

Your License To Print Money  
Starts Here

*The* **Turbo  
Money  
Machine  
Manual**

***The Ultimate Profit-Pulling  
Online Business Setup  
Simplified In One  
Revolutionary System***



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**ATTENTION:** You can reach ALL the drafts of the Turbo Money Machine online by [clicking here](#). Study the manual and then [click here](#) to study the drafts, the parts of the Machine and also “play” with the Machine.

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They call it a serendipitous discovery.

A lot of the things we have come to enjoy in this day and age are products of serendipity, which is defined as the ability to make valuable discoveries by accident. These are discoveries that are not even intended. These are discoveries that just happened all of a sudden. These are discoveries that were not made with the benefit of essential governmental grants nor organized teams of researchers. But these are discoveries that changed the world into a better place.

Take for example **Archimedes**. He came up with the Archimedes Principle, a famous concept in physics that states how a body appears lighter if the buoyancy of the upward force is stronger. The Greek mathematician figured this out while taking a dip in the pool, as he observed that his body was becoming lighter. It was said that he was so elated with his sudden discovery that he immediately jumped out of the pool and ran into the street, buck naked, and shouted “**Eureka! Eureka!**”

**Galvani** likewise discovered the electrical energy within animals and potential for them to become living batteries purely by accident. This was outlined in his journal:

*“I had dissected and prepared a frog in the usual way and while I was attending to something else, I laid it on a table on which stood an electrical machine at some distance from its conductor and separated from it by a considerable space. Now when one of the persons present touched accidentally and lightly the inner crural nerves of the frog with the point of a scalpel, all the muscles of the legs seemed to contract again and again as if they were affected by powerful cramps.”*

**Alexander Fleming**, one of the pillars of medicine, discovered Penicillin by serendipity as well. After countless hours of study and hard work, he found what he was looking for when he cleaned his lab and observed that Penicillium mold had formed in one of his samples. Eager to get rid of what he thought was an unwanted occurrence, he decided against it. After a few days, he realized that what he had been searching for was right there: the counteragent of bacterial formations!

Serendipity is often associated with **destiny**. And destiny is believed by many as the work of God's hands. There have been many, many serendipitous discoveries in the modern world, all of which contributed to the enjoyment of our lives today.

I have my own serendipitous discovery. And though it will not make its mark in science or medicine, it is sure to leave a big imprint on the Internet marketing landscape.

Why?

It's because this discovery has been discussed in all the eBooks you have read, all the teleseminars you have listened to, all the conferences you have attended... but **no one has formulated it into a congruently unified and perfectly practicable system** that is sure to bring about a windfall of success for your online business.

How I discovered this system came purely by accident. And I have my wife to thank for it.

My wife has her own car, you see. She uses it to go to work everyday. I'd love to drive for her, but my online businesses require me in front of the computer as early as 4 in the morning.

To say that she has grown attached to her car would be an understatement. She loves her car!

One day, about a month or so ago, the car broke down. She was utterly frustrated about it, given the fact that commuting from our house to her place of work is a long, 45-minute voyage. I didn't know much about cars and how they worked back then, but...

A man has to do what a man has to do, right?

I logged on to the Internet and quickly searched for information about common car problems and their fixes. I found what I was looking for and discovered what was wrong with my wife's car: a broken fan belt resulting in an almost busted radiator.

Procuring the fan belt and replacing the old one was easy and I was rewarded with a kiss from my lovely spouse.

But my crusade to learn more about cars didn't stop there. In fact, it had just begun.

I never wanted those fancy cars of exquisite engineering like the German brands. I never wanted the elegant and revolutionary features of the Japanese vehicles. I never wanted the timeless and pragmatic designs of the American models.

I was more fascinated with the inner workings of the car and this was because of a vested reason...

I had my serendipitous discovery while fixing my wife's car.

**I saw Internet marketing in the engine under the hood!**

Internet marketing involves so many components, so many aspects, so many strategies and tactics. These have been discussed in the numerous eBooks and special reports you have purchased and read. These have been discussed in the many teleseminars you have listened to. These have been discussed in the several videos you have watched. These have been discussed in the many, many conferences you have attended.

**But has any of them presented Internet marketing as a congruently unified and practicable system that can ensure a windfall of success for your online enterprise?**

I'm talking about one **system**.

I'm talking about one **machine**.

A machine that can be built using specific and proven elements...

A machine that, once assembled, will be able to bring you the Promised Land as it will enable you to earn every second of every minute of every hour of every day of every week of every month... for many, many years to come.

It was my *Eureka!* moment. It was my most illuminating hour. I have discovered Internet marketing's unifying thread in the engine of my wife's car and I have discovered how to make everything – yes, EVERYTHING – work with absolute efficiency, much like how a well-maintained car operates.

I have reduced this system on paper. It is a fail-proof system that, once initiated, will make you realize the sheer wealth that you can really derive from the World Wide Web.

This system – this **machine** – has incorporated ALL of my secrets, all of my techniques, and all of my knowledge that have been responsible for the name that I have made for myself throughout the years.

Serendipitous discoveries are moments to celebrate and I want to share this moment with you.

In the pages to come, I will reveal to you, in gradually progressing blueprints, the secrets of this machine and how it can rake for your benefit an amount of profit that you never dreamed possible.

I have decided to stamp my seal of quality on this machine; hence, I have labeled it as the **Turbo Money Machine**.

Think of the Internet as a virtual landscape, another world where people can interact. In this world, information reigns supreme. But this doesn't mean that no other aspects can thrive.

If you can install a machine on the World Wide Web that can refine, process, and distribute the information you wish to sell in a completely automated manner at a very brisk pace over a big, big audience, think about the amount of profit you can make.



Then realize what you are about to bear witness to.

I will give you the blueprints for a machine that can make your dreams come true. I will teach you how to assemble a machine that will help you conquer the virtual world. I will give you access to the inner workings of a machine that you will be able to use for decades to come.

Wise men say that people should make the most out of the time they are given in this world. Everyone, they say, should strive to make a difference.

Let this be the difference I will be remembered for *making*. Allow me to tell you how to make your online business proper and how you can make your life better.

This is the “**machine**” that everyone in the industry has been raving about for the past few months. This is the “**machine**” that you most probably have heard so much about in recent weeks. This is the “**machine**” that has caused a big ripple in the oceans of the World Wide Web, one which cast into motion a series of events that flooded my inbox with inquiries about what it is and how it really works.

Well, here it is.

Allow me to share with you the **Turbo Money Machine**.



# ***The Schematics***

## ***What You Need To Know About An Online Business***

An online business is very much like an offline business. To earn some profit, you need to sell something.

This may be in the form of products or services.

But a business is not a charity institution. You will not be able to make people part with their hard earned money without providing something of equal value in return. You need to have a commodity, something which you can offer them in exchange for their trust and their cash.

On the Internet, there are only two kinds of commodities that you can sell. These are:

1. **Information** – bodies of specific knowledge that people need or are otherwise interested in. You possess such knowledge and you can share it with them for a fee. This knowledge can be enshrined in digital products such as eBooks, special reports, articles, audios, videos, and even executable programs.
2. **Solutions** – people encounter difficulties everyday, but some digital goods can make life easier for them. These solutions come in the form of software programs that they can use to help them deal with life's challenging demands. Payroll processors, financial planners, diet calendars, and the like are just some of the examples of solutions you can sell.

You have to focus on these two commodities only. The reason is quite clear. These are the only things that can be delivered digitally. They are not

physical products that will require storage and shipment. They can be electronically housed and delivered via appropriate downloads and emails.

Yes, you can sell physical products online, of course, much like most of the goods on popular auction sites like eBay. But by doing such, you'll just be using the Internet as an advertising venue that will help you find some customers. Most of the things that you need to do to bag a sale will still require some manual work. You'll need to process the orders yourself. You'll need to pack the items that will be sold. You'll need to ship them to your customers.

By focusing on **information** and **solutions**, on the other hand, you'll be using the Internet as a business in itself and not just as a marketing channel. Information and solutions are part and parcel of the cyber world, after all, and you'll be able to position yourself as a prime player in the industry ever so quickly and ever so efficiently.

More importantly, by focusing on information and solutions, you will be able to achieve automation.

How valuable is automation? Let's put it this way...

***“ If I am asked to summarize the one secret that the online marketing superstars practice in achieving their success in the Internet marketing landscape, I'd answer with one word: automation. ”***

I've been teaching online marketers the value of **AUTOMATION** because it has always been my **central business philosophy**. I'd even dare say that automation has become my religion. Yes – that's how much I have faith in its worth.

Automation is what makes an online business powerful. Since the Internet allows you to access a global market, you have to find ways by which the members of this wide, wide market can reach you, 24 hours a day, 7 days a

week. Surely, you cannot do this manually. You have to sleep. Sometimes, you have to go to work. And often, the demands of your life will consume your time.

And you can't ask your prospects to wait either. The digital age has raised our expectations. People want speedy processes. They have grown unaccustomed to waiting. They are not as patient as before.

***“ So here is a fact, which I believe  
is one of the most basic (and secret)  
tenets which you should know  
to achieve success in online  
business: always be on  
the ball all the time. ”***

And the only way you can do this is by implementing automation for your online business.

Automation will make a lot of things possible, all of which will significantly contribute to the success of your enterprise:

- **You can leave your online business behind for a few hours and even for a few days.** You won't have to monitor the progress of your sales every second of the day. The system will take care of everything. Remember those sales pitches that say “earn money even when you're sleeping?” Only automation can make this possible.
- **You can boost your profits tremendously.** Since automation won't make you lose any valuable second, your online business will always be ready to process orders. Additionally, as you'll learn later on, automation will allow you to incorporate some techniques that will improve your conversion rate and even generate sustainable traffic for your website.
- **You won't have to pay anything for storage and shipment.** Everything will be housed on your hard drive and on your web server, ready to get picked up by the automated system as soon as a customer

completes an order. All of these can happen automatically. You won't have to manually sort out each and every order and prepare each and every package.

- **Automation will also allow you to plant certain seeds that will generate the traffic, and more importantly, the leads that you need for your online business' sustainable success.** These seeds can last for many, many years (believe it or not, the seeds I planted way back in 1999 are still bringing me good business up to this very day!) There's even a chance that the seeds you plant will be there forever; well, at least for as long as the Internet is in existence.
- **Automation is a complete system.** It will be like having a work force, only, the work will be carried out by the system itself without need for human intervention. You'll be able to save a lot in terms of labor cost. Labor cost can be quite expensive, as you have to pay for people's salaries on a per hour basis. Cumulatively, you'll take a financial hit when it comes to keeping such a work force. But with a fully automated system, this won't be a problem at all. The system, or the machine as I like to call it, will take care of everything and it will ensure that your online business' best interests will be served.

Though automation will make everything operate by itself, its implementation is not as automatic.

You need to create the automated system first before you can enjoy its benefits.

And this is what this ebook is all about.

***“ In the pages to come, I will teach you how to build your fully automated online business that will consistently generate tons of visitors for your website, capture thousands of leads for your enterprise, and perennially make immeasurable profit for your endeavor. ”***

We will be discussing automation in terms of graduating models.

These are models that have worked for me for the past few years. **They have blessed me with a lot of success and have enabled me to make my mark in this industry.** Go to any of my websites and you will discover how effective these models can be.

Yes, **I implement each and every one of them in my many online businesses.** Go ahead.

Check my websites' page ranks.

Google my name, if you wish.

You will discover that Internet marketing has been kind to John Delavera.

And John Delavera is about to share with you his **secret**.

# ***The Skeletal Framework***

***All About The Basic Online Business Model And Why It's Not Enough***



In the previous chapter, we have discussed the very basic model of doing business in the offline world, something which is likewise true for an online business.

**You have to sell something to gain something in return.**

In the offline world, this is made possible by sales people who will help you find and convince prospects to purchase your products or take advantage of your services. These sales people will find your prospects. They will try a lot of PR techniques, including befriending the targets, just to persuade them to give your products and services a try.

Of course, you'll have to pay these sales people, either in commission for every sale they manage to generate or through stated salaries, or even a mixture of both.

Things are quite different in operating an online business. For starters, winning the trust of your prospects is more difficult. You're limited to words, videos, and audios, which is a far cry from being able to establish a more personal relationship with your clients. Also, you won't have a dedicated force of sales people at your disposal, at least not initially. In general, you'll have to generate prospects by yourself, which can be a daunting task.

But these difficulties should not dissuade you.

Why?

Because you can use them to your advantage.

Part of being successful is knowing how to transform weaknesses into strengths and how to convert losing propositions into highly profitable endeavors.

So, you're only limited to words, audios, and videos? Big deal! You can always come up with the best materials that will leave your prospects in awe, ready to give their sweet "yes" to your offer.

So, you don't have immediate access to a team of sales people? At least you won't have to shoulder the labor cost. And you can always implement certain devices in your business model that can be as efficient, if not more efficient, than having actual people doing the selling for you. Additionally, you can also build an affiliate program for your online business. With an affiliate program, you can employ any person on the World Wide Web to be your virtual sales person. All that person has to do is to refer people to your products. Whenever someone they refer makes a purchase, you just have to pay the affiliate a percentage of the selling price of the product. You can have hundreds, if not thousands, of affiliates promoting your product and your web presence will be huge!

What am I talking about?

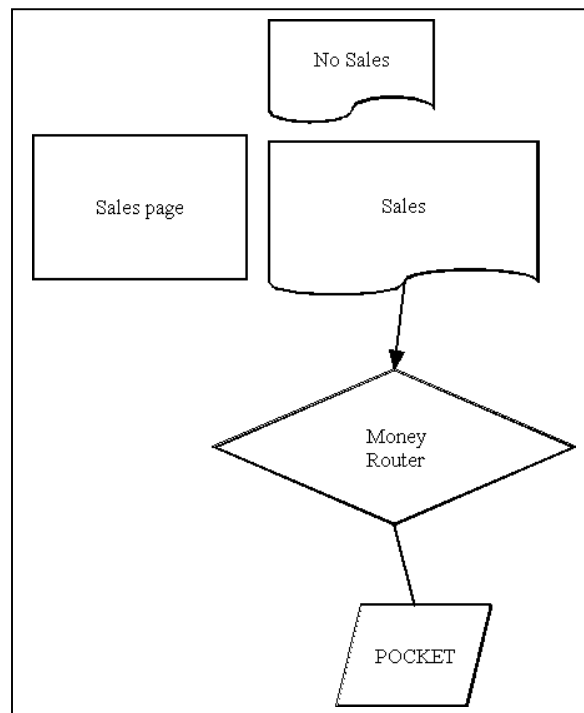
How can these things be done?

***“ You have to remember that your main selling tool for your online business is a sales page. The sales page shall contain all the techniques and tactics available at your disposal with the end purpose of convincing your website's visitors to buy whatever it is you're offering. ”***

If a prospect decides to buy your product via the sales page, he will have to pay for it. How will you be able to process his payment? You can include a payment button that will lead your would-be customers to a money router.



Here is the basic online business model at work...



It is quite easy to understand, isn't it?

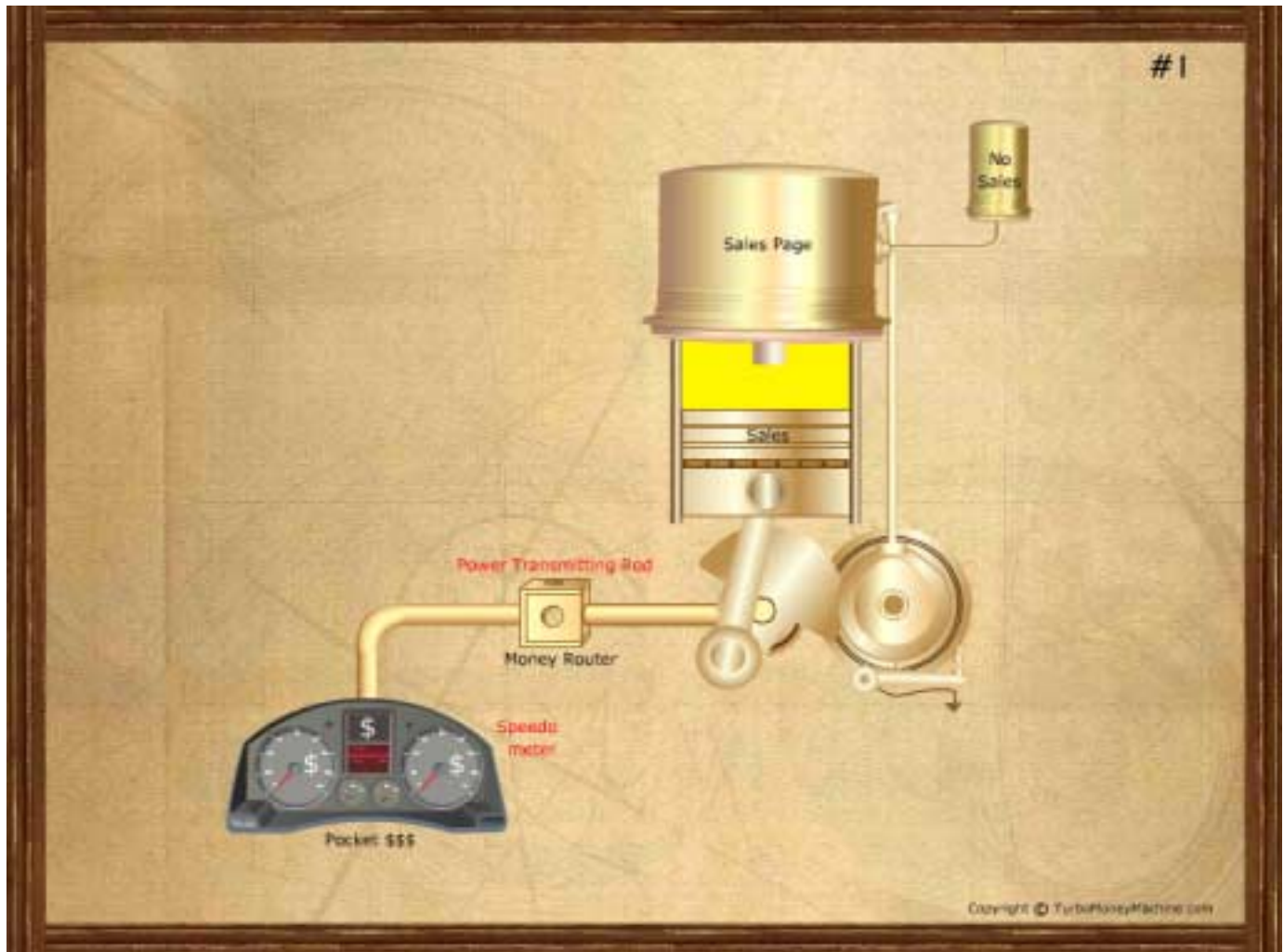
Indeed, this has made many people think that Internet marketing is something that just about anyone can pursue with much success. **This mentality is doomed to fail.**

Though the basic model is sound, it is quite lacking. For starters, it's too simplistic that it's even naïve for its purposes. **A sales page will not automatically convert people into sales.** A money router will be useless without profit generation. And the visitors who decided not to purchase your product will most certainly be lost if you don't DO anything about it.

The basic online business model is terribly lacking. Much like a car that can't run with its skeletal framework alone, the basic online business model won't be able to achieve success if it's left to its own devices.

But studying the basic online business model is important so that we'll know how to start building our virtual enterprise.

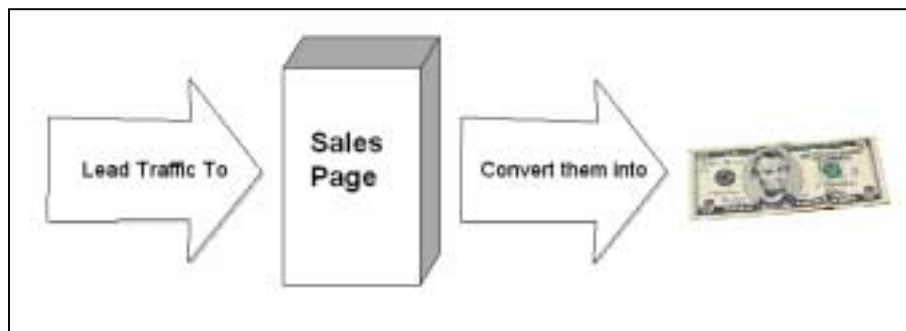
Here is the basic model, again, as represented by the components of a car...



A money router is basically a **third party payment processor** that will accept payments on your behalf. These payments can come in the form of credit card transactions or other alternative payment options.

The idea of the basic online business model is quite simple:

**Lead traffic to your sales page and try to convert them into customers.**



Some people will decide to make a purchase, while some people won't.

Of the people who decide to buy your offer, you will make instant profit. The people who decide not to buy your product, on the other hand, will be lost if you employ this simple setup for an online business.

Suppose you have a conversion rate of 10%, meaning 1 out of 10 visitors decide to buy your product after reading the sales page.

What will happen to the other 9 visitors? Should you just let them go?

Here lies the failing of the basic online business model. It relies exclusively on people who do decide to buy whatever it is you're offering. This can be fatal, as you will be allowing a great majority of your visitors to just leave and never come back.

Here's an important lesson to learn in Internet marketing...

***“ Every visitor counts! ”***

It's an essential lesson you should remember. Just imagine how profitable your online enterprise can be if you're able to convert the 9 out of 10 visitors into sales. You'll be able to explode your sales and profit rate by 1,000%, at the very least. This is what the online marketing superstars realized a long time ago. **Every visitor counts** and every effort should be made so as not to lose them.

Is this possible?

As you will find out in the next chapter, as we discuss the next progression of the basic online business model, you will discover that **yes**, you can keep the visitors you'd otherwise lose through the implementation of certain techniques which will ultimately lead to full automation.

# **Fuel Siphons**

**The Importance of Follow-Up  
Pumps To Maximize Your Traffic**



Alright, so we have determined the sheer importance of making the most out of each visitor who loads up your website.

How, then, do we profit from visitors who decide not to buy anything from us, you might ask?

It's a simple philosophy at work, really.

A visitor may say "no" today for a particular offer, but this doesn't mean that he won't say "yes" for a different one tomorrow. The challenge lies in **how you can remind such a visitor of your offer tomorrow so that he can come back to check it out.**

The solution, of course, is **a follow-up system.**

***“ A follow-up system, also called a mailing list, is a system that captures the contact details of your visitors. With a follow-up system in place, your visitors will be able to leave their email addresses as well as their permission for you to contact them again in the future. ”***

This way, even if a visitor decides not to buy your product, you can always remind them again in succeeding weeks about your other offers that they might be interested in.

