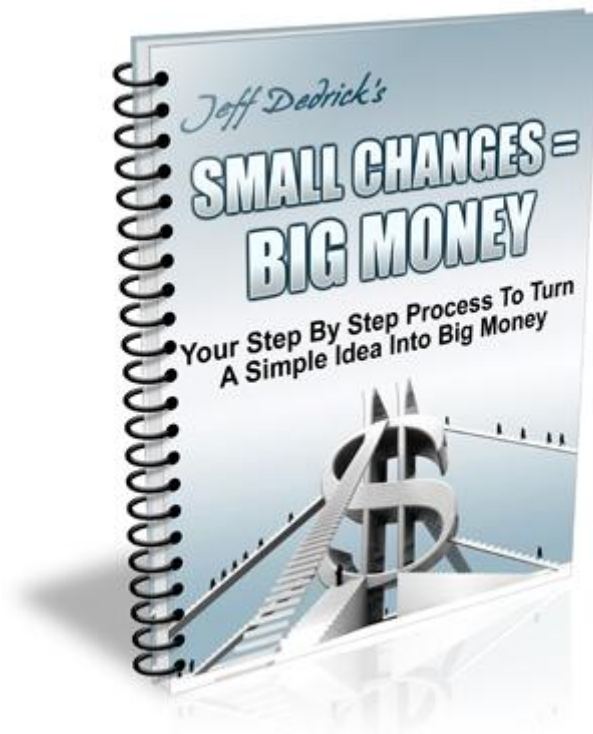




JEFF DEDRICK'S

SMALL CHANGES = BIG MONEY



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Hello, everyone. This is Jeff Dedrick. On today's call, I'm going to keep this fairly focused. For most of the call, we're going to be talking about one topic and that topic is **Small Changes, Big Money**.

What I mean by that is that I'm going to try to lay out in one specific example, a simple step-by-step system where we'll take that simple idea and blow it up into big time sales. Then, of course, depending on your own niche and your own web site, you're going to be able to use parts of it or use all of it. You're going to be able to expand it and you're going to be able to fit it into your system.

I want you to open your mind up and accept that this is what's being used by a lot of people to make a lot of money. Sometimes it's those simple things that make a big difference in a business.

For example, if you look at my fitness clubs, at the end before I sold them to my business partner, we needed about \$140,000 to \$150,000 every month just to break even. That's the income coming in that we needed every month.

We were able to cover that by just the auto billing of the members. However, what really brought in the money was all the other recurring income that we had in the club. It's the little things that you really wouldn't think about.

Most times when you think about an athletic club, you think about dues. That would cover costs; but after costs are covered, it's all those other things. It's the tennis expenses where people can upgrade to a higher-end membership. It's the tanning beds. Not only did we sell tanning, but at some point we said, "Why don't we tack unlimited tanning onto people's memberships?"

Granted, they might go crazy some months before spring breaks or before they have some type of event they wanted to look good for. Or before going on a Christmas vacation, they didn't want to burn, so they'd tan a lot.

However, over the course of the year, we would bring in a lot more money. I don't even remember the costs, but maybe there was \$20 more a month we added to their memberships.

There's no way we would be bringing in \$240 extra for a whole year if they just bought tans individually. We might ding them for \$20 or \$30, or maybe even \$50. Well, there's a big jump from \$50 up to 12 months times \$20, which is \$240.

It could just be having water and soda as they were walking in and leaving the club; the pro shop; or personal training. That's where all the money is made. I never sat down and looked at the numbers, but I would say that after you cover the costs with your membership, the extra money that went to the bottom line – went to profit – was huge. It made up a huge percent of that extra money. If we didn't do that, we might possibly have been barely breaking even.

I want you to think of that in your own business. If you aren't bringing in enough money or any money at all, then you don't have any money to invest in your

business. Or maybe right now you're draining all this money out of your savings, out of your checking, putting it on your credit card, or whatever it may be, and you're not seeing any money coming in.

You can't do that forever. At some point, the money that you bring in should start covering those costs, then it's going to start covering your growth, then it's going to start covering an employee that you may have hired, then all of a sudden it's going to be two employees.

That's how you've got to be thinking. All this extra money is going to fuel your growth. Eventually, when you get happy with how you are, you'll put it on autopilot and hopefully make a ton of money.

