





# MODULE 1

## SEGMENT 5



# Module #1

## Setting Up Your Business



The T.Y.P. Method – Making Instant Money



# In This Class

- What Is The TYP (Thank-You-Page) Method?
- How Can You Use It To Create Streams Of Income?
- Transition Pages
- Best Practices
- Demonstrations

# The Thank-You-Page Strategy



# The Thank-You-Page Strategy

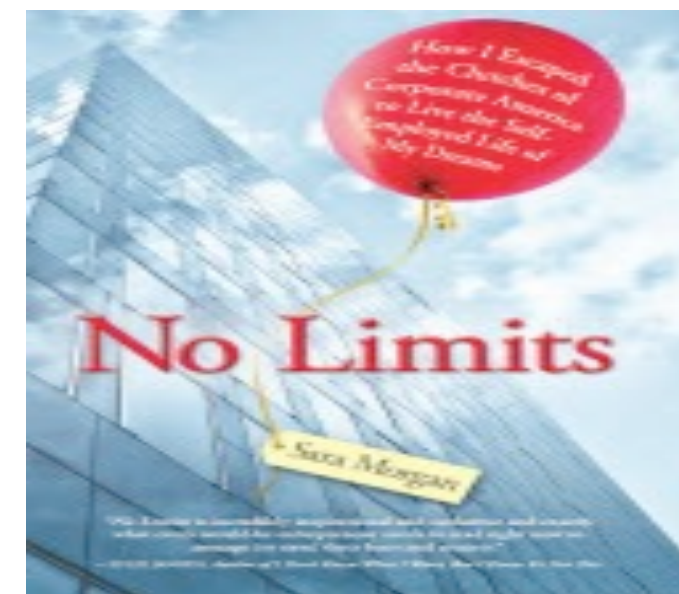
- To Convert Leads Into Buyers
- 10-Xs More Likely To Buy Again
- Offset Your Costs - ROI
- Beginning Of Your Sales Loop
- Offers Additional Value To Sub



# TYP Streams Of Income

## Vary Your TYP Strategy

- Make Low-Cost Offers
- Make Higher-Cost Offers
- Offer Content Only To Set Up A Higher-Ticket Offer Later

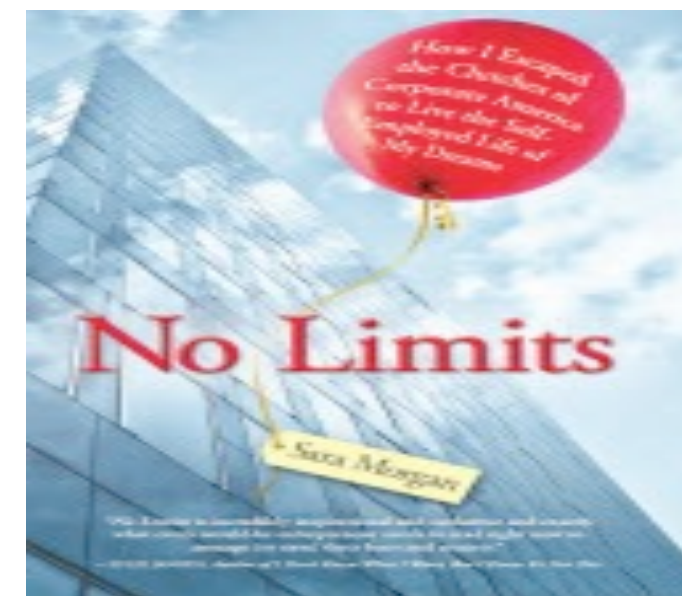




# TYP Streams Of Income

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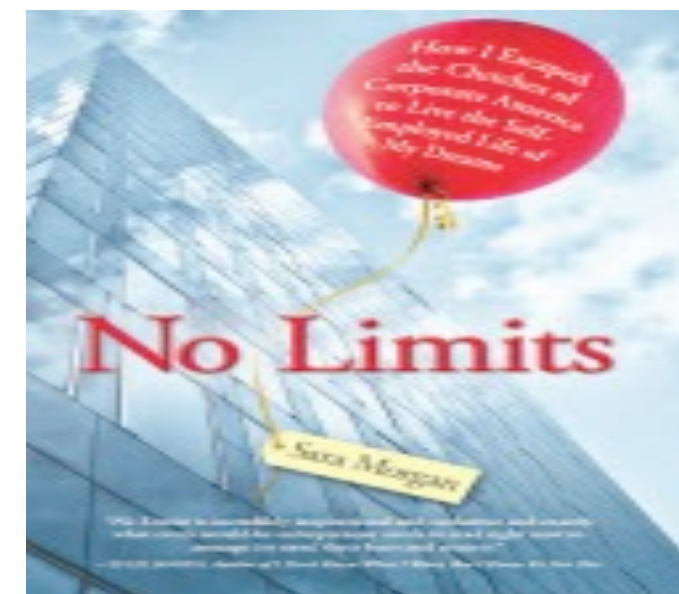
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- Offer Content Only To Set Up A Higher-Ticket Offer Later
- Set Up Product Launch Campaigns