Remember how we compared the ultimate online moneymaking machine to a car? As you will find out in the next chapter, the **visitors** you are able to generate for your website will serve as the **fuel** for this machine. But you should not allow some of the fuel to spill out of your tank. Hence, the need for fuel siphons to make sure that the fuel that spills over is not wasted. **The follow-up pump serves as this fuel siphon.**

Of course, a follow-up system is good for a slew of other benefits as well. You can cross-sell other products you are an affiliate of, for example. Or you can back-sell your previous products. You can even make your mailing list a bargaining point for profitable joint ventures you wish to join. The possibilities are numerous for you to earn more using this method.

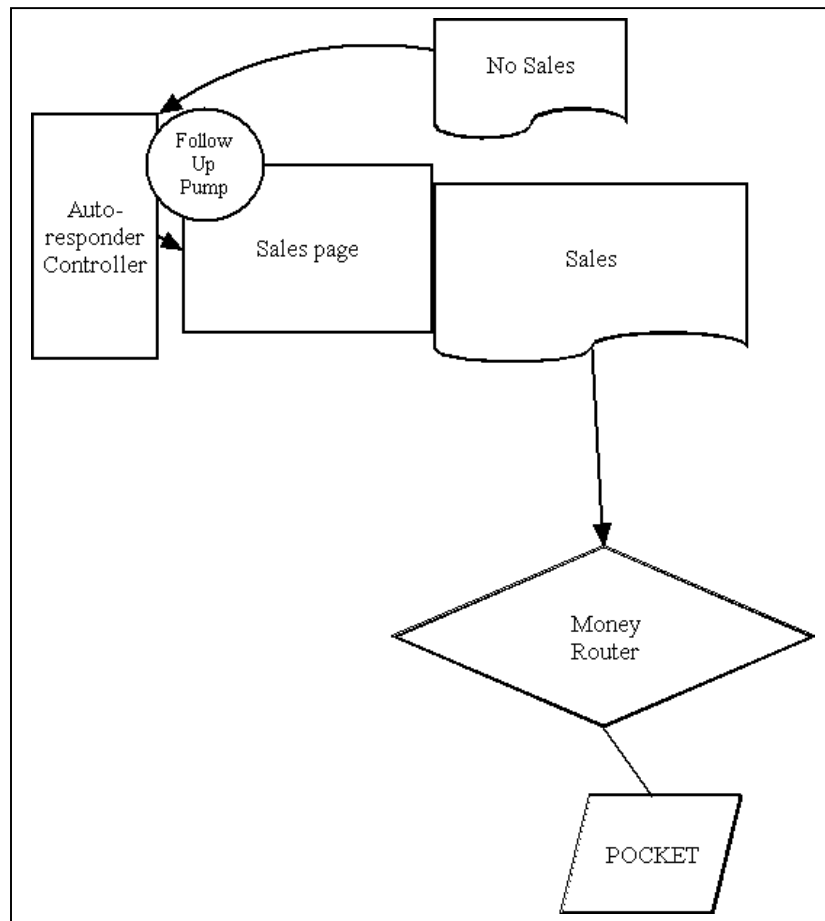
***“ The heart of a follow-up system is an excellent autoresponder service. ”***

An autoresponder service makes everything related to this tactic possible. It collects the contact details of your visitors. It arranges them into the mailing lists you create. It automatically sends out pre-written messages. It takes care of unsubscribe requests from your subscribers (which is very important to avoid spam complaints.) It does all these things with amazing accuracy that it makes the process, which would normally take days if done manually, a couple of minutes to set up.

Check [TurboResponders.com](http://TurboResponders.com) for example. It has all the features you need to create the best mailing lists for your online business.

Once you capture the contact details of your visitors, you can lead them to other sales pages selling other products, and the basic business model will be repeated, albeit, with fresh chances of success.

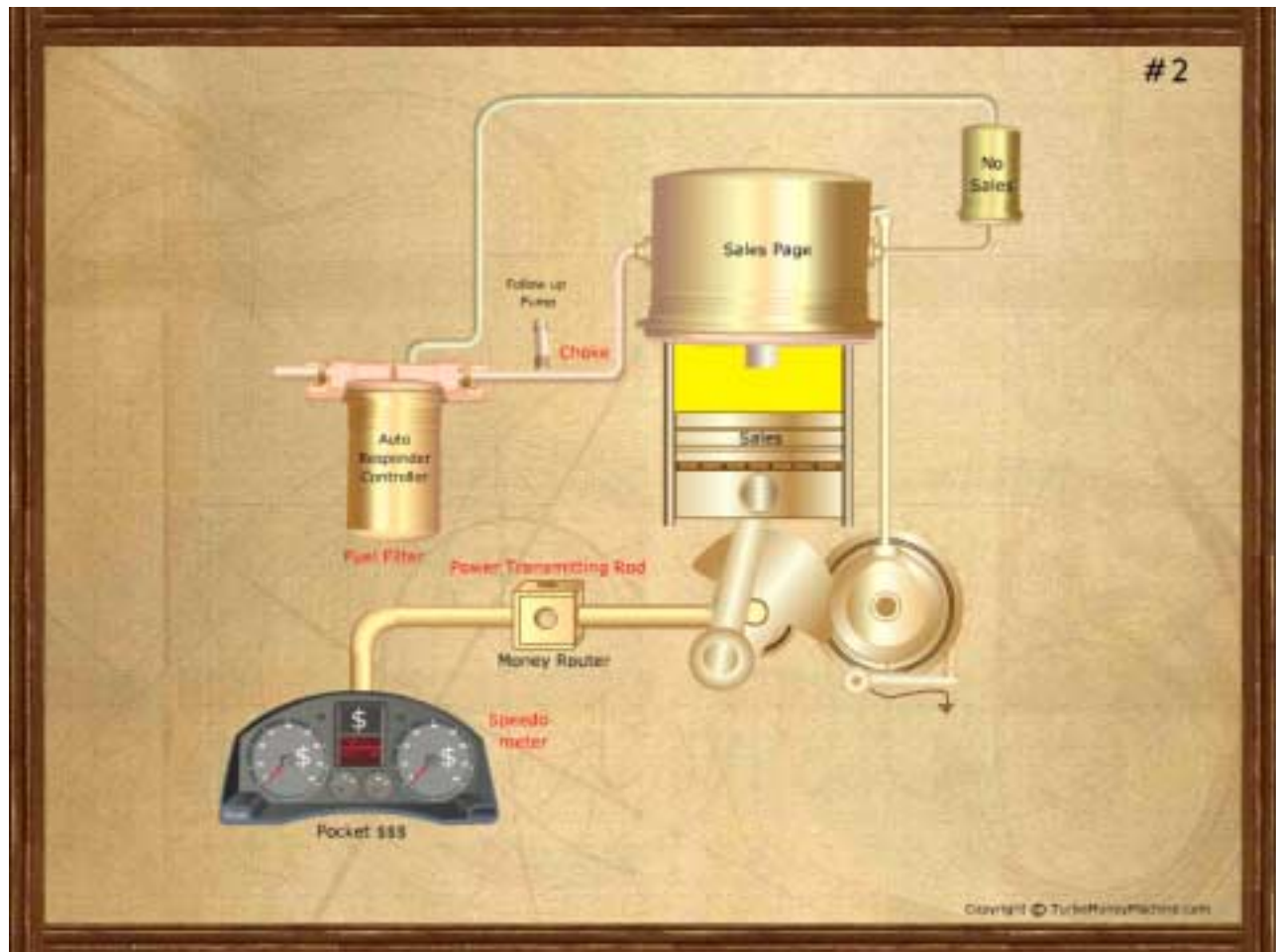
*Here is the basic online business model, **but now we have added an opt-in list with an autoresponder.** So if you get a sale, it's okay, but if you get no sale and the visitor subscribes via your autoresponder, then they return to your site. As you can see, the more messages you add into your autoresponder, the better the "Follow Up Pump" works by sending the visitors back to your page. You'll have more chances to get a sale.*



As we have mentioned earlier, an online business is comparable to the inner workings of a car. Knowing what will be effective and what will be superfluous will be easier if we view things under this light.

Let's take a look at the revised online business model, this time as it relates to the schematics of a vehicle...





You have to bear in mind that non-sales are not the only visitors whose contact details you can capture. You can also opt to capture the contact details of people who decide to buy your products. These visitors are what we can call “proven.” They have tried your business, so, chances are, they will be willing to try your business again in the future. And a follow-up system will remind them to come back to your website again in the coming days.

**Question: if a follow-up system is supposed to follow up with your prospects, how are you, exactly, supposed to follow up with them?**

Alas! That’s a very good query!

You see, you can't send messages to your subscribers offering them new products every time. That would be a turn off. They'd just think that you're a shrewd businessman.

You have to give them something valuable so that they'll look forward to the messages you send. This will make them trust you more as well... and trust is an essential part of the marketing game.

There are many valuable goodies you can offer your subscribers, of course. Products with private label rights, and also products with master/resale rights, will give you a fertile pool of possible bonuses to attach to your messages. Discounts for your offers, as well as discounts for the offers of the affiliate programs you have joined, will also make your subscribers happy.

For a thorough discussion on the different kinds of rights attached to digital products and how to profit from them, do refer to the [All Rights Explained Ebook](#) or the [All Rights Explained Video Tutorials](#).

Want to gain access to the World Wide Web's biggest repositories of PLR products, which you can use for this purpose?

You could join the acclaimed [TurboMembership.com](#) and take advantage of new products that you can sell for a profit, each and every month. That's right. The [Turbo Membership](#) is a virtual factory of information and digital products that rewards its members with exclusive and profitable access to never-before-published goods that are sure to be highly valuable.

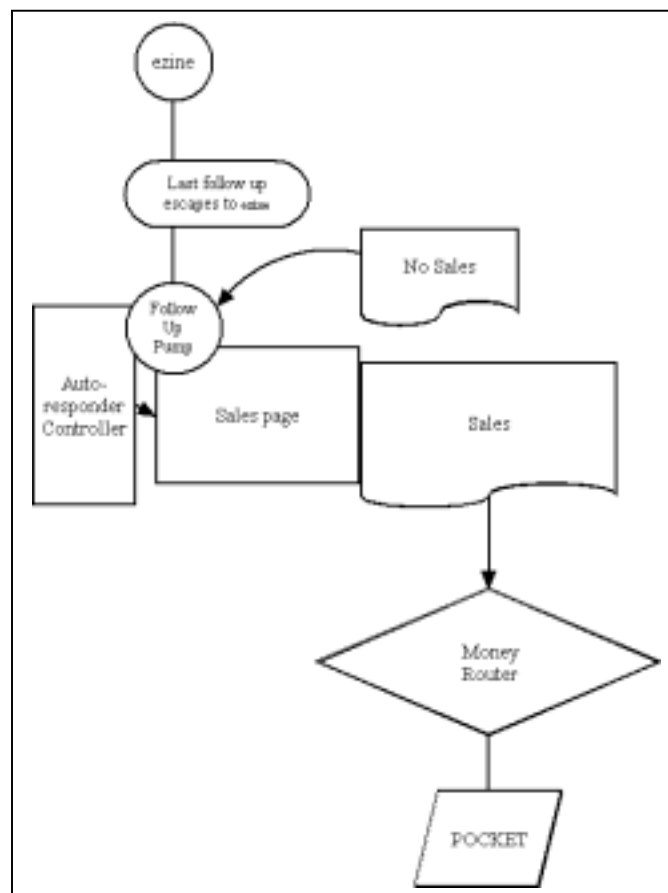
And you need to make them happy. You need to warm them up for a future sale. **This is what a follow-up system is all about. It's about converting your visitors into leads that can potentially become your customers.**

One of the most valuable catch-ons you can add for your follow-up system, which is also the most widely used due to its efficiency, is an eZine. By offering them an eZine to which they can subscribe to, people will be swayed to leave their contact details in exchange for the information you will regularly share with them. Ezines are a proven lure to win more subscribers for a mailing list and I highly recommend this approach. My own eZine, [www.turbozine.com](#) along with all my other lists, have built a solid base of more than 22,000 subscribers and I can personally vouch for

the fact that a devoted, dedicated and committed eZine can produce a lot of responsive prospects.

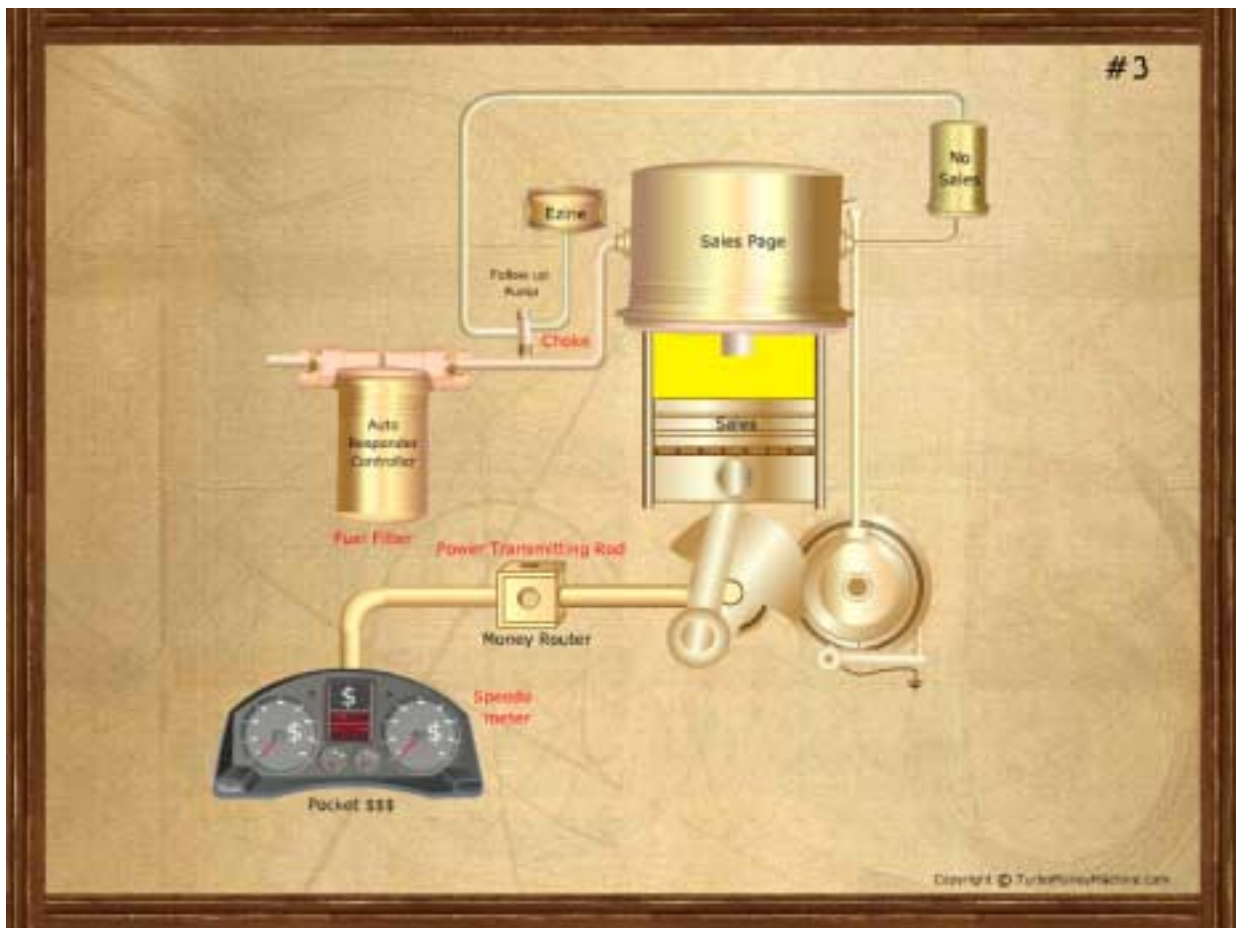
You can read the [Ezine Publisher's Manual](#), an essential guide for people who wish to capture leads using this very powerful tactic.

*Here is the revised online business model, **but this time, you have put your eZine in action.** You have been thinking: "What will happen if the visitor does not order and only subscribes to my autoresponder... and say he does not order even after the follow-up messages have all been sent... should this be considered a lost lead?" No. This is one of the reasons why you created an eZine, so the last message of the follow-up series in your autoresponder will introduce the visitor to your eZine or add the lead to your eZine and send a request to the subscriber to verify his/her subscription. For this reason, you can offer a good product as a gift to everyone who registers with your ezine. After all, your main target is not to lose the lead.*



Notice the eZine capturing the visitors who decide not to buy anything from you? Notice the same eZine capturing the visitors who decide to purchase what you're offering? This very eZine will play an important role later on to ensure recurring sales as well as new ones from the people who previously didn't buy anything from you.

In relation to the inner workings of a car, the eZine is like an air filter that will help the vehicle maximize fuel consumption. Take a look at the representative diagram below...



***Remember, your main goal  
is not to lose a visitor.***

With a follow-up system in place, together with the allure of a potentially worthy eZine, you'll be able to **capture each and every visitor** you generate for your sales page and you can transform such a visitor into a lead that you can further woo so that he will become your customer.

This should be one of your primary purposes. **Sales don't just happen. You have to install certain mechanisms to convert visitors into customers.** We will be discussing more of these mechanisms in the succeeding chapters.

Now, it is apparent from our discussion so far that you should do your best to garner a lot of subscribers for your mailing list. After all, the more subscribers you have, the more potential sales you can generate.

Hence, another goal you should have is to capture as many leads as possible.

Surely, having an eZine will help you achieve this end.

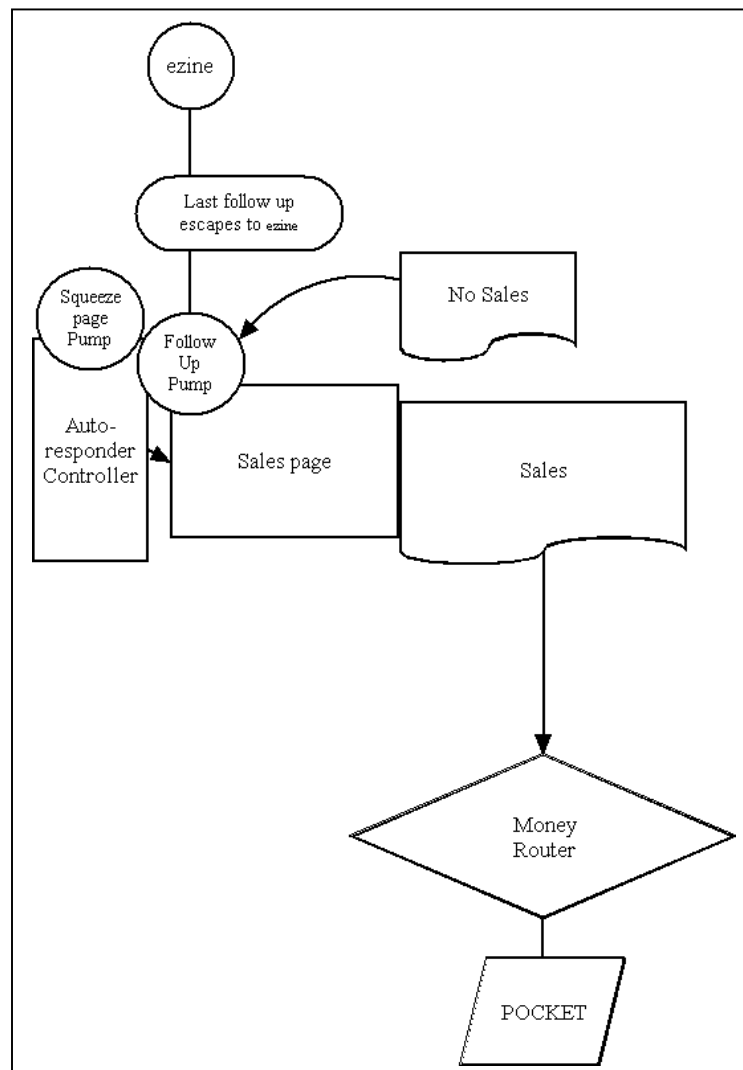
There will be times, however, when you need to give your follow-up system a little push.

It wouldn't hurt. And it is by no means deceitful.

I am talking about **squeeze pages**.

A squeeze page is a method you can use that will require your visitors to subscribe to your mailing list **FIRST** before they can access your sales page. This way, you'll be making good use of their innate thirst for information. After all, people will visit your site wanting to know what you can offer. By requiring them to leave their contact details before gaining access to the information you wish to share, you'll be able to eliminate the occurrences of non-action. Often, once the visitors have acquired the information they need, they simply hop to another website almost instantaneously. Such is how convenient things have become and such is how impatient people have become. A squeeze page will allow you to avoid this peril and ensure for your online business a bigger mailing list.

