

What's Next

“While most Information Marketers think the purpose of getting a customer is to make a sale, the successful Information Marketer thinks the reverse. The purpose of the sale is to get a customer!”

Dan S. Kennedy

The Back End:

- **Often The Real Business**
- **Typically A Lot Of \$\$\$\$**
- **Might Have To Do It To Survive**
- **Can Sometimes Flip It To The Primary Business (Royalty Rewards)**

Most Common Categories Of Back

End Products:

1. **Manual Labor:**
 - Tele-Seminars
 - Tele-Coaching
 - One-On-One Consulting
 - Specific Services (i.e. websites, e-mail, recorded messages, direct mail campaigns, monthly newsletters)
2. **Non-Manual Labor:**
 - All Items Listed Above
 - New Products
3. **Big Pay-Day:**
 - Periodic Events
 - Ultra Expensive Product
 - Do It For Them
4. **Toll Booth Position: The bigger and more mature your business, the more money will come from this category**
 - JV
 - Endorsements
 - List Rentals, Sales, and Exchanges
 - Inserts
 - Your Events
 - Affiliate Programs