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## - Introduction

Hello and welcome to Quick Profit Secrets!

In this report I am going to outline a few different sales that you can setup and profit from very quickly!

I run different types of what I call "Speed Sales" very often because they are quick to set up, quick to end, and make very fast bundles of cash, and sometimes very large amounts of it!

I am definitely convinced that anybody can run these types of sales as I have seen very new Internet marketer's throw one of these together in a week or 2 and profit upwards of \$3-5,000 on several occasions.

Now \$3k ain't millions or anything but for a week or two of easy work, it's not too shabby either- especially if you are just starting in this business!

Would you like to make that kind of money in a week or two whenever you want?

If so, just follow the steps below and make it happen...

## - What Type Of Speed Sale?

There are a few different types of speed sales that you can run that are all easy to set up and profitable.

They also have very similar formulas for getting them to work, so you could mix and match if you wish.

The thing that makes speed sales really effective at generating cash is the limitations.

Something, usually the price is limited in each speed sale.

What I mean is, the whole point of the sale is that the product(s) is at a discount for the time being, but the price is going up at a specific time (like in 30 minutes, or on December 14, etc..)

Different sales have different ideas on how the price raises and what is limited.

### - Fire sales

A fire sale online is typically a set of products sold for a discount price where the price will automatically go up at specific dates.

For instance, you can list the actual dates of what the price is now and when it goes up, like this..

Until midnight-March 31- \$7  
April 1-April 15 - \$9  
April 16-April 30 - \$11...and so on.

The "Affiliate %" is the amount people will make if they buy the product and then refer their friends (which you would explain in the sales letter)..  
Fire sales have been around awhile and still work great when you have a set of products that you can do this with.

The problem of course is getting a good set (3-5) of products to make this work effectively and these generally do take more time to get going.

Although, the last fire sale I did made about \$70,000 so I'm not saying that it isn't worth it, but as for the "Speed Sale" theme, these are probably the slowest to make happen.

## - Dimes And Nickels

They are popular for a reason- when done right, they work like a charm.

In my case, one nickel sale I did grossed \$60,000 in the first month, about half of that was pure profit in my pocket.

That's not too bad for 3 days worth of work. I have done a ton of nickel sales since then, and all had good results.

Each sale is similar and has the same idea behind it, nickel and dime sales just increase in price by a nickel or a dime usually every 20 or 30 minutes, where other sales just stay at the same price tag.

Both have their benefits. The constantly increasing price of nickel and dime sales creates massive urgency and a ton of sales very quickly, but, the price eventually gets too high and the sales slow down.

Fixed price sales (like \$9.97) do not produce the flood of sales and then halt like the other two, but rather a constant stream of sales.

The first nickel sale was done by Gary Ambrose at the end of 2005. Everything since then has been a modified version of his original Nickel Mania. I've been friends with Gary for about 9 years now and he sent me a message to see what I thought. I liked it, promoted it for him and was very impressed with how the sales flooded in, so I started doing my own.

The concept of a 100% commission sale involves giving affiliates 100% of the initial sale, and making your money on the upsell and downsell.

You basically start off selling a product of some sort either using a nickel sale format where you would start the price low (like \$5) and the price increases by \$0.05 every 20 or 30 minutes- or you could sell the product at a fixed price of something low like \$7 or \$9.97.

When somebody buys, they are automatically enrolled in your affiliate program where they can promote your site and make 100% of the sale. This would be the \$5 nickel sale that keeps increasing, or the \$9.97 whichever you are doing.

The money is instantly deposited into their Paypal account.

This makes it very attractive for people to promote you, so the traffic is built into the equation.

Whenever somebody buys, they are sent to the upsell page which sells another product that you (the owner) get all

the money for. I always sold the upsell at \$27 or so, but there is no one way to do it. I have seen \$7 upsells, and \$97 upsells. It just depends on what you have to sell that is related to the first product you are selling.

The upsell page is usually portrayed as a one time offer page. The visitor only gets to see this page once and make a decision to buy or not. This creates urgency. The only way they can see it again is if they buy the first product again.

If they do not want to buy that page, you can have a "No Thanks" link at the bottom which takes them to the downsell.

The downsell is another offer that is cheaper than the upsell. So if your upsell is \$27, your downsell may be \$17.

Downsells are very popular in telemarketing. Telemarketers will often times sell them product, then go for the upsell and if the customer says no, they try for the downsell.

You can also use the "Gold box" idea to make your money.

Ever go to Amazon.com and check out how they are doing things? They have all kinds of marketing going on right under your nose. Most of it being done with software and scripts. They collect a huge amount of data and use that to pitch you products.

Check them out sometime and pay attention to what is going on when you are surfing around their site.

One thing I liked was how they did their gold box offers.

Basically, this is a little gold box at the top right of the screen (If you don't see it, then you probably aren't logged in).

