

Automatic Money Machine Secrets



Automatic Money Machine Secrets

By Carl Melton

<http://carl-melton.com>



ALL RIGHTS RESERVED

No part of this course may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the author.

DISCLAIMERS

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the rights to alter and update his opinions based on the new conditions.

This course is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author and his referrals cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

ClickBank is a registered trademark of Keynetics Inc., a Delaware corporation. The author is not affiliated with Keynetics Inc. in any way, nor does Keynetics Inc. sponsor or approve any of the author's products. Keynetics Inc. expresses no opinion as to the correctness of any of the statements made in this e-book.

Automatic Money Machine Secrets
By Carl Melton

<http://carl-melton.com>



Contents

| | |
|---|-----------|
| INTRODUCTION | 1 |
| STEP #1: TARGET A PROFITABLE MARKET | 5 |
| STEP #2: FIND HOT PRODUCTS TO PROMOTE | 7 |
| THE MARKETPLACES | 9 |
| STEP #3: CREATE A FREE VIRAL PDF REPORT | 11 |
| STEP #4: WRITE A FOLLOW UP SERIES | 13 |
| STRATEGY 1 | 14 |
| STRATEGY 2 | 14 |
| STEP #5: CREATE YOUR SQUEEZE PAGE SYSTEM | 17 |
| USING VERIFIED OPT-IN | 18 |
| STEP #6: GENERATE TARGETED TRAFFIC | 21 |
| EZINE AD SWAPS | 21 |
| JV GIVEAWAYS | 23 |
| YOUR OWN AFFILIATE PROGRAM | 24 |
| EZINE ADVERTISING | 25 |
| PAY PER CLICK ADVERTISING | 26 |
| STEP #7: SEND PROMOTIONS TO YOUR LIST | 27 |
| PROMOTE TIME-SENSITIVE OFFERS | 27 |

Automatic Money Machine Secrets
By Carl Melton

<http://carl-melton.com>





Introduction

What you're about to learn is a *step-by-step blueprint* for making money online as quickly and easily as possible.

I'm going to show you exactly how to start from scratch and make at least \$1,000 a month online without the hassle of creating, selling and *supporting* a product of your own.

This is how I got started making money online...and if you follow these steps to the letter, you can easily build your own *automatic money machine* within the next 7 days.

Here's how the system works...

1. Squeeze Page

You send highly targeted traffic to a squeeze page where they opt in to your list to get your free report (these are your leads to keep).

2. Initial Product Offer

You direct your new prospects to an affiliate website and make 50% to 75% commission to recoup your ad spend.

3. Back End Product Offers

Your autoresponder follows up automatically with multiple back-end offers for related products and services.

Step 3 depends only on Step 1 – NOT Step 2. Once you have contact details, you can continue to offer multiple back end

Automatic Money Machine Secrets

By Carl Melton

<http://carl-melton.com>



products. It doesn't matter if they have bought anything yet or not!

And It All Runs 100% on Auto-Pilot!

Your main goal as an affiliate is to drive traffic to your squeeze page and convince people to opt-in to your list

Then you can follow up and pre-sell your prospects with quality content.

Why?

Think about this...

If you spend time and money to drive traffic to a merchant's website,

- fewer 5% will buy, and the merchant has contact details for that 5% - you don't.

Step 3 (Back End Product Offers) is, therefore, not possible, and that's where the money is.

- So what happens to the 95% who don't buy?

No one has contact details for them. They have shown an interest, but not followed through, and you have no opportunity to follow up and turn these prospects into customers

If you aren't capturing your visitor's email addresses, you're throwing money right down the drain.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



If you get people to join your list first, **you can sell multiple products to the same prospects** and maximize your advertising efforts.

The free report you offer on your squeeze page is not really free at all.

The cost is the visitor's contact details.

That's what you're really interested in.

The long term profit potential of your business relies on repeat sales from the same customers.

Can you see why it's so important to capture leads?

Why continue spending money on ads, sending people to the same page and hoping for a sale, when you can get them on your list first and have some control over the conversion process?

You've got to expose people to your message multiple times to maximize your chances of making a sale.

That's why many people run campaigns for one or two weeks, with multiple e-mails all linking to the same product.

This will save you so much time and money you'll wonder why you ever did it any other way.

Before you even think about generating traffic to your site, you need to make sure that your marketing system is in place first so you can maximize your profit from the traffic you drive to your site.

