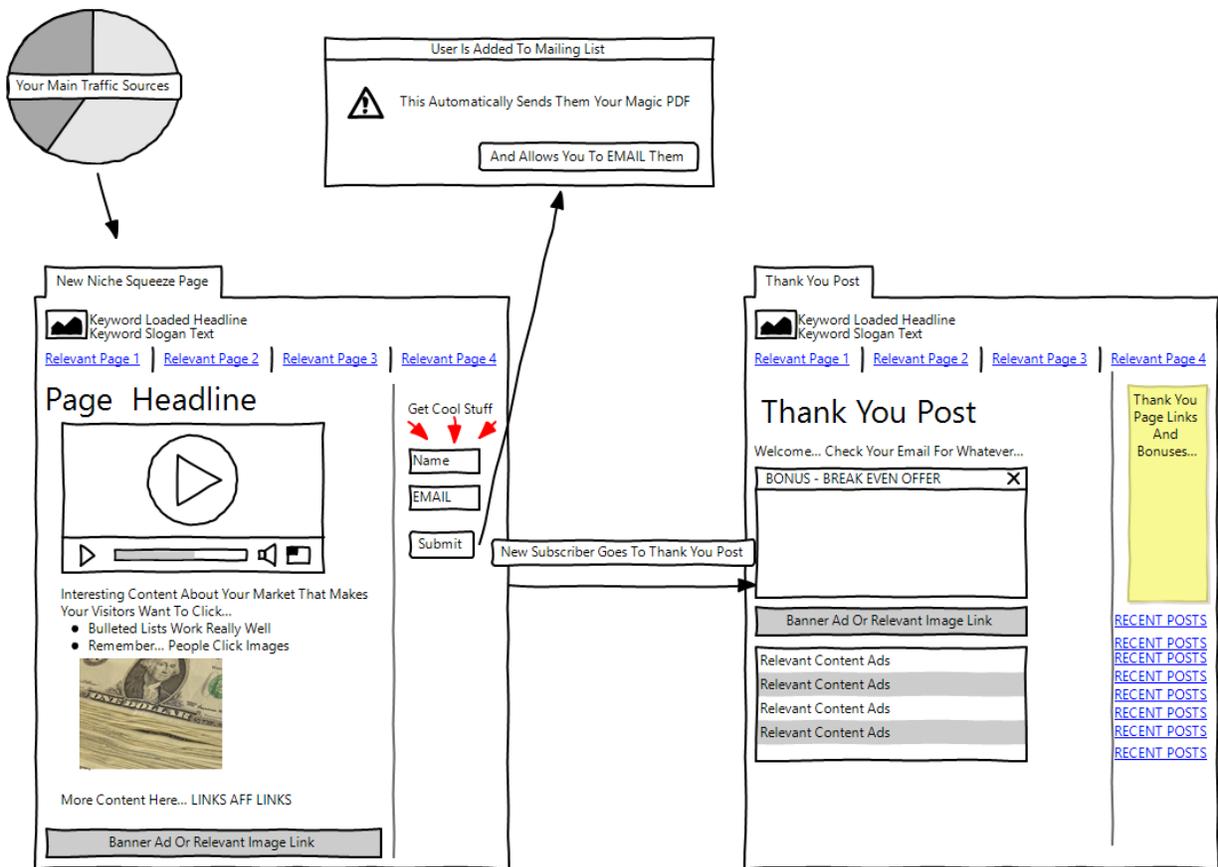




The Magical PDF Download Cheat Sheet



**This Format Will Make You Money While Building
Your List Super Fast For Follow Up Profits**

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The Steps To Magic PDF Profits

1. Choose A Niche Market That Has A Lot Of Relatively Inexpensive Traffic
2. Create A Controversial Informative PDF Report ([or use a writing service](#))
3. Edit Your PDF Download And Strategically Place Offers Throughout It
4. Create A Super Simple Squeeze Page That Will Collect Leads And Deliver Your Report
5. Create A Thank You Page With Your Best Low Hanging Fruit Affiliate Offer
6. Run Some Ads... Build A List Really Fast.
7. Follow Up With Your Subscribers And Make Some Profits :0)

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Choose A Niche Market

Selecting the right niche is a HUGE hang up for many would be marketers. This is where info overload and decision making collide and cause people to never really get started. [Or get a niche from marcus here.](#)

Here is how to cut past info overload and lack of confidence in selecting a niche:

Think Outside The Box... Use The Issues

What this means is that you need to FOCUS on the issues rather than just going for the broad obvious keywords. ([check out marcus trigger word video](#))

For example... instead of going for something like mortgage refinance...

Keyword (by relevance)	Avg. monthly searches ↓	Competition ?	Suggested bid ?
refinance mortgage	14,800	High	\$36.75
refinance mortgage rates	9,900	High	\$24.32
mortgage refinance calculator	6,600	High	\$8.33
mortgage refinance rates	4,400	High	\$22.79

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Which as you can see is very competitive and cost \$8 to \$36 per click...

