

One Time Offers Uncovered



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Chapter 1: What is an OTO?

An OTO, also known as a one time offer, is a proposal that is made to a potential customer at a time when they have only that single chance to make a purchase. The one time offer was made popular by direct marketing, and has become a staple for internet marketers looking to increase profits without having to build entirely new websites. The OTO is something that can make you a lot of money if you know what you're doing, and this is why it's so important to know exactly what an OTO is, how it works, and why it's so popular.

The OTO is a limited time offer that is presented sometime during an existing offer that a sales lead is entertaining. Typically, the one time offer in its most true form is offered after a sale is made on an existing product, for a similar product or service that would enhance the current purchase.

When I worked for a direct marketing company, there were plenty of OTO's to go around, and thus it was the easiest way to learn about the power of

the OTO, as well as what an OTO is all about in terms of actual products or services being offered.

At the direct marketing company I worked with we sold shoes and insoles to people with foot discomfort. A lead would see our infomercial on television, call in to place an order, and be taken through a scripted series of OTO's. What we did for insoles and shoes, others have done for everything from knife sets to e-books. An OTO is applicable to any given situation that involves a sale.

This OTO was an interesting one because all the products we offered were meant to enhance the customer's foot comfort. So if customer X, we'll call him Bob, orders a set of the comfort insoles for \$19.99, we ask him if he'd like some peppermint massage spray to use on his feet before and after using the insoles. Regardless of his answer the next offer was for special orthopedic socks that would help the foot rest comfortably with the new insoles. And this process would go on for about ten to fifteen minutes, or 5-10 separate OTO's.

At this point you might be thinking that the customer probably turned all of them down, and hung up the phone to boot. Wrong, the customer purchased about half of the OTO's offered to him, and the company was able to take a \$19.99 purchase and transform it into a \$120 purchase just from pitching a few clever one time offers.

The above example best symbolizes what a one time offer is all about. It's unexpected, exciting, relevant, and most importantly presented at the perfect time. Imagine a one time offer being similar to a proposal for marriage. You wouldn't propose to your significant other if the two of you were fighting with one another would you? So why would you want to push a one time offer at a time when the customer feels uncomfortable and pressured? You wouldn't, and thus this book is as much about learning to know when to present a one time offer as it is about how or what to present the customer.

Back to the marriage example; think about the perfect setting for a proposal. While I can't be sure what you're thinking, it probably involves candles, a nice dinner, maybe a beautiful ocean view, and some type of ring being presented either to you or from you. Think about what goes into that situation for a minute, and you'll better understand the science behind OTO's and what makes them so powerful.

Starting with the setting elements, the proposal is taking place in a peaceful setting, where the mood is set to a tune that is bright and upbeat. The elements of dinner and the view serve as the primer to the big question. Only after all of these elements are in place can one confidently present their proposition for marriage. The same concept applies to OTO's. Now I'm not by

any means trying to tell you OTO's are the same as marriage proposal, your customers probably will never love your product like they love their spouse, but the concept of breaking the ice, and priming the individual is very applicable to the entire process.

A one time offer in form should be simple, direct, to the point, and most importantly, answer the following question with command: "Why do I need this product or service?" This is the question your customers are going to ask themselves while reading your sales letter for the OTO, or hearing your OTO offer on audio or video. Regardless of the mode of delivery, the simple fact remains that you must give your customer a real reason why your offer is one they can't turn down.

The most common answer to the above question marketers provide is the price can't be beat, and never to be seen again. By combining a special price with a ticking clock, one is forced to make a choice for the long term if the offer is right for them. Just because this is the most frequent way an OTO is shaped to answer that burning question of yours as to why you'd need it, does not mean it's the best method. Before getting into other OTO selling point concepts, it is important to look at how the best do their OTO's that are themed around price and time to make a choice.

