

Rapid Action Profits Is..

"The Fastest, Easiest Way to Launch Your New Info Product, Send Conversions Through the Roof, and Multiply Your Opt- ins"

From the desk of: ECS Dave

re: [RapidActionProfits](#)

Dear Friend,

If you're like me (and I suspect you are), **your inbox got bombarded today** with pitches for the latest marketing strategy, and tomorrow it'll be filled to overflowing yet again. It happens EVERY DAY!

You realized long ago that there's no "silver bullet", so you keep reading the emails - looking for a nugget here or there that you can put to use in your own business.

My "virtual bookshelf" is filled to overflowing - and I bet yours is too.

You probably have more information on your hard drive than you can read in a year. It's a shame really, because I'll bet some of it's pretty good.

But how can you possibly put it all to good use?

**You Need a SYSTEM to Coordinate All the Strategies
... and Make Them Work Together!**

Well, there are a few marketing systems out there.

Early last year, two very popular systems were launched with totally different marketing strategies.

One was launched for a price of about \$1500, with JV partners creating a lot of buzz (in exchange for huge rewards for each sale). It was a classic launch for a high-ticket item, with plenty of pre- launch activity.

But most people just aren't ready to spend **that kind of money**.

From what I've seen, a lot of those that did are only using maybe 10% of its functionality.

The other used viral marketing techniques for a very simple script, at a ridiculously low price, but you have to use that same marketing strategy!

You have to use a squeeze page and an auto- responder if you want to be able to follow- up with customers (there's no follow- up directly from the system) - and you have to coerce customers to opt- in once they've bought (without ticking them off).

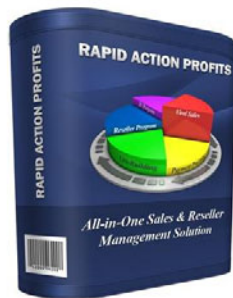
It depends on giving 100% commissions on the front end, because the primary goal is to capture opt- ins of paying customers and making money on the backend.

That's a good strategy sometimes, but it's **not the right strategy for everyone** - or for every situation.

I needed something less complex than Butterfly Marketing - but more flexible than 7 Dollar Secrets. So I created **Rapid Action Profits** - my own replicable marketing system that can be used over and over again.

A solution you can apply to any online market, without having to change a single line of code that controls the system.

The Solution IS RapidActionProfits



Whether you're creating your own original product, or you want to sell a product you've bought the rights to, or something you've had ghostwritten - or ...

There's no limit to how many websites you install the system on - or how many products you set up on each web site.

And because you can pick and choose among a number of pre- configured sales strategies, you can...

✔ **Integrate and Automate all your Sales Functions** - Multiple sales letters, limited quantity offers with separate "Sold Out" page, split- testing, conversion tracking, payment processor, download page, opt- ins, tell- a- friend, and one- time offers. ****IMPORTANT** - compare this to buying several DIFFERENT scripts from several DIFFERENT merchants, and then trying to get them all to work together. Are you a programmer?. Even if you are... is it worth it when you add up the total cost of the various scripts?

✔ Allow "affiliates" to sell your product with no affiliate sign- up required, and you don't have to manage affiliate payments. - With version 3.0 you can also choose to have your affiliates sign up like a conventional affiliate program and give them an affiliate center with Stats, Affiliate Tools, and more!

✔ Give your affiliates a "Tools" page with sample AdSense' ads, peel- away ads, sample email ads, articles, etc. One of the "top- rated" affiliate management scripts just released this as an add- on to their product for \$47 (more if you want to remove the link back to the merchant's site) - it's been FREE with RAP since our initial release and you can remove the link back to us at your will, or change it to an affiliate link to make more money off us!

✔ Want a way to share revenues between two site owners? ... or maybe give a percentage of sales to a developer to create your product for you when you don't have the money to pay them "up- front". Our new "Equity Partner" feature allows just that, and the partner gets paid Immediately (just like affiliates) as sales are made.