That is my game plan: small changes, big money. I'm going to now talk about one aspect and that is giving away free products. It's just the simple act of giving away a really good product.

Later on I'll talk about my site that's launching soon, within a matter of days, really. That's a big product. There's a lot of coding involved for a big membership site. Let's not even think about something that big.

We're just talking about giving out perhaps a really good informational product that's all downloaded right there. You don't have to worry about membership script. Let's not even worry about getting too confusing on any coding or anything. We're just going to keep it a PDF. It's going to be a really good informational PDF that you really did a good job on.

Let's say you went out to one of your favorite forums. I won't even name the niche. Let's just keep it generic. Whatever niche you're in, you went to the forum and got 20 of the top experts in that niche and you interviewed them. These could be people with big lists or no lists.

Let's just say that overall, half of them have really good lists, half of them have a really good following, a bunch of them have good name recognition. There's definitely a value to this product that you're going to give away. You could have easily sold it, but I'm going to tell you that you're going to give it away.

Here's where the little additional things are that you're going to make money on. Of course, you probably knew that I was going to say, "Build your list. First you're going to drive them into an opt-in page where you build your list."

However, that's not what I'm going to talk about. That's one of those bigger things that I'm going to assume you're already going to be doing. These are just the little additional things to make additional money.

I'm assuming already that you're going to capture the names, you're going to be marketing to them, and that kind of stuff. Right away, though, when you give out that product, I'd love to have you hit them with some type of one time offer.

This could be one of your own one time offers. This could be someone else's one time offer. Let's talk about both options right now. Let's say it's your own one time offer. Again, this is almost one of those things to be expected. This isn't one of those little things that I'm talking about.

Right before people go to the download page after they've opted in, you're going to hit them with the one time offer. What many people don't think about is an additional one time offer. This could be done at two different times.

Right after they've purchased – they've already gotten their credit card out, they've already paid you either through PayPal or whatever – you're going to hit them with another offer. They're already in that buying mode and you're going to try to get more money out of them.

Let's have it focused. This should be something in your niche, obviously. The second offer should be very similar to the first offer. If you're giving out a PDF, why not give them the audios or the videos that are on those original interviews? That could be the additional upsell.

Where maybe it's streaming, you could even give out a streaming audio in the first free offer and then give them the ability to download it in the second. Maybe give them the transcript in the second. You can kind of mix it up. You can see what people like.

Then, on that additional offer you could possibly give them resell rights, where they are then able to take that product and do the same thing you're doing. They can give it away, they can sell the upsell, and they can sell the second offer. You can sell that to them also.

We talked about how they would have their credit card out, they'd buy the first offer, and then you'd hit them with the second one and they'd buy the second offer. There is some really good software where you're able to do a one quick upsell.

That means they'd buy it, the system kind of saves their Visa information, and then they'd just click a button for that second offer. Automatically their Visa is charged again. We're not going to worry so much about that. That might be a little more involved. We're trying to keep this simple, simple steps.

Another option is when they see that one time offer, they read it all, they get down to the bottom, and think, "Oh yeah, I definitely want to get the audios and the videos of that product." Then, on the very bottom, you have a little box that states, "If you'd like master resell rights for this, just click this box."

Let's say the first one time offer is \$47. You could then say, "For only \$20 more, you can get everything and get the master resell rights to it." It's a great way to tack on \$20 more right before they're about ready to order.

It may not seem like enough, but remember that we started off free, and then went to \$47. You've just upped it another \$20. I don't have a calculator here, but I know it would be close to 40%. You've just increased your sales by 40% on some orders.

Here are more little things for you to do. Of course, if they get the upsells, they're going to have different download pages. Their download page is actually going to include the offers that they bought.

However, let's just say that they didn't buy anything. They skipped your one time offer, maybe they skipped the second one time offer, and now they're at your download page. At that download page is the perfect opportunity to try to sell them something else.

This could be the same offer that you gave them before, possibly slightly higher priced since that first one was a one time offer. Or you could send them to one of your other sites, possibly a different site to get them on a different list.

Then you'd have an opportunity to hit them again with a one time offer. Maybe that would then be something that they would like. That other offer on that download page could be someone else's product.

