

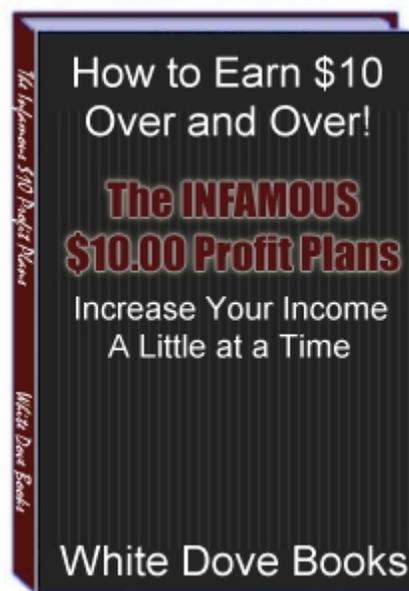
The Infamous \$10 Plans

MY BLOG

FREE BOOKS

OUR AUDIOS

OUR MOVIE



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Introduction

If you've spent any amount of time online buying information type products, then you have no doubt come across one of these beauties - the infamous \$10.00 profit plan products. But these aren't just any ordinary 10 buck products mind you. These are products that will continually earn you those profits consistently over and over again for as long as you sell or distribute them.

Why do I use both words *sell* and *distribute*? Well, because many times, when distributing such \$10.00 profit pulling products, they are commonly given away free of charge. Even though, they can also be sold for a small profit. However, the preferred method is to offer them freely.

But, if you offer such products for free, how on earth can you earn any money from them? That's the ingenious part! And I'm going to explain how it's done right now so you can use this technique also to earn autopilot \$10.00 profits without putting forth any further effort past creating the product itself.

This \$10.00 profit plan is not much different than creating a free ebook or special report that discusses a particular product you may be an affiliate to that you are endorsing. Or, in other words, creating a free viral product to earn commissions with.

The main difference is that you are not promoting someone else's product, but rather, your own in a variety of ways.

And, remember too that it is much, much easier to get a person to part with \$10.00 than it would be to get them to spend, say, \$100.00 on a single product. Of course, to earn the \$100.00 from a \$10.00 product, you would need to sell 10 of them in contrast to selling just one of the higher priced product. But that goal is easily attainable with the lower cost involved for your customers.

Now, before we get into this process, I must explain something to you about these types of products. You may be thinking, "This has got to be some sort of 'scam' like an MLM or Pyramid Scheme". But I assure you, it isn't at all. Once you read on a bit further, you will understand perfectly. Every technique explained within this ebook is 100% legal as you are providing a product(s) or service for your customers' payments.

With that said, let's begin discussing the five major \$10.00 profit plans that achieve success for their creators over and over again. . .

There are five different types of products you can apply this infamous profit plan to that will be discussed here. Plus, I'll even offer you shining examples of each one to further drive home the process. Of course, there are many more profit plan examples scattered about the internet, but these are the five we will be focusing our attention on.

We'll begin with the most well known, and most profitable \$10.00 profit plan product and move on to the other two, not so common forms.

The "Rebrand" Plan

Ahh yes. The Rebrand profit plan product. What a well known product this is! For those of you that know it, this will simply be a refresher of sorts. And, for those of you that aren't so familiar with it, you will be amazed by the sheer simplicity yet effectiveness of this plan.

Let's first begin with a short, but concise explanation of precisely what the Rebrand product is.

A rebrandable product is one in which you allow your recipients, or those that receive it from you, or another source such as someone else giving it away, to change specific aspects of the product. In general, these are usually designated areas within the product that can be changed to reflect that person's name, web site name or URL link, affiliate links, or things of this nature. These "rebrandable" areas are always pre-formatted by the product's author or creator.

A quick example of a "rebrandable" area would be something like this:

*This Product Presented To You By:
[Your Name]
[Your Website URL Link]*

Each person that has been granted the right to change this small area, or "rebrand" it with their own personal, or business, information, will often times pay a fee for this right. Guess who collects that fee? The author/creator does! And you never have to do anything past redistributing it to other people who do all the difficult "leg work" for you.

