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Geoff Dodd says it's time for your

DRASTIC LIFESTYLE UPGRADE



Another High Value Report

by Geoff Dodd

Imagine ...



USE A BOOK FUNNEL

What's a Book Funnel?

A book funnel is where your first offer is to get a book. It could be a free book, like this e-Book. Or, it could be a printed hard copy book where your customer pays for shipping only.

- These things are powerful
- generate 5X as many sales
- get really high conversion rates
- get high quality buyers
- you'll gain authority and expert status

Why?

Books have a unique 'x factor'

They work to acquire traffic!

Even from a cold market, you'll get high rates of interest, acceptance and yes
– *conversion to sales!*

You'll have realized already that it's getting harder and harder to turn enquirers into buyers?

A 'book funnel' is one proven way to DO IT.

Do you want a conversion rate of 10 – 19% on cold traffic? Normally, you'd be lucky to score 1%.

It's a **huge credibility booster** as an authority

How/where do I start to write some e-Books?

You can first write them out in OpenOffice .org OpenOffice Writer for free, or in Microsoft Word (Office 360) on a 30-day trial, then SAVE as, or export your file to PDF document ...

ALSO I use [SQRIBBLE](#) << lots of colourful pre-made templates. See below.

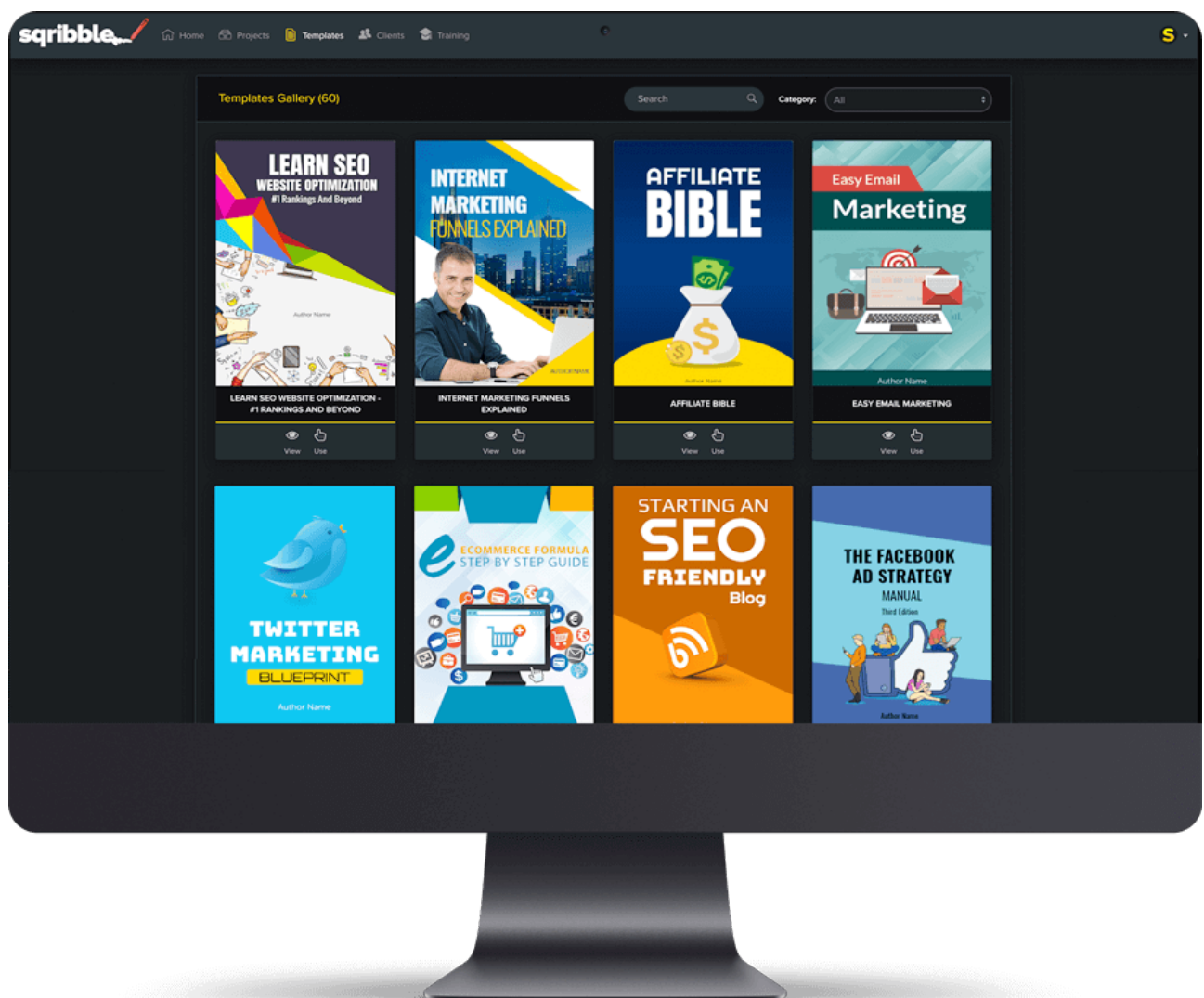


So if you're working in a market where there are not a lot of books... this is a HUGE Way to position yourself as a 'market leader,' or an 'expert.'

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Here's a picture of the inventor of [Sqribble](#):



With the printed, physical book, there's a funnel of Web pages. First, you present the free book offer. It's irresistible. Then there's a pop up...a form to enter your shipping information. Name. Address. Country. Then there's billing information. Sometimes there's a 'cart bump,' like, "people who were interested in this free book offer, were also interested in this ..."

Notice how Amazon does that, *all the time!* Plus the 1-click purchase. Ali-express.com (Jack Ma) also has a very slick process for offering more, similar products in a 'cart bump.'

✓ **YES** add this to my order

The next natural step is to solve the next problem



[LIFESTYLE UPGRADE](#)

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Geoff Dodd

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