The basic components of a marketing system are:

- A hot product to promote

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



- A squeeze page to collect leads (Step 1)
- A follow-up system to deliver your free report and sell your hot product for you (Step 2)
- An extended follow up system to sell multiple back end products for you (Step 3)
- And traffic...

Once you learn how to set your marketing system up correctly, you can do it over and over in any profitable niche market.

The process is simple and once you understand and apply the principles outlined in this report, you can easily have your first automatic money machine up and making money within a week.

The clock is ticking, so let's get started...



Step #1: Target a Profitable Market

You've probably heard the saying,

"Do what you love and the money will follow."

Well I say,

"Follow the money and then you'll have the time and freedom to do what you love!"

You don't want to waste your time promoting products that won't make you any money.

So you need to select a market that you know will be profitable.

Many new marketers think you need to find untapped niche markets to be successful.

But markets with high demand and no competition are very rare.

You might be able to make a little money in a niche market where there is no competition.

But you can't build a business in a market with low demand.

You want a competitive market where a lot of money is already being spent.

There will always be room in a market of cash-in-hand buyers.

All you need is a small slice of the pie...

What Makes a Market Profitable?

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



Any market that helps people make money, save money or improve their life in some way will generally be profitable.

Some examples of profitable markets are

- Weight loss,
- Forex trading
- Self improvement.
- Making money online

The most rabid market in the history of the Internet is (you guessed it) **making money online**.

There are literally thousands of markets that could be profitable.

But since we are promoting affiliate products and you want to make money fast, I suggest you stick with Internet Marketing where there are hundreds of profitable affiliate products to promote.

In fact, I suggest you start with [Commission Black Ops](#) because you can build a huge income with this system.

You make 100% for every sale too.

The merchant makes all their money on back end products!



Step #2: Find Hot Products to Promote

Now that you have chosen a profitable market, you need to learn how to find good affiliate products to promote.

Remember, you're building a list so you can promote multiple products and services.

Here's what to look for in a good affiliate program:

- High commission (50% - 75%)
- High converting sales letter
- Quality product that you would want to buy
- Proven marketing tools (email ads, graphics, etc.)

Promote Digital Products

I highly recommend that you only promote digital products such as information and software.

Digital products are available for instant download so there is very little overhead and profit margins are much higher than they are with hard goods.

That's why merchant's who sell digital products pay higher commissions.

In fact, there are thousands of programs online that will pay you 50% - 75% commission and it costs you nothing to join as an affiliate.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



Look for a Salesletter that Converts

Having said that, not all digital products will make you money just because they pay high commissions.

You need a program with a salesletter that converts visitors into buyers.

So how do you know if a salesletter will convert?

The obvious answer is to read the entire salesletter.

If you're convinced that the product is worth buying, that's a pretty good sign that others will buy it too.

And remember, your promotion of the product depends on you knowing something about it.

It's always best for you to "buy and try".

That way, when you are writing to your prospects, you can talk from 1st hand experience of the product, and that gives you a definite edge.

And in reality, if you are promoting a product with greater than 50% commission, you only need to sell 2 to recoup your initial investment and more.

If you can't do that, then you probably shouldn't be promoting that product in the first place.

For example, if you buy and then promote [Commission Black Ops](#), you only need 1 sale to recoup the cost of buying the product.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



You are also very likely to make a lot of money because the sales process converts around 7% of visitors into paying customers!

In addition, the sales process also offers some back end products that will also generate you commission.

The merchant also provides a lot of quality promotion tools for affiliates that you can use.

If you study the sales process and how this affiliate program is set up, it will be easier for you to spot other programs that will make you money too.

The Marketplaces

There are a few Marketplaces you can choose from, including JVZoo, Clickbank and Paydotcom.

Clickbank is the biggest and you can promote any product you can find,

The same is true of Paydotcom.

JVZoo requires you to request approval from the merchant before you can sell their product, but it does have some advantages in terms of the products that are available, particularly in the Internet Marketing niche.

There are thousands of information products to promote in dozens of markets and most pay 50-75% commission per sale.

As a rule of thumb, look for products in the \$27 - \$97 range that pay 50% - 75% commission.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



A good info product in this price range is easy to sell.

Visit each website and study their marketing.

If you're impressed enough, add it to your product portfolio.

But keep the number of products you actively promote in a niche relatively small, probably no more than 10 or 12 at a time, and be careful with competing products – It can be easy to confuse your prospects and customers with multiple conflicting offers.

