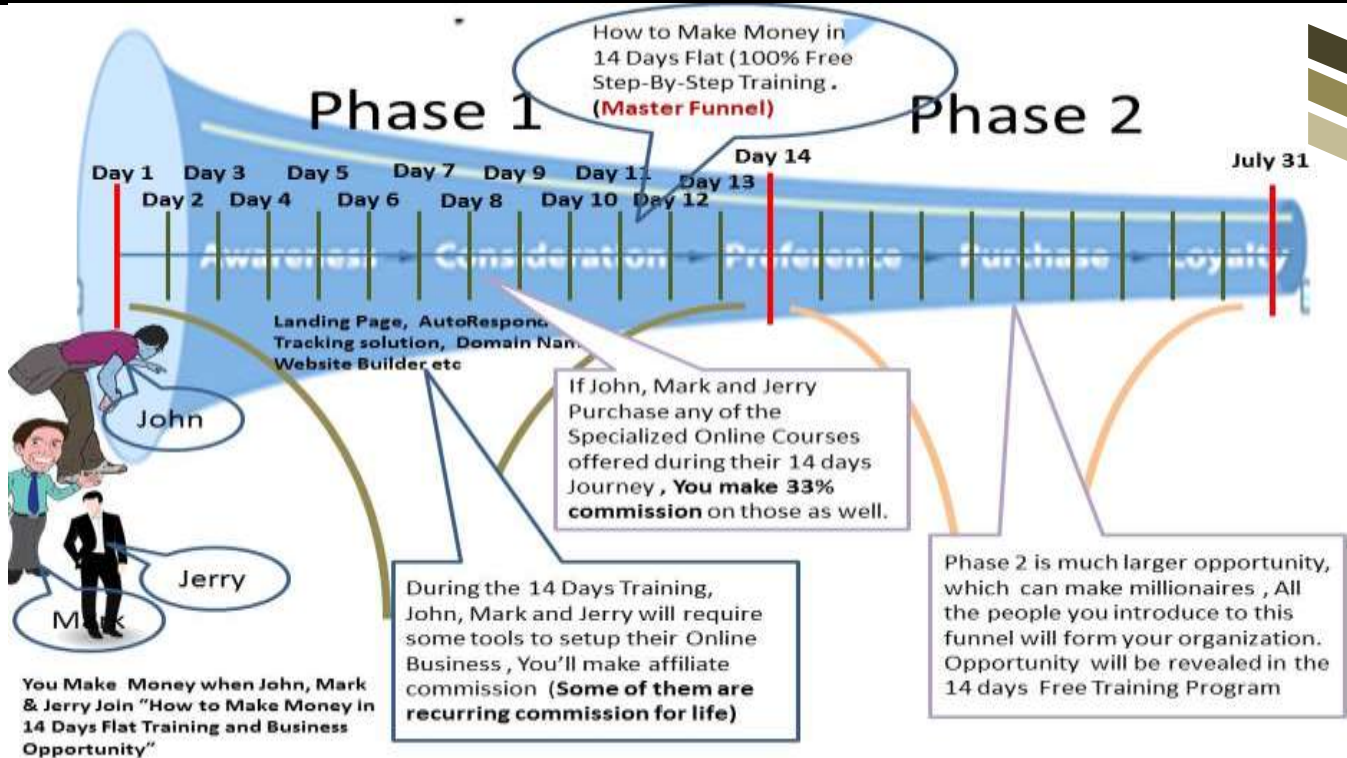


Ultimate Online Selling Machine

By Snadra Summers



One Sales Funnel
28 Passive Income Streams
More To Come

PROJECT BREAKTHROUGH

ULTIMATE ONLINE SELLING MACHINE,

ONE FUNNEL, 29 PASSIVE INCOME STREAMS – NEVER DONE BEFORE

By

SANDRA SUMMERS

Copyright © 2016

Get Access to Your Complementary [Ultimate Online Selling Machine](#)

INTRODUCTION

This book is written to provide real breakthrough (earning) to the people who started their Online Business Journey but are struggling to really make money online consistently. The information available on the topic is overwhelming. There are many trainers (Guru's) in the market making promises but not money. These trainers are actually making use of these online enthusiasts to sell their training products.

I have been in the same overwhelming and frustrating situation few years ago. But, I have been fortunate to find mentors who showed me the path to success.

To understand the success rate of the industry, recently, I surveyed over 2,700 people in the online marketing "work from home" industry and the results we saw were shocking.

Take a look at actual survey results...



As you can see, 70.9% of people are earning absolutely nothing. Zero.

89.9% of the people surveyed were earning less than \$100 per month online!

After seeing these results, I decided to help people like me in the online industry.

My mission is to change these statistics and genuinely help people to achieve true success in business and in life.

Thousands of others have already started their Project Breakthrough and are changing their lives every day.

