

## How A Change in Perspective Can Help You Make More Holiday Season Sales: Part Two

### Using the Subscription Site Model to Increase Sales

In the last article in this series, I shared some ideas that hopefully changed your perspective about making sales during the holiday season. In this article, I will be detailing an experience I had this past summer that led me to

- add an extra \$10,000 on one product line in three months
- made me an extra \$3500 in one day in October, and,
- helped me triple my income in one month earlier this year.

This part of my income came from both some suggestions from my clients and some observation of the subscription model. I've put together a few tips from the information I learned that I hope will help you make more money this holiday season.

Though the series of observations that led me to this conclusion has to do with my free RSS feeds course, this article isn't directly related to using content/news/RSS feeds to bring more business to your site, though you're welcome to take the free beginner course or get the full RSS package with support if you'd like to learn more about that.

This article is just about some ideas that can help you make more money in the next few weeks if you sell intangibles and/or informational products, such as ebooks, downloadable software or online services.

In order to understand what this has to do with the subscription model and how it can help you, I need to go into the story of how I came to realize its power. Won't you please indulge me for just a few paragraphs?

It may seem like an unrelated ramble at first, but I promise it's relevant. To continue...

Earlier this spring, I suddenly became pre-occupied with the a surge of traffic to certain files on my site while researching an article about Google. The information was so powerful that it got me completely sidetracked, and come to think of it, I never did finish that article.

After a few months of additional study, I was so excited about what I came to learn of this information, upon realizing how much of an “open secret” it was among marketers that I began to spread the news in the fastest way I knew how, by writing an article.

After I sent this article out to be published, and made the people on my newsletter list aware of it, something incredible began to happen. Over 3000 sources, on and offline, picked up the story I had written in the space of about five days. My sales of the products I had at the time went up dramatically, and I started to get consulting requests from medium and large companies overseas.

That wasn't the most startling part though.

When I sent the newsletter out, I made a casual mention of the fact that “someday I might” write a book about this, after my research was finished, a departure from the books that I was writing in my Killer Secret Traffic Weapons series.

Over the next week, my mailbox was flooded with requests for a book I hadn't even started writing yet. Now we're coming to the part that is important to you:

*People were not just offering, but sending me money  
- for a book I hadn't finished writing yet!*

My past customers in particular were not just asking, but demanding, that I offer them at least a peek at the book I was writing about. I was stunned. But I stayed up all that night and wrote the basics, and released the initial version of the book at a low price, to be increased whenever I added more information.

Not only were my clients pleased, they were telling other people about the book - I would end up making more sales of this book the first month it was released than I had made in the entire previous seven months of the year.

At first, the demand for this book presented me with quite a conundrum. I wanted to release the book as quickly as possible, but it didn't seem right to charge full retail price for an unfinished product. What could I do?

As it turned out, I wasn't doing anything new. I had just applied the subscription site model in this case, to a single book, and later, to a product line.

You may have seen the subscription site model before. A webmaster makes a collection of resources themed around one concept and charges monthly admission to the site. An example of this would be the traffic concepts super site, Trafficology.com. In order to be able to charge a monthly price for access, the owner would have to be able to justify the expenditure to their potential clients.

Either there would have to be something special about the products, such as exclusivity, resale rights, or quantity, or they'd have to be a huge bargain - \$5000 worth of ebooks at a monthly price of \$97.

But what I found out is that by learning what your audience needs are, or offering them a special price, you can just as easily make money from the subscription site model by applying it to your own product line.

One way you can do this is to upsell at checkout - you can offer your audience all of your books that year at a special price, and just put them on an updates list run by auto-responder so that they can receive the items over the course of the next few months.

This also works as a way to make an end-of-year sale out of all the ebooks you currently have resale rights to, along with your own product line.

To do this, you can start by determining how many intangibles you make per year, and find a cost target that is irresistible to your buyer.

Count how many products you created in 2004, and figure their average cost.

If you authored three ebooks and one service, add the cost of them together, and divide by four. Most people who put together three products this year, probably have plans for three more, or even four products next year. Regardless of how they will be priced, if you have a loyal audience who trusts you, you would be able to pre-sell them next years products even if they aren't created yet.

If it were me, I'd cut the average cost in half and multiply it by the number of products I had in development for next year.

Then I'd offer a one year subscription to my entire product line, including ones I'd already created, to my current customer list, reminding them that things they buy to improve their business may be tax deductible and that this is the time of year to take advantage of this if they haven't already.

They'd be getting two years worth of products for a quarter of the price.

You might be thinking that people will not buy a product that doesn't exist yet. That's not true. Counting the product I currently have in development, I've turned my own personal notes into ebooks because I got the demand before the supply came in. I've also done something similar with the special editions of the first marketing book I wrote.

If you pay attention, you'll find that people are doing this a lot more often than before, and not just in the form of an upsell.

It's worth a test. Go to your audience and find out what their demand is. Or get a new audience in a high demand market that has a low supply. Or make a list of the regular customers you have that just love your ebooks, and offer them an hour of phone consulting to take you up on this offer. Hardly anyone offers good phone consulting at an affordable price any more.

Trust me, it's worth a few dozen phone calls to make what could have been a one-time sale into a lifelong customer.

In part three of this series, 3 Places to Find Customers Who'll Come To Your Site by Tomorrow, I'll be pre-releasing some of the notes I've written for my next ebook for free. To find out when this article will be released, you can join my newsletter at [ftdsecrets-subscribe@topica.com](mailto:ftdsecrets-subscribe@topica.com) .