If you click on the gold box, they give you one offer after another 10 times in a row. Each offer is discounted and you only get that one chance to add it to your cart. If you don't add it to your cart and go to the next offer, you miss out on that discount forever.

It is like an OTO on steroids. Actually, it is a one time offer times ten. So 10 OTOs right after another. They also seem to change things around a lot (they test, you should too!), so it may look different or be some different format now.

You can go through the gold box and see ten new products once per day. All ten products are based off of your surfing habits whenever you go to their site. If you have searched for the latest CD of your favorite singer, but did not buy it, then that may be one of the items that show up there at a discount.

You already showed your interest once, so because you didn't buy it, they show it to you again at a discount- this is good marketing.

The discounts aren't even that much actually, and I'd say about 80% of the gold box offers are cheap, like under \$20. But I bet they make a ton of money off of this little idea, so it got me thinking.

I tried it (not with ten products, with 5) in a niche I play in and it easily increased the value of each visitor. This means I could spend more on advertising, get more traffic, and make more money!

Here is how I did this..

All I did was line up 5 sales letters. The first one had "Special Discount 1 of 5" at the top. The second one had "Special Discount 2 of 5".

I made it clear that every offer was a one time offer, they get one chance and that's it.

I put a "Yes" and a "No" button at the bottom and indicated that if they wanted it, they click yes, if not, they click no.

You can also do "Add to cart" and "Pass on this offer forever". I used a generic shopping cart to do this, but you could use paypal.com's shopping cart. I believe that would work fine, or go to <http://www.hotscripts.com/> and find a cheap or free cart there to use.

No matter if they click yes or no, they are taken to the next offer.

I have yet to try this in the Internet marketing niche. Showing people in that niche 5 straight offers would somehow offend a lot of people I'm guessing.

The important thing to note is to always try to increase the value of each visitor. This is a way to do that.

I suggest you look over your "action flow" (the path and action a visitor takes through your site) and look for other ways to increase profit.

The key to a Speed Sale is the affiliates who promote it. This is where all of your traffic will come from (aside from your own list). Affiliates only really want two things, big commissions, and killer sales ratios.

These sales produce both of those, so the only thing left is to create a killer product/offer to sell.

This is where these types of sales have had problems. A lot of people are just plain selling crap. They think because the price is low, they can sell garbage.

Just because it is cheap doesn't mean it can be crap. You still need to offer value.

90% of the nickel sales that I do are all brand new reports that I had just written for that specific sale, all gave up to date marketing information. One was a software program that I was selling for \$47, so at \$5 it was a steal.

All the products are of high quality, and therefore, affiliates had no problem promoting them. Because of this, all the sales have been successful (combined, they made well into 6 figures).

You want to run a successful sale and do it quickly? Make sure you are selling quality.

Did I mention how quickly these can be done? I said earlier that one of them made \$60,000 the first month and that it took me 3 days worth of work.

Day 1: Write a 25 page, information packed report.

Day 2: Write a sales letter for the report and another for the upsell and downsell.

Day 3: Install software - Set up site

That was it, the next day I sent out an email to my list to launch the product and after that all I had to do was answer emails from customers and prospects.

Think you could do this? You already have the tools, so give it a shot!

Here are a few quick ideas you can do with these types of sales.

- Use them to build a list..

A few of my sales used a squeeze page before the visitor saw the sales page to build a list. This worked very well adding over 20,000 subscribers to my list.

You would just set it up to where the affiliate links go to the squeeze page first instead of the sales page.

Also, you could include the subscribe form right in the sales copy. Either way, you should be building a list with these sales.

Whenever you are going to get a burst of traffic (like these sales usually produce) you should certainly try to capture some email addresses while your at it!

- Use them to build a membership..

Here is an idea- when somebody buys your initial product, the affiliate will get 100% commission and the customer is sent to the upsell page. That upsell page could sell a trial offer to your membership.

The trial could be \$1 for 7 days. The trial by itself would sell well, AND it would be a one time offer that can't be found on the regular membership sales site.

I don't have a membership at the moment, but if I did, I would have used my nickel sales to build it's member base.

The key is to use the upsell and downsell pages to build your business. I often sell resell rights to my products as the upsell but you can upsell anything related..

They of course would have links to register for free updates to the products inside of them, which would build my list.

No matter what you do online, you need to think in terms of building your business as a whole.

That means:

- Offering high value
- Building a database of customers and subscribers
- Building relationships with that database

These three things are huge and should be the focus of any business.

## Customer/Subscriber Only Sales

Okay, so maybe you don't have customers or subscribers yet, but you will and when you do you can use these ideas to make some very fast cash offering them special "members only" type speed sales.

This is a pretty basic and time-tested idea. I am sure you know all about it and have probably done a few yourself.