I had a lot of success doing that exact same thing with one of my ebooks. I actually wrote an ebook called Web 2.0 Revealed. The only reason I wrote that ebook was to give it away, and then on the download page, I was sending people to one of Dr. Mike Woo-Ming's sites. He was giving away an audio on Web 2.0 marketing.

People were cookie'd with my link and then they went to his site. They got the first audio for free, he had an upsell for ten dollars to get a second audio, and then he had an upsell for a \$300 six- or eight-week coaching program. That simple little ten dollars adds up quickly.

They want the first audio, they got it for free, and wham! They're getting a second one for only \$10, an okay amount. They got to the higher end, \$300 product, for which I received \$150. That simple little process right there made me over \$12,000. It has been almost two years since I started it. I don't have the exact numbers in front of me, but that process made me over \$12,000 from my free book.

Let's take that a step further. You've already got the download page. You've got that offer there. Inside this free thing that you're giving away – let's just say it's a free PDF – you're going to put maybe that same ad in there.

Right away, they see the title and the first page. They scroll to the second and you say, "Wait! Before you read my ebook, make sure you pick up your free offer." That could drive them back to someone else's site or it could drive them back to one of your other sites. Something very small like that makes a huge difference.

Let's go back to the very start of the process. You've already captured their name and email address – that's one of those things that I assume you're doing – and they continued through. In this scenario, we give them the download page right away.

Many times, people say, "Go back, click your link, make sure you're confirmed, and then I'll send you the download link." I personally don't like to do it that way because they're hot right there. You've got them. You've got their interest, they opted in, and they're already in that give-me-the-info mode. That's when I give them the download page. I don't send them back.

However, I also send them a link. Here's where you can do something different. Usually I send them just a link to that original download page. Well, if they've

already seen it, they don't need to see it again. They already went to it and will think, "I already saw that."

What you do is send them to a different download page. It has the exact same information on there, whatever they received. If it was just that free product, it would have that link on there.

In that email, though, you can say, "We've just added a brand new bonus to the download page, something that you've never seen before." That's because they haven't. They saw Download Page 1. For the sake of this call we'll say you're sending them to Download Page 2. That would have a brand new free bonus on there.

That free bonus, of course, would be a way for you to make additional money. It could be your own product or it could be someone else's product. A simple thing like that could have a significant change in your income.

Here's another small change that you can do. You can have recommended resources underneath that free bonus box. We've just been talking about one bonus so far, but you could always have two. That's something that maybe you can test.

I'm not really good at testing the download pages. I should do that more often. However, you could try it or test it where you're giving them one bonus or giving them two. Sometimes two bonuses might mean double the income. Sometimes it might not. Perhaps there are too many choices, they might not get to it, or they might hurry the first one because they know they've got another download bonus waiting.

For the sake of this argument, let's just say it's going to bring in 20% more in sales because you've added a second unadvertised bonus. Underneath these unadvertised bonuses, let's put in a recommended resource. This could be a very targeted product, again within whatever your niche is.

You're going to go maybe to ClickBank, you're going to find a very targeted product, and you're hopefully going to buy it or get it free from the owner if you've got a relationship. As long as it's good, you can put it on there.

You can say, "Because you loved Product X so much, why don't you go check out this? Here's why you should check it out." That's the recommended resource. Of

course, that will be your affiliate link and you're going to make money off of people buying that product.

You also want to always open all these links in different windows. If a window doesn't open, you don't want to have them just lose it, to have them go through a process and then never get back to your download page. You always want to keep all of those new windows opening because then they have to go back and see your old page and they're able to find it quickly.

Sometimes I've done that. When I'm going through all these processes, I forget even what the first page was that I was on. I start closing pages and, lo and behold, there's the original page I was on. Then you remember, "Oh, yeah. I've still got another bonus to download."

Another thing you can do is put a little thing on the top of the pages that says, "Make sure you save this page," or "Save this page now," or "Important! Save this page." You want to keep people possibly coming back to that in the future.

I'm sure you've done it, and I've done it. You save a page and all of a sudden you find it weeks or months later; and you don't even remember what the page was. "Oh, yeah! I remember that site!" Then you start looking at it.

Or really organized people might save it in an exact folder. Then when they revisit that idea, that niche, or whatever it is again, they're going to be looking for your folder to click on it. Maybe they would be in a buying mode at that point. Again, small little changes like that can make a big, big difference.