My father always said he'd never make a choice with a gun to his head. This meant that he understood the power of high pressure situations, and didn't want to make an impulse decision. Think about it, this is the same thing that the OTO is trying to get you to do, make a choice with the gun to your head. Instead of a gun it's actually a stopwatch that counts down till the offer is up.

Why make your prospect feel uncomfortable and pressure them - that doesn't sound nice does it? Of course not, the concept behind the OTO is to get your prospect to take action, thus having them throw the logic and budget concerns out the door. Let me explain further.

Recently, I was with a relative in a mattress store looking for a great mattress at a low price. The store seemed to be independently owned, and the owner seemed to be the same person that was helping my relative and I shop for a mattress. The only mattresses they had in our desired price point were horrible. Ever lay on a bed of rocks? That's about how soft the mattresses were in our price range. So obviously we weren't interested since the mattresses that were half decent were thousands of dollars more than we wanted to spend.

As we thanked the person for showing us around, he noticed we were leaving, and asked us to come in back, he wanted to show us one more thing

before we left. I smell an OTO coming on, and I loved every minute of it. How great, a one time offer from a mattress salesman, you got to love it!

As we headed to the back room I noticed a plush \$3,000 mattress laying against the wall, the salesman explained that the mattress had a stain, and they were going to have to send it back to the factory, but if we bought it today with cash he'd give it to us for...He thought about it for a minute, you could see in his eyes he was trying to guess our budget so he could present something in our range, and he said, \$300. Bingo! We bought it on the spot. Funny thing was, I never did find a stain on it.

A one time offer can be done in virtually any place that a sale would occur, and thus it is a valuable tactic to use if you know what you're doing. When you present a one time offer that does not have value, the customer will smell it out, and pass on it 9 times out of 10. However, when you create perceived value, and close the prospect, good things can happen. At the mattress store the owner had priced all the mattresses way too high, and had us thinking this was not the place we were going to make the purchase. Then he takes us to the back, and shows us this special deal, which was as soft and plush as any mattress I'd ever seen. I'm not sure how many prospects in my situation would have said no, but I'd guess it's not many, I believe most people would've

snatched up this deal as fast as they could. Thus the perceived value of the OTO was so great, it's a can't miss.

I know you're thinking I sell e-books, how can I make an OTO that has perceived value? Easy, give the customer everything they are looking for without losing your profit in the process. More about this later, though for now it's just important that you understand that an OTO can be very powerful, is always about time in some sense, and is something that you must master in order to do it to perfection. It's now time to look at a few different types of OTO's that you will see around the net, and that you of course should be considering doing in the future.

Chapter 2: How to Make Sure Your OTO is Well Received

One of the most important things to keep in mind when dreaming up your OTO is the theme of the offer. If you're selling e-books about dating, and present the customer with an OTO for gourmet coffee, understand that your OTO is in trouble, and will not convert well at all. Instead you'd want to offer a membership to a dating website that offered expert advice, counseling, etc. The first OTO type we're going to look at is OTO's that are themed with a previous offer.

To theme an OTO towards a previous offer is a natural and positive thing to do when one has something more to offer. Lesson 1 of this chapter is to understand that not everyone has something positive to offer, and you must make sure your offer has more value than the product or service that the

individual is or was about to purchase. The OTO that has a previous theme, especially with those that are leaving a site without purchasing, has a much better rate of success than any other.

Several weeks ago I was booking tickets to a speaking event of some prominent non internet marketing folks that were holding a real estate conference; most notably Donald Trump was the keynote speaker. When I was looking at the prices for tickets, none jumped out at me as fantastic, so I left the site thinking I'd go back later to see if the prices had changed. Pop. Before I could leave the site a pop up came with a special message from Mr. Trump that if I bought now I'd get \$100 off my ticket. This is a great example of a previously themed OTO. The offer is the same; it's just a hundred dollars less than the offer I was just looking at, as long as I took the offer at that point. Of course I ended up doing it, and thus I was convinced into an OTO by yet another great offer.