*In the image below, you'll be able to see the last revision to the online business model, **but now you added a Squeeze page Pump**. This way, people will need to register with your autoresponder **BEFORE** they can access your sales page. This way, you do not miss a visitor. You can offer more gifts to everyone that fills in that form in order to access your sales letter. The bonuses you offer will be of help and related to the subject you are dealing with. For example, you could tell people that by joining, they'd get a video that will explain how your software works or how your ebook can help them, etc.*



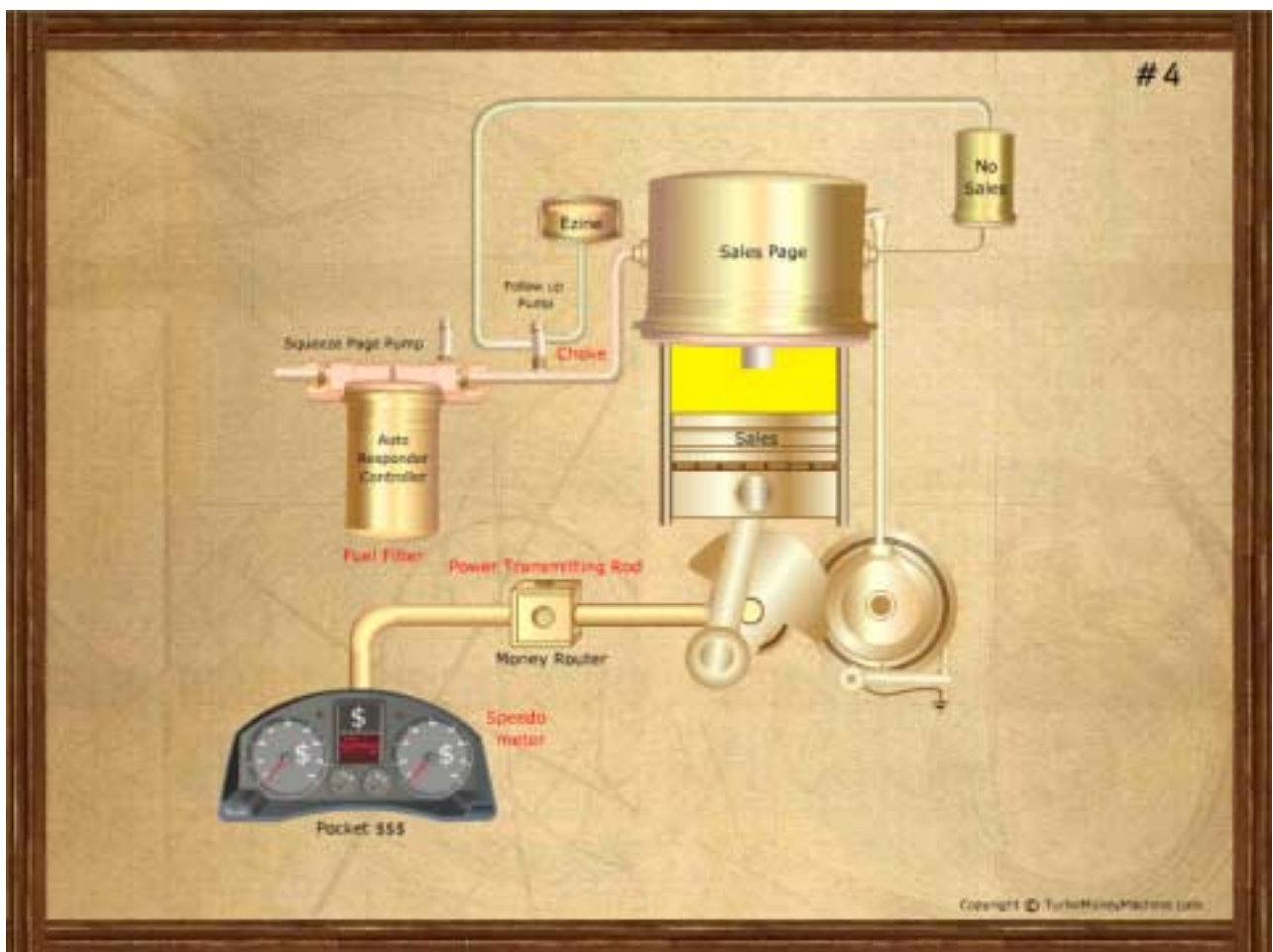
The squeeze page pump is very much similar to the fuel regulator attached to a fuel filter. The fuel regulator controls the influx of gas to the engine. In the same manner, the squeeze page controls the influx of leads to your follow-up system.



Turn the fuel filter to its maximum level, and fuel will freely flow to the engine and this will provide the latter the gas it needs to burn for more power.

Install a highly potent squeeze page into your website and you'll create the same result. **You'll have a lot of leads signing up to your follow-up system and your mailing list will be able to boast of thousands of visitors from which sales can be generated at any time.**

Here's the updated online business model as it relates to the inner workings of a car...



I call this the squeeze page **pump** because it is a very powerful tool that can literally pump in a lot of subscribers for your mailing list.



But as you will discover in the succeeding chapters, a squeeze page pump is not the only pump that you can use to add more potency to your online moneymaking machine.

# Get High On Speed

**Adding Sales Pumps  
To Increase Your Profit Fast!**



Before we proceed, let me introduce you to the concept of **urgency marketing**.

***“Urgency marketing is a relatively novel promotional strategy that stirs up a sense of imperativeness from your visitors. Basically, this technique involves the usage of techniques that will cause your visitors to panic, believing that if they won’t take you up on your offer at the soonest possible time, they will be missing out on a greatly advantageous deal.”***

Here’s the method in practice...

Let’s imagine that you’re selling a package that is usually priced at \$97. You then decide to institute a campaign that will sell the same package for only \$47, but the campaign will only last 7 days. Yes, just 7 days and the package will go back to its original price.

Now, if you market your campaign to let your audience know about the limited period of your marvelously discounted offer, they’ll start thinking: *“this is an excellent deal and I must act fast so I won’t miss it.”*

Indeed, such a state of alarm will compel your prospects to purchase your package at the soonest possible time. **The result is an avalanche of sales on the days** comprising the campaign period, particularly the first three days thereof.

There are **many psychological factors** at play here:

- **People love great deals.** Sometimes, they'll get swayed by a discounted price rather than by the necessity of the product itself.
- **People make a purchase because of their emotions and justify that purchase using logic.** This is a basic rule in sales. By conjuring a sense of urgency in them, you'll be tapping into their emotional core and you'll be able to compel them to make an immediate purchase.
- With this method, you're still giving them **the option of whether to buy your product or not.** It's not a totalitarian salesmanship at play here. But... you will make those options very difficult for them, given the fact that if they miss out on your offer, they won't be able to take advantage of it ever again.
- This method will also **compel your prospects to act fast!** No room for hesitations here. They have to order your package before it's too late.
- This method can also **make your prospects feel special**, if carried out properly. A veteran marketer will tell you that **exclusivity** is a pretty powerful "come on" for your audience. Everyone wants to belong to an exclusive group, after all. If you promote your urgency marketing campaign to a select number of leads, you'll be giving them that much.

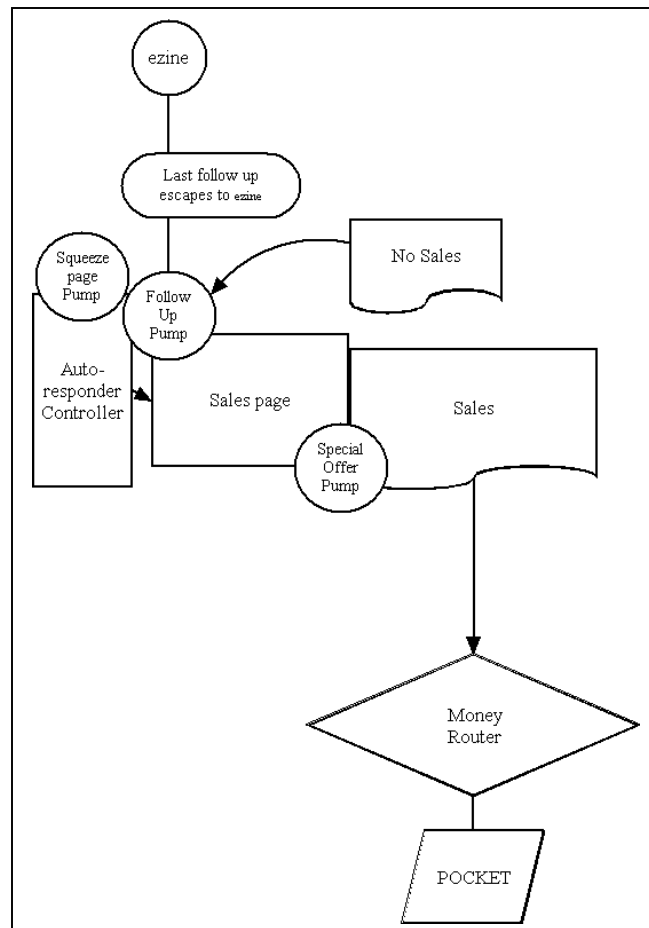
I'd like to call the many possible urgency marketing methods **sales pumps** because of their ability to boost your sales immediately. These sales pumps are amazing tools that will help you bag those customers fast.

There are many kinds of sales pumps you can choose to employ.

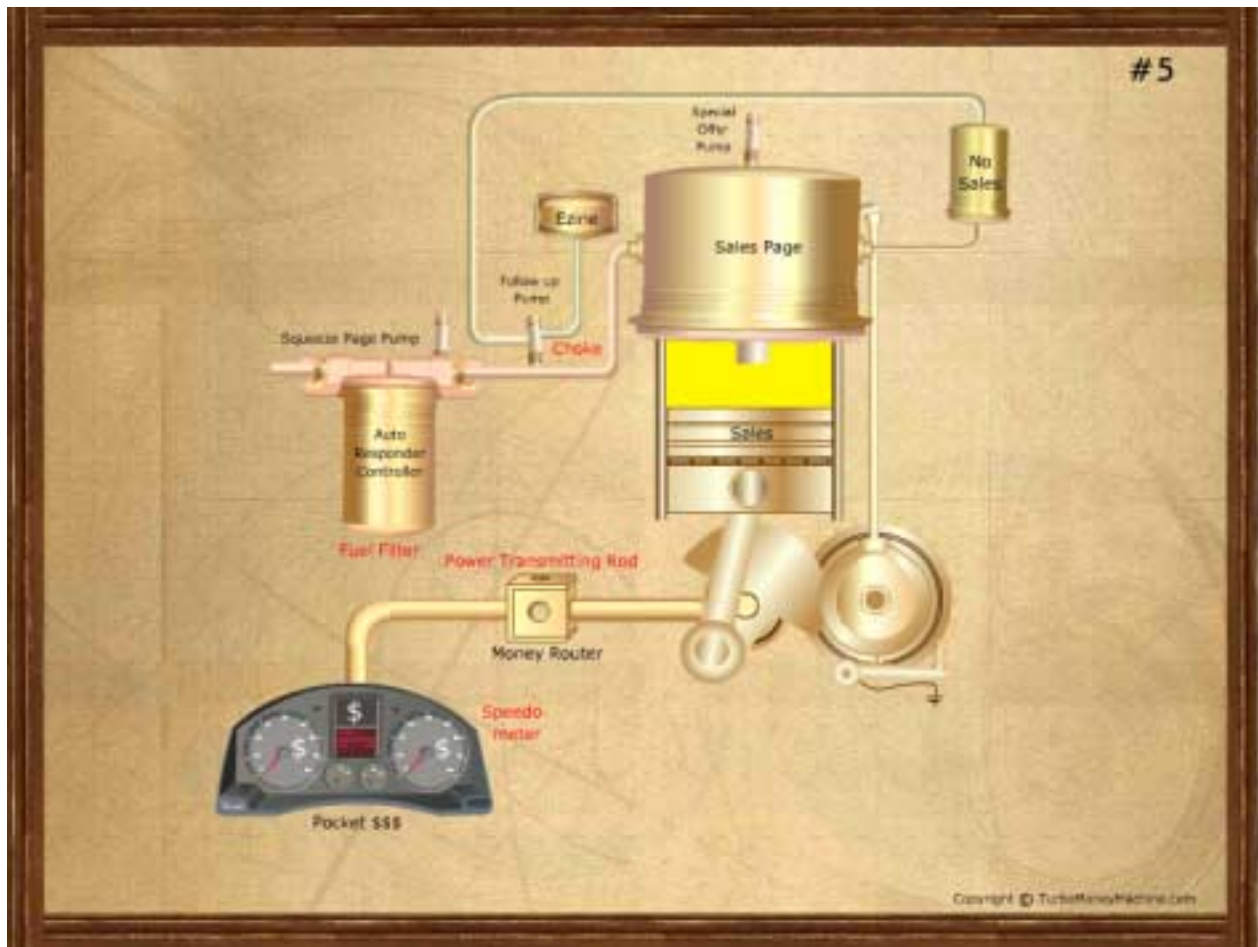
# The Special Offer Pump

A special offer is a campaign wherein you will offer your product or service for a limited period of time or to a limited number of customers. A campaign that includes the words, “*this offer will only last up to Dec. 31, 2006*” and “*this offer will end once 100 customers have purchased the package*” are examples of special offers. **A special offer is a great sales pump that will cause mass hysteria among your audience, given the time-sensitive or slot-sensitive nature of it.**

As you can see from the image below, the improved online business model remains intact, **but this time, you added a special offer pump to boost your sales.** People see, say, a special price is offered **ONLY** for the next 100 orders or so, or only until December 31, etc. They will want to get a piece of the action before it becomes too late. This is the special offer pump in action.



The Special Offer pump is very much like a sparkplug for a car's engine, as can be seen in the representative image below. A sparkplug aids the engine's internal combustion facilities, helping the engine garner more power for its processes. The same goes for the Special Offer pump and how it can help you boost your sales.



A special offer is made possible by two things: the extraordinary nature of the offer itself, and the [Special Offer Manager](#). There are many logistical demands in running a special offer, you see. You have to time everything right. **Every second counts when it comes to this aspect of the strategy.** Also, you have to find ways to build up buzz for your products. The Special Offer Manager carries all these out with the utmost efficiency. **It's actually the only digital tool that is especially designed to meet the challenges of running a special offer, and for this reason, the Special Offer Manager has become an indispensable tool for Internet marketers who want to make the most out of urgency marketing.**

# The Dynamic Pricing Pump

Dynamic pricing is yet another sales pump that can help you convert more visitors into customers. With dynamic pricing, the price of your product or package will progressively increase within a certain period of time. For example, you have a product that is initially sold for \$10. You can set a campaign that will last for one month. Every passing day, the amount of the product will increase by \$1. The result? Your audience will scamper for a slot at the soonest possible time, knowing that a day they spend waiting will cost them a buck or two.

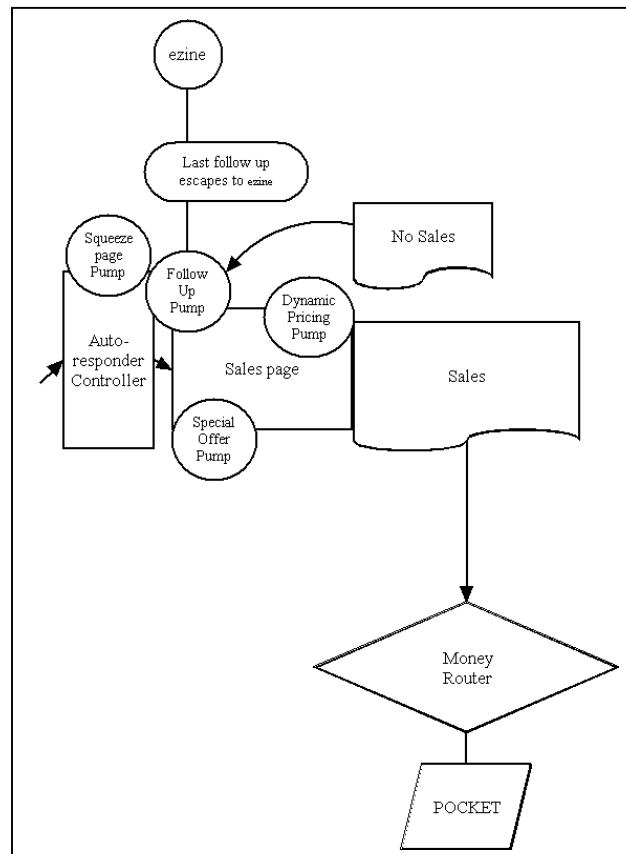
Dynamic pricing is made possible by a reliable digital assistant that will help you keep track of the rising amount per time interval. You simply cannot adjust the price manually at every turn, more so when you want to increase your price per minute, or worse, per second.

For this purpose, I created the [Dynamic Pricing Generator](#). With the Dynamic Pricing Generator, **you're able to display the correct amount per time interval all with automated efficiency**. As we have previously established, we are ultimately aiming for automation and the Dynamic Pricing Generator is one step towards that goal.

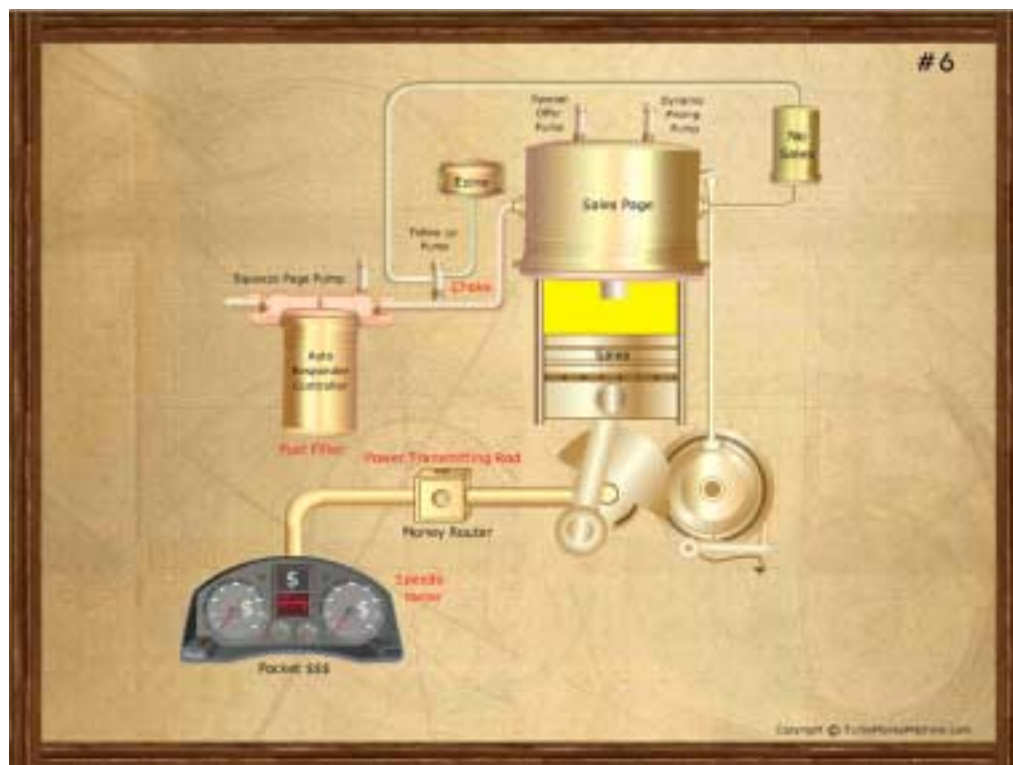
The **Dynamic Pricing pump** shares the same purpose as the **Special Offer pump**. They are both comparable to sparkplugs that will help power up the engine so that it can cope with the challenges on the road ahead.

In the next two images, you'll be able to see a side-by-side comparison between this method in a draft and this method in practice.

*In the image below, you'll see the same online business model, but **now you have added another pump to it. Your price increases second by second...** Combining this with the Special Offer will boost your sales rate. Dynamic Pricing Generator in action here...*



And here is the representative image...

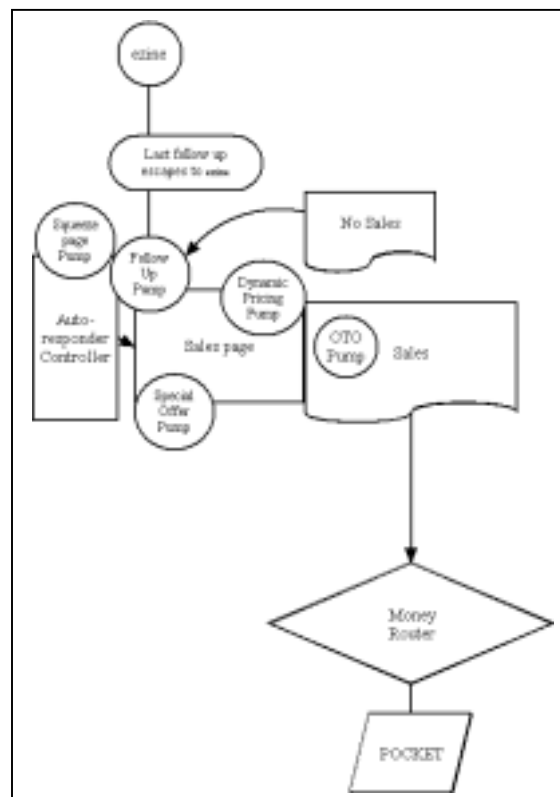




# The One-Time Offer Pump

Think of a special offer, albeit, one that your prospects will only get to see once during their visits to your sales page. Indeed, this is what the one-time offer, or OTO as it has fondly been labeled by satisfied marketers, can provide. Because your visitors will only get to see the OTO once, and never again after that, your sales page's ability to compel them to make a purchase will further be bolstered. Integrating a one-time offer pump for your sales page is a great option for those monumental discounts you wish to run from time to time.

*In the image below, you can see the updated online business model, **but now you have added an OTO after the sale is done.** This is another boost in your sales, since some people will order your OTO. OTO in action here...*

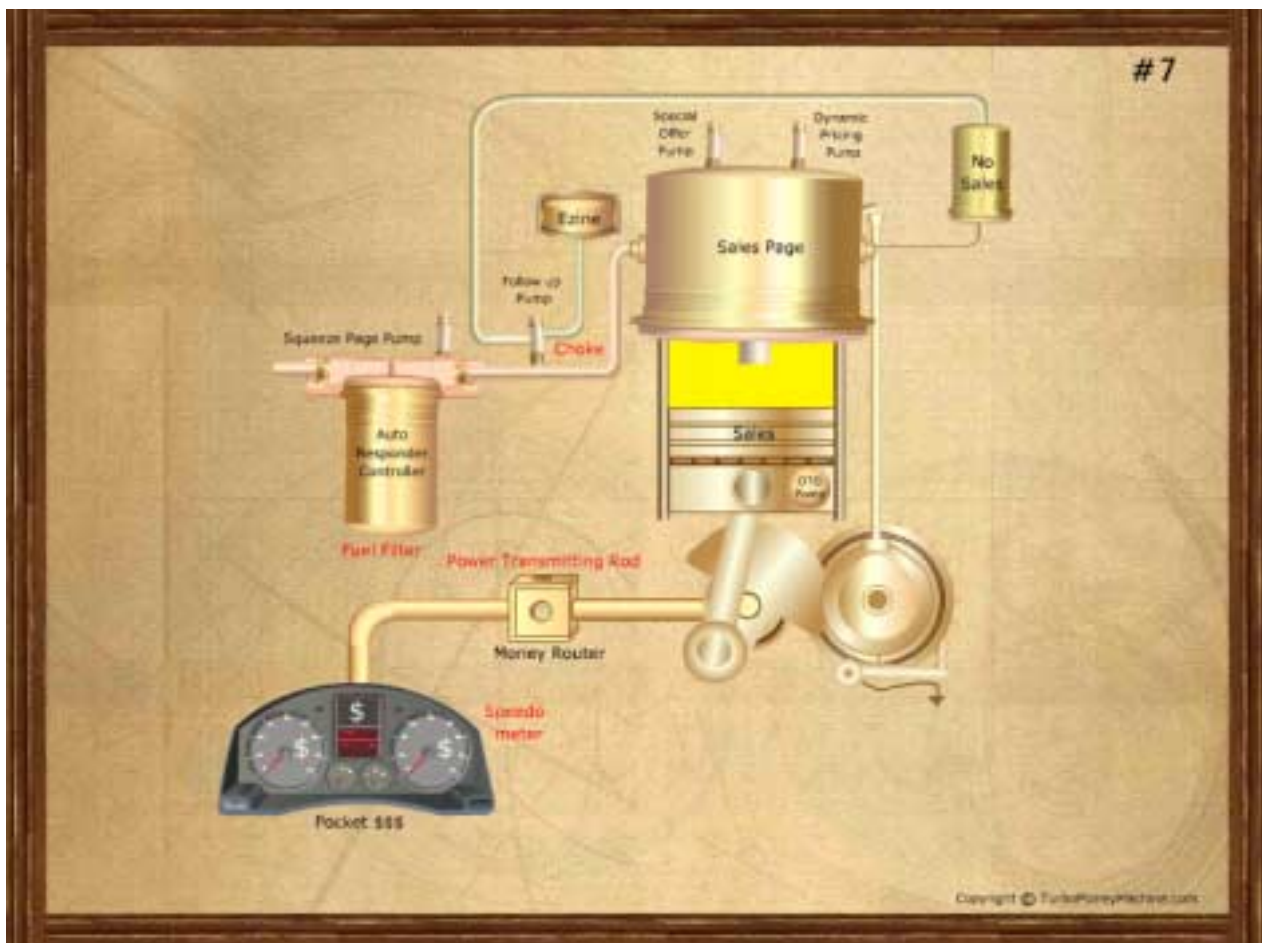


The OTO, as you can see, is something that CAN BE implemented even **after** the sale. The strategy is called **cross-selling**. Since your customers have already shown their willingness to trust your service, you can make them another offer at that exact time when they have already drawn their

credit cards or alternative payment options. This is the point during the sales process when the customer is most likely to purchase another product, since he is about to enter and finalize a transaction. You have witnessed this many times before. Have you ever bought a meal from McDonald™'s and the counter asks you if you'd want an Apple Pie with your order just at that point in time when you're about to pay? Have you ever ordered anything online only to be led to another page that heavily promotes a product, which will ask you if you want to take advantage of a special offer at that exact moment?