We've talked about those bonus boxes. Let's go back to the ebook that you're giving out. You've already said, "Let's add in one bonus." What about adding in that second bonus we talked about? What about adding in that recommended resource that we just talked about?

You can add them throughout the ebook itself – maybe just little links – or you could also add in boxes like recommended resource boxes. Then list one, two, three, four, four different recommended resources from ClickBank.

You could add in your extra bonuses. You could send people to your other pages. You could even just send them to your blog, your Twitter page, or whatever it may be. These are just more ways to touch these people, for them to get to know you.

That's going to help sales. If they follow you on Twitter, who knows? They could come back to one of your other sites and purchase from you in the future. Again, these are very small changes.

I'm going to go all the way back again. We talked about one of the one time offers being resell rights. People are going to pay money to then get your product to sell. It could even be that they can sell it or give it away. If you're just starting off, I'd recommend giving it away.

Here in our scenario, they've bought perhaps the videos and audios for \$47. For \$20 more they are able to now sell your product. They can sell it themselves or they can give it away.

Again, for your product, you're going to give them the squeeze page and you're going to give them the download page. Sometimes people will sell this all in a zip and not change it at all.

They've just sold your product to multiple people or given it away and they never even got into the zip file. They never even changed the download page. Your download page that you give them is going to have those same bonuses on there.

You can put a little directions file, a little text file, a PDF that tells them, "On the download page, I've added a bonus. This bonus is my product. You can go to my site at this link, sign up to be an affiliate, and add your affiliate link to that download page."

That way, if they are changing it or if they're using it themselves, they're going to keep it on there because they can make money off of it. You can even tell them your conversion numbers or whatever it may be. You'll drive them into your possible affiliate program. Now you've just gained an affiliate.

Then they're going to be passing on those zip folders with this new download page on it. More than likely they won't even change it. They'll just keep passing it on. It's a great way to make your product go viral.

Also, all these people who are buying it are going to be reading your PDF. Of course, what's in your PDF? We already talked about your bonus boxes, your recommended resource boxes, and your affiliate links throughout that PDF: small changes.

You could be driving people back to maybe an update list. You can say, “If you want to make sure you have the newest, updated version of this product, please go sign up here.” All these people who you don’t even know are getting your ebook – because other people are selling it, it’s going viral, and it’s all over the place – are being driven back into your list for updates.

If you update your book, you can send an email to all those people. Of course, what are you going to do? You’re going to drive them back to a brand new download page that has this new version. What’s going to be on the bottom? A brand new download offer, an unadvertised bonus offer where you can make more money off of it.

Do you see how everything now kind of ties together? You started with this free product and you start making small changes. I’ve seen people give away a product in some of these giveaway sites. They’re great promotions sometimes to get subscribers and to make money.

They just give you the product and they never email you again. They never give you any type of upsell on the download page. There are no offers; in their ebooks there are no offers. Maybe they’re passing on someone else’s product, just like we’re hoping your people will eventually do.

I’m telling you to change it if this is something that you’re writing yourself. Or, it could be a private label rights product that you’ve changed. I want you to change it. I want you to put your name on it. I want you to change the graphics. I’d also like you to add in all these bonuses and add in all these things on the download pages. Make it your own. Then start having it go viral.

What else can we do? I’ve been going through kind of a list off the top of my head. We talked about the unadvertised bonuses on the download pages. We talked about the recommended resources on the download page. We talked about the zip file that people who buy master resell rights will receive. That would also be loaded up with your deals.

Here’s one thing we haven’t talked about. On the squeeze page itself, you can state, “Join to get this product and you’ll also get this second product.” When they get to the download page, then they’ll have product number one. That second product could then be something that is viral.

We kind of talked earlier about someone buying the rights for the first product. Why not give them a second product that's already viral? You could say, "Here's a great PDF that's also similar to what you are getting, but you're able to give this away for free."

Wham! They're clicking that link. That link itself could go to a different download page or it could be just a link to the zip. That zip would then have some type of sales letter or some type of download page.

Then there's another thing we haven't talked about in all these zips. You're going to be adding in unadvertised bonus folders. These folders are going to be shortcuts to these advertised bonuses that we've already talked about.