The above tactic was obviously used for a potential customer that was headed out the door without a purchase, and thus you should use that strategy as well, I believe it's called a pop under. The next themed OTO we're going to look at is the after sale themed OTO. The after sale themed OTO would be an offer presented at the time of purchase to upgrade, or add to their current package.

A themed OTO after the initial sale should be something directly related to the product or service, and make people think it's something they might need. A themed OTO you've all probably seen is that of the popcorn upgrade. If you've ever been to a movie in the past several years you've encountered the proposition to upgrade from the medium popcorn you just ordered to a large for just 50 cents more. I'm not sure about conversion rates on that OTO, but it's probably pretty high. The reason it does well is because people can justify the value of the popcorn, after all it's just 50 more cents.

Take the same principle of the themed popcorn offer and apply it to something you're more likely to be selling, like an e-book. If you sell an e-book on the health benefits of drinking water, it might make sense to offer your customer a discount on a water purifier, or a set of drinking glasses. This is a little different since you've gone from information products to physical products, but the fact remains that people would find this of value for the most part, and give it a shot. If you don't feel like shipping the product, just include an affiliate link to a major retailer like Amazon or eBay.

A themed OTO after the sale is made that does not work is one that is over priced or under valued. This is typically found when you purchase something for a few dollars, and are asked if you want to upgrade to something else for a thousand dollars. The mind is not able to handle that type of

budgetary swing. You've just committed to a few hundred dollars to purchase the product, and now you're being asked to toss another thousand on top of that? Forget it. That OTO would never work, and thus one must only offer OTO's that fit the theme, both in category of product, and in price of product.

Guru's are famous for their OTO's. One guru seems to have an OTO for every one of his 50 websites. Some are compelling, some are not. Some make me want to take action, others don't. But I have to give respect to that guru for making it a point to put an OTO on whatever product is released with his name on it, even if it's free. The next thing this book looks at is the free giveaway OTO, one that can be a lot of fun to do, and also make you a lot of money in the process.

Chapter 3: A Free Giveaway With an OTO

Coming into vogue in a big way the past few months are the free giveaway one time offers. These offers vary in context and value, but all seem to operate on a single premise, the cheaper the giveaway the more traffic can view the OTO. How do you know somebody that signed up to get something free is willing to pay for an OTO? We don't, and thus the theme of the giveaway must be in line with the OTO topic. This is the premier reason why free giveaway OTO's either succeed or fail.

Yesterday I noticed an OTO that perfectly fit the mold of giving something away for free that hoped to attract real buyers to the one time offer. The marketer was giving away a free book on his AdSense techniques that made him thousands of dollars in a short period of time. I was fortunate enough to have a preview copy, and can attest that this is in fact a real story, with a quality e-book. So that's the first part of the free giveaway OTO, giving something away that is worth peoples time and energy. Most free e-books are really bad, some

don't even deserve the title of book next to their name, but this one was top notch.

The AdSense e-book was given away via a sign up page, that is also known as a squeeze page. The squeeze page exists to get you to opt-in to the marketers email list; once this is done the marketer can hit you with more offers in the future. So the squeeze page asks you to opt-in and then you'll get a link once you confirm your email address as to how to download the free e-book. Once this is all done, and the customer goes to the link to download the e-book an OTO hits them. This one time offer states something like the following.

Thanks for visiting my site, and in a minute I'm going to let you download my AdSense secrets e-book. Before I do I want you to take a careful look at an offer that is only going to be here as long as this page is open. This offer is for a one of a kind membership club that supplies you with all the tools I used to make all that money with AdSense. The club offers you...

The offer goes on to list all the things the club offers, and how it can directly assist the buyer in implementing the said materials into the e-book they are about to read. This is an example of a free giveaway OTO that would actually work great because it's directly related to the product that is being given away.

