

# How An Innocent Customer Comment Made Us A Whopping \$33,566 ... in just 2 1/2 weeks!

## A "How They Did It!" Case Study of...



## “33 Days To Online Profits Video Enhanced eBook Tutorial”

This is the case study about how Yanik Silver and Jim Edwards came up with the idea for the [“33 Days To Online Profits Video Enhanced eBook Tutorial”](#) 2 Volume CD-ROM set, as well as an overview of how they were able to launch the project and generate \$33,566 in sales in less than 2 weeks!

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[Click Here](#) for the Original [“33 Days To Online Profits”](#)

[Click Here](#) for the [“33 Days To Online Profits Video Enhanced eBook Tutorial”](#)



This Case Study is brought to you by

**Jack Humphrey and Peter Lenkefi**

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## About the Authors



### Yanik Silver

Just 29-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000!

He is the author and publisher of several best-selling marketing books and tools including “[Instant Sales Letters](#)”, “[Instant Internet Profits](#)”, “[Million Dollar Emails](#)”, “[Autoresponder Magic](#)” and “[Instant Marketing Toolbox](#).”

Yanik specializes in creating powerful systems and resources for entrepreneurs to enhance their businesses. Yanik's latest project is the → “[Web Copy Secrets](#)”



### Jim Edwards

Jim Edwards has developed and marketed outrageously profitable online businesses since 1997. He writes [TheNetReporter.com](#), a syndicated newspaper column helping “non-technical” people use the Internet for both fun and massive profits!

He is the author and co-creator of many highly successful e-books and “info-products”, including:

“[eBook Secrets Exposed](#)”,

“[Affiliate Link Cloaker](#)”,

“[How to Write and Publish Your Own eBook... in as little as 7](#)

[Days](#)”,

“[The Lazy Man's Guide to Online Business](#)”,

“[Selling Your Home Alone](#)” and

“[The TEN Dirty Little Secrets of Mortgage Financing](#)”.

### **Why did we do it?**

First off we have to be totally up front with you about something...we didn't think of the idea for turning "[33 Days To Online Profits](#)" into a CD.

Actually it came as a suggestion from a colleague / customer who expressed the idea to Yanik. He said, “Hey guys, it would be really cool if you could take “33 Days” and make it into a video because it’s kind of hard for me to understand exactly what I’m supposed to do. If I could just see you do it once, then I could do it myself. If it was on video I could watch it over and over again. If I had any questions I could just hit rewind and watch you do it again.”

### **The “light bulb” went off!**

As soon as we heard that idea, Yanik and I looked at each other and agreed that creating a video would represent a great thing to do. The more we discussed it however, we realized we shouldn't do the entire ebook, but specifically create video for the parts where people expressed that they had gotten stuck or seemed to need additional information.

We wanted to illustrate or expand on the parts of the book where no matter how much we wrote in the book, it would never rate as 100% clear as long as we depended solely on the written word. We decided those places should get some help from us by creating a video to teach people what to do by watching us do it. We felt this would really help everyone, but we knew people who classify themselves as “Newbies” in the world of online marketing would find it especially useful.

### **Where to start?**

First, we decided that instead of making this on a VHS videocassette, we would go ahead and create the project on a CD-ROM so people could view it right on their computer.

Why?

Because, in our opinion, this particular subject didn't lend itself to someone watching a tape in their living room on TV and then getting up, going to their computer, and trying

to remember how to apply what they learned... especially since we had decided to teach people what to do by actually showing them the computer screen as we worked.

We thought it would rate easier for people to watch everything we did right on their own computer monitor so they could minimize it, complete the task themselves and then, if they needed to, they could come right back and watch the video again without having to get up from the computer and go back to the TV to review the material.

For the next step, we made a list of all the videos we wanted to make and where we should position them in the ebook itself. We based these decisions on questions we had received from our more than 1,500 previous customers as well as our own experiences in marketing and selling tens-of-thousands of products online in many different industries.

Bottom Line: We knew where people needed more help and clarification and simply listed off the videos we knew would help them the most. We assigned videos between us based on our own strengths and also decided which we would do together.

Once we finalized the list the list of videos, Yanik came down to my house in Virginia and for 2 days straight we did nothing but shoot videos on the screen.

### **Yes, we had a couple of “challenges”!**

Now we don’t mean to tell you it was all peaches and cream. We had a few technical challenges we had to overcome in creating this project and you’ll benefit greatly by hearing both about them and how we overcame those challenges to create a remarkable product.

### **Choose your software wisely!**

The software program we initially chose to do the “screen capture” video (which captures the screen, mouse movements and allows narration like we’re right inside your computer) didn’t work out as well as the program we wish we had used. We ended up switching to this other program later and had to re-shoot several of the “screen capture” videos as a result.