By making these cross-offers one-time deals, you'll make it even more difficult for your customers to say no.

Hence, an OTO is likewise comparable to a sparkplug, albeit, one which is attached to the internal composition of the engine itself, as can be seen in the figure below...



Running an OTO will require special programming for your sales page. After all, your business system should be able to determine who among your visitors are eligible for the said offer.

Not everyone has the required programming skills to pull this off. Thankfully, you can always take advantage of a product simply but cleverly entitled [OTO](#). The OTO program is an easy-to-use, out-of-the-box solution that will instantly allow you to run a one-time offer, even if you don't know any of the existing programming languages. With the OTO, there is no reason for anyone not to hold a one-time offer.

However, let me warn you about avoiding the mistake some online businessmen make. **When you run a one-time offer campaign, make sure that such an offer will only run once.** Quite a number of Internet marketers have grown somewhat addicted to the sheer efficiency of an OTO pump that they decide, against their better judgment, to run the same OTO again and again and again. The potentials of such a tactic may be too tempting, but your credibility is at stake. **People will lose their trust in your enterprise, and such can be fatal in the long run.** So avoid falling prey to this trap.

## Conversion Maximizer

This isn't really a pump that can be classified under urgency marketing, but it is a sales pump nonetheless that will ensure the most profit for your online business.

**A conversion maximizer refers to a body of tactics that you can implement on your sales page itself.** Such tactics will help boost your conversion rate.

But what is your **conversion rate**, exactly?

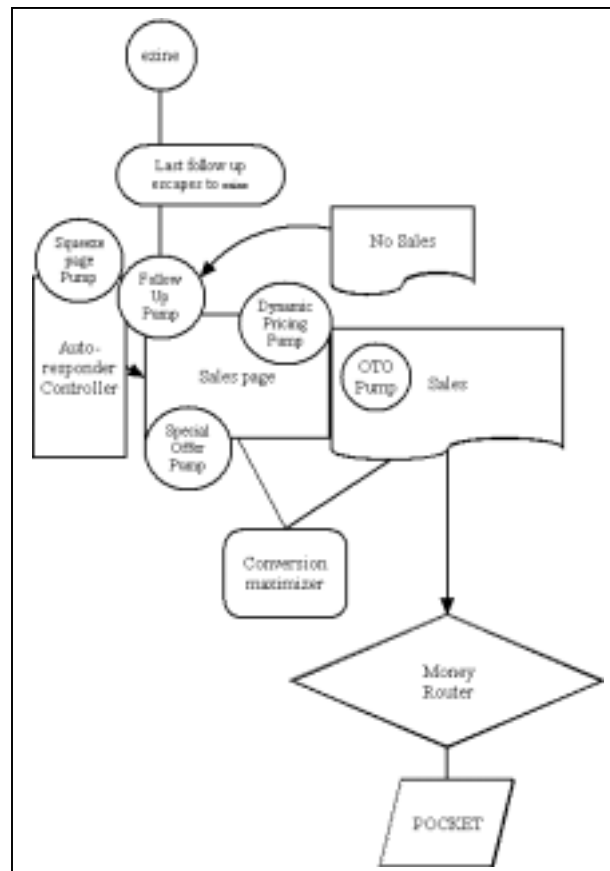
Basically, **the conversion rate is the percentage of visitors that eventually become customers.** Your sales page's conversion rate is one of the most important statistics of your online business. Your sales page may boast of a

conversion rate equal to 50%, which is pretty high. This means that half of your visitors decide to purchase your offer. You may be generating 10 visitors per day, but since your sales page is proven to convert half of them, you have 5 sales for the same period, which is very, very good, especially if this level is sustained.

Imagine if you're generating 1,000 visitors per day then. How many sales will you have with the same conversion rate?

So immediately, we see how important a role your conversion rate plays for your online enterprise. Efforts must be made to maximize your conversion rate to as high a percentage as possible.

Do study the image below and see for yourself how conversion maximizers play an essential role in the entire system.

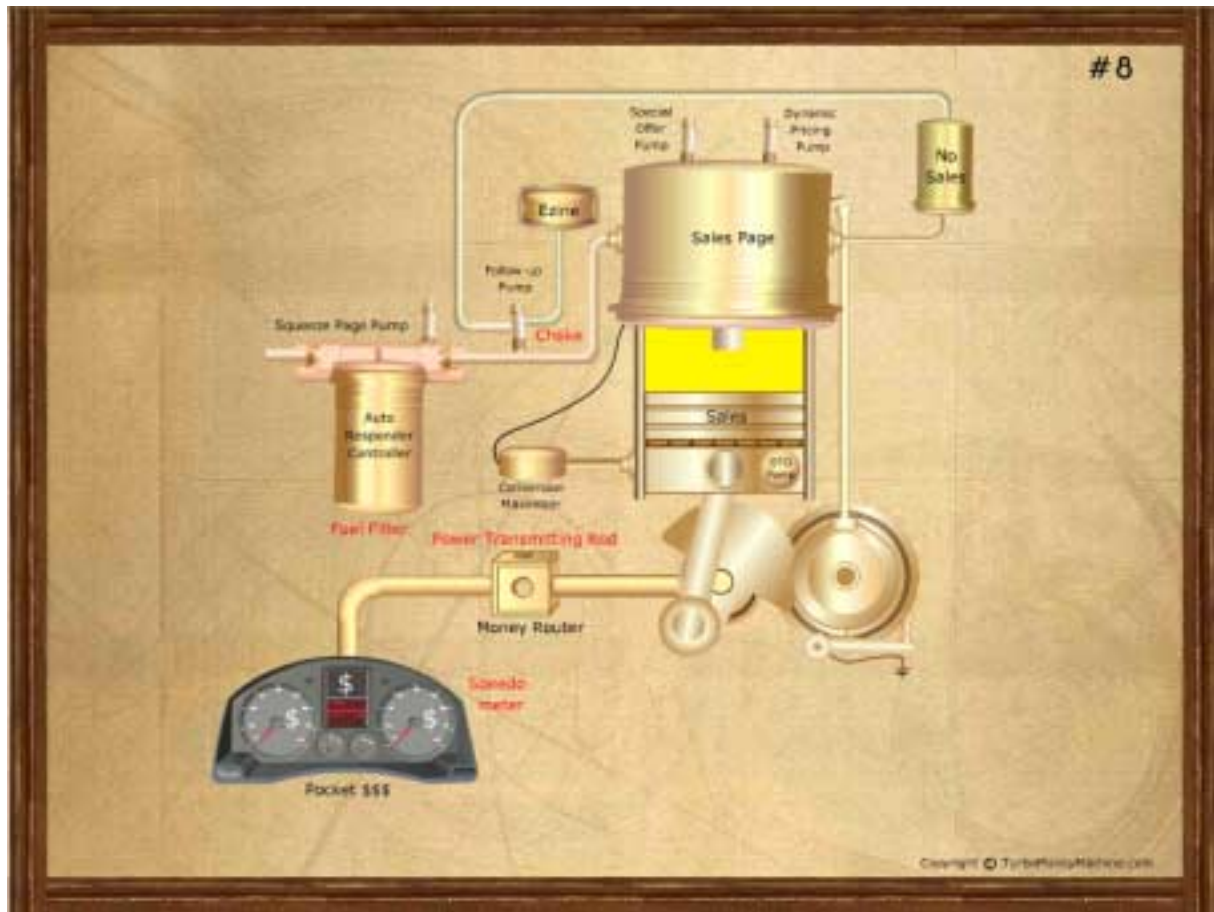


There are many ways by which you can maximize your sales page's conversion prowess. Here are some of them:

- **Provide a good sales page.** By “good,” I don’t mean well-written. I mean a scientifically written sales page. Copywriting is a science, after all. Your choice of words, the creation of a need, the magnification of a need, the establishment of a demand, the delivery of the persuasion, and the attainment of compulsion are components that require prior study and training in the field of copywriting. Additionally, a good sales page is not merely delivered to your inbox. It requires many hours of testing to see what works and what doesn’t.
- **A simple and functional layout.** Forget about slow-loading graphics. Forget about ornate flash animations that take forever to view. The simpler your web design is, the better it will be for your business. Bear in mind that most of the world still relies on slower Internet connections. You wouldn’t want to alienate this large section of the market with big file sizes that will test the limits of their patience. Also, you need to make your page as user-friendly as possible. The buttons and navigation tools should be laid out in a manner that will be intuitive for your visitors to make their way through your pages.
- **Add testimonials to your sales page.** People will have an easier time trusting the words of people other than the seller himself. Great third party recommendations will go a long, long way in winning the assent of your prospects.
- **Pack your products with a multitude of bonuses.** Doing this will increase the perceived value of what you’re offering, and it will be easier for your prospects to make a decision with regards to buying your products. Want to learn more about exceptional packaging strategies for an online audience? You can learn a lot of presentation techniques by reading the [Internet Packaging Strategies](#).
- Offer other **incentives** that will compel your prospects to buy your offer at the soonest possible time. For example, you can throw in a bonus or two for the first ten customers. Or you can give the first 20 customers a substantial discount for their succeeding purchases.

There are many, many more conversion maximizers that will help you increase your conversion rate. Installing them within your online business

machine will guarantee the best possible profits for your enterprise. Conversion maximizers are similar to the number of **tweaks** that car enthusiasts pursue to improve the performance of their vehicles.



In retrospect, we already have the basic online business model that is capable of generating immediate sales as powered by sales pumps and conversion maximizers. And even if some of your visitors still choose not to purchase whatever it is you're offering, they will escape to your mailing list and become leads for your future products.

Basically, what we have at this point is a system that is capable of effectively selling your products and a system that will always strive not to lose any visitor.

Cool, huh? And highly profitable as it currently is, as well.

It we shouldn't stop here. There are still a lot of things we can add to this system that will further boost our profits, and more importantly, achieve the automation we desire.



# ***Pedal To The Metal!***

***Traffic Is The Fuel For Your Machine!  
Generate An Unlimited Supply!***



How many times have you heard the words “**traffic is the lifeblood of any online business?**”

Probably a million times, right?

Well, those words have been repeated over and over and over again in a lot of eBooks, special reports, websites, blogs, teleseminars, and conferences because they are true.

Without **traffic**, your online business is as good as dead.

Without **traffic**, your online business will be totally useless.

Without **traffic**, you will never realize the profit rate of your dreams.

***“ An Internet marketer's number one priority - without a doubt - should be traffic. He must always find ways to generate a substantial number of visitors to his website, at a sustainable and consistent rate. ”***

If your sales page is your car, the sales pumps and conversion maximizers are the valves of your engine, and the mailing list more or less serves the

function of your navigation system... **traffic is the fuel that will power your machine to reach its destination.**

Indeed, you need to install **certain implements** on your online business model to ensure you get the traffic you need. I want to call this addition the **traffic tank**, much like a gas tank of your usual vehicle. Naturally, you'd need to fill up your traffic tank, and this can be done by attaching some traffic adaptors to it.

There are many kinds of traffic adaptors that you can install on your online business model.

## Affiliates

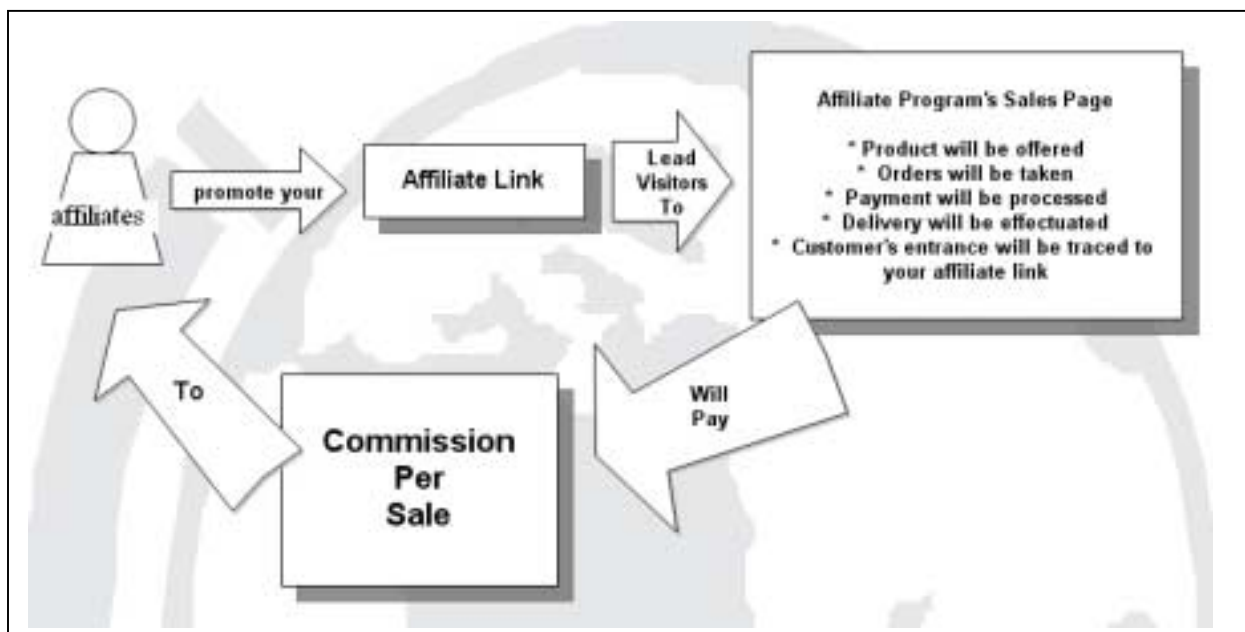
We have previously mentioned how establishing an affiliate program can help you increase your sales. With affiliates, you'll have a battalion of people who will help you promote your products. Every time an affiliate manages to refer a sale, you just have to pay him a stated commission based on the selling price of the product. Usually, this commission is pegged at 35% to 75%. *By the way... There is only 1 site on the Net, [Turbo Membership](#), that allows you to promote products as an affiliate with 95% commissions. I know it because I created it. ☺*

How do you know which sale was referred by a particular affiliate?

Having your own affiliate program will allow you to assign specific affiliate links to your affiliates.

Your affiliates will then have to use these links to promote your products. Their referrals will have to click on their specially customized affiliate links. This will inform your affiliate program that a sale was indeed referred by a particular affiliate.

Take a look at the diagram below to see how affiliate programs work, in essence.

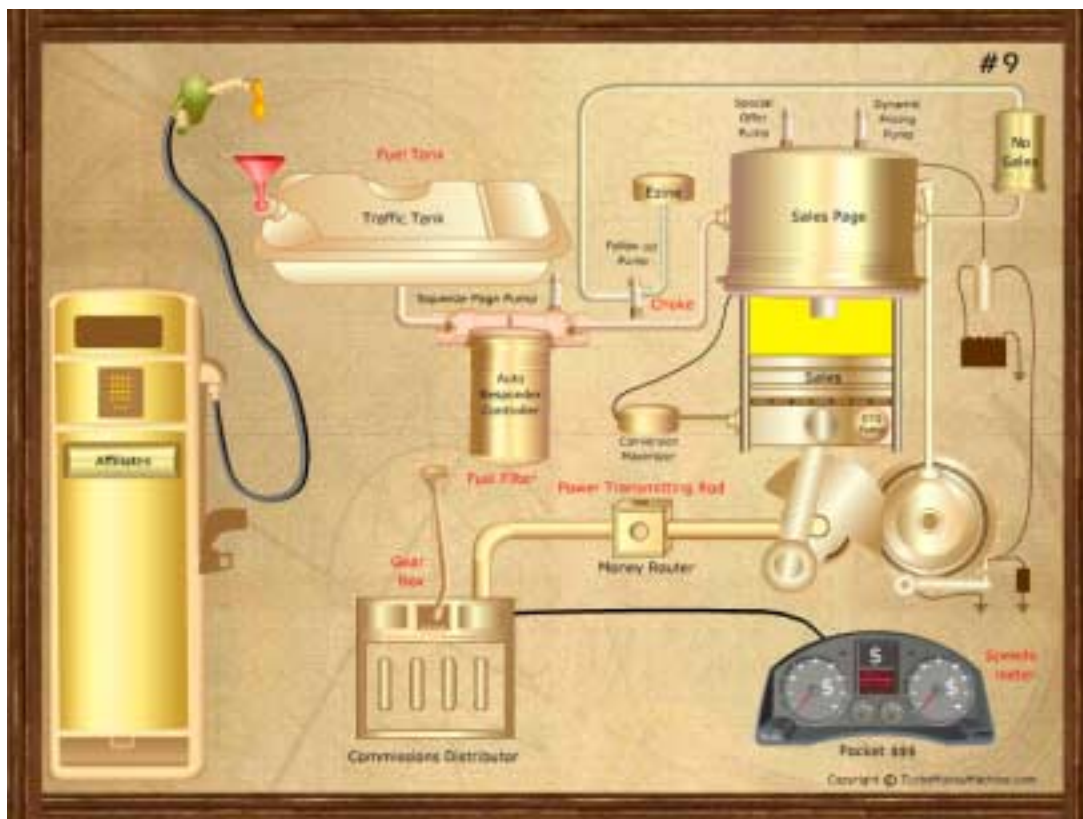
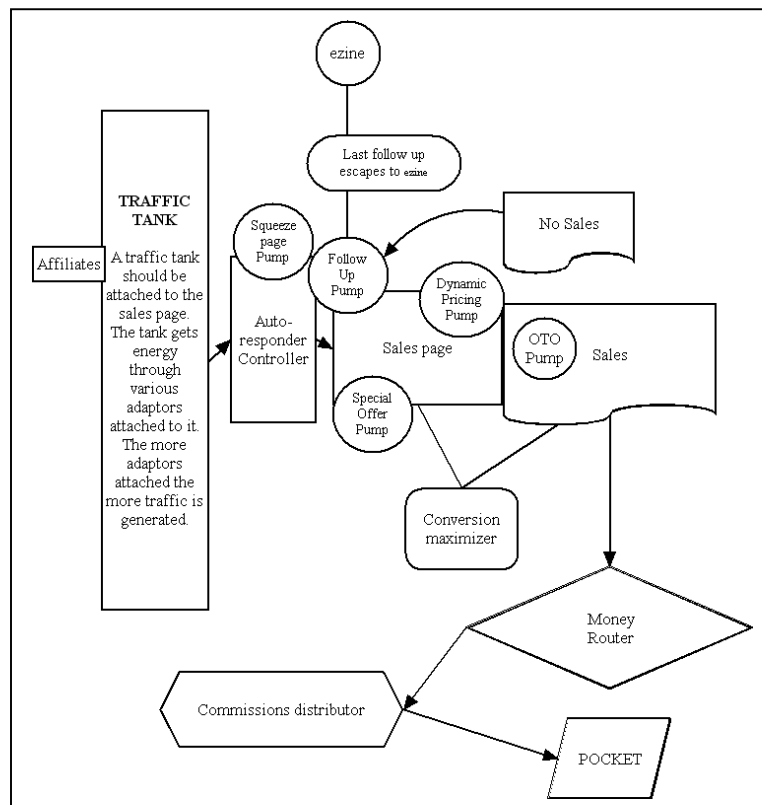


Now, how can your own affiliate program generate the traffic that you need? John Reese, creator of the renowned Traffic Secrets, said that ***“if you’re not using affiliates to gain traffic for your website, then something’s seriously wrong with you.”*** The fact is, having a battalion of affiliates promoting your products via their designated affiliate links will drive a lot of visitors to your website, visitors who will most likely purchase your products.

For starters, your affiliates will pre-sell your products. Hence, once the visitors arrive at your sales page, their minds are more or less conditioned to buy whatever you’re offering. It’s up to the strength of your sales page to **convince** them to actually draw out their credit cards or alternative payment options and order from your enterprise.

Additionally, since your affiliates will be leaving their affiliate links all over the Internet, and since their affiliate links will have your sales page’s domain name in the primary field, you’ll immediately be able to increase the number of back links your website will have. This can only do wonders for your page rank, and with a higher page rank, you’ll be able to achieve a higher placement in the search engine results pages for a lot of direct traffic.

Creating your own affiliate program will require you to integrate a system that will allow the payment of your affiliate’s commissions. I’d like to call this the **commission distributor**, which you can see in the two diagrams below.



*Mmm... You have started to become advanced... **you have implemented a Traffic Tank!** Now people can send traffic to your site! As you can see, a Commissions distributor has been added to the system too. Since you will pay your affiliates, money goes to both your affiliates and you. You get the sale, affiliates get the commission, and the rest goes into your pocket.*

The **commission distributor** can be attached to the **money router**. As much as possible, this is the setup you should aim for. Automation, as we have said, is our goal. There are programs that automatically designate the commission that has accrued for your affiliates. There's no need to manually assign these commissions. This is the only route you should take, since you're supposed to gain as many affiliates as possible. We're talking in the thousands, so it will really be difficult to do the accounting manually.

I can suggest you many programs you can use as a commission distributor and make things easy for you but at the expense of your **liberty to control the fate of your products. THIS IS VERY CRITICAL FOR YOUR BUSINESS: if you cannot control your products through ONE (1) CENTRALIZED platform then say Bye-Bye! to automation...**

[JVManager](#) allows you to use such a centralized platform. Among other things, you can create your OWN affiliate program and its system will automatically assign your affiliates' respective commissions. This is, of course, just one of the many, many things that the JVManager can do.

I'll tell you this...

**Turbo Money Machine's destiny is to become a HIT in the market of Internet Marketing.**

If you apply it to your business, then you are IN the business...