Think of it like this. . . .

You sell the "normal", non-brandible version of your info product to your customer. That's already positive cash into your account. Then, after this customer initially buys your product, they discover that for a one time fee, they can add their name and site URL within the product before they resell it, or give it away for free. That is the process of "rebranding".

The pull of a product that is rebrandible is that your customer will have the ability to

possess their own little traffic generation system within a product they did not have to create. And each time they sell, or give away, a copy of the product to their customers, their business information will be seen. All for a small, one time, \$10.00 fee. Which of course, YOU collect. As mentioned earlier. But, this fee collection doesn't just end there with your customers though.

Here's a short break-down of what I mean. . .

Your customer gets a copy of your rebrandable product, whether free or paid for. They open it up, begin to read and discover that they can replace your name and URL link with their own generating more traffic for them. So, they pay you the \$10.00 fee for the rebranding tool to change the specific area of information, affiliate links, etc., to earn them traffic and extra money. Now, after they have rebranded the product, they begin to follow the same process you did by either reselling the product, or giving it away for free to their customers.

Once their customers receive their copy, open it, and begin to read, they come across the same opportunity to rebrand their newly acquired version for a mere \$10.00 fee. So, they decide that they also would like to have a new traffic generation, money earning product. And they pay the rebranding fee. Which of course, goes directly to YOU.

Logically, not everyone that receives a copy of your product will want to rebrand it. But, even if they don't, and your information stays in place, you'll still be earning all that traffic back to your site! Plus, if you have affiliate links within it, then that's a greater chance you will have to earn commissions from those links as well.

Understand as well, that some authors will give away without charge the product, and the right to rebrand it. You may be wondering why they do this. Well the reason is quite simple really.

The author wants to make his product desirable to all his prospects, or those that he/she hopes to convert into customers somewhere down the line. So, they give away something with a perceived value, a la the rebrand rights, in addition to the product itself.

Now, there is a greater chance that more people will want this specific product because it is more valuable to them. Therefore, it stands to reason that more people will download it, and in turn, after rebranding it with their own traffic generating info(their own URL), will freely redistribute it to many more people than the original author could have accomplished on their own.

But, how will they earn any money from such a product? As briefly discussed earlier, from specific affiliate links the author has placed inside the free product. Many, many online internet marketers earn lots of extra money by doing this. And anyone else can do this as well. Including you.

Enter the "special report". This type of information product is one that is usually in PDF format and discusses one specific topic or subject matter. In most cases, they are, for lack of a better word, reviews. Reviews about another product for which the author is an affiliate. It takes a bit of skill to create reports in such a manner that does not make it obvious to the reader that this is simply a review on another product.

An example of this is [John Delavera's Best Free Ebook](#).

As you can see, it is available for free download directly at the top of the page. But, if you read on you will discover that you can purchase what John calls "Master Resell Customization Rights" for a small one time fee. Then you can resell the ebook yourself, and also earn commissions by redistributing the free version as well. John is a well known Internet Marketer and has been in the business for quite a long time. This guy knows what he's doing and you would do well to study his products and pay attention to him. You could learn oodles from John.

The "Payment" Plan

Another magic money maker can be produced with this profit plan. What this one consists of is creating a simple little product, most commonly an .exe ebook, and the reason for using this format specifically will be revealed in a few moments, which contains a bit of content explaining what the ebook's main objective is; and a link within it to purchase the right to place your own payment link within it when you pass it around to others.

The reason for the use of the .exe formatted ebook is due exclusively to the fact that within an .exe version of an ebook, you can include things such as payment link buttons that can be changed quite easily leading to whomever's merchant account. Not only that, but you can also make specific content available with an "unlock" code after the payment is made. Obviously, those things mentioned above can be done within a PDF file, however, this sort of product is also designed to help you build your mailing list of current customers. And that requires the use of a "lead capture" form. Which EXE files are perfect for because rather than having to provide a link out from your product, you can simply include it within the product.