Automatic Money Machine Secrets
By Carl Melton

<http://carl-melton.com>



Step #3: Create a Free Viral PDF Report

Once you have found a few products to promote, you need a free report to give away as an incentive to join your list.

The secret to making this work is giving your subscribers rights to give the report to other people.

That's called viral marketing...because the report will be branded with your affiliate links and you encourage your subscribers to pass it on to others who will, in turn, pass it on to others as well and multiplying the viral effect!

Soon, your branded PDF report will be circulating the Internet, making you money on autopilot from all the affiliate links inside!

The report only has to be 5-10 pages long - basically an outline or review of the product you want to promote.

Give them just enough information to whet their appetite for more.

Simply review the steps or chapters in the product you are promoting.

This is a very powerful technique because you give the reader a taste of what they'll get.

For example, this report is for me to give away to my visitors as an incentive to join my list.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



You will notice, as you read through, a number of links to [Commission Black Ops](#), which is the main product I'm promoting at the moment.

The sole purpose of your free report is to pre-sell your prospect on the [affiliate product you are promoting](#) and make them eager to buy.

It's not a hard sell.

You just want to warm them up to the product and make a recommendation.

As I touched on earlier, you will recommend the main product you are promoting and imbed your affiliate link in the text.

You can also recommend additional products throughout the report, although generally, I tend to limit the numbers to 2 or 3 at most.

All you have to do is find related products that have affiliate programs and recommend them to your readers.

For example, people who want to make money online will also need

- an [autoresponder service](#)
- something to [disguise their affiliate link](#) and
- [hosting](#).

You can make money by telling people why and how to use those services in your report.



Step #4: Write a Follow up Series

Now that you have products to sell and a viral PDF report to give away, it's time to load your [autoresponder](#) with a series of email messages that will be sent automatically to your new subscribers.

The first message should go out immediately after they verify their subscription to your list.

This is a good time to start building a relationship with your new subscriber and establish yourself as an authority on the topics related to your market.

First, thank them for subscribing and let them know who you are and what to expect from you.

If you've had success with the product you are promoting, let them know by telling your story.

Don't forget to add a short endorsement for the product you're promoting at the close of the message.

As mentioned earlier, this is much easier if you have some personal experience of using the product!

After that, there are a number of strategies, you can adopt.

It really is up to you and what you feel comfortable with, but I suggest that you try out a few options and see which one works best for you.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



There is no single right answer. You just need to test and find what works for you.

Strategy 1

The second message should be queued for the following day.

This message should be more pre-sell content such as an article, a product review or a video.

Include the product endorsement with your affiliate link at the close of the message.

The third message should go out the next day.

This should be a hard sell stressing all the benefits of the main product.

The next four messages should be sent two days apart.

You can send more information about the product or promote related products and services.

That's a total of seven follow-up messages.

Strategy 2

Send daily messages for a total of 7 days

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



The messages should seek to build, and find different 'reasons why' your prospect should buy the product.

Generally, you would only promote a single product at a time using this strategy (ie no related products).

If you feel the products and potential profits warrant it, you can continue this strategy for 14 days.

After that, your return on investment is likely to fall off sharply.

Strategy 3

Send 3 or 4 e-mails per day for a period of 7 days

This is 'strategy 2 on steroids'.

It has risks.

You may lose some prospects who feel they are being bombarded (although in reality, those are likely to be the ones who wouldn't buy anything anyway).

But you will need somewhere between 20 and 30 e-mails if you adopt this strategy, and they **MUST** each have a unique angle.

In reality, you will almost certainly use a combination of the strategies above.

Don't forget that if you're promoting an 'evergreen' product, you can run the same successful strategy again after a gap of a few months.

Automatic Money Machine Secrets
By Carl Melton

<http://carl-melton.com>





Step #5: Create Your Squeeze Page System

The purpose of your squeeze page is to promote your free report and collect the visitor's email address.

It's called a "squeeze page" because there is only one option.

they can either join your list or leave.

An effective squeeze page should contain

- an attention-grabbing headline;
- a high-impact graphic;
- a list of benefits;
- a VERY CLEAR call to action above your opt-in box.

If you use the [aweber service](#) that I recommend, there are a large number of high impact and professional opt in forms available for you to use

If your squeeze page looks professional and enticing, you will get more signups.

And more signups means more money!

In fact, as a rule of thumb, you can make up to \$1.00 per subscriber per month from a good quality list using this approach.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



Get 1,000 subscribers on your list - make \$1,000 per month (every month!).