People will open up this little folder that's inside the zip; name it Free Bonuses. They open it up and they'll see maybe three little shortcut links. Those are your affiliate links or your links back to your other sites.

You can do another unadvertised bonus where you've just got in your little unadvertised bonus products. They can be some more of these viral products that you've made. They could be viral PDFs that people can give away. It can just be a PDF loaded; it can be personal use, but loaded up with your links.

You want to just give them as much as possible. Don't just give them one product. You want to give them a lot of different stuff. Again, we started with one little product, and you see how we're blowing it up into some big time sales. All of these products can be driving people back into your funnel. If you've got an AWeber account, you can have multiple lists set up and you can be driving them all back.

I'm going to tell you about something. I've not revealed this to anyone yet, other than Mike Steup and maybe Liz Tomey. I'm using this new software. I don't recommend anyone possibly on this call getting it until you've got your business up and running and kicking butt because it's pretty expensive.

It's Infusionsoft. You've seen that a lot of the big guys like Kern, Schefren, and the Stomper boys just did it with their new launch. A lot of people are using it. I've had this software now for about a year and a half. I'm finally getting around to using it. That's how stupid I was! Why did I buy it so early? I have no idea. I wasn't ready for it yet. It's a little too powerful for my use.

Other autoresponder companies charge something like \$20 a month; or maybe it's a little less if you buy a year contract. This software is \$5,000 and then \$300 a month; or at least that's what it was when I got it. I've been paying a lot of money. It's kind of stupid, but I've been paying a lot of money not to use it.

There's power in it. It's a total shopping cart, a total affiliate program, and a total autoresponder. What we're going to do when we drive people into funnels is drive them into all these different groups. Each group is going to be getting additional autoresponder emails right away.

They'll get three emails, each two to three days apart. We're going to be training people to open up our emails, giving them bonuses, and maybe introducing them to me. That way, if they're new and they've never heard of me before, they get to know me. I'll give them an audio clip, I'll give them a video clip, and I'll give them something I've written.

People like different modalities. They like to learn differently. Some people like to see it, some people like to hear it, and some people just like to read it. We're going to be giving bonuses in those different modes.

I'm a firm believer of branding yourself. People can see you, hear you, and read you. They get to know you and they hopefully like you better and trust you. Then they're going to purchase from you or purchase from you more often. They're going to be more inclined to purchase from you.

After people in all these different lists have reached the end of this sequence of perhaps three emails three days apart – on Day 9 when they're done – then, because of Infusionsoft, you can move them to a different list automatically. All these “free” people who have never bought from me will stay in a big master “free” list.

Right now with AWeber, I'm sure you have this problem. You get multiple emails from marketers; I'm sure from me, too. We've got people in GetResponse and different lists. You're getting multiple emails.

The software will take all these different free accounts and they'll dump them into one automatically. Then, if people have purchased from me before, they'll also get a sequence, but they'll be dumped into a “paid” list.

I recommend treating these lists a little differently. If people are buying from you, you want to treat them a little differently. Maybe you can give them more bonuses. If someone has bought a \$5,000 product from you, don't you think you would actually treat them a little differently from someone who has never purchased anything from you? Of course you would. They're one of your V.I.P. customers.

Those are the people you're going to be giving great bonuses to and maybe inviting into your products for free for beta testing. Infusionsoft has the ability to do that. AWeber has some things like that. I'm not sure about GetResponse. I could talk for an hour on all the different things that Infusionsoft can do. I just wanted to go off on a tangent there and tell you my philosophy on that.

We gave you that scenario: small changes, big money. This leads into my product that I'm releasing. You guys who are hearing this are the first people who have heard about this. My affiliates know about this, but I haven't told anyone else. This is launching really soon and it's called Instant Bonus Page. It's the same scenario of small changes.

I wanted to help people out. I see all these people selling products. They just go to a download page and that's it. That's crazy! I've come up with a system. The good news is that this system at the basic level is free. There's a lot of the stuff that I'm going to rattle off right now.

When this launches here soon, if you're possibly listening to this recording or reading this transcript, it's already launched. You can go to www.InstantBonusPage.com. It launches on January 27, 2009.

People are going to be able to go in for free. Of course, they're going to be hit, showing upsells where they can upgrade their account. I recommend everyone go in there with a pen and paper, copy and paste stuff, and be ready to take screen shots. I want you to learn this process.