Here's how it works. You create an ebook that's main purpose is to pull in \$10.00 bills from everyone you redistribute it to. The ebook tells people that that is indeed it's purpose, but that they too can benefit from the \$10.00 payment from everyone they redistribute their copy of the ebook to.

However, in order to change the payment link to point to their own merchant account, such as PayPal, they must first pay in their \$10.00 fee. The cost for the payment link change and the rebranding tool necessary to make this change. All perfectly legal since they are paying you for a service and a product.

Let's remember too that some of these products will also offer a "Brought To You By", or "Distributed By Authorized Representative", that includes your name or ID number, and can also include a URL link you specify.

A stellar example of this is the [PayPal Money Machine](#).

Many have come before this one, but are all basically the same in principle. Click the link above to download a copy of the example product and take a look at it. You will quickly understand what this profit plan is all about.

This is, in some ways, similar to the next profit plan, but different as you will learn, for a variety of reasons. Due for the most part by the content that is offered within the ebook, or product.

While not everybody will like this type of \$10.00 profit product, it is quite effective. And, there have been plenty of variations on it. But all of them have the same premise, to earn you 10 bucks for every person who wants to collect those 10 dollar bill payments instead of you.

The "Up-sell" Plan

Here we have one of the most commonly used profit plans for most commonly software products. Have you ever seen a particular piece of software that comes in three different versions. For example, a free demo version, a standard version, and a pro version?

Of course you can download the "demo" version for free, or at the very least try it out before you decide whether or not it's useful enough to purchase. And, sometimes, the software will no longer function after a specific amount of time. Then you have no choice but to purchase it.

That's an "upsell". Major software companies do this. And so do other smaller software creators. They do it because this method works!

Although, this isn't the only "upsell-able" product. There is also the info product package upsell too.

What this consists of is compiling several info-products, be it ebooks, software, scripts, web templates, or a combination of them, into a package in the form of an e-book that is readily downloadable by your customers.

Then you begin to separate the freely downloadable content from the upsell/upgrade content, or products if you will. Now, compile that all into one ebook, this usually works best for .exe type ebooks so that certain coding can be used. So for this type of product upgrade to access more downloadable products, you will often see them in the aforementioned format.

Realistically, the package profit plan can be priced at any dollar amount. However, the real trick to this one is that you can create an "upgrade" download area that contains even more products in which your reader must pay a small one time fee to access. Hence, the ingenious "upsell" profit plan.

While it is true that just by downloading the package product, the customer will have unfettered access to some of the products that are available, they can get a much greater value if they select the "upgraded" option and will then have access to everything included.

One example that comes to mind is [The Ultimate Money Typhoon Ebook](#).

The "Resell" Plan

No profit plan manual would be complete without this little gem. You may know this one by heart if you are in the resell rights industry. If not, you will want to pay very close attention to this plan because it is an extremely effective way to earn easy money in a short amount of time.

Now, you must understand that when I use the term "easy money" what I am referring to is the fact that you need not have a physical product which obviously takes more effort to sell, especially after you have made the sale via shipping, etc. What the term "easy money" means in this particular case is that it will be much easier for you to collect this money with a little less "physical" work, and NO physical product. But, NEVER, and I mean NEVER, believe that creating and selling digital, or intangible, products is an easy task. It is not. But, with a little bit of intellectual "elbow grease", you can do it :).

To explain the entire process of how to create your own digital, or information product, is beyond the scope of this small explanatory manual. However, you can get all the information you need on this process by downloading a copy of "The Info Product Creation Toolkit".

Besides, you don't have to create your own product to have the ability to resell. That is what resell rights are all about. So, say you purchase an information product that comes with "Master Resell Rights" as a part of your purchase. Why do I say "Master Resell Rights"? Well, because you will have the most freedom in reselling and the best chance of making a sale with these types of resell rights products.