What would you Gain

You would have certainly heard about funnels and ultimate funnels from online marketers and/or while browsing over the Internet. In this e-book you'll learn about an ultimate funnel which anyone can promote and make money for themselves, and not only for the funnel owner (Online Trainer). An Ultimate funnel has potential to make money for you and grow your income over time on Auto-Pilot.. After reading this e-book you'll be able to analyze and identify right and profitable online business funnels, which will help you breakthrough easier and faster.

I have created a step-by-step video series, 'How to Start Earning Money in 14 Days Flat'. This 14 Days program is designed to help online business community to learn how to make money online as soon as 14 days or less! The training has been designed to provide learning as well as 29

passive income source in-built, never done/seen before in the entire industry. I'll provide access to the 14 days video series FREE of COST to all my readers in Chapter 6 of this e-book. You'll be able to understand why it is an ultimate funnel after reading this e-book.

I would highly recommend all of you to read this book first in order to understand the fundamentals and gain power to analyze the right online business opportunity.

But before you start reading this e-book, I would appreciate if you could please take a survey. We are compiling case study to understand the success rate in the online business. Also, the survey will help us to understand the challenges, weak points and the areas where more efforts needed to succeed.

[Go here to take the survey](#)

TABLE OF CONTENTS

Introduction

Table of Contents

Legal Notes

Income Disclosure Notice

Chapter 1. Is Online Business right Choice?

Chapter 2. What is an Online Funnel

Chapter 3. What Is An Ultimate Online Funnel

Chapter 4. Effortless Online Selling Machine for YOU

Chapter 5. The Magic Formula - Do the Math and Refine the System

Chapter 6. Get Access to The Effortless Online Selling MACHINE (100% FREE)

About The Author

Other Books By (Author)

LEGAL NOTES

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or Liability whatsoever on the behalf of any Purchaser or Reader of these materials.

Any perceived slights of specific people or organizations are unintentional.

INCOME DISCLOSURE NOTICE

Results may vary as we do not formally guarantee any level of income based on the completion of the program.

While entrepreneurship takes hard work and dedication, we find that some are wildly successful while others may experience no increase in their income whatsoever. Your income earnings are solely based on your efforts, drive, work ethics, and commitment as well as the current economy and market.

CHAPTER 1. IS ONLINE BUSINESS RIGHT CHOICE?

It's needless to explain why Online Business is the Right Choice. However, I would like to emphasize upon some points here.

TREND

In order to analyze and identify right choice, first thing comes in mind is what is the trend in that segment. Chart below shows and we all know that E-commerce, Digital Marketing, Online Purchase, whatever we name it has been growing consistently and will further grow in future at much higher rate.

The fact is ecommerce is one of the fastest growing industries in the world. E-commerce provides enormous benefits (list provided below) to all the stakeholders, that's the reason for this huge success.

BENEFITS TO CONSUMERS

1. **Convenience** - we can buy anything sitting at our houses anytime. Open 24x7.
2. **Price** - Ecommerce has allowed consumers to save a lot of money on these purchases.
3. **Products Variety** - Consumers can get good variety of the products to choose from. Products of all colors, sizes, dimensions are displayed at ecommerce sites. This makes the consumer easy to pick/choose product according to his/her wish.
4. **Easy payment options** – People can pay of their purchases at ecommerce sites through various payment modes like internet banking, credit card, debit card, cheques and even cash on delivery. Hence consumer has an option to choose the payment method of his choice based on his convenience.
5. **Easy Returns Policy** – Many Ecommerce sites have policies like “30 day free Returns” which enable consumers to the product if they are not satisfied with it.

The benefits of ecommerce sites are endless and they have changed the way how people shop in the world.

BENEFITS TO THE RETAILERS

Ecommerce benefits are much greater to Retailers than consumers.

1. **Much Bigger Marketplace** – Entire world is your client now. Consumer can search retailer online.
2. **Decreasing cost of inventory Management**
3. **Keep Eye on Consumer's Buying Habit**
4. **Happy Consumers Sell your products by sharing on social media(Low adv cost)**
5. **Selling Products across the world**
6. **Stay open 24*7/365**
7. **Economy** - Now, Organizations don't have to invest your money in the physical store, insurance or infrastructure as all you need is a wonderful idea, unique products and well-designed website to reach your precious customers to sell your products and services.
8. **Can offer huge information to consumers**
9. **Ability of Multi-Site**
10. **Scalability** - With effective ecommerce solution, organizations grow and scale easily to meet market demand as well as customer requirements by introducing different sales channels and reaching market segments.

11. Analytics - Organizations can easily calculate and evaluate sales effectiveness, customer effectiveness, marketing campaigns, product mix, customer engagement and more.

I hope above gives you a vast idea of the Online Industry.

POTENTIAL OF ONLINE BUSINESS

I would like to share few recent success stories to make you realize the BIG potential of Online Industry.

- **Uber** - the world's largest taxi company owns no vehicles.
- **Xiaomi** - 4th largest smartphone maker (12B Revenue) owns no physical store.
- **Facebook** - the world's most popular media creates no content.
- **Alibaba** - the most valuable retailer has no inventory.
- **Airbnb** - the world's largest accommodation provider owns no real estate
- **Whatsapp** - with 3 Billion messages a day does not own servers.