However... if you **USE [JVManager](#) WITH Turbo Money Machine...** then you are marching to Success. I cannot stress that enough. I know there are MANY other systems out there... but... [JVManager](#) is the BEST. Period.\_  
(Trust me.)

# Launch Booster

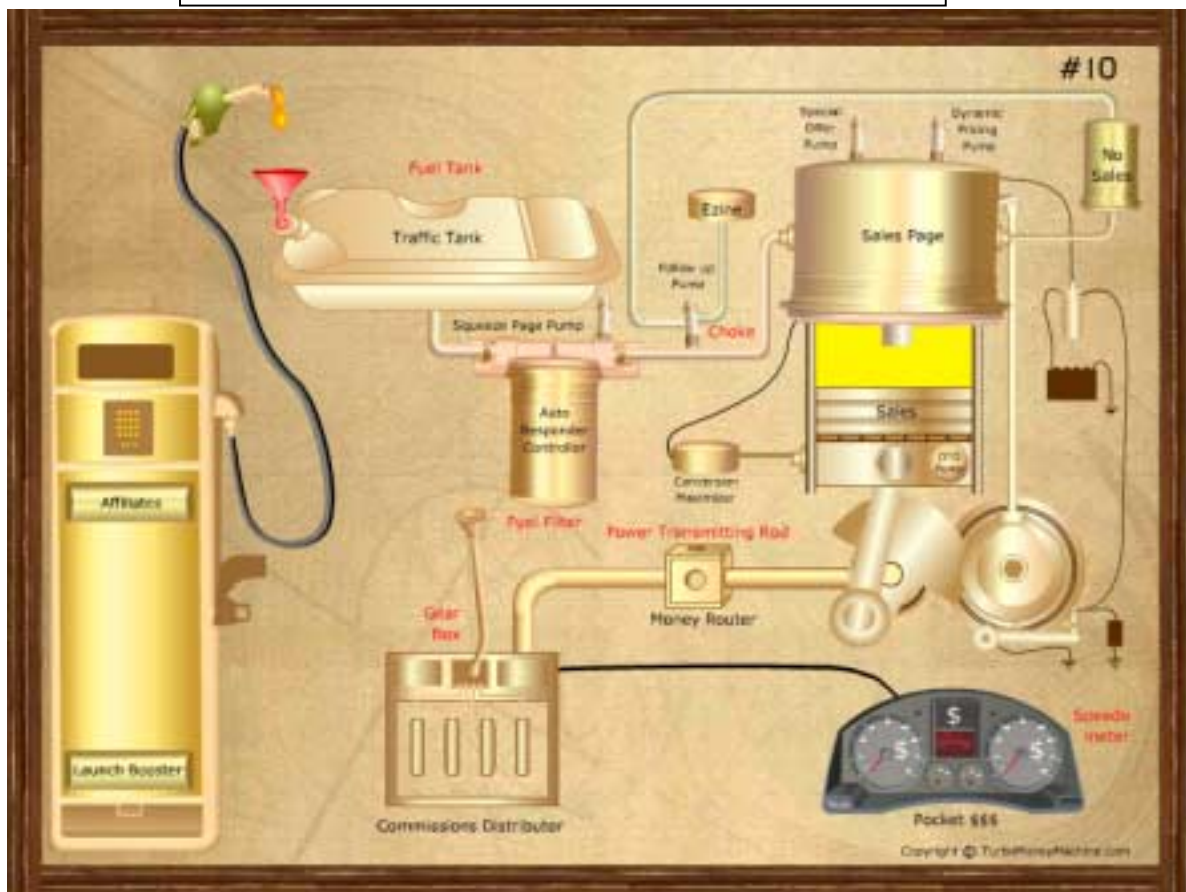
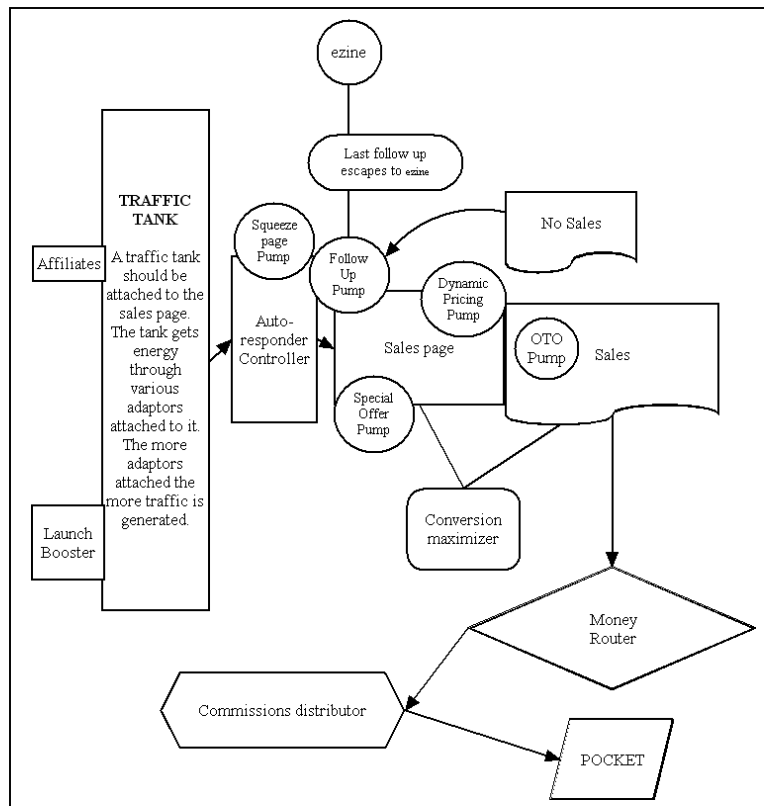
Here's something that not many Internet marketers are aware of. It's about the launch of a particular campaign. Often, people take the pre-launch period for granted. But such shouldn't be the case. The pre-launch period is an excellent time when you can generate preparatory traffic for your sales page. You don't have to confine your campaign to the launch date itself. You can use the pre-launch period for a variety of ways that will deliver for you the traffic that you need.

- Build up a buzz for your product launch by implementing some exciting features on your pre-launch page. Tickle your prospects' interests with tidbits about your offer. Create some buzz by including a countdown timer towards the actual release of your product. Garner some essential feedback. The point is, the pre-launch stage should not be spent in silence. You can create a stir by doing a lot of things during this period.
- You can ask your affiliates to lead some people to your pre-launch page, where their contact details can be captured in a separate mailing list so that you can remind them again once your product is indeed launched. This is a great way of ensuring traffic at the exact time of your product launch, as well as a great way of increasing the subscriber base of your mailing list.
- You can use your pre-launch page to cross-sell some products from your existing campaigns simply by including links and banners to the latter. This is called **traffic redistribution**, which we will discuss in detail later on.

## **A launch booster is yet another adaptor that will feed your traffic tank.**

It's a tactic that is not utilized as much as the other strategies we will be tackling. But take a look at the biggest and most successful campaigns in recent months. They're the campaigns which used the pre-launch and the launch period to great effect. They were able to generate a lot of traffic by utilizing these periods well. Do study the diagrams below and compare them one after another. The first diagram is the basic chart on how things should work. The second diagram is the model as represented by the inner workings of a car.







*This is something you'd do in the beginning, but when you created that very simple site, you did not know that a LAUNCH was a booster for your traffic! You tweak your sales page and you arrange an "official release" of your site, say, by adding more bonuses, or by releasing version 2.0 of your software, or by adding 100 pages to your eBook. You study the guides on how to launch an event and add the Launch Booster to your Traffic tank. You get more traffic and that can mean more sales for you.*

You can generate traffic as early as the pre-launch period. In fact, by initiating your campaign even before the actual launch, you'll be able to stir up enough buzz for your products that will eventually convert to more sales during the first few days.

## Traffic From Your Lists

In the previous chapter, we have discussed the importance of having your own mailing list. And we have said that the heart of an email marketing system is an excellent autoresponder service.

A good autoresponder system will allow you to create as many mailing lists as you want. And this is what you should aim for if you want to generate loads upon loads of retained traffic for your sales page. Here is a passage taken from [Internet Marketing Cookery: Bake Your Online Success With Easy-To-Use Recipes...](#)

*A good analogy for this is the art of courtship. Call me old-fashioned, but I still believe that wooing a girl involves careful planning. You can't just impose on her what you want to do, right? You have to set the stage, do everything right, and slowly lead her to accept your love. You start with simple greetings and then you begin sending her flowers. You go out on a few dates, talk about things you both like, get to know each other better, and soon enough, intimate bonds develop and you find yourselves in the middle of a wonderful romance.*

*The same is true when it comes to wooing customers. Here are some simple steps for a very profitable gradual promotions plan:*

- *Create products you can give away for free. These can be products that you've bought and have their master resale rights that allow them to be given away. If you want a deep collection of these, I strongly recommend my [set of best seller e-books \(BSE\)](#). You could select several e-books from this collection and bundle them as very attractive freebies.*

- *Create a page for your collection of giveaways, complete with a catchy headline and an enumeration of wonderful benefits. Then include a link to that page in your autoresponder message.*
- *Prepare a number of free packages that you can distribute at different intervals.*
- *Now you're ready to set up your autoresponder plan. For starters, make at least three autoresponder lists with the following messages:*

<p><b>1<sup>st</sup> LIST</b></p> <p><u>MESSAGE 1</u> – deliver the first collection of freebies.</p> <p><u>MESSAGE 2</u> (after 1 day) – ask if everything is ok. Thank them for their support. Inform them that you'll provide “alerts” for new offers.</p> <p><u>MESSAGE 3</u> (after 3 days) – give another freebie.</p> <p><u>MESSAGE 4</u> (after 2-3 days) - offer them your first product that sells for less than \$50.</p> <p>If he orders, move him to the 2<sup>nd</sup> list.</p>	<p><b>2<sup>nd</sup> LIST</b></p> <p><u>MESSAGE 1</u> – deliver another collection of freebies.</p> <p><u>MESSAGE 2</u> (after 1 day) – ask if everything is ok. Thank them for their support. Inform them that you'll provide “alerts” for new offers.</p> <p><u>MESSAGE 3</u> (after 3 days) – give another freebie.</p> <p><u>MESSAGE 4</u> (after 2-3 days) - offer them your first product that sells for less than \$100.</p> <p>If he orders, move him to the 3<sup>rd</sup> list.</p>	<p><b>3<sup>rd</sup> LIST</b></p> <p><u>MESSAGE 1</u> – deliver another collection of freebies.</p> <p><u>MESSAGE 2</u> (after 1 day) – ask if everything is ok. Thank them for their support. Inform them that you'll provide “alerts” for new offers.</p> <p><u>MESSAGE 3</u> (after 3 days) – give another freebie.</p> <p><u>MESSAGE 4</u> (after 2-3 days) - offer them your first product that sells for more than \$100.</p> <p>If he orders, move him to the 4<sup>th</sup> list, if desired.</p>
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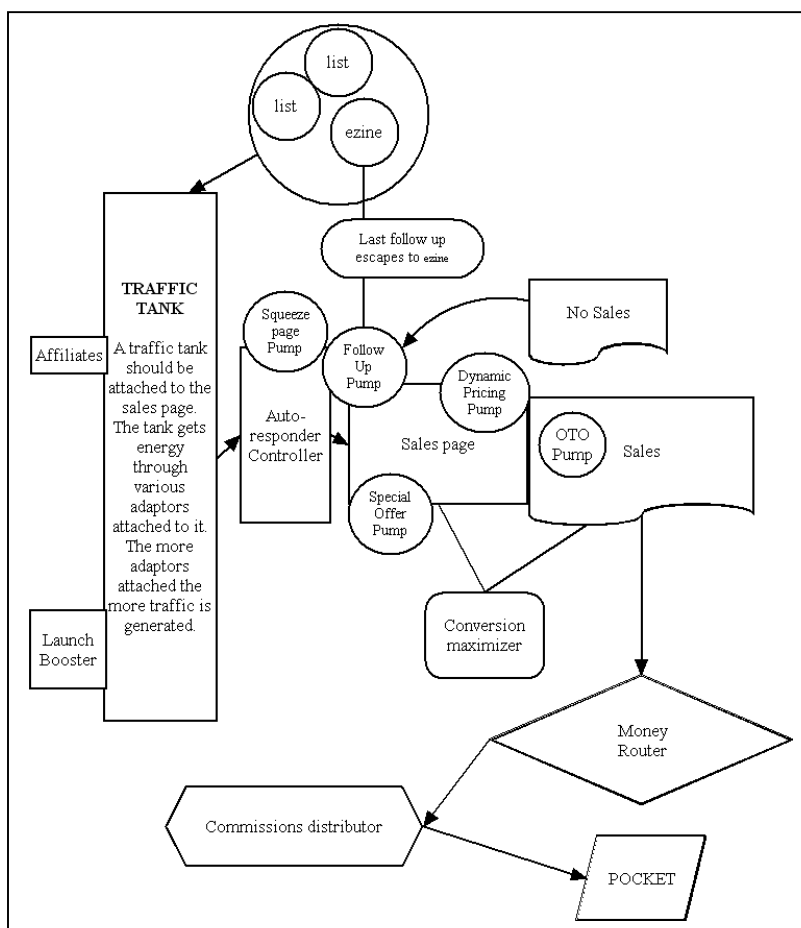
- *You can define your own pricing scale, depending on the products you wish to sell. You could peg them at \$5, \$15, and \$25 if this would serve you better.*
- *It is important to set up your lists before sending your messages.*
- *Moving subscribers who have already ordered one product onto another list will ensure that they do not receive the same messages they have already taken*

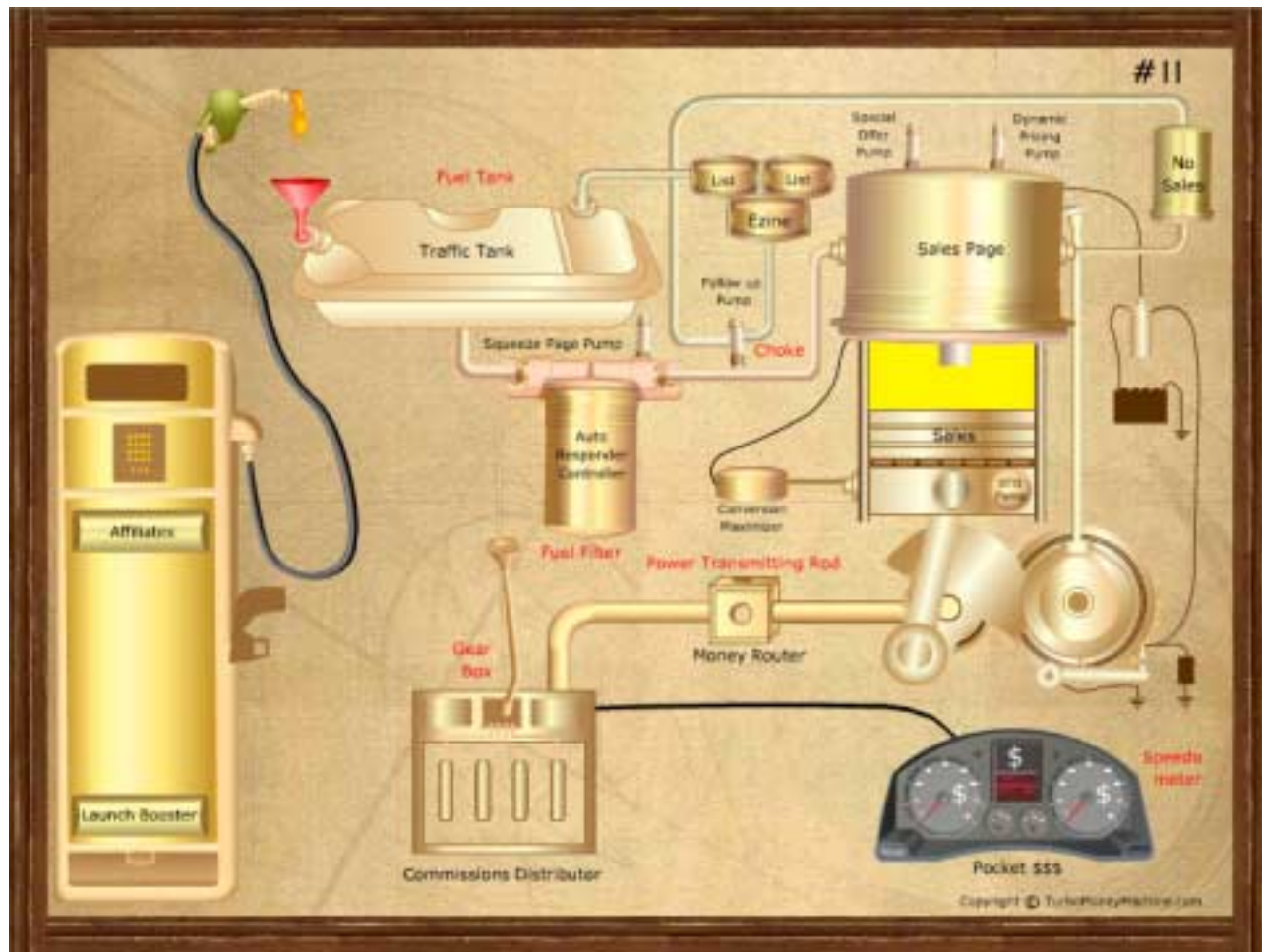
advantage of. That could be irritating for them and you wouldn't want that to happen. You could manually transfer a subscriber from one list to the next. Or you could use the [JVManager](#) to easily manage the subscribers of your different lists.

- Of course, there will be times when you have to broadcast a message to all of your subscribers. I do this by creating a separate **central list** for all the members of the mailing list.

Maximizing the potential of an effective autoresponder system will help ensure the sustainability of your business. Your subscriber base is a good source for orders and repeat orders, after all. Take care of them as much as you can.

**Mailing lists are traffic adaptors for your traffic tank.** You can always send a message to your lists to invite them to check out your newest sales page. **The subscribers of your mailing lists are bankable prospects.** They're always there. You won't have to seek them out. You just have to remind them of certain things and they'll be quick to pay you a visit.





*Now the Traffic Tank gets some "fuel" from your other lists too. By reaching this level, you'll have already created another site too, with another autoresponder in action or with another eZine in action, etc, so your Traffic Tank is loaded with leads from other lists as well.*

Again, this adaptor is made possible by an excellent autoresponder service. [TurboResponders.com](http://TurboResponders.com) contains all the features that make an autoresponder service marvelously effective. It will certainly be the perfect partner for your email marketing campaigns. For your information such a system is offered too when you join [Turbo Membership](http://Turbo Membership).

# Traffic From Search Engines

80% of the traffic you generate for your sales pages will come from the search engines. But here lies a problem. Search engine optimization (or SEO) relies on the selection of the right keywords that will attract the attention of the search engine spiders. This, however, becomes difficult when you're dealing with sales pages.

Why?

Because you will have to compromise the effectiveness of your sales page in favor of the required keyword density level. A balance can be achieved, but often, such a balance makes it impossible for both requirements to be reconciled.

But there is an alternative.

**It's called Pay Per Click (PPC.)** Many search engines have PPC programs that will allow you to set a budget. Thereafter, you have to bid for particular keywords. Every time that particular keyword is searched for in the search engines, a link to your sales page will prominently appear in the results. You only have to pay the PPC program every time a user clicks on your link.

No need for optimization. No need to compete with millions of websites vying for the same spot.

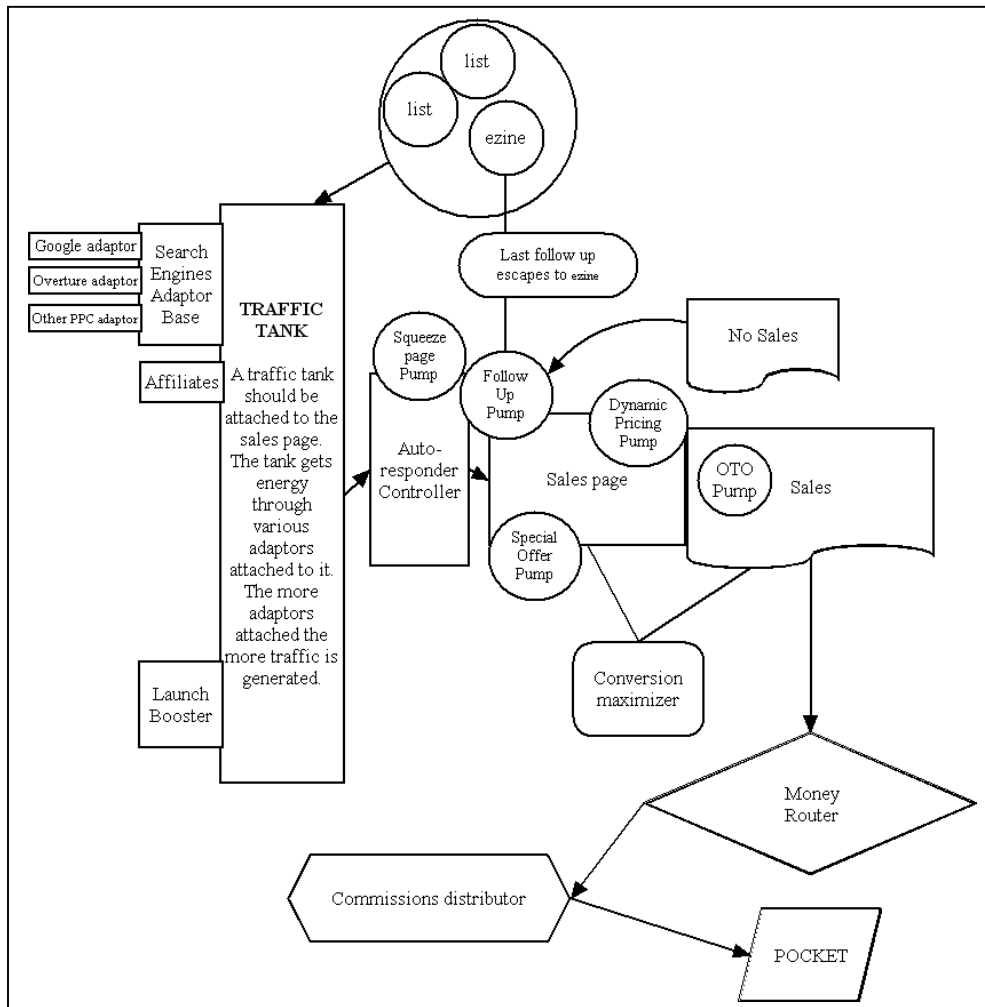
Of course, you have to pay. But spend only what you can afford to lose. PPC advertising is a science, you see. You may spend \$50 per week, with each click pegged at \$0.50 per click. This will guarantee 100 visitors, more or less.

