

How To Use The Front End / Back End Marketing Model With Viral Traffic

My first real success online was with my website www.FalconProjects.co.uk.



On this site you will see there are a select few products on offer with resell rights but they do have some very specific rules as to how you are permitted to sell them.

Most notably they are not to be distributed as digital files, only as real physical products, so why is this?

Well just a few short years ago, it would have been impossible to distribute these as digital products because the files would be so big that an old dial up connection would not have been able to make the delivery.

Now with the advances in broadband speeds it would be possible to convert the files to a digital format and deliver them online with very little problem at all.

Imagine how much easier it is to upload a file to your webhost and then just send a customer a download link when they make a purchase, and this entire process can be automated. After a customer pays for your product they can be redirected straight to the download page to access their new product.



Compare this to fulfilling an order for a physical product. You have to burn the disc, print the artwork, package it all up then take it to the post office. If it's a big product consisting of say a 12 disc set then it does become quite a task and because most people are lazy this puts them off.

Add to this, in addition to the time there is a financial cost in fulfilling the order as opposed to the digital method.

The upshot of all this is that the ease and zero cost to produce and deliver digital products means that they can very quickly spread through the internet and the vast majority people selling the digital products try to compete solely on price causing the price to plummet.

As such the creators of the high-end products are very precious about them and will perhaps make restrictions on the license that they must remain as real physical products.



Another restriction is that products cannot be sold on auction sites such as eBay. Auction sites are very popular and it is very easy for the average man to put up a listing reach a huge audience. It's certainly much easier than learning how to put together a professional looking web site and payment processing and trying to drive traffic to it.

Ebay is the easy option so before long competition increases on the auction site and there are plenty of people willing to compete solely on price.

These restrictions are designed to turn off the amateur marketer. It helps to preserve the real value and the perceived value of the product.

How To Use Digital Products On Your Front End To Promote Your High Value Back End Product.

I have a lot of email enquiries asking me, Anthony what's the easiest way to get traffic to my sales page or how do I promote a front end/back end product combination?

What I do is offer a high value – but low cost – front end product with master resell rights, typically this is a digital product. Then I use this to send traffic to my closely related back end product.



As a real example my back end is [The Instant Web Profits System](#). This is a package created by Dan Lok who is known in the industry as the website conversion expert.

Dan is a very successful copywriter and has presented seminars around the world showing people how to improve the copy and presentation of their websites to increase conversions, make more sales

and make more money.

The Instant Web Profits System is a collection of Dan's best seminar recordings and video lessons which represent the accumulation of 25 years of knowledge and experience.

This is a physical product on 12 discs which I recommend at a minimum retail value of £97.00. To make a good job of the production and packaging of the set costs around £9 so there is a very good profit to be made on each sale...almost 1,000%

However it would be very naive to think that people are just going to stumble across your site and make a purchase from you if they have never dealt with you or even heard of you ever before.

Instead, rather than trying to sell them straight away on the high value product offer a related product which is of high value but low cost, this is the front end product.



For the front end in this example I have a product called "[Copywriting Secrets from the Master](#)" which again is by Dan Lok on the same subject of copy and conversion but this is a low cost digital product.

In this, Dan is being interviewed by a fellow marketer and he reveals some valuable copywriting tricks and strategies and he really comes across as the expert that he is.

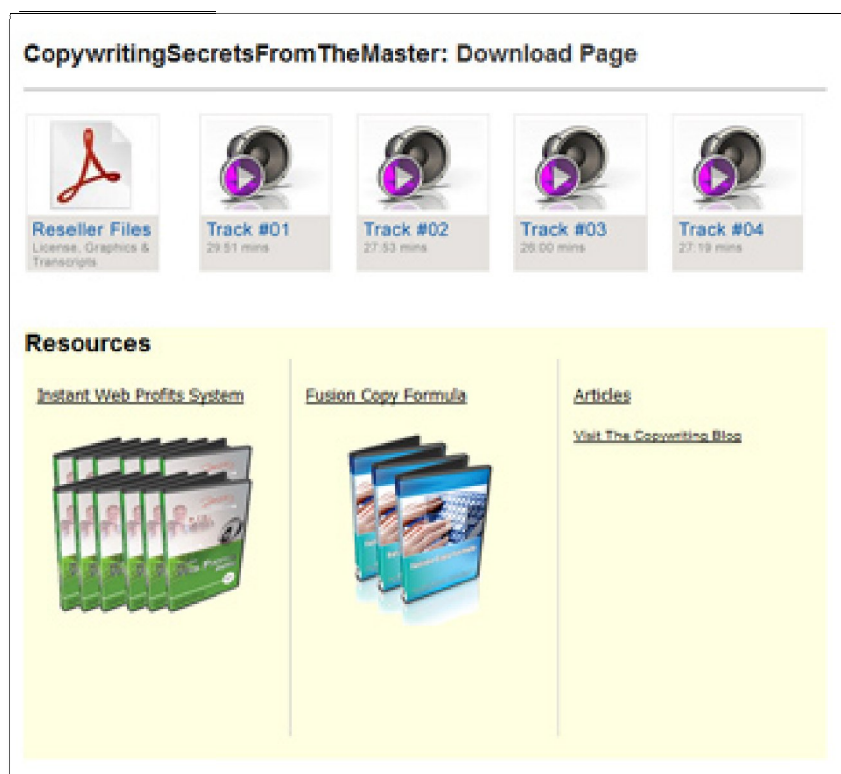
This front end product I sell on eBay and also on Tradebit, which since eBay banned digital downloads has taken over in making it really easy to supply digital products and is the go to place for low-cost digital downloads. It's also available at my [ResellRightsVideoVault](#) website where I put up digital items.

When you sell a product on eBay it is hopefully obvious that at the very least you can put in a covering letter thanking the buyer for their custom and remind them of your website address where they can get more great products; that is your back end items.

If you send the front end item digitally then you do of course have your customers email address so you can use that to keep him informed of the back end products.

In this example I have been able to use a very powerful "viral marketing" strategy. Because the front end product "Copywriting Secrets From The Master" has PLR rights, which means I can edit it however I wish and also pass on the PLR rights this is what I did...it was in fact only the download page I changed.

When someone bought the front end product I sent them to a download page where they could download the product. Here is a copy of that page:-



Beneath the download links you can see a resource box and I have provided links to the back end products, The Instant Web Profits System & The Fusion Copy Formula. So when those links are clicked the user is forwarded to the sales pages for my back end products.

As the front end and back end products are so closely related I can be extremely confident the visitor is going to be interested and has a better than average chance of buying.

The real beauty however is that the customer who bought the front end product also has the master resell rights to the front end product, along with the download page which accompanied it. Remember that this is the very same download page which contains links to my back end product. As a consequence the product and download page are spread "virally" through the internet and an ever increasing number of buyers are getting exposure to the back end product.

How easy do you think it would be to copy this method?

Let's break it down step by step.

1. Set up a website for your back end product.
2. Select a high value, low cost front end product which you are allowed to edit and sell with master resell rights.
3. Start selling your front end product on eBay, Tradebit, your own website or your blog WITH master resell rights.
4. Fulfil orders as you receive them.

Rinse and Repeat.: Use your imagination and find other product combinations you could do this with. How many income streams like this do you think you could create?

If you have any questions regarding this method then please drop me an email.
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