The reason of sharing the above success stories is to explain you that Ecommerce based business model have low startup capital cost and provide faster success. All the above companies are less than 10 years old. Traditional way of the business would take more than double the time to reach this level of success.

I hope by now, it would be crystal clear that Online Business is the RIGHT Choice to make in today's business environment.

CHAPTER 2. WHAT IS AN ONLINE FUNNEL

Before I take you on the journey of an Ultimate Online Funnel, I think it's important to understand what an Online Funnel is? It is very important that we all understand a funnel at first place.

FUNNEL

It's not just for Online Business... online or offline, e-commerce store or dry-cleaner; if you have a business and you have customers then you have some type of funnel (even if you call it something else).

You might call it a "marketing funnel", "conversion funnel", "marketing pipeline", "sales funnel", "sales pipeline", "sales process", "sales cycle"... all describe the exact same thing.

Bottom line, if you have a business it's because you have processes in place to...

- Acquire new prospects and leads...
- Convert those leads into buyers...



- Get those buyers to buy more!

Every business has some way of doing all the things listed above! So I'll say it again... every business has a "funnel".

Funnel is nothing but a process and a system in place which acquires leads (customers)... convert those leads into buyers, **and in the funnel he passes through more sales offers to increase the profit of the funnel owner.**

In nutshell funnel helps a business owner to make more sales to one lead by presenting to him all of his products in the catalog in a systematic fashion. It's like an invisible selling machine.

THE ONLINE FUNNEL

The online funnel is a system created to manage all the phases and aspect explained for selling online on the internet. Online funnel is most amazing and powerful selling system. Let's try to understand the online funnel with an example as below;

What qualities would you like to see in a salesman? Review below list and think if you would agree.

1. Ready to work 24/7/365
2. Doesn't ask for holidays
3. Doesn't ask for Medical Leaves

4. No emotional breakdown
5. No arguing with the customers
6. Doesn't ask for increase in salary
7. Doesn't ask for Over-Time
8. Doesn't ask for Bonus
9. Doesn't ask for extra commission for surpassing his/her quota of sales
10. Will never resign
11. Will report to duty on time even if it is raining, snowing, traffic congestion, car breakdown.
He reports in adverse conditions.

Wouldn't you like to have such a salesman working for you?

The Online Sales Funnel provides all the above and many more features. It is an automated system setup around defined process to meet yours and your customer's needs all the time. Online Sales Funnel is actually an invisible sales machine which works on auto-pilot. Think of Amazon, ebay, Flipcart, YouTube, Facebook, twitter, Yahoo, Google all these and many more online stores have establish Online funnels which work on Auto-Pilot. They have a 24x7x365 website available for their customers. Product Catalog and other product related information are provided through Website. If customer likes any product, he/she can purchase online and delivery is made through backend system in place.

I hope I have been able to provide you some understanding on The Online Funnel and how it works.

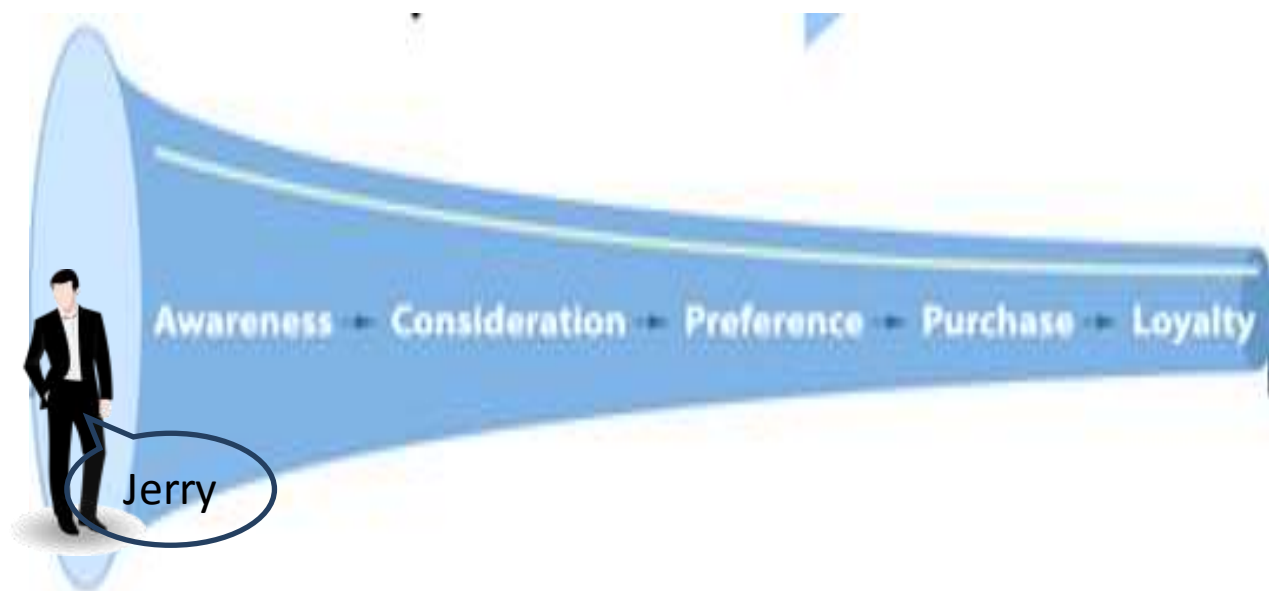
We have created an amazing Online Funnel, which I will extend to you at No Cost. You'll learn about this funnel in details in Chapter 4 of this book. [It is an Online Business Done for You at Zero Cost.](#)