You're going to see it in action from my site, all these different things where people can buy things and then upgrade their accounts. People are going to be able to go in and sign up for free. I'm going to capture the email address.

From that free account, they're going to be able to create these download pages there. They can automatically add in up to six different of these unadvertised bonus boxes. They're going to be able to rearrange them on the fly.

You're going to be able to put these pages on my server, too. The very first thing on the site, you get in, you create your title, you create your name, and you can create meta description if you want to keep it public.

If you want to keep it private, maybe it's something you're selling. If you want to just have the world find these pages, though, you put it as public, you add in your headline, you add in your cover of whatever you're giving away, and you add in the link to your product. Then you're going to be able to choose up to six bonus boxes. We've got a bunch of different programs to choose from.

You're then going to be able to choose the domain that it goes on. You're going to be able to add in your picture and your signature. It's a pretty cool system. All of these – you're going to have a unique link – are always yours. They're on whatever domain you picked and then whatever name you added to the URL. If it's MyFreeProducts.com, maybe I named it /ListBuildingGift, /FreeListBuildingProduct, or whatever. That's my URL.

You're going to be able to track everything, all the stats, all the hits, all the clicks on all the different bonus boxes. You're going to be able to track all that. The system can also just make the code from those six boxes which you can then put on your pages.

If you don't want to create your own, you can just create codes and pop it all over the place – put it on any page that you want – and all of those bonus links are going to be your affiliate links. You're going to be driving people into these free products. You're going to be making money off of all those upsells. It's a pretty cool system.

For people who upgrade, they're going to get a lot of bells and whistles. They're going to be able to make opt in pages so they can actually build their list and then connect these download pages.

They're going to be able to add videos to the top of their download pages; possibly a video of yourself saying, "Hey! Thanks for downloading my product. Make sure you get these bonus downloads down below."

We've got some generic videos you can add. We've got other things. You can add a second product. In my little speech here earlier I said, "Add a second product." For upgraded members, you're able to add second products.

You're able to add recommended resources. Did you notice how I mentioned that earlier? That's exactly what I put into this system. You can add up to two different recommended resource boxes. These are all ClickBank products. They're all your ClickBank links on all of these pages that you create.

Also, for people who don't want to worry about figuring out what to upload and all that junk, we've got some pre-made opt in pages and download pages for the people who upgrade.

I don't want to get too much into it. You can definitely just go over to my site and check it out. However, when you go in there, I recommend you go in this learning mode, where you're taking screen shots and saving it on a master doc.

In many of my coaching calls, I recommend that people have big swipe files where they're saving all these examples of all these sites. Save them! Actually, I sit there and go, "Filsaime, Seven Figure Secrets. Here's the sales page. Okay."

I do buy his stuff even though I have it a lot of times. I'll buy it just to go through the sales process. He explains what's going to happen, but I want to see how he does it. What does he put on the top? What copies is he using? Is he doing a video? How is he doing the buttons? Is it a big PayPal button? Is it an Add to Shopping Cart button?

These guys test. I'm just going to kind of copy what's working for them. Let the guys who have the serious businesses and are always testing test it. I'm just going to copy it. Never blatantly copy and paste and use their words and copy them. I should say "model." You can model their process. I won't say "copy." I should say, "Model their process."

Just go into the bonus page if it's already launched. For those people who are listening live, it's launching next week. Just follow the process. Then I definitely recommend signing up for a free account.

Follow that process and use some of these download pages. Use all the stuff that I told you about during this call. Use it on your pages and on your sites. With every zip file you give out, add those bonus things that we talked about.

Every time you're actually touching a customer – and I mean that in a good way, as in they're seeing your sites – you need to be doing a lot of these things that

we've just talked about. It makes a big difference. These small changes will make a huge difference in your business.

Guys, I wanted to keep this short and sweet today. We've talked for almost 40 minutes. As always, I appreciate everyone who shows up on these calls. I don't want to make them big, bloated, long calls. I want to give you a bunch of information in as short a time as possible. Then you guys can get back to work and start making these changes on your site.

This is Jeff Dedrick. Again, thanks for being here. I hope everyone implements these strategies and you have some big sales from these small changes. Have a great day. Good-bye, everyone.

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