

Don't forget to turn up your computer speakers!

Tom Antion's Internet Marketing Master Class Part IV

Products



GreatInternetMarketingTraining.com



Announcements

- 🎤 Please leave an honest Google Review at <https://g.page/InternetMarketingTrainingCenter/review?rc>
- 🎤 I will be giving you massive value in this masterclass, but there's always something else to learn.
- 🎤 To get the full value of this masterclass you should immediately start working with the concepts you learn today.

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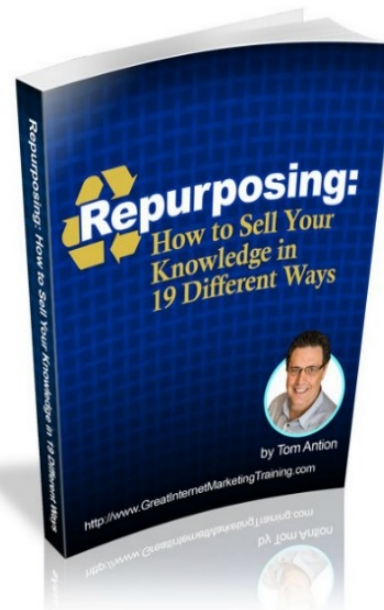
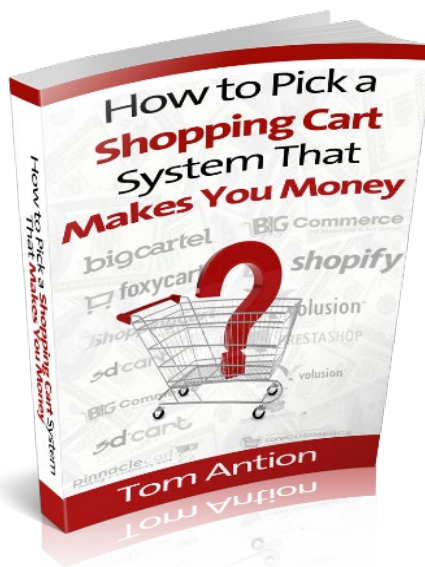
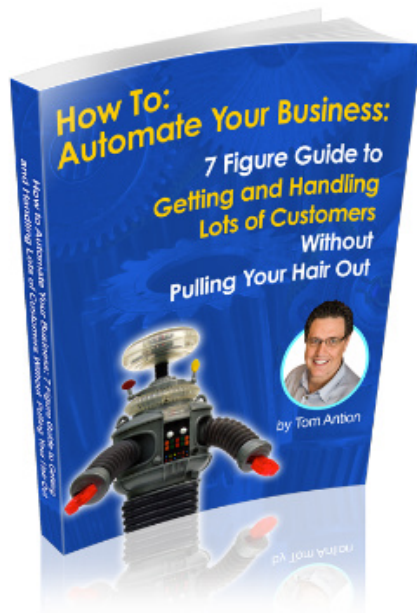
Creating and selling Digital and Affiliate Products at 97% Profit Margins

PDF E-Books

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PDF E-Books 3D Covers





PDF E-Books

- 🍷 8.5 x 11 in USA, A-4 in most other countries
- 🍷 Side Margins 1-1.25 Inches
- 🍷 Top and Bottom Margins as small as possible that still allow printing the page on a small printer.
- 🍷 Footer on each page with page number and contact info.
- 🍷 14-16 point Times Roman body font



PDF E-Books

- 🔸 20-24 Point Arial/Swiss Subheadings
- 🔸 Very Large Font for Chapters
- 🔸 Do NOT PUT “Chapter 1, 2, 3 etc. on a page by itself.
- 🔸 Use color judiciously
- 🔸 Use bold to highlight important items
- 🔸 Use bold and color sometimes
- 🔸 Do NOT underline!