CHAPTER 3. WHAT IS AN ULTIMATE ONLINE FUNNEL

You may have promoted affiliate products from ClickBank, Commission Junction or some other product online, you must have created an online funnel (landing Page, Autoresponder, tracking solution, advertisement (traffic), and a mechanism to deliver the product to the customer) or you would have used product owner's funnel to make money online.

All these funnels were created to sell one product online or include one or two upsell orders. Actually the product owner will send many more offers afterwards to your lead you have spent money on advertisement. He will not provide commission to you for any additional sales made out of the funnel you are using to promote product. This is a normal funnel. It doesn't provide you long lasting earning potential.

In the previous chapter we discussed about the funnels, which are nothing but company's process and system to attract customers by creating awareness through advertisement, providing information to the interested prospects/leads (those who click on their advertisement), create need, and make a sale. All big companies like Amazon, Alibaba, ebay, Flipcart etc have created system and processes which can be called Ultimate Funnel. Once you purchase one product from these companies, you are registered into their sales funnel (you become their subscriber), then these companies will send you flyers, newsletters, information about their other products to create need so that you purchase another product from them. They send information about all their existing and new products to you from time to time. So, an ultimate funnel is a system where time and money is invested once on a prospective customer and makes multiple sales to this one customer over the time. However, you must note that it has taken many years of hard-work and millions of dollars to reach to this level for these companies.



Can you imagine how much efforts and money would be required if you want to create such a system for yourself? I am sure you understand the quantum of time and money it would require to build such an online business system.

In all the Online Funnel scenarios we discussed above, customer has to make an initial purchase for the funnel to get activated and generate more and more sales from that one customer. What would be the conversion rate for such a business system? If we rely on standard online statistics

which you'll learn in Chapter 5 of this book, 0.01% to 0.03% that means if 1000 people see your advertisement, 1 to 3 people will make a purchase. Scary, but it is a fact of the online business.

Now think of an Online Business Funnel which gives away a valuable product to its new customer at No Cost, 100% FREE, No Credit Card or Other Payment Details requested. What do you think would the conversion rate be?

The conversion rate we have seen during beta testing and after the launch is very encouraging and promising. Minimum conversion rate has been 11% and the maximum achieved so far is 62.3%. That means if 1000 people saw our advertisement 110 to 623 people enrolled to get the FREE product and became part of our Online Funnel. Now this I call an Ultimate Invisible Online Selling Machine.

Don't feel disheartened, we have a good news for you. You can own such an Ultimate Selling Machine at No Cost now. We have created an Ultimate Online Funnel which is loaded with 29 Passive Income Streams to date. We will continue to add more and more products to the funnel as time comes. This funnel has Zero Barrier to Entry, New customer is offered a product which is 100% FREE. You will learn more about the Ultimate Funnel – An Online Business Done for You in the next Chapter.

CHAPTER 4. ULTIMATE ONLINE SELLING MACHINE FOR YOU

Online Industry Leaders came together and have created an amazing never done before program called Project Breakthrough. Project Breakthrough is the industry's first true step-by-step, most comprehensive video guided program specifically designed to help you:

1. Earn a commission online (real money) - even if you have never made a dime online before.
2. Understand how to do it over and over again so you never have to "depend" on anybody or anything. Take control of your future and write your own ticket.
3. Scale and multiply your income. How to go from making a single sale to earning potentially up to \$20,000 - \$50,000 or more per month!

...ALL IN AS LITTLE AS 14 DAYS!