If your sales page is capable of converting 10% of your visitors into sales, you can have 10 sales from the 100 visitors your \$50 can generate. If your product is pegged at \$50 per sale, you'd have \$250 just like that.

\$50 investment for \$250 profit. Good deal, isn't it?

Search engines are like fuel sources for your car. But you need to add fuel adaptors for these fuel sources. These fuel adaptors come in the form of PPC programs offered by Google, Yahoo/Overture, and other systems.

Take a look at how this idea works based on our running model...

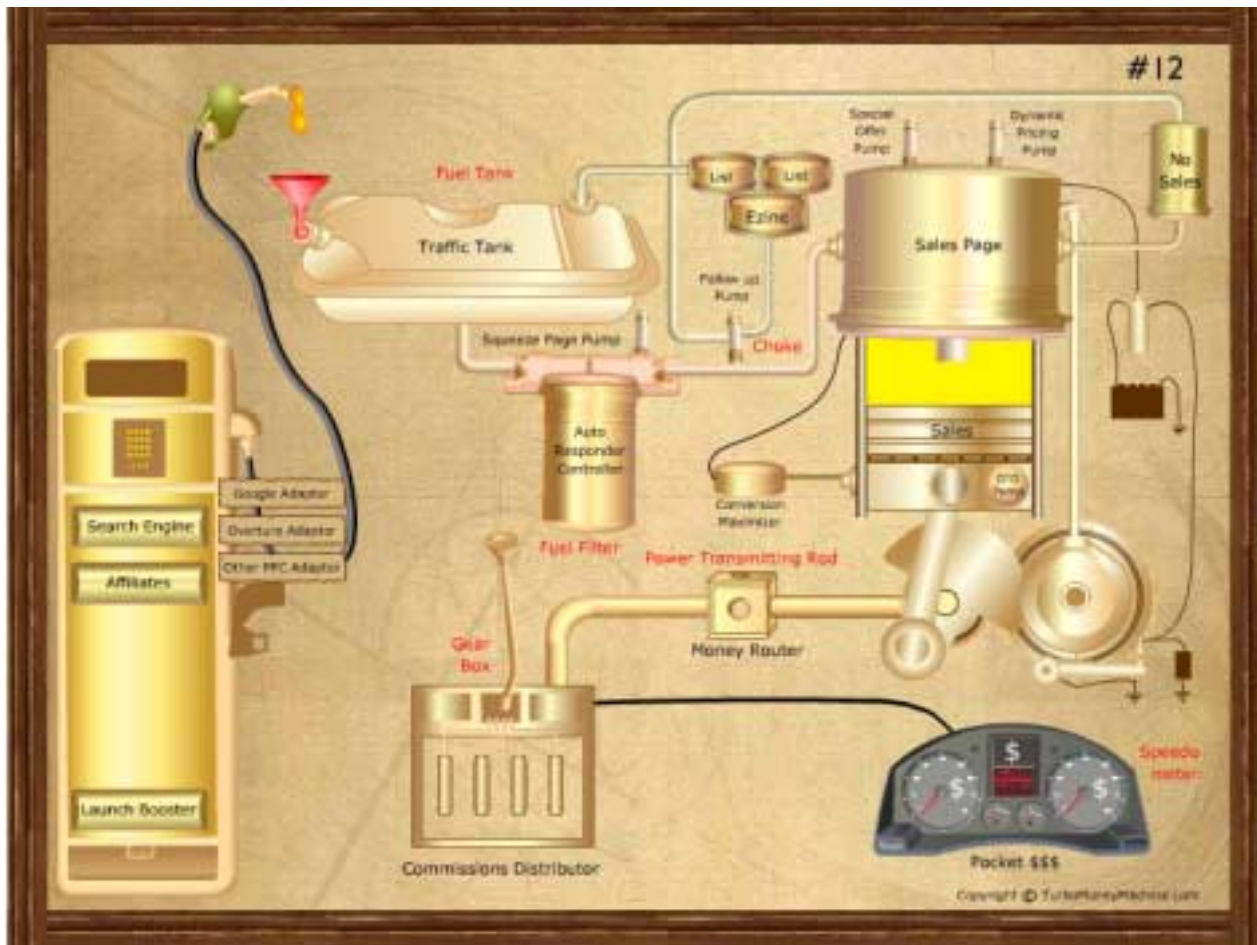


As you can see, the PPC adaptors feed the traffic tank.

The more PPC adaptors you attach to the traffic tank, the more traffic you will be able to generate for your sales page.

Take a look at the image below to see this method applied on the engine of a car...





Again, **PPC adaptors are not traffic sources in themselves.**

They make use of a main component of the traffic tank, the **search engines**. Without search engines, these PPC adaptors would be useless, since PPC adaptors get the required visitors from the users of the many search engines on the World Wide Web.

Google™ Adwords™, of course, should be your first choice when it comes to PPC programs because it doesn't limit the display of your link on search engine results, but on relevant websites as well.

All in all, I'd say that PPC advertising is one of the most powerful marketing tactics in existence today.

Of course, you first have to accept the fact that some monetary investment is required.



# Traffic From Articles

There is no denying the marvelous potency of article marketing. It is a relatively easy strategy that is loaded with a lot of advantages for your online business. Article marketing involves the submission of articles to as many article directories as possible. There is more to it than just that, of course. You could use the steps outlined below for a truly efficient article marketing campaign.

1. Pick a topic relevant to the subject of your website. As with our running example, if your website is dedicated to dog grooming, dog grooming tips or dog grooming items are good topics to discuss.
2. Research on your chosen topic. Try to discover something novel about it that hasn't been discussed to death in other channels.
3. Write an article that will share the information you have pinpointed. The length should be between 350 to 1,400 words. Anything less would be too short to successfully convey what you want to convey. Anything more would be too long to sustain your readers' attention.

If you are not that confident about your writing prowess or if you simply don't have the time to write an article, you could hire a freelancer to do the job for you. The usual rates range from \$2 to \$30 per article. Price should only be a secondary consideration next to quality, however. Writing is one of those services where you get what you pay for most of the time.

Don't proceed with this option blindly, however. There are many risks to consider. I would suggest [The Outsourcing Survival Kit](#), a comprehensive tome, which is the first of its kind, dealing with all manners of digital outsourcing as well as the steps you should take to protect the interests of your business.

4. Include a resource box at the end of your article. Your resource box should contain a concise introduction of yourself and your business, as well as a link to your website.

5. Then, it is time to submit your article to the many, many, many article directories on the World Wide Web.

You might ask how a process which seems so simple could generate a lot of traffic for your website. That is a very valid question, but do consider the following benefits offered by article marketing.

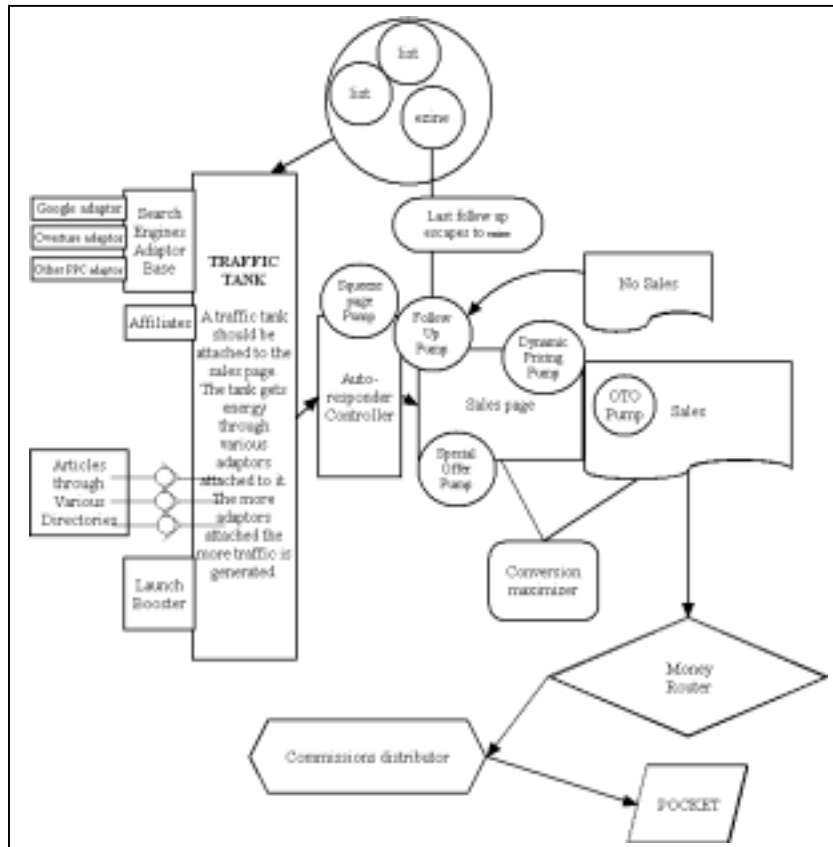
- **Article directories figure prominently well in SERPs.** Hence, having your link displayed in the articles you submit will mean that your link will be exposed to the millions of visitors who visit the said article directories.
- **Article directories have high PR.** Having an article published, with an inbound link to your website, will give the latter a boost in its own PR.
- If the article you submit is of excellent quality, it will have a good chance of getting picked up by eZine editors and other webmasters. This means **more inbound links** for you and this means more visitors.
- There are so many article directories on the World Wide Web. Suppose you submit the same exact article to a hundred of them; that would mean a hundred inbound links guaranteed. But what if you submit ten or twenty articles? Again, **traffic is a numbers game.**
- Articles are low cost investments, and for most, they actually require zero cost. This is an excellent option, considering that **one article submitted to just one article directory could be generating traffic for your website for many years to come.**

Sold on article marketing yet?

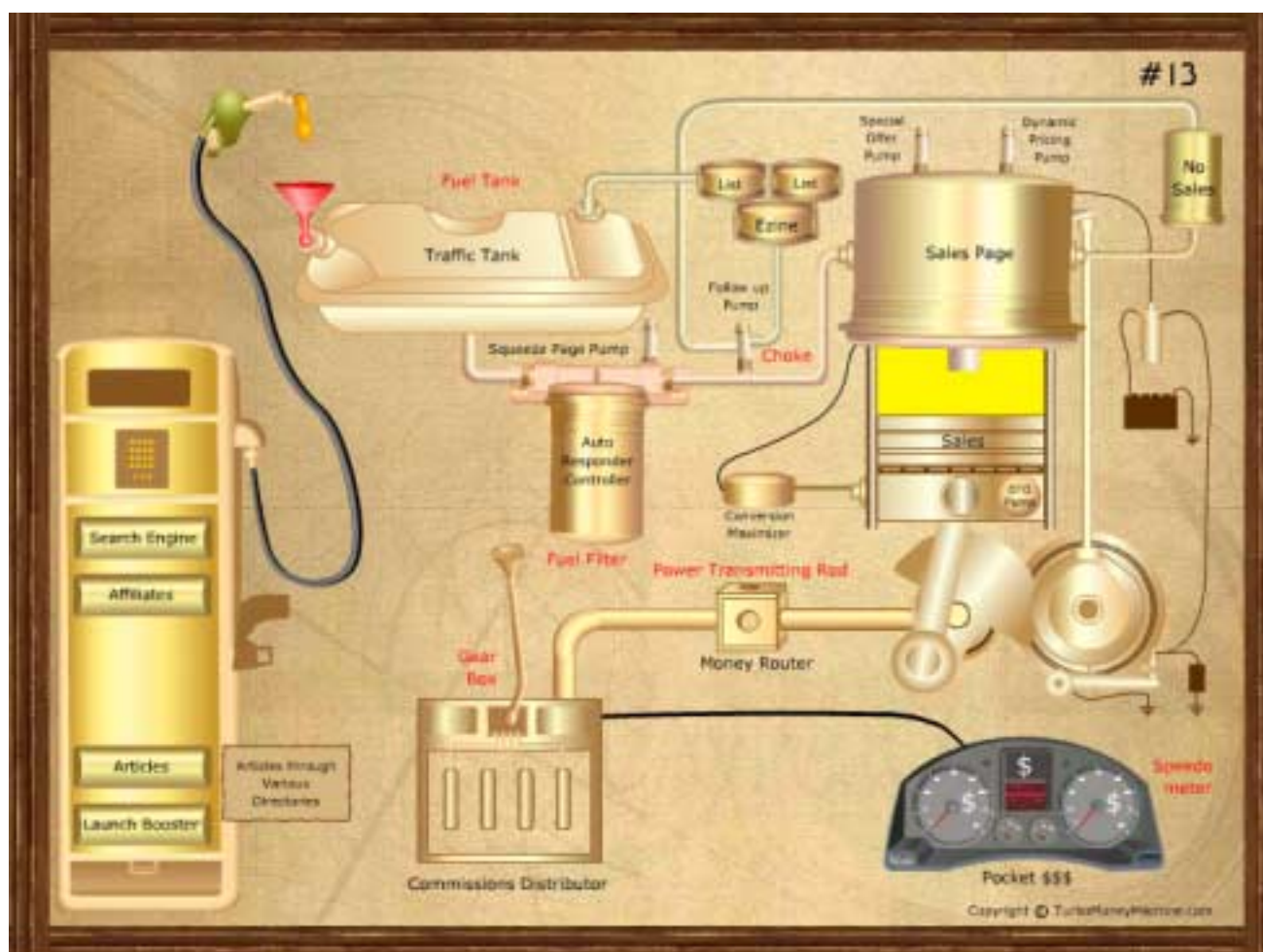
I always advise my affiliates and online friends to try article marketing, as it is without a doubt the finest Internet marketing strategy that has been developed in recent years.

Your choices are not limited to these directories, however. Read [Web Traffic Explained](#) and you'll gain access to a hundred or so article directories to help you build your back links.

Study the draft below to see where article marketing fits in the general scheme of the machine...



Just like the **launch booster**, the **search engines**, and the **affiliates**, **articles** are additional sources of **fuel for your traffic tank**. In our running analogy of a car, this is how the machine should look like at this point...



Articles, as I always mention in my writings, are **marketing seeds**. You have to plant them first and they do have a gestation period of three weeks on the average before search engines, eZine publishers, and webmasters start picking them up.

But once the seeds are sowed, you'll be reaping the benefits of this strategy for a long, long time to come... quite possibly, for as long as your articles are hosted in the article directories you have submitted them to.

# Traffic From Joint Ventures

## The 1<sup>st</sup> Stage

Let me make this statement:

**A great part of your success in the online world will depend on the people you partner yourself with.**

You have to accept the fact that no man is an island. Two heads are always better than one, more so when you have three or more heads working together for a common goal.

Joint ventures, fondly called JVs, are partnerships with other Internet marketers with the ultimate purpose of increasing everyone's profits. This can be done in a variety of ways:

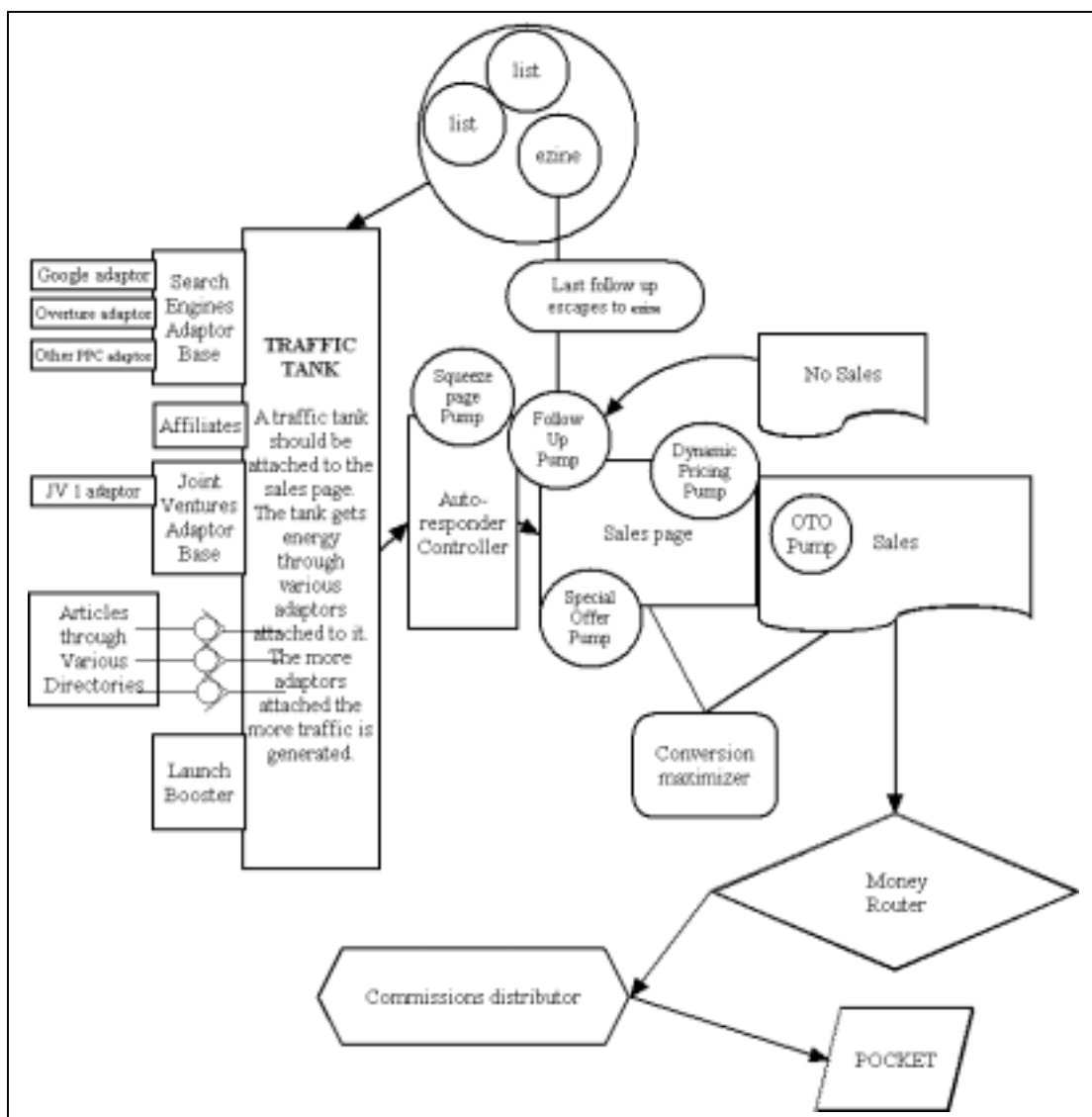
- **JVs for co-registration.** You need a sign-up page for your mailing list. A co-registration strategy will have two or more online businessmen advertising each other's mailing lists, hence increasing the number of subscribers for all of the follow-up systems involved. And as we have mentioned earlier, gold is in your mailing list.
- **JVs for more sales.** One product is good. A collection of products is outstanding. JVs of this nature require all the partners to contribute a valuable product in their library for the pool. The collected products will be sold as a package and the partners will share the profit that is derived from the sales it generates.
- **JVs for cross promotion.** This may be in terms of mailing lists or the sale of actual products. Two or more online businessmen can advertise each other's eZine in their own electronic newsletter, for example, and each of them can potentially double, triple, or quadruple the size of their mailing lists fast. Or two or more online businessmen can promote each other's products on their own Thank You pages and potentially double, triple, or quadruple their sales.

These are just some of the more popular models of joint ventures. There are more, of course, and new ones are being developed each and every day.

It all depends on the people you manage to hook up with. So **never be afraid in contacting potential partners and treating them well.** **Your success greatly depends on the people you know in this industry.**

JVs are additional **adaptors** for our **traffic fuel.**

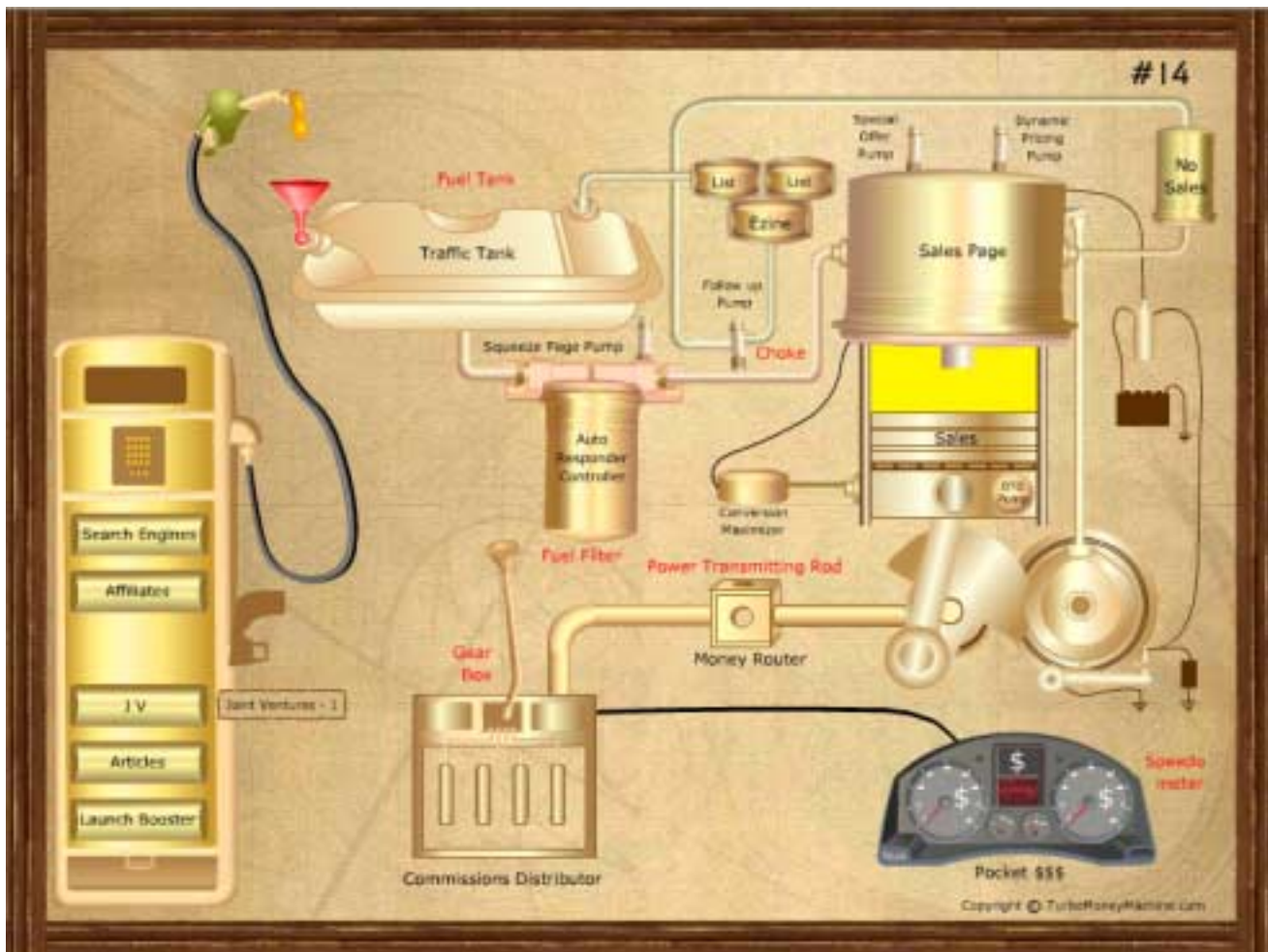
Based on the examples above, you can immediately see the boost in traffic that joint ventures are capable of. Take a look at the updated draft below to see how JVs are integrated into our machine...