To add icing on the cake, the marketer has negotiated a deal with the club to lower the cost of signing up by 40% off the normal price, and give the marketer 100% of the profits and commissions off all sales that is created through this OTO. Now that is a good deal for everyone involved.

Dealing with free giveaways can be a pain, because those that are visiting the sites are often skeptical of why they are there, and what it is they are being offered. While I'm not one to deal with a lot of free giveaways, from my experience the only OTO's that work are ones that are directly related to the giveaway in a sense that will enhance the customers experience in using or applying said giveaway to their business.

Chapter 4: The Upgrade Style OTO

The upgrade style OTO is one of simplicity, and coupling of two great elements. Like cream to coffee, the upgrade one time offer is something that should compliment the first offer well, and seem like a logical choice for most buyers. The upgrade style one time offer can be broken down into 3 main parts, the first part is the primary product pitch, the next is the value pitch, and the final part is the upgrade one time offer.

The primary product is what you want to base your upgrade offer on, and this can be themed with the primary product, or be something that simply works well with the primary product. The best way to look at this would be looking at a good primary product for pairing.

An e-book on the changes in weather would be a tough one to pair with, compared to an e-book on how to make money at home. The weather e-book is related to weather, and thus the readers of such a book have at least some

interest in weather. You could technically sell them another weather related e-book, but chances are they'd pass.

Making money at home, on the other hand, is a topic with plenty of upgrade potential to it. Let's say you have written, and were selling an e-book about how you make money at home. People buy it hoping to learn your secrets, and repeat the process for their own success. Now let's say that you wanted to add an upgrade OTO to the offer, all you would have to do is simply explain that you used Product X a lot to make money from home in your sales letter, in your e-book, and all around the site. Once you've done this you can pop in an offer for Product X as an upgrade. Something like the one tool that helped you make money at home is now available to the public; buy it now with your e-book for \$50, or whatever your OTO price is to be set at.

While not all upgrade OTO's work like the make money at home e-book example, most are some variation of the above concept, banking on the customers needs to buy a complete kit.

A few months back I did a promotion for cost per action profits, it was a small report, maybe ten pages max, and it became very popular, within a few days nearly 60 copies had sold and orders were coming in by the boatload. It was at this time that I wrote a second report, that complimented the first, by

filling in all the blanks the first report had left out. If in the first report I suggested to use Google's AdWords for cost per action profits, in the second report I would give the keyword list I was actually using in AdWords. This upgrade was a big hit among buyers, as it worked well for their needs.

The above example leads me to the final point of this chapter, the value and actual one time offer creation. The value of a one time offer varies, and is only measured by individual responsiveness. If you think an upgrade OTO is valuable, and your client does not, do you make a sale? No, of course you don't, and thus the client or customer dictates whether your offer is valuable or not.

Coming up with a focus for value is not an easy task, as value can mean many things to many different people. For the most part value is derived from perceived cost versus market rate. If you buy a cup of coffee from Starbucks for \$2 every day, and one day you learn that the Starbucks next to your home is having a promotion for \$1 coffee, this is value to you because you usually pay \$2. If you realized that the coffee only cost a nickel to make, it would probably devalue that promotion, since you're now buying coffee that is marked up nearly 20 times the cost. But if you think of that same cup as costing a dollar less than usual, you're ready to head on over and buy some before they sell out. Value is perception, and thus makes your OTO a perceived value for your customers.

One of the worst upgrade OTO's in recent memory was an upgrade for a membership site that was free to join, but cost \$97 to utilize on a monthly basis. What made this upgrade so bad was not the cost, but the value. If you can join for one month, and the content is static, as in it isn't updated, why would you want to join for another month when you can download all the products free for the first month, and just never login again? It is this question that many a consumer is asking right now about that same site, and I can bet their OTO is not converting very well. I know I didn't upgrade. The value started at free, and apparently should've gone to \$97 for the next month? That makes no sense, and thus one should never devalue their offer before even presenting it as this membership site had done.