# TYP Streams Of Income

## Vary Your TYP Strategy

- Make Low-Cost Offers
- Make Higher-Cost Offers
- Offer Content Only To Set Up A Higher-Ticket Offer Later
- Set Up Product Launch Campaigns
- Set-Up Webinars

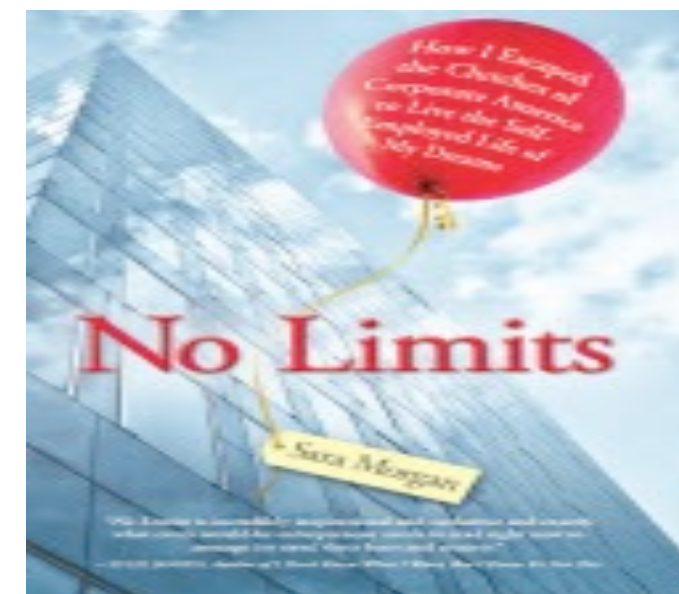




# TYP Streams Of Income

## Vary Your TYP Strategy

- Make Low-Cost Offers
- Make Higher-Cost Offers
- Offer Content Only To Set Up A Higher-Ticket Offer Later
- Set Up Product Launch Campaigns
- Set-Up Webinars
- Affiliate Sales Offers



# TYP Creation Options

## Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Please note that you will not be able to delete the Page once it has been created.

Create a Page for a:

☐ Local business

☒ Brand, product, or organization:

Non-Profit

☐ Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

☐ I'm the official representative of this person, business, band or product and have permission to create this Page. [Review the Facebook Terms](#)

Create Official Page

Pick "Non-Profit" under "Brand, product, or organization"

Select name

Accept terms

# TYP Creation Options

- Outsource
- Do It Yourself
  - LeadPages.Net
- Video Sales Letter (VSL)?
- Written Sales Letter (WSL)?
- Demonstration...

**Official Page**  
Communicate with your customers and fans by creating and maintaining an official Facebook Page.  
Please note that you will not be able to edit the page once it has been created.

Create a Page for a:

- ☐ Local business
- ☒ Brand, product, or organization:  
Non-Profit
- ☐ Artist, band, or public figure

**Pick "Non-Profit" under "Brand, product, or organization"**

**Select name**

Page name:   
(examples: Summer Sky Cafe, Springfield Jazz Trio)

☐ I'm the official representative of this person, business, band or product and have permission to create this Page.  
[Review the Facebook Terms](#)

**Create Official Page** **Accept terms**

# Best Practices



# Best Practices

- Don't Ask For Too Much \$ Too Fast
- Auto-Play A VSL, Written Sales Letter As An Option
- Have An Exit-Page Strategy
  - See [this LeadPages.net](http://thisLeadPages.net) example...



# The Thank-You-Page Strategy

- To Convert Leads Into Buyers
- 10-Xs More Likely To Buy Again
- **Offset Your Costs - ROI**
- Beginning Of Your Sales Loop
- Offers Additional Value To Sub





# Offset Your Costs – ROI Example

# Offset Your Costs – ROI Example

\$1 per Click at a 50% Conversion Rate = \$2 / Lead

= Your Lead Cost \$2

Ex: \$35 For Every TYP Offer Sold

Ex: 100 TYP Offer Views To Produce 1 Sale

Your Costs \$2 x 100 Leads = \$200

Your TYP Income = \$35

You Are At A Net Loss Of \$165 (200-35) Before FUP Emails

# Offset Your Costs – ROI Example

# Offset Your Costs – ROI Example

\$1 per Click at a 70% Conversion Rate = \$1.42 / Lead

= Your Lead Cost \$1.43 (Not The \$2 Previously)

Ex: \$35 For Every TYP Offer Sold

Ex: 100 TYP Offer Views To Produce 1 Sale

Your Costs \$1.43 x 100 Leads = \$143

Your TYP Income = \$35

You Are At A Net Loss Of \$108 (143-35) Before FUP Emails

# Transition Page

# Transition Page

- Good Will Between Landing Page & TYP
- Opportunity To Introduce Yourself
- Could Be Used To Deliver Your Bait (But Not Best)
- Could Offer A Clickable Offer
- Eases Sub Into A VSL Offer w/o Confusion
- See This Example..



# Let's Review

- What Is The Thank You Page Strategy?
- How Can You Use It To Create Streams Of Income?
- Transition Pages
- Best Practices
- Demonstrations