Using Verified Opt-In

SPAM regulations are, quite rightly, very strict these days and I highly recommend that you use verified opt-in to build your list.

Not only will you stay out of trouble with the "SPAM police", but you'll also build a higher quality list.

What is verified opt-in?

When someone visits your squeeze page to download your free report, they must first "opt in" to your list by entering their name and email address.

Without verification, their information would be added to your list and they would be redirected to the download page.

So they could easily mistype or intentionally give you a bogus email address and still get the free report.

When you use verified opt-in, your subscribers are redirected to a page that instructs them to check their email for the download link.

When they click on the verification link inside the email message, they are added to your list and redirected to the download page and you know you have a valid email address.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



Maximizing Your Verification Rate

The problem with verified opt-in is the fact that some people won't bother to check their email for the verification link or may never receive it due to SPAM filters.

However, there are several tactics that I use to get verification rates (the number of people who verify their subscriptions) as high as 85%!

The first tactic I use is personalizing the thank you page (the page that your subscribers see after opting in to your list).

This requires some programming knowledge so I won't go into too much detail here.

Basically, there is a way to pass the name and email through an autoresponder like [aweber](#) to the thank you page on your website and imbed those variables into the page.

I know that sounds complicated, but imagine this...

After your subscriber gives you their name and email address, they are redirected to a page with a big headline that reads...

Just one more step [firstname]...

We just sent the download link to [email]

Please check your email right now for the download link.

If you accidentally entered the wrong email address, you can simply hit the "back" button and submit a new one...

Can you see how powerful that is?

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



And when you add detailed instructions about whitelisting and SPAM filters, well...it all adds up to more subscribers on your list.

The second tactic I use is personalizing the verification subject (the subject line of the verification message).

Which of these two subject lines do you think would get the best response?

1. RESPONSE REQUIRED: Confirm your request for information from {!listname}@aweber.com

OR

2. {!firstname}, Confirm to Download "Automatic Money Machine Secrets"

I'd bet you picked the second one because it's personalized with the subscribers name and the title of the report.

Personalization is one of the many psychological triggers that will significantly increase your verification rate.

Those are two of the many powerful tactics I use to add hundreds of quality, *verified* subscribers to my list every day.

And if you join [Commission Black Ops](#), you'll have instant access to plug-n-go squeeze page systems that utilize every technological trick and psychological trigger I know to maximize your opt-in rate and build your list at lightning speed!



Step #6: Generate Targeted Traffic

The number one question that I always get from new affiliate marketers is,

“How do I get traffic to my squeeze page?”

My advice is to use methods that have been proven to work.

Try one method at a time.

Make it work for you, and then move on to something else.

In this section, I will show you the traffic generation techniques I have used to drive over one million visitors to my site last year.

Ezine Ad Swaps

I've used this method to add thousands of new subscribers to my list in a single day.

You simply make a verbal agreement with another list owner to send his ad to your list.

In return, he sends your ad to his list.

If your lists are both the same size, it stops at there.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



But if your list is bigger or smaller, you compensate by sending more or fewer ads.

For example, if your list is 2,000 and his is 4,000, you would send his ad twice and he would send your ad just once.

Of course size doesn't always matter.

Results are what really count.

So if you get good results from a particular ad swap, you may want to try it again.

Use a tracking link so you know how many subscribers you received.

If you got good results, see if the list owner wants swap ads again.

Ezine ad swap directories:

Here is a list of ezine ad swap directories:

- <http://www.imadswaps.com>
- <http://www.adswap.com>
- <http://www.safe-swaps.com>

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



JV Giveaways

Joint venture giveaways are like a big-time version of ad swaps.

In a nutshell, a group of list owners partner together and pool their resources in a limited-time event.

The goal is to build your list by giving away gifts to visitors.

As a participant, you contribute a gift to the event.

The gift can be a free report, a membership pass or a product you are actually selling.

You prepare a special squeeze page for the event where visitors can download your free gift in exchange for their email address.

In other words, in order for a visitor to download the digital gift, he must opt in and subscribe to your mailing list.

Each partner will endorse the giveaway to their own mailing lists, which results in a lot of visitors to one event as a collective effort of several participating partners!

With so many visitors downloading gifts from one focused event, it is a true win-win situation.

This is because the visitors get to download several free gifts for their own use and every partner gets to build their own mailing list!