Creating your one time offer is all about pairing it with the proper compatible products, and making it valuable. If you do these two things well, you will have an OTO that skyrockets. For further success, consider compiling a list of your current client base, and offering them a one time offer of whatever service or product they purchased in the past at a 20% discount just for being a client. I believe if the product or service is new, or in need for those previous clients, you will find a great bit of success upgrading them on whatever it is you are trying to sell.

Chapter 5: How to Write an OTO That Sells

One thing nearly all one time offers have in common is the sales letter. Let's face it; the one time offers that are just pop up windows with no text aren't nearly as effective in converting sales as sales letters. So then what is the proper length for the sales letter, where should it be done, how should it be completed, and what are the important elements that any OTO sales letter should include? All this information will be answered in this chapter, starting with the length of an OTO sales letter.

The length of any given sales letter depends greatly on whom is doing it, and what is being offered. These are the first two variables you must look at when setting up a one time offer sales letter. Are you doing the sales letter or is a paid writer? If you are doing it then cost is only valued in time, and thus as long as you have time you can make it as long as you want. If you are having somebody commissioned to write it, cost is a factor, as most writers will charge

on a per page basis for their work. It is for this reason one must decide who is doing the writing before deciding the proper length.

Once the writer of the sales page has been established, it is time to have a look at the offer itself. A lot of length for sales letters depends on the offer itself, and what relevance the offer has to the initial product or service being offered. If your offer is complimenting the current offer in a form that directly relates the two offers, your sales page for the OTO could be just a few paragraphs. If on the other hand, your offer is not directly related to the first product, the OTO would need to be longer to explain what the product is, its features, and the reasons one would benefit from it.

Regardless of the product, one must look at the sales page as a way to describe why whatever it is you are trying to add on makes a great addition to the initial offer. Giving this value perspective will be the difference between making a sale and not making a sale. You have to explain, and convince the reader that they need this new product to get them through any situation that the initial product might put them through.

Two examples follow below to help illustrate a bad one time offer sales pitch and a good one. These examples are abbreviated so that you can see them in full contrast.

EXAMPLE OTO PITCH SALES LETTER EXCEPRT 1

Dear Friend,

Thank you for buying my product, I know you'll love it as much as I do. But you can't buy just this product; you've got to look at Product Z, the new and powerful way to increase your business.

Product Z is a best selling product that helps you take your space ship from here to mars without ever stopping along the way.

Buy Product Z today.

EXAMPLE SALES LETTER EXCERPT 2

Dear Friend,

Thank you for buying my product. I've put a lot of work into this product, and I can't wait for you to get your hands on it. Before you do, I've got to tell you, the product isn't complete without one more thing, Product Z.

See, when I first created the product you just purchased, the entire time I knew that I needed something like Product Z to really make it reach the full potential.

Without Product Z, you can still use the product you just purchased, and your life will be much easier with it. With Product Z, however, your efforts will be even more streamlined, and you will get more accomplished than you would without it.

If you want to see the kind of results you're looking for, take advantage of this limited time offer today.

In reviewing the two examples, one should see a stark difference in the way each sales letter approaches the prospect. The first sales letter focuses on the advantages of product Z without mentioning the advantages relative to the initial product that the prospect just purchased to arrive at this OTO.

In the second example it becomes clear that the OTO is all about matching two products that are best fit together. The buyer is told that they can't really use the product they just bought to its full potential without buying product Z.

You'll also notice in example 2 we didn't mention the advantages of product Z, because we instead choose to focus on how product Z related to our initial offer. By doing this one will associate the OTO with the product they just purchased, and thus be more likely to make a purchase.

The second example is a much more convincing sales pitch than the first for the above reasons, no matter the length of a sales letter; it must show why or how the OTO is related to the initial offer in order to help convert the maximum amount of prospects into buyers.

