Article #2

(564 words)

Creating sales funnels for rich people is very different from general marketing

Too many marketers fail. There, I said it. I know it's an inconvenient truth. But I have to say it. It is the 800 pound gorilla in the room that people simply refuse to see. It is an obvious fact. But people are so uncomfortable about it, they'd rather not talk about it. In fact, they'd rather pretend it doesn't exist.

Well, here's the problem. If you refuse to see the possibility of you failing, you will make the same mistakes that other failed marketers are making. You will end up in the same place they're in right now. It's easy to visualize making thousands of dollars every single month through affiliate marketing.

In fact, a lot of affiliate marketers are able to generate this amount of money. They are experts at online marketing and they are able to convert online traffic into cold, hard cash. The problem is a lot of affiliate marketers are doing it the wrong way. They are playing a volume game.

They look for products that pay $5 or $10, or even $50 if they're lucky, and pop a lot of traffic to pages that will try to convert visitors into buyers of those products. So far, so good, right?

Well, what if I told you that you can be making so much more money targeting a totally different market? You don't have to milk as much traffic from all 4 corners of the globe in the vain hope this huge volume of traffic will translate to a significant chunk of change when everything is said and done. That simply takes too much money, time and effort.

What if I told that you can expend a lower amount of effort and spend less time to generate an income that's 1000 times bigger? No, I'm not fantasizing. This is not a hope, nor is it a wish, nor is it a fantasy. This is reality. This is the reality of high ticket sales marketing.

The secret to this? Build sales funnels for rich people.

Sales funnels are not created equal

There's a common misconception among affiliate marketers that sales funnels are basically generic. Once you've seen one sales funnel, you've pretty much seen them all. I mean, after all, how complicated and how different can they be from each other?

Well, it all boils down to your target audience. If you are looking to convert people who are ready, willing and eager to pay thousands upon thousands of dollars for your affiliate product, you better create a sales funnel that gives them what they're looking for.

What are they looking for? They're looking to be made special. They're looking for a unique experience. They're looking for a certain level of exclusivity. If you're completely clueless about this and simply try to push them through the same sales funnel that everybody else goes through, don't be surprised if you don't make any money at all.

Converting rich people is not only possible, but highly doable. You just have to give yourself the right tools. This is why you have to step away from general marketing and focus on high ticket sales conversions.

To get the inside scoop on how this is done, click here. You will get a framework that will enable you to convert high ticket sales customers.