Just search Google for "JV giveaways" to find a current list of events.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



Your Own Affiliate Program

Starting your own affiliate program is definitely, the fastest way to get tons and tons of free traffic and leads.

And it's really not that difficult to get started.

Just follow these steps:

1. Buy resale rights to a hot product – you can find tons of products to sell by searching for “resale rights products” on Google.

Be careful though. Most of the resale rights products you'll find are outdated junk.

2. Sign up for a ClickBank or JVZoo merchant account – these are probably the 2 best known of the ‘marketplace sites’ and they will process your orders and pay your affiliates for you automatically!
3. Set up an affiliate promotion page – this is where your affiliates can sign up and get promotion tools like solo ads, classified ads, and banners.



4. **Pay affiliates 75% commission** to send leads to your squeeze page and build your list for you.

Ezine Advertising

Another quick and easy way to get targeted traffic is to tap into other people's lists.

An ezine (electronic magazine) is much like a traditional magazine or newsletter...only it's delivered via email.

Many ezines sell solo ads for as little as \$20.

You can place an ad tomorrow and see profits by the end of the week.

You can usually expect a 20% response rate from a good solo ad.

In other words, if you purchase a solo ad for \$100 in an ezine with 5,000 subscribers, you should expect about 1,000 highly targeted visitors.

That's only 10 cents each.

Here is a good list of ezines that you can place your ads in:

- [Amazing Billboards](#)
- [2 Bucks an Ad](#)
- [DEMC](#)
- [e-MailPaysU](#)

Automatic Money Machine Secrets

By Carl Melton

<http://carl-melton.com>



Pay Per Click Advertising

You can literally start receiving traffic within 15 minutes of setting up your ad campaign at pay-per-click services like [Google AdWords](#)...and you can get started for just \$5.00.

Pay per click is a simple concept: you write little ads to display on search engine results for specific keywords that you select.

If you bid high enough, your ad will appear on the first page of the results.

And since it's a bidding system, you only pay when someone clicks on your ad.

Some PPC companies will even give you FREE clicks just for joining (although these offers tend to come and go so check out what's available when you need it)

Google Adwords is probably the best known PPC service, but there are plenty of others out there, including:

You can also find PPC advertising at the following search services:

- [Bing Ads](#)
- [Conversant](#)
- [7Search](#)
- [Facebook Ads](#)



Step #7: Send Promotions to Your List

Once you've set up your squeeze page, added follow ups to your autoresponder, and found a good source of traffic, you could let it run on auto-pilot and continue to see profit for months or even years from that one product.

But that's really just the beginning...

You can make even more money by selling backend products to the same prospects and customers.

There are new products entering the marketplace every day that people will buy on your recommendation because you have established trust by recommending good, quality products.

Promote Time-Sensitive Offers

Time-sensitive offers are my favorite because they create a sense of scarcity and urgency.

Nobody likes to be left out or miss a good deal.

You see this all the time off line.

Department stores have 3-day sales, furniture stores have going-out-of-business sales, car dealerships have overstocked inventory sales, etc.

Automatic Money Machine Secrets By Carl Melton

<http://carl-melton.com>



If you're on the right lists and keep your eye on your emails, you will find plenty of time-sensitive offers to promote.

Limited Time Offers:

The merchant offers a discounted price for a limited time (72 hours or less is best). After the sale, the price goes up.

Limited Quantity Offers:

The merchant limits the product or memberships to a certain number.

After that number has been reached, the product is either taken off the market or membership is closed.

Sometimes there is a waiting list to get in when people quit.

Fire Sales:

The merchant sells a product at a price that increases every day or every few days and ends at the maximum price in a fixed number of days.

Dime Sales:

The merchant sells a product at a price that goes up every 10 - 30 minutes and ends at the maximum price in a fixed number of days.

There is usually a one-time offer and that is where you make the money.

When you come across a time-sensitive offer to promote, it just takes a few minutes to send a quick note to your list and you can literally see results within 15 minutes.

Automatic Money Machine Secrets
By Carl Melton

<http://carl-melton.com>



Conclusion

You now have a complete system for making money online.

Once you apply this information and create your first automatic money machine, you can duplicate the process time and time again with different products in different niche markets.

Imagine having dozens of automatic money machines generating leads and pulling in profits day and night without you even lifting a finger.

I've given you the game plan.

Now you just need to follow it and stay focused on your task.

If you can do that, success is almost guaranteed.

Just take it one step at a time because, unless you win the lottery, nothing is going to make you a million dollars overnight...