✔ Make Your Sales Page go VIRAL by offering 100% commissions paid out immediately on your front- end product to anyone with a Paypal account. Or a special commission rate for JV Partners. Or any combination of these. These options make it easy to find people to help promote your offer. (Make the same offer to your customers and your list of affiliates will grow even more as your customer list grows).

✔ Flash up a One- Time Offer while your customer is still in the "buying" mood. Before your new customer gets to your download page, you can offer a product that complements the one they just bought. This is a very targeted offer for best results. And because it is a One Time Offer, there is a built in fear of loss that's been proven time and again to increase conversions.

✔ Easy to use templates for your Sales Pages, Squeeze Page, One- Time Offer Page, and Download Pages means you can get your product sales site set up, ready to take orders in an hour or two.

- ✓ Grow your opt- in list with paying customers by offering them automatic upgrades or extra surprise bonuses for entering their contact info into your squeeze page (just before you send them to the download page). This puts paying customers onto your opt- in list instead of the tire- kickers you get from handing out "freebies".
- ✓ Integration with Paypal's Instant Payment Notification (IPN) virtually eliminates any worry about fraudulent sales. Your download page isn't shown until AFTER Paypal confirms the payment.
- ✓ Split Test different versions of your sales page, automatically tracking visitors and sales to each version of your page so you can "tweak" your headlines, sales copy, benefits list, or any other part of your sales pages to achieve the highest possible conversion rate.
- ✓ Use the simple web- based admin panel to configure all of the different strategies (even turn them on/ off), and view your Sales Reports, and Conversion tracking, or export sales statistics to your local machine for spreadsheet analysis.
- ✓ Rapid Action Profits' test mode allows you to test your setup using a Paypal "sandbox" account to make sure everything works "just right" before you switch to "live" mode for your product launch (with a single click of your mouse).
- ✓ Protect your downloads with hidden download links that can't be forwarded and used by someone else. And set them to expire after a certain amount of time to make your downloads even more secure.
- ✓ Incorporate a squeeze page for any auto responder service (even a self- hosted service), or use the automatic opt- in feature to sign your customers up to your list without a squeeze page or opt- in form. That means you don't need a squeeze page to capture contact info from your customers, and that streamlines your sales process by eliminating a step that many customers will resent anyway
- ✓ Choose the By- Pass Squeeze Page option, and still broadcast mail to your customers directly from the Rapid Action Profits Admin Panel.
- ✓ Allow affiliates or JV Partners to choose their own affiliate ID or "nickname" by signing up to your affiliate program. Their Paypal address is cloaked.
- ✓ Recruit higher quality JV Partners by setting up increased commissions for JV Partners and Super Affiliates, or allow them to download a review copy of your product for personal use.
- ✓ Broadcast mail to JV Partners or affiliates directly from your Rapid Action Profits Admin Panel.
- ✓ Broadcast mail to front- end and OTO customers separately. That means your follow up emails can be more targeted based on what the customer purchased and how much they were willing to spend.
- ✓ The **detailed sales reports** have a one- click 'filter' option that allows you to look at just front- end sales, OTO sales, or both.
- ✓ **Customize the automatic 'system' emails** rather than using 'canned' text for the customer download email or the email from the 'tell- a- friend' function.
- ✓ **Discount Coupon management** allows you to set a discounted price with an expiration date. Great for special sales. Create a Discount Coupon and give the code to your affiliates so they can make special, limited time offers to their member or readers.
- ✓ **'Sales by Referrer'** report lets you see how many sales have been generated by each affiliate, and how many of those were paid to you, how many to the affiliate, and (if you're using the 2- tier option) how many were paid to the 2nd tier affiliate.
- ✓ **NEW.** Add On Architecture allows development of add- ons by 3rd Party Developers! Maybe you've seen something similar if you currently use Wordpress and some of the many plug- ins available to make your site unique. This allows you to grow the functionality of RAP much more quickly than if you depended totally on us to prioritize, develop, and enhance features. PLUS - it keeps the base price down! You add features as you need them.
- ✓ And much, much more!

My name is ECS Dave

and I HIGHLY recommend Rapid Action Profits.

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