

Stephen Pierce's **Opt-In Instant Sales Booster**

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We did a simple test with our opt-in form at www.the-whole-truth.com to see if we could move more affiliate products. Here's the simple test and the results.

After someone subscribes to an ezine via an opt-in form, the typical "confirmation" page looks similar to this... (This is what our old "confirmation" page looked like.)



As a method of trying to grab some last second sales, websites will generally present the new subscribers with a few product options. Our old "confirmation" page shown on the previous page was pulling in only around \$200.00 extra cash flow a week.

So we decided to do a test and see if we could boost those numbers. The test was to take only one product and offer it exclusively, eliminating any additional options.

We would present the product image along with a headline that matches the target site. So for this test we chose **Frank Kerns** newest release call **Info Millionaires**.

We chose this product for 3 reasons:

1. It was **brand new** and no one was yet selling it.
2. **We reviewed the product** and loved the combination of text and video tutorials and how it takes the beginner step by step in getting a product online to sell.
3. It had an **excellent price point**.

So with this decision we made the modification and this is what the new "confirmation" page looked like after each new subscriber opted-in.



The screenshot shows a browser window titled "The 'One-Minute' Marketing Letter - Microsoft Internet ...". The page content is as follows:

Your FREE "One-Minute" Marketing Letter
...is on its way!
Check your in-box in a couple of minutes

By the way....
We highly recommend this site!

 **A *Brand New* Approach To "Internet Marketing" Took Me From Broke To \$1,807.51 A Day, Working From Home, In Only A Few Months!**

....And I'm Convinced ***Anybody*** Can Copy What I'm Doing, Once They Understand It.

[Click Here Now!](#)

The results were outstanding to say the least and we are more than pleased with the results. We will let the Affiliate Stats below speak for themselves...

InfoMillionaire.com

[View Stats](#)[View Sales](#)[Sub-Affiliates](#)[View Links](#)[Track Ads](#)[My Account](#)

Totals to date	Visitors	Orders	Conversion	Commission	Advertising	Profit
Personal	2221	36	1.62%	1117.80		1117.80
Sub-Affiliates	26	0	0.00%	0.00	NA	NA
Team Totals	2247	36	1.60%	1117.80		1117.80

Monthly Stats View totals for March 2003

Daily Stats View totals for March 10 2003

Annual Stats View totals for 2003

This one simple change in just under two weeks has **produced \$1,117.80 in profits** as of the writing of this report.

So, try testing this change with your opt-in "confirmation" page and see if you can effortlessly boost your profits too!