PDF E-Books



**Use COPYWRITE FREE
pictures and graphics**



**Occasionally use a large font AND ALL
CAPS**



Use captions on pictures and graphics



Make clickable links and affiliate links

<https://www.doofus.com/j/afid=696969?>

<https://www.yoursite.com/greatproduct>



PDF E-Book

- 🔑 Example of Best Practice For “My Secret Weapon”:

<http://jvz1.com/c/41743/183906>

<https://www.ScrewTheCommute.com/secretweapon>

- 🔑 Clickable Index
- 🔑 **BOUNCEBACKS FOR ALL BOOKS**



How to Quickly Structure a Book

- 🔑 Take any printed book off your shelf and copy it.
- 🔑 Page break in Microsoft Word ctrl-enter
- 🔑 Learn Your Bookmark Function

Instructions: Put your cursor next to chapter 1, click insert/bookmark, name your bookmark with no spaces in the name, then highlight chapter 1 in your table of contents, click on insert/hyperlink, click on bookmark button, choose your bookmark, click ok. You have now hyperlinked chapter 1 in your table of contents to the actual location of chapter 1 in the book. Rinse and repeat.

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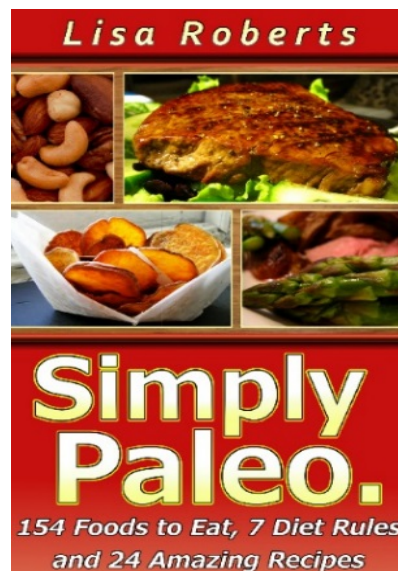
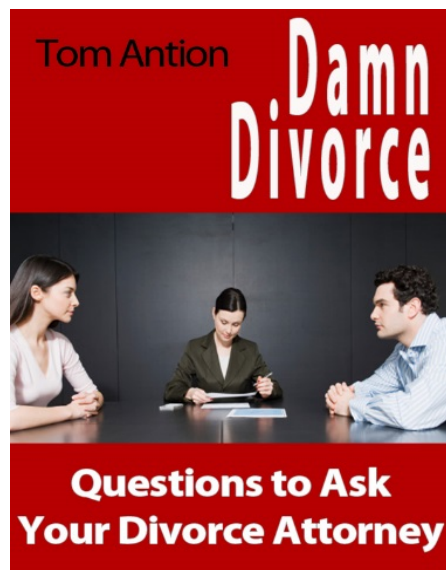
How to Write a Book When You Know Nothing About the Topic

🎤 Discussion Boards/Forums and Go Karts

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Amazon Kindle Flat Covers



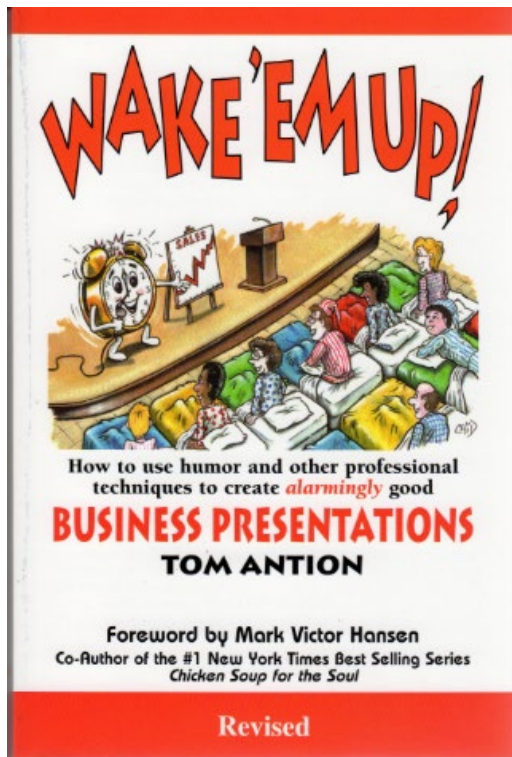


Amazon Kindle flat Covers





Amazon Kindle Flat Covers





Amazon Kindle Tips

- ✎ Flat cover. (make both pdf and kindle)
- ✎ Do not use white background without a fairly thick border.
- ✎ Make a copy of your pdf version and adapt it.
- ✎ Take off footer
- ✎ No page numbers
- ✎ Use Kindle Create
- ✎ KDP Select Giveaway