The reason being is that with a "Master Resell Rights" license not only can YOU resell the product, but you can also pass on this right to your customers. This is the reason why Master rights are so desirable.

A fantastic example of this is the [Virtual Vending Machine Ebook](#). And another outstanding example is "The \$10,000 Auction". With both of these resalable ebooks, they sell for a minimum cost of \$10.00 and because of their subject matter, the process of earning money online, they are strong sellers. Money is always a hot topic that will always sell because people always want more money and are eagerly looking for creative ways to earn it.

Beyond this, the small price of \$10.00 to learn how to make more money is not much to part with, so making the sale is that much easier for the seller.

The "OTO" Plan

Whether you have actually heard of this profiting plan, I can almost guarantee you that you've come across it. This is one of the most ingenious "back end" profit pulling plans you can use to boost your overall income. And, here's the reason why. . .

When you use the "OTO", or One Time Offer, plan, you are offering someone that has already had enough trust in you to make a purchase, or sign up for a free offer. So, the hard part of sucking in your customer is done with.

Now, how this works is there is a mid-section page that will be shown to your customers throughout the order process. Huh?!? Okay, you know that whenever you place an order online for a product you must go through the payment process. Be it PayPal, ClickBank, 2CheckOut, or a similar system. Then, once the payment portion is completed, you are redirected to the "thank you" page where you can retrieve your product.

In between those two pages is where you place your "OTO" page. And, since your customer has already spent money, this is the perfect opportunity to sell to them again, while they're in the buying mood.

You can use a separate product offer with special discounted pricing, an upgrade to the product you are currently selling that your customer has just purchased, etc. All that information will go on that page. Plus, there will be two form buttons at the bottom of your "special offer" page where your customer can choose to either accept your offer, or reject it.

Either way, you've still made a profit from them. The hope with the "OTO" is to make just a little bit more :-).

Realize too, that this isn't the only way you can use the "OTO" plan though. Everyone has experienced the dreaded 404/File Not Found/Page Not Found error from time to time. So, why not customize your 404 pages with a "OTO"?

Many successful marketers have done this and made an otherwise dead sale. Another easy way to profit from a mistake!

Plus, there's always the free giveaways you can place a "OTO" offer inside of too. Before

your visitor's sign up is complete, show 'em your special, discounted "OTO". You never know. It might just interest them. So never count out your "freebie" customers. Most will indeed be lookers, but some, even if it's just a handful, will be buyers through and through that will appreciate a great money saving offer.

A superb product that describes this entire process is [OTO Secrets](#). If this profit plan interests you, then you should seriously consider picking up a copy.

The Plan to Stay Away From

THE EASY MONEY PLAN - A WORD OF CAUTION

There are plenty of scammers out there just waiting for a "sucker" to come along and fill up their bank account with. And, it could just be YOU if you don't know what to watch out for. That's why I've included a profit plan you need to steer clear of.

This one is the most common and has been around for years. Incredibly, it still is! You've probably received countless emails or "snail" mailings telling you that you can get unstoppable \$5.00 payments into your bank or PayPal account by only spending \$5.00 and paying the first person on the list.

Of course, this is more commonly referred to as an MLM, or Pyramid Scheme. With this type of plan, the creator isn't exactly offering a real product, but rather, a way to earn money from others who join in on this "pay-to-play" set up.

A word of caution with this plan, most payment gateways such as PayPal frown upon this sort of thing, and will definitely terminate your account if you are found to be doing this sort of thing.

Some of these "easy money" plan participants have found very sneaky ways around this. And that is. . . .To have you include a note with your payment that you are purchasing a subscription to their mailing list, or newsletter. In and of itself, that is not illegal. Many newsletter authors have a paid subscription in place to have access to their information sent off to you.