BROUGHT TO YOU 100% FREE! NO STRINGS ATTACHED

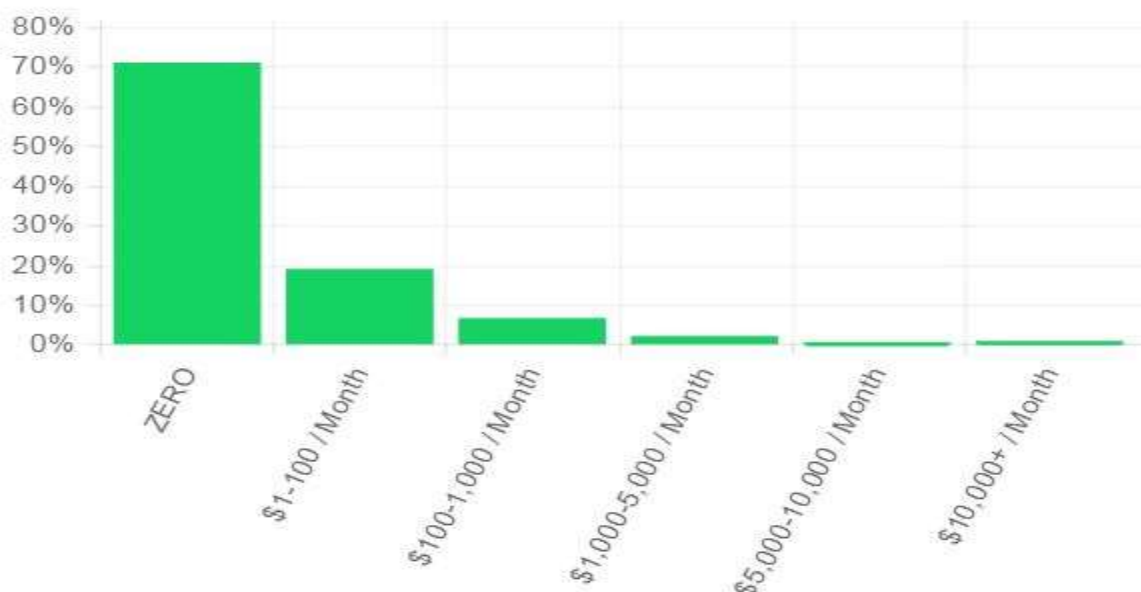
You may be wondering why such a powerful program would be offered for free...

Here's why:

Recently, we surveyed over 2,700 people in the online marketing "work from home" industry and the results we saw were shocking.

Take a look at actual survey results...

How much money are you currently making online?



As you can see, 70.9% of people are earning absolutely nothing. Zero.

89.9% of the people surveyed, are earning less than \$100 per month online!

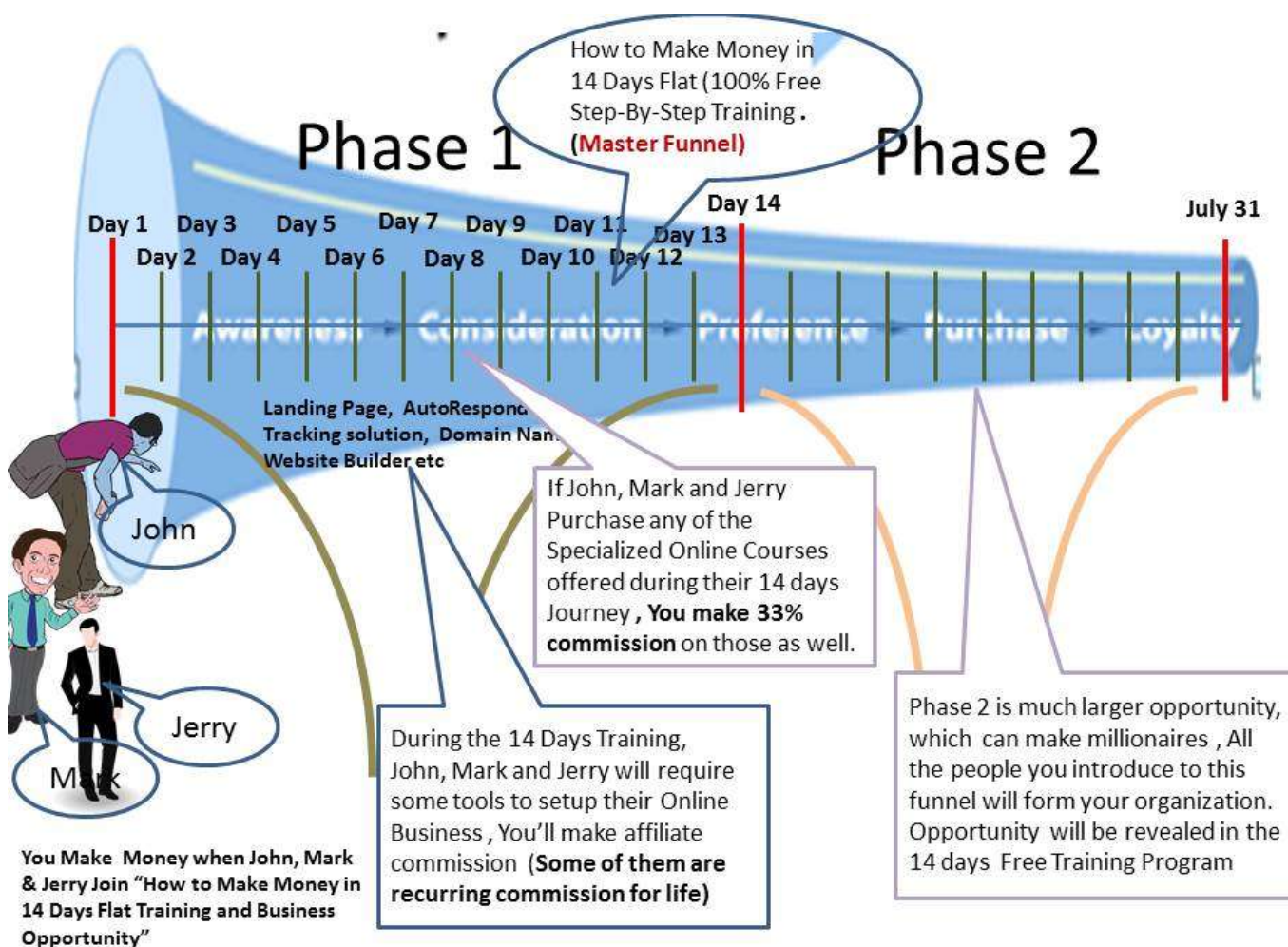
This is our fight.