I mention it in this course because I recently did a "Subscriber only sale" that made \$5,000+ by sending one email to my list about a product of mine that is almost 6 years old.

So obviously, this still works. All I did was set up a page that stated the subscribers only sale where they would get 40% off the product if they ordered within the next 3 days.

In those 3 days, over \$5,000 in sales (about 90% profit) came in. It took me all but 20 minutes to set up the web page, and another 20 to write and send the email.

This is the "members only club" idea at work. If subscribers/customers know that an offer you are making is ONLY for them, then they feel a little privileged. Nobody but them can access what you are offering. This increases sales.

Everybody wants to be part of an exclusive club.

Here's the good news, if you don't have your own customers and/or subscribers to offer a discount sale to, you can offer your product to somebody else's subscriber/customer list at a discount and still make some very quick and easy cash.

Find somebody with a big list of people who would be interested in your product, set up a special web page detailing how customers of his are getting your product cheaper than everybody else, and profit!

This is a very simple idea that you can do over and over with your product by finding many different partners that have a list you can mail to.

## **-Don't have a product? No problem!**

If you don't have a product to sell, or even know what market you want to sell in, then don't worry.

It is increasingly easy to get your hands on mounds of content these days with the popularity of private label products.

And to find a market that definitely has an interest in buying, just use my tried and true magazine trick.

If there is a market that buys products, there is a magazine for it and going to your local grocery store's magazine rack is an incredibly easy and cheap way to do a ton of quick market research.

Nobody is going to spend the time and money to create a magazine for a market that doesn't buy anything, so the magazine publisher has already done the hard work for you.

And, there will be all kinds of ideas and web sites in those magazines that can give you ideas for your reports, and web sites to advertise on later when you have everything set up.

Plus, you can buy a few magazines and get tons of good articles/web sites/etc.. for less than \$20-30.

After you have picked a topic/market for your report, you just need the content for your report..

Where do you get it? Well you have 3 options..

1. You can write it yourself. This would ensure that it is unique and is the best option. I write all of the reports I sell in the Internet marketing market, but use other people's or buy it for other markets.

2. Or, if you swear you cannot write, then you can hire somebody else to do it. This option will cost the most but require very little time on your part..

There are plenty of ghostwriters out there who will charge a fee to write you an ebook/report/article.

Obviously it will cost more for more pages and usually the good ones will be much higher priced as well. If you skimp here and go with a cheap ghostwriter you may get a poorly written report so be careful.

Also, be very clear about what you want to avoid confusion.

Make sure that you state how many pages you want, what the font size should be, the chapter titles, etc.

Be very specific in every aspect of the report so that whoever you hire does things your way and not theirs.

3. You can use private label content. This would be the least unique but would be cheap and would work if you are not a writer.

Here is what I do with private label content to make it much better. I get all kinds of private label reports, articles and ebooks on one topic, read them all, take out the best stuff from each private label item and make one "best of" report.

So this means I get the best information from various different sources as oppose to one source where some of it is good information, and some of it is bland/outdated/rehashed...

I suggest you do the same. This way, you do not have to write anything, you just copy and paste most of it into one great report!

Finding PLR products to make your "best of" report will come quite easy as they are literally everywhere. Just go to google.com and type in "private label ebooks", "private label resell rights", etc.. and you will see what I mean.

You are looking for private label ebooks/reports that come with sales letters.

If they come with sales letters, then you do the same when writing your sales letter by making a "best of" sales letter to sell your report for your speed sale and then just add the pricing schedule (depending on what type of speed sale you are doing)..

The best places I have found are the memberships that give you two new ebooks per month with sales letters for like \$30. That's a product with PLR with a sales letter for 15 bucks that you can make money with for years to come.

Plus, you usually get access to all of the previous months products! I am not going to give you a list because these sites go up and down often and the list will be outdated quick. Just go to google.com and do the search and you will find plenty.

You can even do this with just one PLR book. Let's say you just want to create a 20-30 page report and you got the private label rights to a 100 page ebook.

You can edit it down to a "best of" 25 page report by cutting out the 75 least helpful pages. That way your customer gets just the guts, the best parts of that 100 page book.

## - Joint Ventures

Joint ventures are the main way to promote your speed sale.

If you are going to do a firesale then you would usually give your joint venture partners 50-60% of the sale.

If you are doing a dime/nickel sale then I suggest giving them 100% of the first product and you take 100% of the upsell and backend sales.

As for a special customer/subscriber only sale, you would need to work out what percentage each JV partner will earn on a specific basis as this type of sale is set up specifically for each partner.

I've been explaining the benefits of joint ventures for years now. They have always been one of my top ways to generate traffic.

But, it is getting harder and harder to land good joint ventures these days. The reason? It's getting too crowded.

See, it used to be where people were looking for products to promote because there weren't many. So when you had a good product, you could ask people to JV with you and they would be happy to have something new to promote.

