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## **Five Amazing Thank You Page Tactics**

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue, you'll learn about five of my favorite tactics for making more money on your thank you page.

Thank you pages are one of the most overlooked parts of the sales process. The single biggest mistake marketers make when they design their thank you page is that they only think about using it to deliver their product, and nothing more. This is a very costly error, because thank you pages can easily make you more money if you just put some time in at the beginning to make them right.

Let's get started.

### **Tactic #1 - One-Time Offers**

These are great, because of their built in scarcity. Immediately after someone buys, they are taken to your one-time offer. They're told that they will never see this offer again, so they have to either buy it now, or lose it forever.

There are only two choices at the bottom of the one-time offer page. Either buy, or continue on to download their product. Make sure that you reassure them that they will still be given instant access to the product they paid for after the upgrade their order.

Usually the deal is so good that it's a no-brainer, and people will take you up on it. One-time offers can be anything from product bundles to a deluxe version of your product. You want to make it so that the offer is such an obvious good deal that people would be crazy to pass it up.

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When you strike while their "buying temperature" is high, your chances of making that additional sale are much higher.

One-time offers are a tricky thing to master. If you want to get a real experience of a one-time offer delivered by a real pro, then order something you see on an infomercial.

You'll find that they'll try to sell you on things that seem like "just a few dollars more". One cool tactic I've seen is making people feel like they won't have the complete product if they don't take the upsell.

I experienced this when I ordered the "Def Comedy Jam" DVDs from an infomercial. They said I could add the "Uncensored R-Rated DVDs" for just a few more dollars. I forget how much extra it was, but you can bet I took them up on it. I felt like I wouldn't have the complete set without them (plus I love potty humor).

The bottom line is that a one-time offer should be a no-brainer of a deal. If you do a good job upselling your customer, and convincing them on the value, it should be an easy sell.

### **Tactic #2 - Resale Rights**

You can combine this with the one-time offer tactic above. You're basically offering people a chance to pick up the resale rights to the product they just purchased.

If your price point is below \$100, then I say try the one-time offer route. If your resale rights are expensive, however, you might want to consider offering a payment plan (which you can do via PayPal) or give them the option of coming back later and buying it.

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No matter what you do, though, always have some kind of expiration date or deadline. You can make your offer good for 7 days, for example.

**SIDENOTE:** In fact, that would be a really cool product for someone to come up with! A dynamic thank you page generator that gives them the offer for 7 days, and then, if they try to come back to that URL, they are taken to a different page. I'd buy a product that did that.

### **Tactic #3 - Upsell To A Recurring Program**

Let's face it, a recurring program is just plain awesome, but only if you can come up with top-notch content every month.

In fact, on the thank you page, you can tell your customer that, as your way of saying thanks, you will give them their first two months free. Whatever deal you give them, make sure it's better than the one on the regular sales page for the recurring program, or they won't feel special at all.

If you don't have any recurring programs at the moment, then find some to promote as an affiliate, or just promote your favorite autoresponder service.

### **Tactic #4 - Cross Selling**

Let's face it, not everyone has a ton of back end products to sell, and yet we all want to make more money from each visitor. The easiest way I know of to do that is to find products and services that are related, but not directly competing with you.

Here's an example: If you're selling an eBook on how to make money on eBay, you could offer your customer any or all of the following:

- Autoresponder services (so he can put his eBay customers on a back end autoresponder that promotes his other offers. Also, the seller might want a way to send monthly auction updates to his customer database).

- HTML auction templates
- eBay listing software to list multiple auctions at the push of a button (I love these programs)
- Graphic design services to help them create their own auction template that is unique to them
- Web hosting - so they can host the images in their HTML auction ads.

And the list goes on and on. I love cross selling. If you're not doing it, then start today.

### **Tactic #5 - Offering One-On-One Consultations**

I'm surprised at how few people are doing this. If you're an expert in your particular subject, how about offering your customers private coaching or consultation packages?

I have a friend who is a copywriter, and he pays over a thousand dollars a year just to have his copywriting mentor review his sales letters. Even if you can't justify charging the big bucks yet, imagine if you had 50 clients who each paid you \$200 a month for a 60 minute coaching call twice a month.

You'd only be working 25 hours a week for \$10,000 a month in recurring income (not counting your time spent marketing, of course).

Think about it... one-on-one consultations can bring you a lot of money, and people will often gladly pay for your personalized assistance.

### **In Conclusion**

If you were to spend 30 minutes today implementing one of these tactics on your current thank you pages, you could easily add hundreds, even thousands of dollars to your yearly income. Go ahead and do that today, and let your thank you pages start earning you the extra money you deserve.

I hope you enjoyed these five tactics. If any of these have made a difference in your income, I hope you'll let me know about it.

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

<http://www.MichaelRasmussen.com>.

See you next issue.

Your friend,

*Michael Rasmussen*

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