As you can see, attached to your traffic tank is a separate mini-tank for JV possibilities. A JV adaptor should be attached to this mini-tank to make it work. Such a JV adaptor can be a partnership idea that you can propose to your prospective partners... one which they will find difficult to resist.

Here is the diagram based on the machine we are building...



## Traffic From Joint Ventures The 2<sup>nd</sup> Stage

Your adventures with joint ventures won't stop there, however. You see, finding partners will not be an easy task. Some of them will even say "no" to your offer. They have their own interests to pursue, after all. And in the



online world, just like in the real world, it still boils down to a question of “what’s in it for me?”

So, **what’s in it for them?**

**You must present them with something that they will find difficult to resist.** This may be a revolutionary idea you have conceptualized yourself. But often, this comes in the form of resources you can bring to the table. Having a sizable mailing list is one. Having sales pages with high conversion rates can be another. Having a good name that has become synonymous with credibility and reliability in the business is most certainly among these leverage points.

The fact is, **it will not be easy finding JV partners.**

So once you do find them, you have to try your best to keep them.

This can be done through a second JV adaptor we can add to our machine.

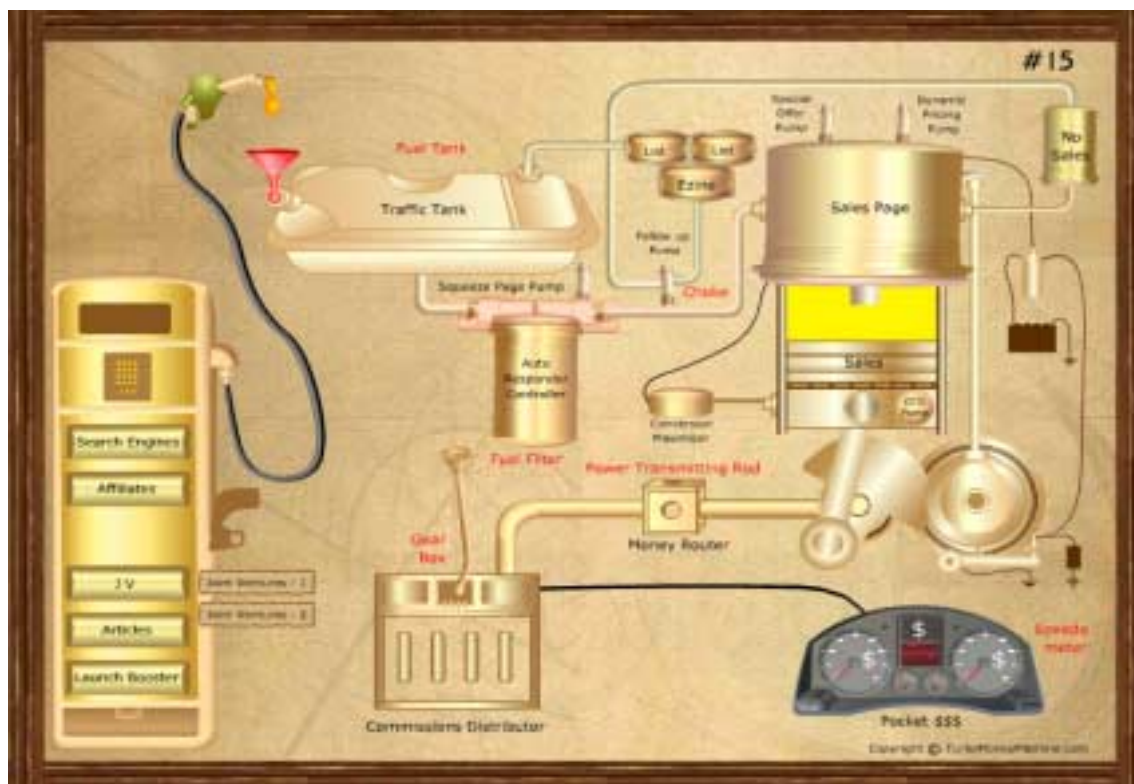
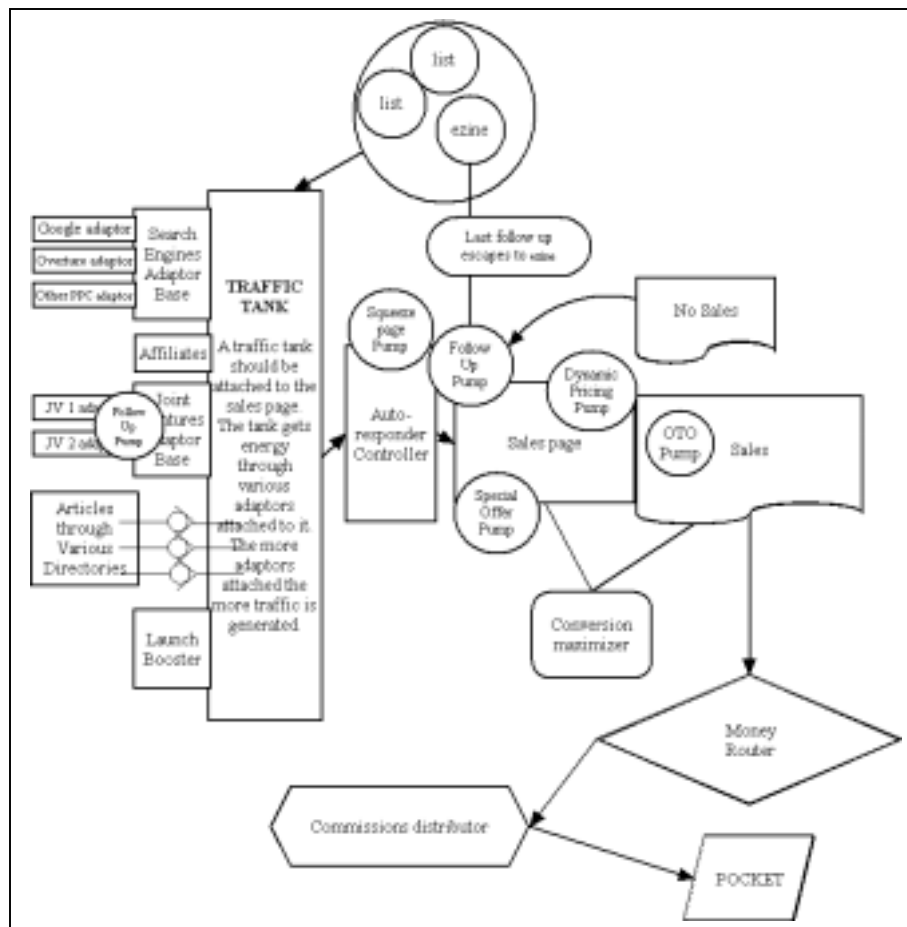
What you can do is **create a separate mailing list through your autoresponder service.** This mailing list shall be composed of your JV partners. This way, you’ll be able to contact them regularly.

It doesn’t matter if you don’t have anything important to share.

Sometimes, a simple “hi” or “how have you been?” will go a long, long way in establishing good relationships with people, especially those who are as important as your JV partners.

Your public relations (PR) skills will be put to the test with JVs. The reason behind this is simple. You will have to deal with a lot of people. Establishing a network, for instance, involves interacting with a variety of individuals. Looking for JV partners among the members of your network will also involve social skills. Talking to people who will help you jumpstart a joint venture, like webmasters, eZine publishers, and the like, will also require a good grasp on how to properly deal with others.

Take a look at our updated drafts below to see how our machine currently stands with this new adaptor in place...



If you want to learn more about joint ventures as well as some advanced strategies you can employ, do read [JV Brokering 101: How To Earn A Fortune As A JV Broker](#) , a thorough guide, the first of its kind, on the many ways in which you can profit from JV opportunities.

In this chapter, we have discussed all of the necessary components that the machine needs to generate traffic in an automated manner.

I guarantee this: if you follow the drafts exactly, there will be no reason why you won't be able to replicate my success.

These are the very things that I do to garner hundreds of thousands of visitors per month. My [Santa Deal Time](#) for 2004 alone generated so many visitors that it almost – ALMOST – fried my web hosting service. They sent me an email saying that they never had a client with a website that generated that much traffic before.

**Now, if I can achieve this much by using the same methods delineated in the drafts I am sharing with you right now, why should these methods produce different results if you'd apply them for your own online business?**

Think about it...

# Turbo Boost

**Traffic Redirection And Sales Page  
Maximization For Extra Income Streams**



As it stands, we now have a system that is almost automated... ALMOST.

What remains to be accomplished?

First and foremost, you have to remember that **a business is seldom confined to selling a single product**. Often, **diversification** is a logical step to take for any enterprise. Hence, you have to be open to the idea that at some point, you will sell **other products**. These may be your own products or products you are promoting for someone else.

Now, as you know by now, each product will need its own sales page because a sales page is your 24/7 salesman on the World Wide Web.

What does this mean?

Basically, since you'll need to generate traffic for each sales page of every product you'll selling, you'll need to **replicate the system** we have discussed in the previous chapters – yes, EVERY step of it – **for each and every sales page you have**.

Quite a tall order, right?

Things must be simplified.

What we want is a **congruent and unified system for YOUR ONLINE BUSINESS** and not a system for each and every product you will be selling. There's a world of difference between the two. Having a system for every product will be time consuming and will require more resources to expend. But **having a system for your online business** will allow you to facilitate

all the necessities required by each and every sales page for each and every product you will be selling... there is no need to establish a separate system for every product.

So what should be done?

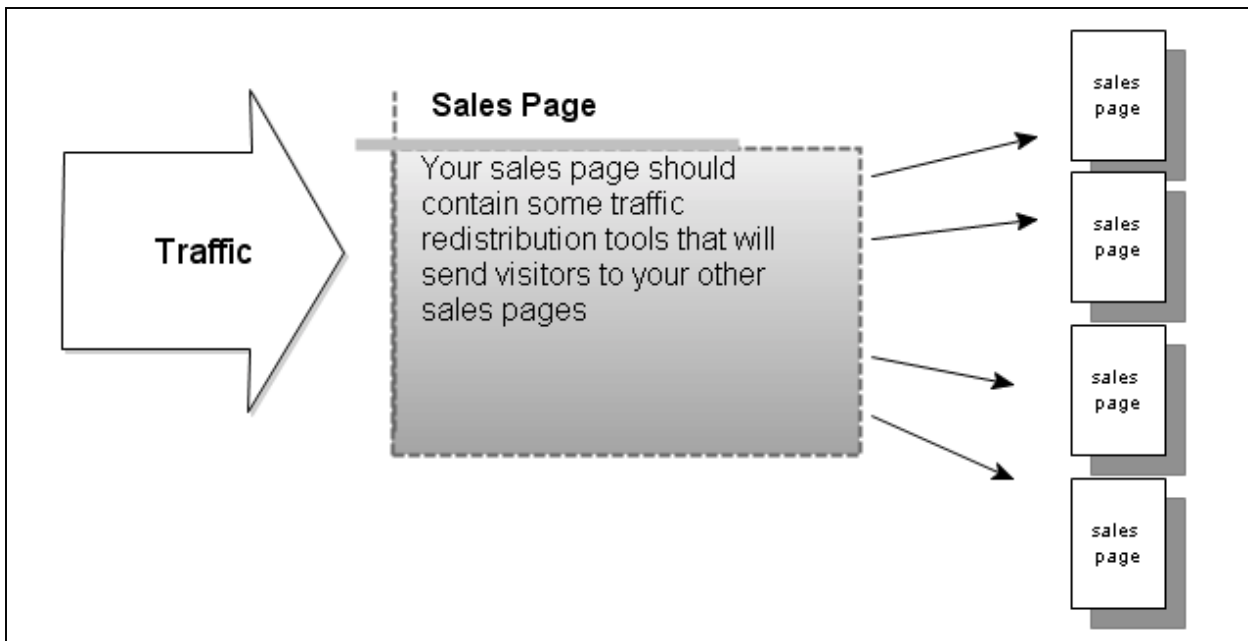
Again, refer to our system so far.

It's almost a complete setup.

We just have to add traffic redistributors to it.

Traffic redistributors do exactly what their name implies... they redistribute traffic from one sales page to the others. You have one online business controlled by you, but you can have ten, a hundred, or even a thousand products to sell. Traffic redistributors will allow you to transfer the visitors you have for the sales page of one product to the sales pages of your other products.

Take a look at the diagram below to see how this works...

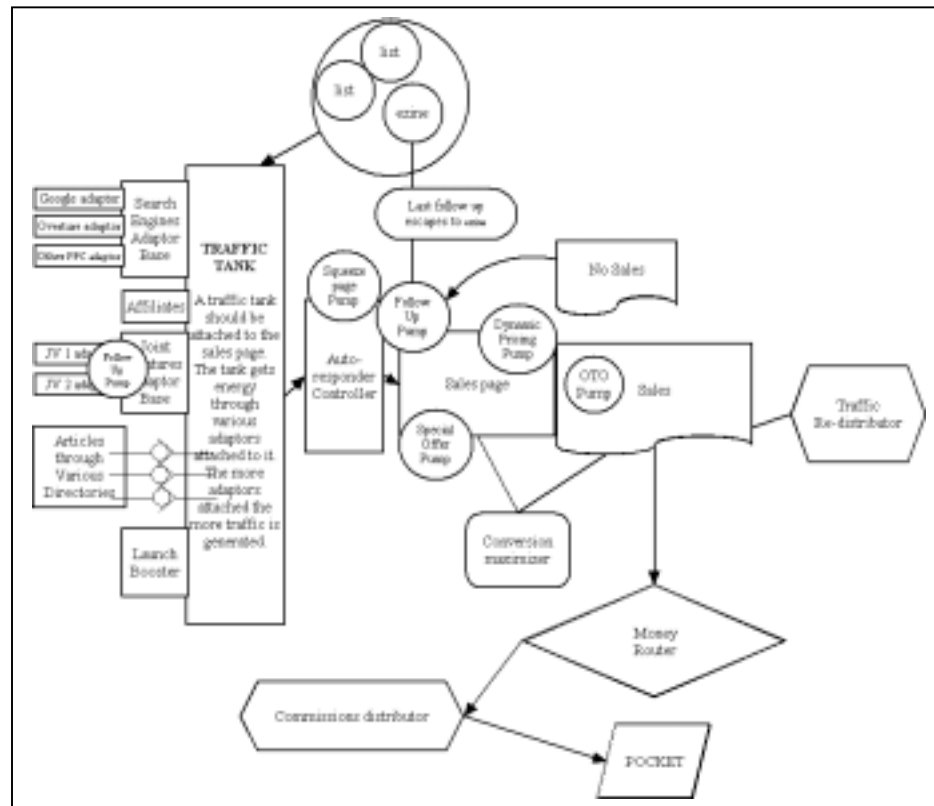


Quite an easy principle in theory, right?

In practice, however, the success of such a method will require more. There are many ways by which you can apply traffic redistribution to your system:

- My personal favorite, something which I myself subscribe to, is using **a main headquarters** for all of my products. In this headquarters can be found all of the offers that I am selling.
- **Links to your other products can also be incorporated in each and every sales page you have.** There is no rule that prohibits the interlinking of sales pages with one another. And this hasn't been proven to make you lose some sales because of too much salesmanship.
- **Links to your other products can be included in the Thank You page.** Remember the One-Time Offer we discussed in a previous chapter? You can formulate a great offer for any of your other products and advertise it on your Thank You page or on a page between your order page and your Thank You page. As we have mentioned earlier, this tactic is called cross-selling and it is a very powerful sales method that you can employ for your business.
- **Syndicate content, as well as appropriate links, throughout your many sales pages.** You won't have to encode separate content and links for each and every sales page you have. You can simply create one set and broadcast it to all your sales pages.
- Some Internet marketers use **rotator scripts**. They have a main domain name, and when visitors load it up, new products will be featured every time. A script like this keeps track of IP addresses as well as previous visits and makes sure that visitors will see a different page every time they go to the main URL. Though this can work, I believe that it should be limited to that point in time when your main website is generating a substantial and sustainable amount of traffic. After all, as the saying goes, ***“diversify only when you’ve met success and not before it.”*** It'd be better to create a dedicated sales page for every product before you decide to rotate different products under one domain name.

**Traffic redistributors** fit the overall system in a manner that you can view by studying the image below...

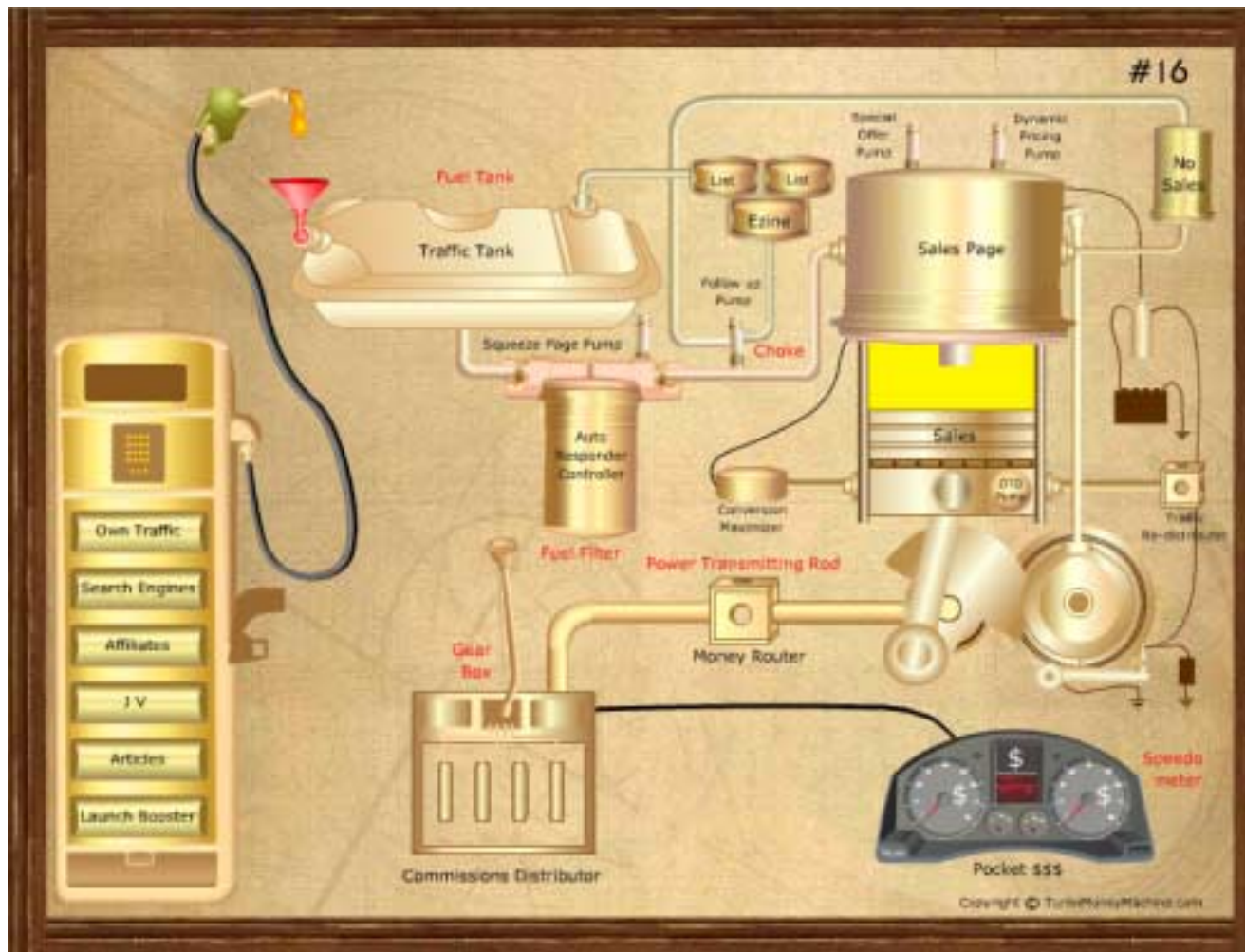


As you can see, traffic redistributors should be attached to the “after-sales” section, as what I have mentioned is ideal. The main purpose is to generate traffic for your web pages after all. The next goal should be to make sure that the traffic you do manage to generate for your sales can be used for your other sales pages as well.

**Traffic redistributors are like distributor caps of sparkplugs for cars. They distribute the engine’s power to other parts of the vehicle.** Same goes for traffic distributors which share the online business system’s power – the traffic which is the lifeblood of the enterprise – to other aspects of the business for further maximization and for more profit.

Try to study the diagram below to see this analogy in a clearer light...





Once these components of the system are in place, you'll be able to enjoy a well-distributed influx of traffic for all the sales pages of all the products you are selling.

And the best thing about it is that you'll be running all of them with just one setup.

**Centralization is key to full automation, after all.**

But should we stop there? No, we shouldn't. There are some final components we should add to the system to increase the number of our income streams. The more income streams we have, the more profit we can derive from our business

What are these additional income streams, you might ask?

I can proudly say that they are **Turbo originals**. They are products that I have **invented** that have helped many online communities, many online businessmen, and many websites earn a substantial amount of income from sources they least expected. This income does not come from the things they are selling; hence, this income has always been considered as a welcome addition to their earnings.

I'm talking about the [Buy Me A Drink](#) and the [Buy Me A Product](#) scripts.

The Buy Me a Drink script is an **income pump**. It can be integrated with any of the following components of your system:

- a mailing list/eZine,
- content page,
- forum,
- feedback/comments page,
- FAQs page.

Sometimes, you will be able to deliver valuable information for your visitors and leads. **They will want to show their appreciation.** But **how** can they do this if you don't have any products to sell?

The answer is the **Buy Me A Drink pump**. Instead of buying a product from you, they can buy you any of the *virtual drinks* that can be found in the script. The result? The amount of the drink will be sent over to your PayPal account.

For example, I'm your subscriber, and I liked the recent issue of your eZine. I want to tell you how much I adore what you've written. Then I see the Buy Me A Drink option in your eZine issue. I can opt to buy you a \$5 beer, and \$5 will be credited to your PayPal account.

