

How To Leverage Your 'Old' Info-Products To Grow Your List, Boost Your Profit And Swell Your Affiliate Network

By Dr.Mani Sivasubramanian

If you have been creating information products at a fair pace, you probably have a few of them that are 'past their prime'. You may have wondered about using them again, in some way, to squeeze a little more value from them.

Recently, I pulled out ten of my info-products, and employed a tactic that added 72 new subscribers to my list, sold 27 packs at \$10 each, and recruited 8 new affiliates to promote my products - all in just 24 hours!

The tactic is based on the power of **'bundling'**.

If you have 5 products, each worth \$10, and then bundle them together into a package and price it at \$25, it instantly becomes 'interesting, even exciting' to many prospects who might have hesitated to order before.

Relying on this strong 'bargain hunter' syndrome, I compiled a package called the 'Info-Product Profit Toolkit'. It included a set of 10 different reports and software tools, each of which would deal with a different element of the info-product creation process.

While each individual report would only teach one facet of the process, the combination covered everything necessary. So, by a synergistic effect, the bundle actually becomes worth more than the sum of the individual components.

Next, I came up with some creative pricing. On the sales letter, I placed links to the websites for each of the component reports. This proved that these info-products were really being sold at the price I claimed on the letter.

Then, after building up the value, I fired my biggest gun - and revealed the selling price for the bundle of reports, which was less than 5% of the total! Not surprisingly, that factor alone made the sales page convert at a high rate.

Because there will always be some prospects who might still find the price too high, or be hesitating about making an investment, I decided to use a 'back up' offer - which would be getting them on my mailing list so I could follow up with them over time.

To use as a 'hook', I decided to give away three out of the 10 reports as a free gift to those who opted-in to my mailing list - and made that option available right there on the sales page.

Finally, to drive a flood of targeted traffic to the sales letter, I decided to recruit some 'super-affiliates' in the niche. I contacted them through email and other methods, with an irresistible offer - I promised them 100% of all profits generated from their referrals.

Of 50 affiliates I contacted, 8 accepted my invitation and some even started promoting the pack right away - and generated sales within hours!

The entire process of bundling, creating sales copy and contacting partners took less than a day. The product was already ready, the sales copy was simple and effective, the partners were easy to convince about signing up to promote the package.

To set the system to keep growing organically, I will also offer each owner of the info-product creation pack a chance to promote the bundle to their subscribers or customers. The wheel keeps turning, bringing in a steady flow of well-targeted prospects and rapidly building a list - of not just subscribers, but buyers.

The key to the system is:

- to have high quality products or services that have synergistic effect when combined into a 'bundle' or 'pack'
- to create a high-conversion sales letter simply by leveraging the value in the components and offering steep price discounts
- to attract top affiliates to promote the bundle by offering them special incentives and making it attractive to them to take action

But how do you profit if you give away everything?

Remember, you are working with 'dead' info-products - stuff that is no longer selling actively , or is past its heyday, even though it still has great value.

If bundling and reselling them can generate a flood of qualified prospects to your list, and do it without costing you cash out of your pocket, you can profit massively by selling them related products and services in the future, leaving you well ahead of the game!

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