While there are thousands of elements that go into a sales page, when it comes to an OTO the most important element is that of making the two offers symbiotic in their relationship and benefits. The more one is able to draw a connection between the two offers, the better chance one has of making a sale.

Next, it is important with your OTO sales copy to express a sense of urgency; there is after all a reason why it's called the one time offer. You want to make sure your buyers are well aware of the fact that they will never have this chance again, and that it is a matter of the utmost importance that they commit to the offer today.

Making your sales leads commit is as easy as showing them all the information in a fashion that has them believing the offer is going to end any second, and making them realize they don't want to miss out. If you can do this, your OTO will surely convert more than if you don't do the above.

Finally, as with any sales letter, you need a strong call to action. If you don't tell your visitors what to do, they probably won't do it. Luckily, because of the very nature of the OTO, you already have a strong call to action.

By simply reminding your visitors that this is a one time offer, and will never be seen again, you are giving them a strong incentive to take you up on your offer NOW. If they pass up the offer now, they won't get another shot at it.

By putting all of these elements together, you can easily produce an offer that is too enticing to pass up. With a few well placed bullet points, you should be able to guide your visitors through the offer, and have them ready and willing to purchase your product by the time they get to the order button.

Chapter 6: Quick Tips to Improve Your OTO

The sales letter is done, the offer is complete, yet you still don't feel amazing as you thought you would about this one time offer. How then do you make something that is going to have you feeling confident, and sure that it will sell like crazy once the prospects arrive at the page? The answer is to make it irresistible. Here is how you do just that.

Make the offer clearly accessible to wondering eyes. This means that when a user finds your OTO after making a purchase, or however your OTO is triggered, they will pass through quickly. Some people make a point of not reading OTO's at all, just to make a point. So for those people, one must cleverly design a sales page that catches their attention. How best can this happen? Through the use of clean crisp design, and bullet points.

Clean and crisp design is all about colorful graphics that help the eye gravitate in their direction without clogging up the screen, or disrupting the

follow of the sales page. To help appease the wondering eyes, one can craft a set of carefully planned out bullet points, make them large enough that one can not miss them, and then post them to the page.

On the list of bullet points you want to write about the features of the product, and make sure to include some sensational statements that will spice things up. Even if the statement is blanket, and not directly related to your particular product in terms of features, it will still do its job of attracting eyeballs. A statement about how rich the product will make the person, or what the product has done for others usually does this well. Once you have bullet points, you should at least capture some of those wondering eyes before they skip your OTO. And for those that are already reading your offer, the bullets can only help them see the offer more clearly.

Testimonials are another way to make the one time offer irresistible. Customer testimonials that help illustrate the power of the OTO can help draw buyers in, and give them the confidence to make a purchase.

Any testimonial put on the one time offer site should have a meaning to it, and be somewhere between 2 and 10 sentences long. You don't want a long testimonial because people might simply skip over it, after all they just finished reading the sales page of your first product or service, and thus it might be

taxing to read another set of testimonials. At the same time, it is important to make the testimonials long enough so that one can see that a customer or set of customers have gained enough confidence in the product to share their experiences with others.

Finally, it is important to make the one time offer a deal. A deal simply means a great price compared to the normal rate. Some of the best one time offers take a product or service and mark it down by as much as 90% in order to entice a prospect to take action.

If your product normally sells for \$100, why not offer it for \$20? This will make a lot of people think twice before skipping the page, and thus it is important that you seriously consider adding major value to your OTO. The advantage of using an OTO when it comes to information products is that there is room to do this and still profit. Information products are for the most part cheap or free to hold in stock, and sell, thus the more sales one makes, the more profit one is to receive, no matter how much the discount is.

If you are able to take all the information in this chapter, apply it to an existing or new OTO, you should see considerable results. In the end an OTO is all about you, and what you want to do with your product or service. If you

envision your product as something of value, spread that value throughout your offer and the results should be exceptional.