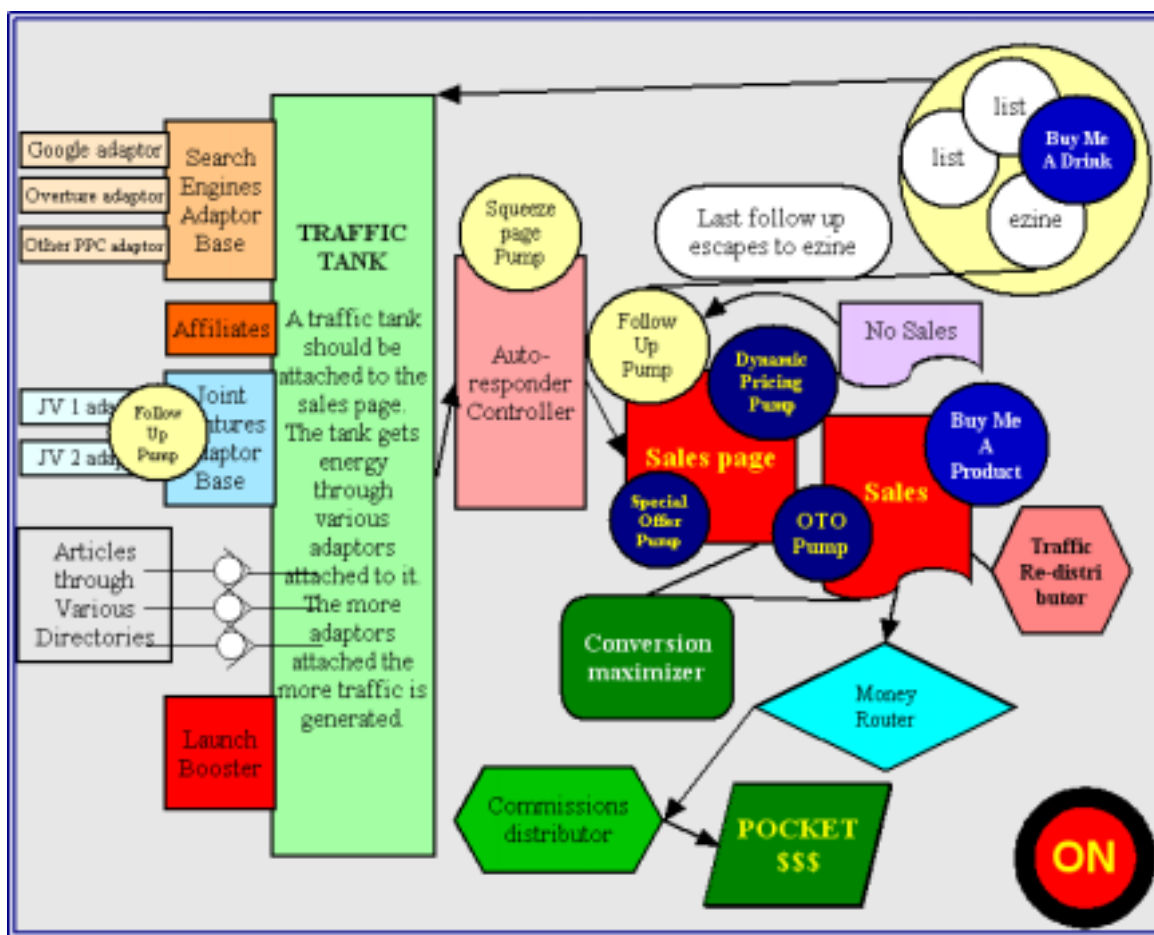
**Neat, isn't it?**

That's what thousands and thousands of people say about this product. In fact, "buy me a beer" has become a popular phrase in the Internet marketing industry and has been used to refer to a kind gesture between colleagues. For

the history I got the idea for creating such a script when I saw Paul Myers' manual system [here](#). ☺

**Buy Me A Product**, on the other hand, is a script that produces a series of OTOs. I know, that seems like a self-contradicting statement. But it shouldn't be. The way it goes is that a customer is given access to a member's area or even a simple Thank You page where the script will generate a series of special offers with favorable benefits such as discounts, rebates, and other fantastic bonuses. You can continuously **pump out such offers** at an automated pace using the Buy Me A Product script through pages that cannot be easily reached again by the same customer.

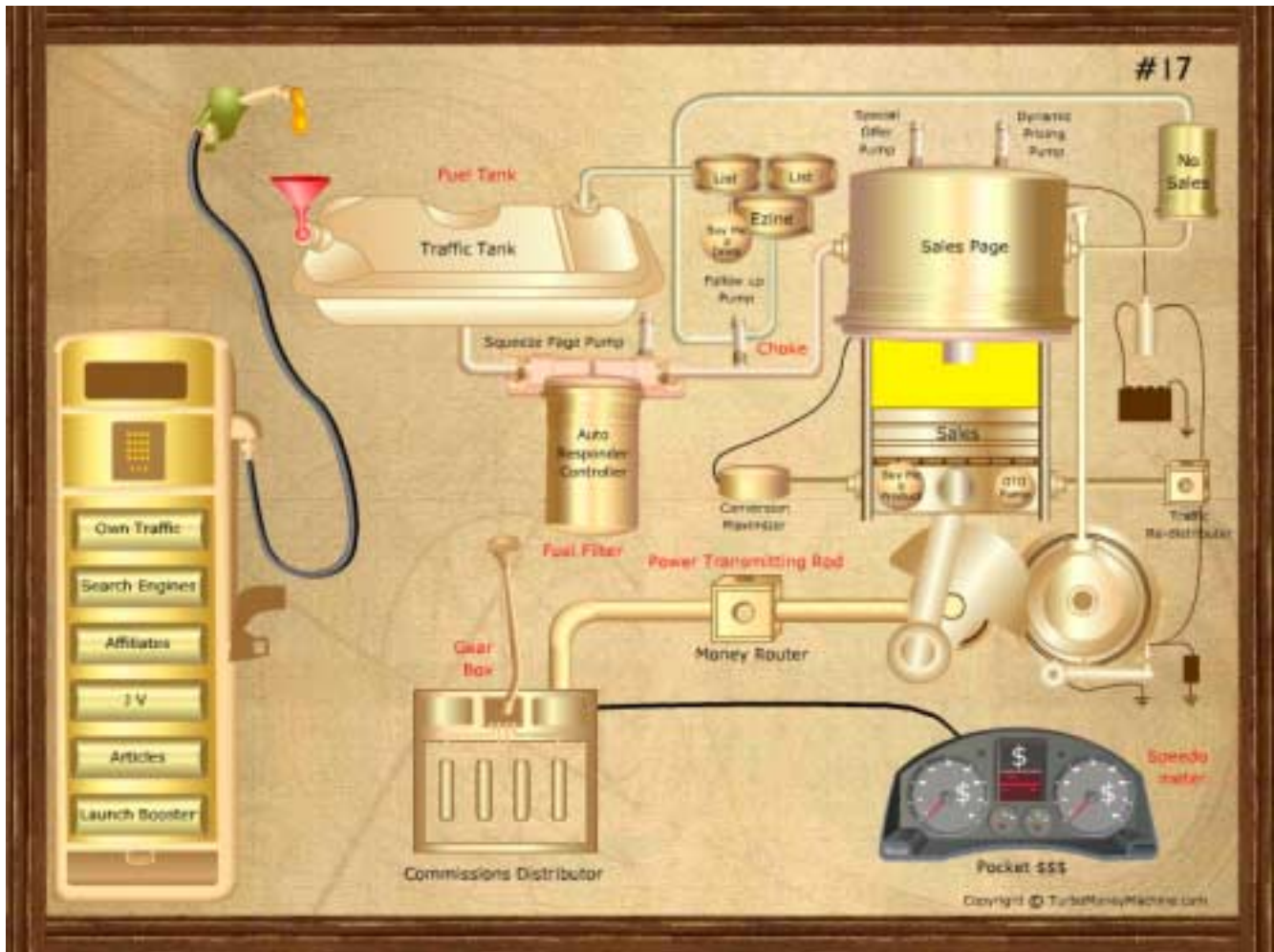
**Here's the entire concept in action, as integrated with our updated system...**



The Buy Me A Drink and the Buy Me A Product scripts operate like fuel maximizers for a car. They are directly connected to the fuel source – the

traffic when it comes to an online business model – which they can convert into additional energy – profit when it comes to your online enterprise.

Take a look at the concept as applied in our running analogy of a car's engine...



And so this completes the machine that will enable you to run a highly profitable online business from the comforts of your own home.

But again, **should we stop here?**

In the Concluding section of this report, I'm going to show you **how you can earn from a machine like this**. No, your earnings are not only limited to the profit that can be generated through the operations of this machine.

**You CAN sell the machine to other people as well!**

Yes, you read that right!

I'll show you how it is finally possible to sell the machine that everyone has been talking about, but no one has reduced into a verifiable and practicable blueprint.

Turn the page and discover an opportunity that can change the course of your online business for a more profitable future.



# ***The Machine Made Whole***

## ***Final Lap***

### ***Your Automated Online Business And Your First Step To Online Wealth***



I began this work with a discussion on the **importance of automation for your online business**. This is a fact that can never be denied. Remember when I said that **one of the most important secrets for success in Internet marketing is being on the ball all the time?** **You can only do this with a fully automated system.**

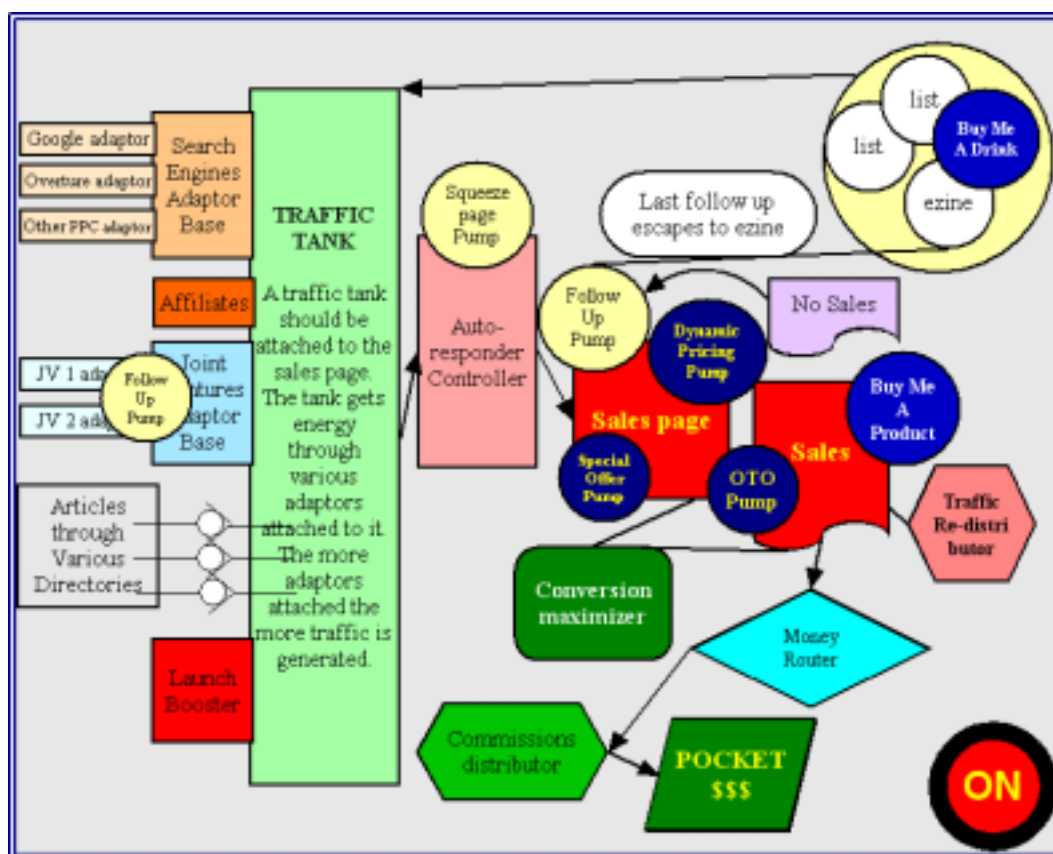
With everything that we have studied in the past chapters, you are now well-equipped with the knowledge that you need to create this fully automated system... which I have labeled as the **Turbo Money Machine**. Just to recap...

- You have learned how the basic online business model works, which is comparable to the basic schematics of a car.
- You have learned how to maximize your traffic with the use of follow-up pumps, squeeze pages, and eZines, which are comparable to how air filters help your car maximize its fuel consumption.
- You have learned how to boost your sales through some very efficient urgency marketing pumps such as dynamic pricing, one-time offers, special offers and the like. These are very similar to sparkplugs that improve the performance of a car's engine.
- You have learned how to efficiently convert your traffic into sales using powerful conversion maximizers. This is very similar to any improvements that will boost the power that a car's engine possesses.
- You have learned how to generate loads and loads of traffic for your online business. Traffic is the lifeblood of any online enterprise, and

with the traffic adaptors that can be attached to your traffic tank, you're sure to enjoy the influx of a lot of potential customers for many, many years to come. The traffic tank is comparable to a car's fuel tank. The traffic adaptors are comparable to the fuel-burning components of a car that are directly responsible to the power that can be exhibited by the engine.

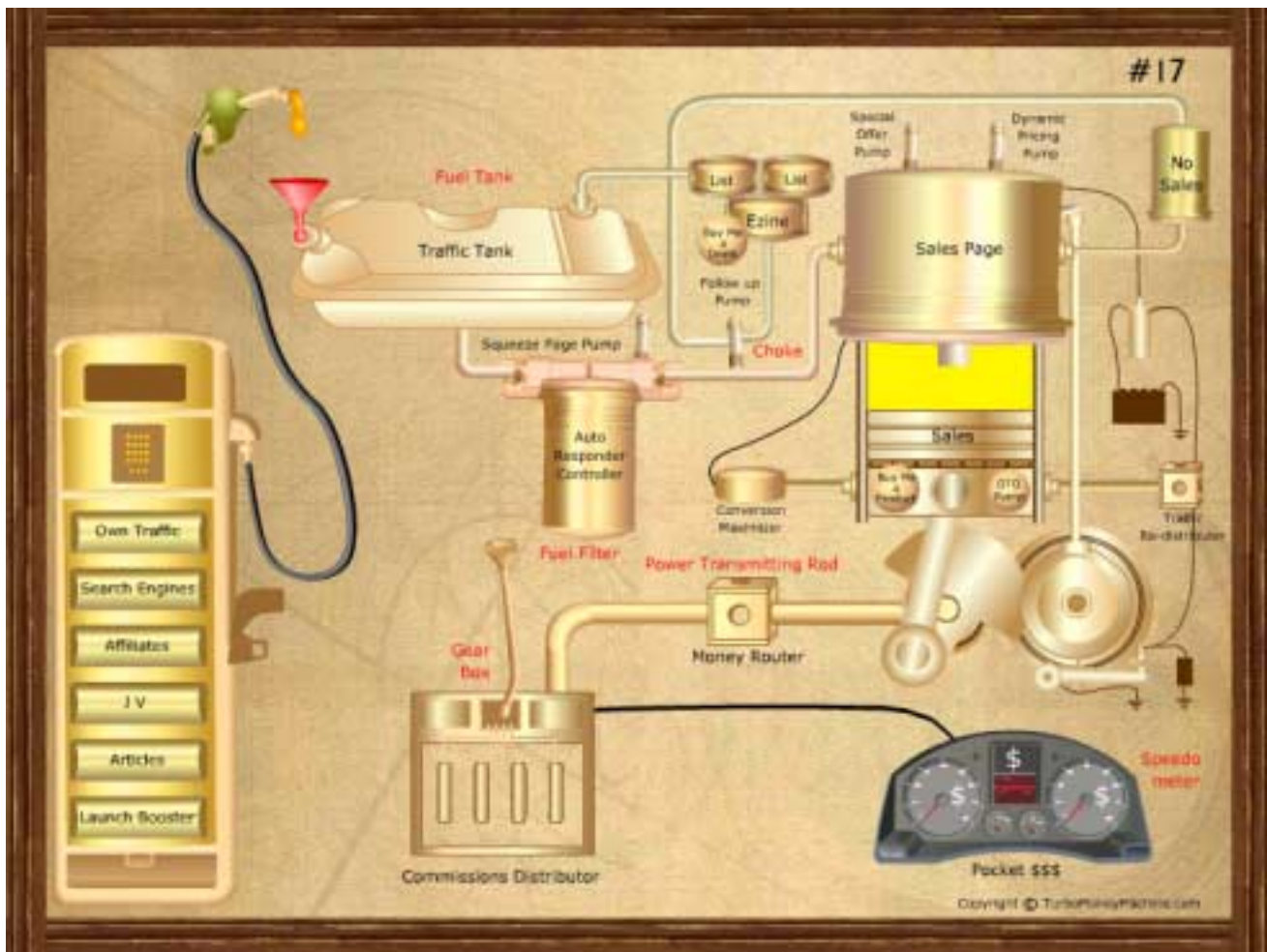
- You have learned that an affiliate program is comparable to a separate gear grid for your car that will support the processes that are undertaken by the engine. The way to pay your affiliates is through a commission distributor, which is comparable to a gear box for the said gear grid that will complement the car's engine.
- You have learned additional income streams that you can incorporate into your website. These are comparable to fuel maximizers that can increase the power of your car – the profitability of your online business.

In retrospect, we have come up with the following draft for the machine...





And as represented by the inner workings of a car's engine, my inspiration for the machine I have formulated, this is what the system looks like...



**This is a fully automated system.** You will be able to get the fuel (**traffic**) that you need from the adaptors (**advertising seeds**) that you have planted to fill up your fuel tank (**traffic tank**.) This fuel will be used by your optimized engine (**sales page**) to convert it into energy (**profit for your pocket**.) Fuel is maximized through the use of **pumps** (follow-up system, eZine) so that not a single drop of it is wasted. The fuel will also be redistributed and recycled for other engines (sales pages, via **traffic redistributors**) so that you can drive multiple cars (products with their own sales pages) from a central location.

All you have to do is turn the ignition key and it's **ON!**

The machine will generate visitors, take in orders, process sales, and deliver your goods by itself. **You won't have to monitor it 24 hours a day, 7 days a week. It is a fully automated system.** It runs on auto-pilot. It will allow you to earn some cash even when you're asleep – **yes, you've heard these lines before, but only with this machine can you REALLY make it possible.**

With this machine, following the schematics we have comprehensively discussed in the previous chapters, you're sure to have a **weapon** that will help you conquer any and all obstacles in your journey towards amassing online wealth.

A good friend of mine calls this machine a **WMD**. No, it does not stand for a weapon of mass destruction. He wittingly called this machine a **Weapon** for **Many Dollars**.

But here's the clincher.

You can actually profit from **this** machine – not only by earning from the sales processes it will automate, but also by selling it.

Just like a car, again. **You can use a car to help you carry out your business processes like deliveries, field excursions, and the like. But you can also earn from your car by selling it.**

The system we have studied capacitates you to **create machines** like this.

**If you can create many cars, you can sell many cars.** And you can earn a lot.

**If you can create many Turbo Money Machines, you can sell many Turbo Money Machines. And you can earn more!**

You are now armed with knowledge on how to create your astoundingly profit-pulling Turbo Money Machine.

What's stopping you from doing this?

Well, we have discussed many essential components for the machine. These components are for personal use only, meaning, once you buy them, their

licenses will only allow you – and you alone – to utilize them. You cannot sell these components, either on their own or as additions to a system.

Hence, vital tools like **TurboZiner, TurboReferer, Buy Me A Drink, Buy Me A Product, Special Offer Manager, Dynamic Pricing Generator, One Time Offer...** **powerful components important for the success of the machine...** are only limited to the creation of one machine – yours. You cannot create machines for others without purchasing more licenses for these products.

## But...

(Yes... it's a very BIG "but.")

**... NOT ANYMORE!**

Due to insistent demand, **TurboReferer, Buy Me A Drink, Buy Me A Product, Special Offer Manager, One Time Offer and Dynamic Pricing Generator can now be purchased with Private Label Rights!**

Trust me when I say that literally hundreds of people have sent in their pleas that I should release these products with that kind of rights. Such requests have been coming in since 2004!

Well, I have finally listened, and now, **you can have your very own private license for these fantastic, powerful, and more importantly, vital products!**

**Furthermore... You can SELL memberships to my TURBO area...**

What does this mean?

Well, it simply means that you can now create your own Turbo Money Machine and sell it to your prospects. You won't have to pay for the products for every sale that you make. All the profit you can derive from it will be yours and yours alone.

You want more good news?

All of them – yes, ALL OF THEM – are included in the biggest event that I have ever sponsored.

The name of the event is appropriate. I have labeled it the [Turbo Mega Event!](#) And believe me when I say that it's going to be...

## ...Big!

It includes the tools mentioned above and much more. Why settle for separate products when you can have the best products I have ever offered in one amazing package **with Private Label Rights** and the right to sell memberships and keep the profit for yourself?

Want to put the machine in overdrive? Then viral marketing is the way to go. And with the [Viral Marketing Tutorial](#), you'll be able to master this efficient strategy in 5 straightforward lessons. Plus, you'll have the license to resell this product and earn from it as well! **You can even customize it so that it can become your golden goose.** Based from my own experience and from the experience of my customers, this tutorial can single-handedly increase your number of subscribers by simply offering it as a bonus for the subscription!

These are just a couple of the things you will find in the [Turbo Mega Event](#). **There is so much more, a lot of which will shock you.** You'll scratch your head in disbelief and wonder why I decided to offer all those goodies...

My reasons are simple – **I want to give you the best deal the Internet has ever seen.** I want you to start **earning money** from the Internet using the machine I have invented... the very machine that has been responsible for my success in the online marketing world.

Indeed, I will not share with you mere secrets.

**I want to share my success with you.**

I have given you the blueprints for the machine.

And now, I want to give you the tools you will need to create your own – through the [Turbo Mega Event](#).

Last note:

**Turbo Money Machine is an ON GOING project.** What you have already read is JUST THE BEGINNING. You can [click here](#) PLAY with the Machine and CONTROL it. Again, it's just a PRIMITIVE interactive version of what is going to come next...

Imagine... the knowledge you'd get if you were able to CONTROL each part of the Turbo Money Machine and see how your decisions and actions affect your sales... **We are talking about a revolution here**... You can be part of this revolution.

Customers of the [Turbo Mega Event](#) get all future versions of the Turbo Money Machine 100% free.

Enjoy!

***John Delavera***

p.s. [Do not miss TurboMEGAevent.com](#)

p.p.s. Click [here](#) and tell me what do you think about **the Turbo Money Machine**. You can also access the online version of the Machine play with it, control it, etc.. ☺

p.p.p.s. Did you like the manual? Submit your testimonial [here](#).