When this type of plan becomes a problem is when you don't have a newsletter to begin with. Then you could be in some serious trouble later on down the line.

Now, while I personally DO NOT endorse this type of program to earn money from, it's important to include it here if for no other reason than to make you aware of it so that you don't fall into this scheme and end up losing your money.

Conclusion

Well, now that you know about the five different ways in which you can increase your bottom line \$10.00 at a time, then you should try to use them within your daily business plan.

Believe me, it may seem at first as if you must do more work to make the most money, over time, you will see the benefits as your income base increases. Every little bit helps. And the smaller payouts will give a nice little "kick" to your bank account.

Remember, as I said earlier, it is much easier to get a stranger to part with a smaller dollar amount, like \$10.00 to have fast access to helpful information, than it is to have them trust you enough to shell out \$100.00 and up.

I wish you all the greatest success in your online business endeavors and hope that this short little ebook helped you find some interesting ways to add to your profits!

The Deepest Desire of Your Heart

by Will Edwards

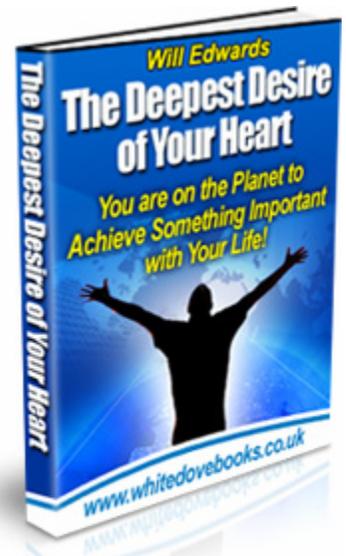
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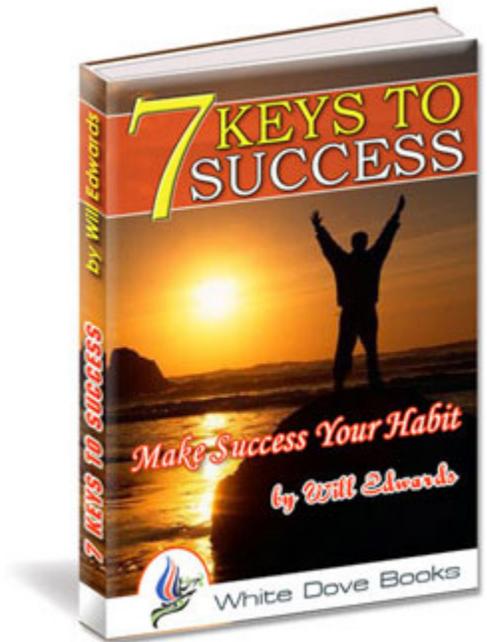
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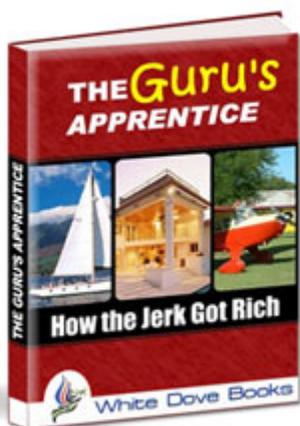
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About White Dove Books



Will Edwards is the founder of [White Dove Books](#) - the internet's leading website for Self Improvement and Personal Development. A graduate of the University of Birmingham, he develops and teaches Personal Development workshops and is a published author.

Within its first three years, White Dove Books was recognised as one of the internet's leading sites for self help and personal development; breaking into the top 100,000 sites on the internet at the end of 2005.

The INSPIRATION newsletter was started in 2005 as a way of providing helpful information including tips, articles and free inspirational eBooks to our visitors.

Today White Dove Books works in partnership with many authors and on-line publishers of inspirational material to provide a quality on-line service that serves thousands of people in many countries across the world.

Our mission is to help people to develop their own unique talents, abilities and passion in order that they may lead more meaningful, joyful and fulfilled lives.