decide it's not for you, and I give you a refund of your \$1 plus an extra \$99 as my way to say thanks for trying.

But my guess is you'll LOVE this and you'll get WAY MORE value out of it than what I'm asking. So either way, YOU WIN!

Talk Soon,  
**Edward Latto**  
CEO and Founder  
IM EXCLUSIVE SUITE

**FREE BONUS:** [Want to learn how to Launch your Own Automated Business Online in the Next 48 Hours? Click Here to Sign up for my New Class!](#)