Our mission is to change those statistics and genuinely help people achieve true success in business and in life.

Thousands of others have already started their Project Breakthrough and are changing their lives every day. You can be next!

We offer our reader this ready to deploy “Ultimate Invisible Online Selling Funnel” and start earning consistent income as soon as in 14 days or less. The following section will further make it crystal clear as to Why it is called “Effortless Online Selling Funnel “

HOW IT WORKS



1. You earn your first commission as soon as someone joins this 14 Days FREE Online Training “Make Money Online in 14 Days Flat”. NO Strings Attached and NO Credit Card Details required.

2. Leads brought in by you will go through 14 days training program, will learn the process of making online (100% FREE). He would be taught how to setup the system, for which he would need some tools (training is provided FREE, But he'll have to purchase resources which are needed to setup the system; Domain Name, Landing Page/Website, Tracking tools, autoresponder etc.) , that will give you 2nd commission and note many of these tools have monthly recurring commissions. During the training program they will be offered specialized online courses, this will give another commission to you. The people you introduce to this funnel will become part of your organization and you'll be able to make more and more money as new people join in. I hope by now you would have realized the potential of this ultimate funnel. You'll get to know about a MEGA opportunity which will blow your mind once you join the Project Breakthrough, that too at ZERO COST.
3. Your income grows over the time; we add new products to this funnel and give more opportunity for you to make money without even adding new leads to the funnel. At the moment it is loaded to 29 passive income streams all together.
4. You do not need to sell all these products, products are presented and sold to your leads by very influential professionals online. [You just need to promote one funnel called "How to start earning in 14 Days Or Less!"](#)
5. Zero Barriers to Entry – There is absolutely No COST for anyone to register for this "14 Days Free Training Program". NO Strings Attached, No Credit Card Detail is required.
6. Funnel is 100% on Auto-Pilot. You just promote the 14 Days FREE Online Training "Make Money Online in 14 Days Flat". We take care of the rest. Even we'll teach you the powerful methods to generate traffic (Free, low cost and specialized traffic sources).

This funnel can generate Passive Income source which grows over time. It is 100% FREE for all my readers here.

- Project Breakthrough has been designed specifically to help you get results FAST, even if you're a beginner and have never had any online success before
- Your mentor and program instructors will take you on a 14 day journey.
- Starting from scratch, Vick & Jason will walk you through the entire process step-by-step. It's like you standing behind his shoulder and watching him pick a product, creates a marketing campaign, set up custom marketing funnel, get traffic and turn traffic into leads and sales generating commission right before your eyes in real time.
- The best part is you can model what Vick & Jason do and follow along every step of the way. No stone is left unturned.
- It's really almost [impossible not to get results if you just follow the program.](#)

EARNING SCENARIOS

ASSUMPTIONS

- A. Only 20% of visitors will opt in to the "14 Days FREE Training Program" (we achieved up to 60%).
- B. 20% of above will go through all the way to Phase 2.
- C. 50% who get to phase 2 will purchase the necessary tools.
- D. 10% who get to phase 2 will buy a high ticket back-end (commission up to \$2400/sale).

SCENARIO I

STARTER: Get 1,000 visitors per month (33 per day)

- A. $1000 \times 20\% = 200$ opt in $\times \$1.50 = \mathbf{\$300}$ (First Commission, You're paid \$1.50 for giving away FREE product)
- B. $200 \times 20\% = 40$ get to phase 2
- C. $40 \times 50\% = 20$ purchase tools (GR: $20 \times \$6$) + (CM: $20 \times \$17$) + (MF: $20 \times \$15$) = **\$760**
- D. $40 \times 10\% = 4$ buy the "secret high ticket" $\times \$2,400$, commission = **\$9,600**

Front End Passive Income **\$1060**

FULL FUNNEL INCOME POTENTIAL: \$10660/month, (\$127,920/yr)

(Not including any UPSELLS of Training products here)

Note: 14 days training will teach you how to bring traffic as well (Free, cheap, specific)