Instead go for something like:

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr.	Add to plan
predatory lending	4,400	Medium	\$2.81		»

Show rows: 30 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr.	Add to plan
predatory lending definition	720	Low	\$1.90		»
what is predatory lending	480	Low	\$5.54		»
predatory lending practices	320	Low	\$1.97		»
predatory lending laws	210	Medium	\$2.01		»
predatory mortgage lending	210	Medium	\$1.84		»

Which is much less competitive... using this model is easy to make a PDF report to get people to opt in for more info... you can call it something like “Are You A Victim Of Predatory Lending” and get tons of cheap traffic.

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Create A Controversial Informative PDF Report

Now that you have your topic and an idea for a report... all you have to do is get some content created.

Remember 99% of your visitors just simply don't have the time to do the research or don't know what to research in the first place.

This is how you make yourself more valuable by learning these things, doing the homework and feeding them bite sized chunks.

You can also hire people to do this research for you and use their findings to make profits. [Check out this video for info on finding writers and researchers.](#)

Be sure to purpose this with style so people want to read it.

Instead of saying you can save 3% on your mortgage over a term of 10 years with an adjustable rate...

Say something like... Hidden Trick Northern California Truck Driver Used To Save \$1,231 per month... or something spicely like that. Remember you have to sell every step of the way...

- **Sell them on opting in to get the report**
- **Sell them on reading the report**
- **Sell them on clicking your links**
- **Sell... Sell... Sell...**

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Edit Your PDF Download And Strategically Place Offers Throughout It

Your pdf has three major purposes...

1. Get people to join your mailing list.
2. Provide content to make your visitors like you.
3. Send your visitors to offers you presell them on.

So when you create your pdf...

If you say something like... one of the most common ways to save money on your mortgage is to refinance... then add a link to your refinance affiliate offer.

REMEMBER: instead of using a raw affiliate link in your PDF you want to use a url or redirect from your site... I like to use subdomains or folders:

Like www.mysite.com/folder or folder.mysite.com

This will save you from a big headache later if you need to switch links for any reason... which is pretty common

Make sure your offers make sense where they are... do not try to get someone to sign up for something they don't want and always give a reason for your reader to visit the offer so they can get the desired outcome.

Remember your pdf report is your propaganda to get them to read more of your stuff and go to the offers you want them to go to so you can get paid.

Example... [go sign up at landingpagedude.com](http://go.sign.up.at.landingpagedude.com) right now so I can show you how to do this process start to finish so you can profit online fast.

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Create A Super Simple Squeeze Page

A squeeze page is a page designed to build your mailing list. It does this by offering a “bribe” to your visitors... the better the bribe and the more it fits your market... the better your conversions will be...

 [wordpress opt in plugin](#)



**Download Your Free Squeeze
Blogs Plugin Here**



- ✓ Free Plugin Give You Control Of Your Blog
- ✓ Custom Wordpress Themes And Bonuses
- ✓ PLUS Be On Marcus Killer Blog Profit Mailing List For Videos, Tips, And Webinars...

YES! Let Me In!

This is an example I use to get people to join my list in exchange for a free plugin.

Remember – your giveaway does not have to be something extravagant... it can be a list of links, a coupon code for a popular site, a download, a youtube video, pdf or whatever... just something the visitor does not have and really doesn't want to work to get. This is why Magic Pdf Reports work so well... they give the gift of information and people love information.

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You can set this up using the free plugin at affiliatemarketingdude.com or just sign up at landingpagedude.com and get my pro templates... upgraded plugins and some other cool stuff including a video guide showing you how to set up everything in this report ;)

[Sign Up For Marcus' Killer Landing Page Class Right Now](#)

Just \$227 To Learn The Number One Skill Responsible For Making Me Over \$5.6 Million In Affiliate Commissions, Adsense, And Direct Product Sales...

Get Instant Access

Four Killer Landing Page Webinars	\$388
Special Landing Page Plugins	\$197
Landing Page Graphics Pack	\$37
Plus A Free Landing Page Critique	\$127
Total Value...	\$749.00

1 ORDER INFORMATION

2 PRODUCT INFORMATION

3 INSTANT ACCESS

[Click Here To Sign Up Right Now](#) (Save Over \$500)

See how easy it is to pitch a great offer in a pdf report... you can be doing this in all your reports, downloads, and giveaways, WHILE you build a list.

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Create A Thank You Page With Low Hanging Fruit Offer

Now... it is time to set up one of the most important pages on your site... the high converting thank you page.

Remember... this is the page they go to directly after entering their name and email so they can get your giveaway (your pdf report or whatever.)

So... you already know they want the report... and now they took the time to give you their PRECIOUS email address 😊 so they are primed and ready to take the next step...

And of course... our next step... we want some monies!!!

So... find the best offer that meets the needs of your visitor based on what the giveaway is.

EXAMPLE: if I was giving away a free pdf on Christmas recipes... I would then offer the free recipe toolbar that pays me \$3-4 per download.