But now, there are so many different things to promote that people are getting bombarded with JV requests.

I get quite a few every week and have to turn down 90% of them myself. Obviously I can't promote 2 or 3 new products everyday, neither can anybody else.

Although I am mainly talking about the Internet marketing niche, other niches are not far behind. Products are coming out like crazy in just about every niche, competition for both customers and joint venture partners is getting huge.

So what do we do? Well, you have to go that extra mile to land some joint venture partners these days. Where it used to take just sending an email, now it requires a little more.

Where it used to just take a 50% commission to entice people to joint venture with you, now it's 60% minimum.

It is also becoming a "scratch my back and I'll scratch yours" scenario. What I mean is, if they promote you, they will want you to promote them as well.

Here are some things to keep in mind when you go out and try to find joint venture partners to promote your product.

- Buy their product - Buying a potential joint venture partners product makes you a customer. Customers get better treatment than anybody else (well this is how it works most of the time ;). Because of this, it should be easy to talk to the JV partner about your joint venture offer.

- Offer high commissions - The higher the better, but of course, you do need to make money yourself. Here is a good system that I follow - I either offer huge commissions on the first product (like 75%-100%), and nothing on the upsell - Or, I offer something like 60% on the first product, and then 40%-60% on the upsell as well.

Either way you work it, these will generate attractive numbers for both you and the JV partner.

- Become their friend - You know what getting joint venture partners is really about? Making friends. Become their friend, offer your help for free, flatter them- whatever you do to make friends.

Most people are friendly enough and want new and exciting people in their lives, be that person.

I can tell you this, whenever I launch a new product, there is always a group who promote me. These people are all on my Instant messenger lists and my marketing friends that I talk to everyday. Start building your list of marketing friends.

These are not only people you will promote and who will promote you, but they are also good for bouncing ideas off of.

This can be huge. I ask a lot of, and answer a lot of questions every day from my instant messenger friends.

Go buy this book at Amazon.com

"How to Win Friends & Influence People" by Dale Carnegie

It's only like 9 bucks and required reading in the business world.

- Reciprocate - As I said earlier, it is becoming a "scratch my back and I'll scratch yours" game. So sometimes it can be very effective to let your potential joint venture partner know right up front that if he promotes you, you will return the favor.

Here is another tip, when you email a JV partner to ask him to promote you, start the email off with asking a question about the product he is selling.

This way you will get at least an answer back. A lot of times when you send an email to a JV partner to ask him to promote, they won't even answer if they don't want to promote. This leaves you wondering if they even got the message. I'd rather get a "No thanks, I think your product sucks" rather than no reply at all.

Another way to get JV partners is to become friends with one of their friends. Get inside their circle of friends and get a recommendation.

There is nothing that works better than to get referred by a trusted friend. If I am good friends with Dave and trust his opinion, and he says to me "Wes, you should have a look at Denise's product, she is looking for JV partners and I think it would go well with your list" -I would certainly have a look.

But if Denise emailed me by herself with a JV request, I might not even consider it simply because I don't know her and I get JV requests everyday.

I suggest getting atleast 10 or so JV partners to first launch your sale, and also set up your site to where the people who buy it can also refer their friends if they want.

## - 3 Steps To A Quick And Easy Speed Sale

1) Get a product or two to sell.

Like I said earlier, this is a lot easier now with all of the private label stuff floating around so there is really no excuse not to have a product or even a whole line of products.

In my opinion you should always be creating something. It helps you stay ahead and when you need some quick and easy cash, just use whatever you are working on for a sale.

2) Set up your Speed Sale..

Use whatever sales materials came with the products you are going to sell and edit them to really focus on the limit.

If you are doing a fire sale then list the dates that the price will go up. Set specific times, don't just say "The price will go up in 2 days" actually spell it out, what date and what time, etc..

You want to really stress the fact that people can only get the discount in this small frame of time so they had better act quick and order today!

This is what makes these sales powerful!

If you are doing one of the other types of sales, use the same concept.

When I do my nickel sales I specifically state that the price increases every 30 minutes by a nickel automatically and if they exit the page, they will never get that same low price again, etc..

3) Find Joint Ventures Partners

This is your main traffic source with these sales so search the web for partners that have visitors/subscribers that would be interested in your product and tell them about your sale, how it will work, and how much easy money they can make by promoting your sale the week it launches.

The more JV partners the better as you are looking for a quick burst of traffic when the price of your offer is low.

This will insure the most subscribers, customers, upsells and downsells for you.

## - Conclusion

Now you have the knowledge to create and profit from quick and easy sales that you can run every month if you want, potentially adding \$3k or more to your income every month.

Like I said, they are easy to do so even if you don't know the basics like setting up a web site, don't let that stop you.

Start working on a sale today and I'm sure in no time at all you will be profiting from your efforts!

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