SCENARIO II

BUILDER: Get 3,000 visitors per month (100 per day)

- A. $3000 \times 20\% = 600$ opt in $\times \$1.50 = \mathbf{\$900}$ (First Commission, You're paid \$1.50 for giving away FREE product)
- B. $600 \times 20\% = 120$ get to phase 2
- C. $120 \times 50\% = 60$ purchase tools (GR: $60 \times \$6$) + (CM: $60 \times \$17$) + (MF: $60 \times \$15$) = **\$2,280**
- D. $120 \times 10\% = 12$ buy the "secret high ticket" $\times \$2,400$, commission = **\$28,800**

Front End Passive Income **\$3,180**

FULL FUNNEL INCOME POTENTIAL: \$31,080/month, (\$372,960/yr)

(Not including any UPSELLS of Training products here)

Note: 14 days training will teach you how to bring traffic as well (Free, cheap, specific)

SCENARIO III

CHAMPION: Get 7,500 visitors per month (250 per day)

- A. $7500 \times 20\% = 1500$ opt in $\times \$1.50 = \mathbf{\$2,250}$ (First Commission, You're paid \$1.50 for giving away FREE product)
- B. $1500 \times 20\% = 300$ get to phase 2
- C. $300 \times 50\% = 150$ purchase tools (GR: $150 \times \$6$) + (CM: $150 \times \$17$) + (MF: $150 \times \$15$) = **\$5,700**
- D. $300 \times 10\% = 30$ buy the "secret high ticket" $\times \$2,400$, commission = **\$72,000**

Front End Passive Income **\$7,950**

FULL FUNNEL INCOME POTENTIAL: \$79,950/month, (\$959,400/yr)

(Not including any UPSELLS of Training products here)

Note: 14 days training will teach you how to bring traffic as well (Free, cheap, specific)

[START PROJECT BREAKTHROUGH 100% FREE NOW](#)

WHY YOU SHOULD JOIN THE PROJECT BREAKTHROUGH MOVEMENT

If you are somebody who is truly hungry for success and seriously want to create a real breakthrough (financial and otherwise) for yourself and for your family, but you don't know how or where to start -- or perhaps you've tried to earn money online but failed over and over again -- then this is exactly what you need.

Here's the plan:

First, let's help YOU breakthrough and get you earning the kind of money you always wanted to make. Then TOGETHER let's help millions of others!

Project Breakthrough is literally a movement and we invite you to become a part of it today, because your breakthrough is literally just around the corner.

BE PART OF THE REVOLUTION 100% FREE Now

CHAPTER 5. THE MAGIC FORMULA - DO THE MATH AND REFINE THE SYSTEM

For any system to work effectively and produce profits, accounting is must. We must have clear understanding of our expenses and income generated. If we do not keep track of it, we can't refine and optimize our system and the online business.

I'll provide you formulas which can help and guide you through to refine your system and generate consistent profit. There is some online terminology which you must understand to be successful and drive profit from your online business. I'll explain the ones used in the formulas. Don't worry you will get to understand all the Internet/Online business jargon in the 14 Days FREE video series specially designed for my readers. You can get Instant Access at <http://www.clkmg.com/4609/16b9si>. In this Video you'll be hand hold by the best in the industries trainers, seven-figure earners, step-by-step.

Now let's understand the numbers and learn how to find what works and what doesn't work.

You will have to understand this by heart to ensure you do not drain money out of your pocket, which is the most important these days as there are money marketers taking advantage of people like you to promote their products on your expenses and make money for them. I have been victim of these and DO NOT want you to fall in the same trap.

THE MAGIC FORMULA

The Magic Formula

\$1000 spent on \$5 CPM Banner Buy on [abc.com](#) (1000M x \$5).

It yields 200,000 impressions for the banner (200 x 1000M).

It yields a 3% CTR yields (3% of 200k=6000 clicks).

With 6000 clicks the offer gets 1% conversion ratio on a sale (60 sales).

Each sale has a CPA of \$50.

The total revenue is \$3000.

The EPC is \$.50 (\$3000 / 6000 clicks).

The ECPM is \$15 (\$3000 / 200M).

What if the CTR is 1% vs 3%?

2000 Clicks | 20 sales | \$1000 Revenue | EPC=\$.50 | ECPM = \$5

What if the Conversion Ratio on the click is .50% vs 1%?

2000 Clicks | 10 sales | \$500 Revenue | EPC=\$.25 | ECPM = \$2.50

I'll explain each and every formula in the above picture below, please pay close attention to the fundamentals of the online traffic.

As explained above that the most important activity in online business is to drive traffic to your Landing Page/Website. In the beginning of our Online Business journey we do not have a big list

of our own customers, and other free sources of traffic (writing blogs/articles, creating YouTube Video, writing e-book) take some time to work on it. For starters and even builders generating traffic from free source is very challenging. The best way to start is to buy traffic from one of the sources mentioned in my previous book. I have taken an example of a banner ad. The same formula applies to the Facebook, Google Adwords and other traffic sources which you will learn in details in the FREE video training, which you can access anytime from the links provided above.