[Click Here To Learn More About These Types Of High Converting CPA Offers](#)

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This will help you build your list free by backending your visitors into an offer before they go download your pdf... your pdf can be delivered in their email, or on the thank you page.

It's best to do this in email because it gives you another chance to get them to see offers on your site.

Here is how it looks...

1. Visitor comes to your site and sees offer for free PDF or download
2. Visitor enters name and email
3. Visitor goes to thank you page and sees your low hanging offer (hopefully signs up so you can get paid)
4. Visitor checks email... clicks link and goes back to your site with more offers... and a link to download the freebie.

At This Point Your New PDF Download Blog Should Have One Page And Three Posts... The Page Is The Squeeze Page And The Posts Are Thank You And Download...



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Run Some Ads... Build A List Really Fast.

Now, you can set up three other pages on your blog to add more content if you are running this on a ppc engine like google adwords or bing adCenter. This will help your quality score so you get cheaper clicks.

Or you can just run it on banner ads, solo ads, and content networks... these are a lot more lenient on your landing pages and much easier to get traffic with... however google and msn are pretty easy too they just like more content, so you can ad a few pages and be ready to roll pretty fast.

Next you will use the squeeze blogs plugin to your blog to capture your visitors to your autoresponder and have different sidebars on your pages and posts.

Once everything is set up and ready to go you can test.

When bidding on paid traffic or solo ads make sure that the numbers make sense.

The goal is to try to break even on the low hanging fruit offer.

For example... lets say I am paying 7 cents per click for chili recipes... and I get 100 visiors...

Out of those 100 visitors I want 30+ to opt in (join my mailing list) which means I am paying 21 cents or less per person.

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Since they are opting in – now I have 30+ people who go to my thank you post... REMEMBER on the thank you post I have the low fruit offer that pays me \$3.00 per download...

If 10% take the offer on the thank you post... that would mean I get 3 or more “conversions” which makes me \$9...

Since I only spent 7 cents per click my total spend is \$7.00 for the 100 clicks.

Which means... I got paid \$2 to build a mailing list of 30+ people!

Now I can test and tweak the opt page to get a better conversion, I can work on the thank you page to get a better conversion, and test other things as well.

If I can get an extra 10% to opt in... I make more money and get a bigger list.

If I can increase the conversion on my thank you post to 20% I can double the amount of money I make on the front end.

And this is all before I have even started using my mailing list to profit 😊

So you can see how this all adds up really really fast.

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Follow Up With Your Subscribers And Make Some Profits

Now that you have everything set up and ready to go... all you have to do is follow up with your subscribers and send cool stuff and tips and offers to make a ton of profits. Remember the goal is to get paid back on the front end offer so anything else you make is gravy :0) This can be done in any niche...

If its recipes... you can send new recipes, cool offers for pots and pans, the toolbar, ect... just be cool about it and provide value... make people want to open your email...

If its how to blog... you can send them hosting tips, plugins, tools, ect...

You can also set up an automatic set of messages in your autoresponder to send periodically after someone joins your list...

1	software download link and registr... Send a test Delete Copy to Drafts Settings	Send immediately	1.5 spam score	60% opened
2	{!name}, your blog videos are ready... Send a test Delete Copy to Drafts Settings	Send shortly after the previous message	1.5 spam score	80% opened
3	[Blog Profit Network] a special mes... Send a test Delete Copy to Drafts Settings	Send 1 day after the previous message	1.5 spam score	42.9% opened
4	[Blog Profit Network] get started he... Send a test Delete Copy to Drafts Settings	Send 1 day after the previous message	1.6 spam score	50% opened

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As you can see I can set one to go out instantly (used to send the promised PDF or giveaway) and I can send one day after, 10 days after, ect.

I can set up 52 messages and send one a week for a year... and this bad boy will bring people back to my site in droves... making me more and more money as I focus on conversions and helping people... super easy.

I can email them as often as I like (some people message up to three times per day) of course you run the risk of burnout and unsubscribes... so make sure you are giving value and don't message too much... a few times a week is ok depending on your market.

And... I can set up a broadcast message for a new offer, tool, promo, webinar, or whatever I want... **And That Is Pretty Much How You Make Money** 😊

To Learn This In Detail Download My Full Course At

www.SimpleSitesBigProfits.com/download.php

If You Want My To Help You Find A Good Niche To Set This Whole Thing Up On... [Get Simple Sites Big Profits](http://www.SimpleSitesBigProfits.com) And Request A "Starter Funnel" Idea... just mention this book and we will hook you up (\$97 Value)

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Marcus Sets Up Your Affiliate Marketing Cashflow Cow For You

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- **Marcus Gets Your Domain Name**
- **Marcus Sets Up Your Opt In Page**
- **Marcus Sets Up Your Giveaway**
- **Marcus Sets Up Your Thank You Page**
- **Marcus Creates 3 Follow Up Emails For You**

SPECIAL BONUS: How To GET 100% COMMISSION OR MORE ON YOUR FRONT END "THANK YOU PAGE" OFFER...

**All You Have To Do Is Get Traffic... Build
Your List... And Make Some Cash 😊**

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