

# Oto Conversions In-depth

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PROBLEMS ===== Does this sound like you? - I've heard how OTO's can double my profits, but I don't know where to start? - I spent 3 hours setting up my OTO and still no sales, what am I doing wrong?

SOLUTION ===== If you can relate to any of these, then... Introducing "OTO Conversions In-Depth" Video Series! In this video series, you'll have access to 7 content packed videos that will show you how to really create One Time Offers that convert.

CONTENTS ===== What makes this video series different than the rest? Unlike most videos that just go straight into showing you what to do, you will be shown the psychology behind this material, why you need to do it, and what you must avoid. Once you get a better picture, it will stick in your minds forever you will succeed at a faster rate.

Video 1) What are One Time Offers? If you only sell a product on the front end and you have no backend, you are losing out big time. One Time Offers can often triple or quadruple your profits and if setup correctly, can sell easier because your customers already have their foot in the door. In this video, you'll learn what a One Time Offer is and misconceptions that you'll want to avoid.

2) Understanding the Psychology Behind Successful One Time Offers Understanding the guidelines of how to create a successful One Time Offer is the most important part that most people forget to take. Don't be like the rest of the crowd that just jumps in and tries to make any product a One Time Offer only to realize you have wasted your time. I've done it and I don't think you will want to either. The key is to know what makes a succesful OTO and what makes an unsuccessful OTO. You'll learn just that in this video.

3) Understanding the OTO flow chart One you understand what makes OTOs successful, in this video, you'll learn where an OTO fits in this whole process. How many sales pages will you need and how many download pages will you need? While the process can be simple, it doesn't need to be.

4) Live test example With good reason, videos one through three give you an educational view of what One Time Offers are all about. In this video, we'll take some action by finding a live test example, so you can take what you learned in the previous videos and put them in action.

5) Creating your OTO sales page and download page. Your One Time Offers sales page is similar to a regular sales page, but there are a few things you'll need to add and watch out for while writing it. What should you watch out for?

6) Connecting your front end to your OTO Now that you've

created your OTO sales page and download page, you'll need to connect it with your front end sales page. But How? Watch this video and learn how. 7) Using Scripts to make setting up easier While you could setup your OTO manually without any scripts, you won't be able to make it a true OTO. Your customers could simply bookmark the OTO and come back to it one month later, and you'd lose your credibility because the next time you offer an OTO, they won't take you seriously. So how do you make the page disappear after they've exited the OTO sales page? Simple, use scripts and some basic code you'll find in this video. ===== \*\*\*

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