Here we go, suppose you buy traffic from somewhere, let's assume you spend \$1000 (you can start with as little as \$2 or \$5) for banner ads at abc.com at \$5 CPM (CPM stands for cost per 1000 impressions)

\$1000 spent on \$5 CPM Banner Buy on abc.com

\$5 will generate 1000 impression, so \$1000 will buy you ($\$1000 / \5) 200 \$5 CPM banner ads, which **yields (1000*200), 200,000 impressions of banner traffic**.

In the online advertising 2% - 5% of CTR (Click through Rate – number of people click on your ad and visit you Landing Page/Website) is considered to be standard conversion rate.

Suppose **200,000 Impressions yield a 3% CTR which means 3%200K = 6000 clicks**

With 6000 clicks the offer gets 1% conversion ratio on a sale (just 1% people out of 6000 buy your product), **which means 60 sales. Each has a CPA** (Cost per Acquisition – What you are paid if sale happens) **of \$50**. You will be paid $\$50 \times 60 = \3000 , **The Total revenue is \$3000**. You made \$3000 from 60 sales at \$50 CPA. This doesn't include the expenses you made to drive traffic.

It is important to understand, if we refine the system we will be able to generate better profits. Since the clicks on the banner ad influence our earnings, it is important to understand what we spend per click on traffic. In this case **The EPC (earning per click) is \$0.50 (\$3000/6000 clicks)**, the amount you made would be divided by the number of clicks you got. **The ECPM is \$15 (\$3000/200M** (M stands for Impressions))

At 3% CTR you made \$3000, which is pretty good. You made a profit of \$2000 on spending on \$1000 on traffic. 300% profits... cool.

What if the CTR is 1% vs 3% ?

At 1% CTR, 200,000 impressions **yield 2000 clicks**, at 1% conversion, **20 sales** are made, which generate $\$50 \times 20 =$ **\$1000 in revenue**, your **EPC is \$0.50**, your **ECPM = \$1000/200M = \$5**.

What if the conversion ratio on the click is 0.50% vs 1% ?

Yields 2000 clicks, at 0.50% conversion **10 sales** are made, **revenue is $\$50 \times 10 = \500** , **EPC = $\$500 / 2000 = 0.25$** , **ECPM = $\$500 / 200M = \2.5** .

The above formulas will guide you whether your campaign is doing good or requires a tweak and refining to improve the numbers and the profit. If the banner ad yields a CTR lower than (<2%), your ad is not impressive to the audience. There could be two reasons to it; (a) Your Ad is not presented to the correct audience, they are not interested in what you are offering them, (b) Your Ad (Image and/or content) is not of good quality or doesn't convey the message to your audience. Your audience is not connecting to what you are showing to them.

And if conversion (sales) is lower than 1%, your landing page would require some work. Lower conversion rate means customers are clicking on advertisement and landing to your Landing Page/Website and going away without making a purchase. You will have to analyze the page and the ad copy to understand the reason of lower conversion. Maybe your ad copy and Landing Page/Website are not congruent. Customers may be getting confused by the disconnect between the ad copy and the main site.

Don't get panic, don't worry, *in the 14 Days FREE training video program we will teach you how to track your traffic to get the above details. We will provide you guidance on what tools to use for optimum results. There are tools available which provide the behavior of customers who come to your site, what they actually do, where they click, which portion of your page they pay attention to, which portion of the page they just scroll through. And that will give you an idea of what area of your landing page or website requires modification. We will provide and assist you step-by-step in the training to make you successful in the online business industry. Please feel free to get your access activated at <http://www.YourFirstOnlineIncome.com>. We shall be delighted to see you inside and help you breakthrough in online business and in life. See you inside!*

CHAPTER 6. GET ACCESS TO THE EFFORTLESS ONLINE SELLING MACHINE (100% FREE)

The only way anyone can get access to the Ultimate Online Funnel is by creating a Project Breakthrough FREE account.

[START PROJECT BREAKTHROUGH 100% FREE Now](#)

And Change your life for forever...

ABOUT THE AUTHOR

Sandra Summers is a successful online business owner, a blogger and hard core believer in the Online Business Industry. Sandra strongly believes that Online Business can save the Middle and Lower class of people by providing low cost startup business opportunity. She also believes that only this industry provides equal playing field for all entrepreneurs; one can start his own business without having their own product or service. A profitable Online Business can be setup in as little as one week.

Sandra has a golden heart and wants to help people breakthrough and earn real consistently money. That's the reason for introducing this FREE Video series and wrote this e-book to let people know about it and understand the purpose behind it. With industry leaders she has developed an Online Business Done for YOU at NO Cost to provide real breakthrough to the struggling online marketers.

OTHER BOOKS BY (AUTHOR)

List your other kindle books with a link to the page

[Make Money Online in 14 Days Flat – Magic Formula For Success](#)