Amazon Kindle Tips

- 🍷 Super Technique to get opt ins
- 🍷 Keyword Usage Exception
- 🍷 Bait Books
- 🍷 You can now advertise your book cheaply



Private Label Rights





Membership Sites

20 = 24,000

<https://www.AmazingPublicSpeaking.com>



<https://www.GreatInternetMarketingTraining.com>

**28 REASONS YOU SHOULD
MENTOR WITH TOM ANTION**



Membership Sites

<https://www.facebook.com/groups/ZeroCommutes/>





Membership Site Tips

- 🔑 Wordpress
- 🔑 Wishlishmember plugin
- 🔑 Types of Memberships
 - Monthly
 - Yearly
 - Lifetime
 - Free
- 🔑 Free Trial and then automatic billing
- 🔑 \$1.00 Trial and then automatic billing



Membership Site Tips

- 🎤 **Churn:** percentage of subscribers who discontinue their subscriptions within a given time period
- 🎤 Multiple formats of material
 - Audio
 - Video
 - PDF
 - Live Online Interaction
 - Live events

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Online Courses

<https://www.Copywriting901.com>



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Online Courses

<https://www.BrutalSelfDefense.com>



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Online Courses

How to Make a Fortune

Tom Antion's

**Speaking at Fundraisers
Ecourse**

<https://www.screwthecommuter.com/fundraisers/>

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Audio Products

- 🎧 “Antion Success Method”
- 🎧 “How to Be in Front of One Million Warm Prospects in the Next 90 Days”
- 🎧 “How to Make Quality Products out of Nothing”
- 🎧 “Teleseminar Kit”
- 🎧 “Top 20 Seminar Scams”



Video Products

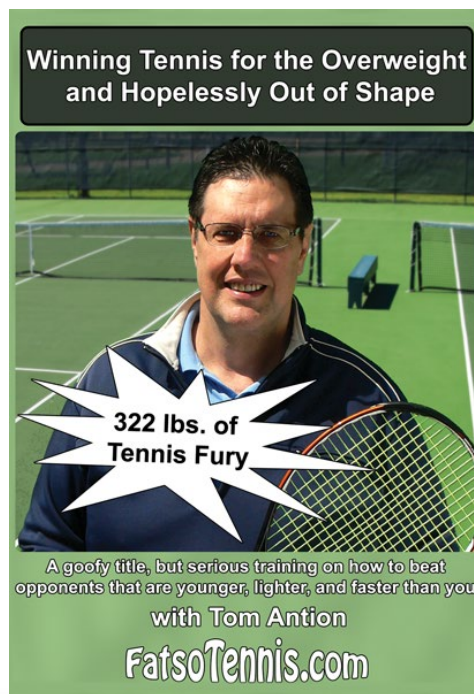
<https://screwthecommute.com/mentortraining/>





Video Products

<https://www.FatsoTennis.com>





Video Products

<https://screwthecommute.com/retreatcenter/>



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Affiliate and Residual Affiliate Products



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Affiliate and Residual Affiliate Products



Orders	Total Sales	PL Commission	\$
<u>120007</u>	\$10147290.37	\$3582220.79	
120007	\$10147290.37	\$3582220.79	



Affiliate and Residual Affiliate Products

- 🎤 <https://youtu.be/VmPtVuke0OE> Transcription Service
- 🎤 <http://bit.ly/TomsSecretWeapon> My Secret Sales Weapon
- 🎤 <http://bit.ly/quizdip> My Quiz builder (more on this in the last bonus session on viral marketing)



Affiliate and Residual Affiliate Products

- 🔗 <https://youtu.be/Bn350yIVw1Q> Also My Secret Sales Weapon
- 🔗 <https://youtu.be/Z17Gfpxlop0> Easy Animation program



Printed Books

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- 🍷 Do PDF and Kindle First
- 🍷 Much more serious on formatting
- 🍷 Typesetting
- 🍷 Professional book printing
- 🍷 Signatures 8, 12, 16, 24, 32 and 64 **pages**
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