We first used a program named “[HyperCam](#),” and, though it rates as a good program, we would have preferred we started out with “[Camtasia](#).” Nothing against HyperCam, but if we had it to do all over again we would choose Camtasia first.

Camtasia really sets the standard for "screen capture" video and the following reasons will explain why.

Camtasia allows you to make adjustments to the way in which the video gets captured, including:

- Frame rate
- Sound quality
- File type and size of the final video

In short, Camtasia helps you create a much more professional final product.

### **Once we completed the videos...**

After we created the videos, we spent a considerable amount of time figuring out how we would deliver them (the actual file format).

Originally we had intended to deliver them in QuickTime video format because that would enable the videos to play on both PC and Mac computers. However, when it came time to produce the videos in QuickTime we couldn't compress the video size down to a point where we could use them and fit everything on 2 CD-ROMs.

So we had to make a hard decision to exclude our Mac friends for now, simply because we couldn't get the video quality where we needed it in that particular file format.

We experimented with a few different file types and finally settled on Camtasia's "Pack and Show" option, which enabled us to package up each video in a self-contained .exe file. This decision meant that in order for people to use the CD's they DID NOT need any special software or plug-ins to view the videos.

This option allowed us to get the videos to the point where if people have a PC running Windows 95 or later they can watch these movies exactly the way we intended and

quickly learn the techniques we teach. By doing it this way we also MASSIVELY reduced the questions people had about physically watching the videos and, in the process, massively reduced the number of tech-support emails and problems we’ve had to deal with.

### **Packaging the CD’s...**

After we finalized the videos we had to figure out how to deliver the CD’s to people. We knew, based on the total file size of the videos (3 hours, 9 minutes, 44 seconds of video + 40 minute audio bonus in MP3), we couldn’t fit it all on one CD.

After much thought, we decided to package the CD’s in a double-sided DVD case. We settled on this option for two reasons:

1. We knew it would improve the presentation of the product, meaning it would look a lot nicer to have the CD’s show up in a slick DVD case rather than the usual flimsy CD “jewel” case.
2. We knew a DVD case would help protect the CD’s better during shipping and lessen any chances of damage while shipping the CD’s all over the world.

### **Releasing the CD’s for sale...**

After we got the product completely finished, we finalized the sales letter with all the last minute additions and improvements we’d made to the CD.

Of course, we had already brainstormed and created the first draft of the sales letter before we cut the first CD, but we knew we could improve the sales letter based on all the extra goodies we’d thrown into the final product... so why not! You can see the finalized sales letter by [clicking here now](#) (must have an active Internet connection).

By the way, during the introduction of the CDs this sales letter converted at between 3.1% - 3.57%. That means better than 1 out of every 33 people who saw this letter bought! If you know anything about sales letters, you know that’s a **great conversion rate**.

Once we had the sales letter done we came up with and email teaser to send out to our lists. We knew we had to get them excited and explain the real benefits of this new product so we paid a lot of attention to explaining key benefits of what they would learn. However, you’ll notice the main focus of the email centers on one thing... getting them to click over to the website to take a look.

**Here is the actual teaser we sent out...**

[[firstname]], you're one of the first to find out about this...

Dear [[[firstname]]],

A great thing just got better...

As a valued <subscriber/customer> I wanted you to be one of the first to know about a breakthrough new video-based training system we've just released on CD-ROM.

Now, building your online business is as simple as watching videos right on your computer screen and you're on your way to increased profits online... no matter what product or service you sell.

Here's the deal...

You see, Yanik Silver and I have taken our runaway online best seller, "33 Days to Online Profits", updated it, revised it and added sound and video at just the right places to help you profit from our breakthrough techniques -  
- faster and easier than ever before!

It's not enough anymore for you to just read about what to do online - now we'll actually \*show and tell\* you exactly what to do... where to go... even where to click, using the magic of "screen capture video"!

Announcing the all NEW  
"33 Days to Online Profits VIDEO Enhanced Tutorial eBook".

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Get a sneak peek right here:

<http://www.33daystoonlineprofits.com/video/>

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Now you can watch right on your computer monitor as two of the very top Internet marketers personally take you through the exact steps we use to roll-out one moneymaking Internet project after another.

This really is the closest thing to having us in your living room sitting right next to you at your computer.

The "33 days to Online Profits VIDEO Enhanced Tutorial eBook" is NOT another downloadable product. It actually comes as a 2-volume CD-ROM tutorial delivered right to your front door.

You just pop either of the CD-ROM's into your computer (PC) and away you go. Just sit back, relax, and watch as right before your eyes every step of the Internet marketing process for making money online is brought to life.

Once you watch a video you just pause it - minimize it - and then you go do exactly what you saw us do. If you have a question, just hit "rewind" and instantly access the information you need. You can go at your own pace (fast or slow) because all the information is right at your fingertips... the videos are always ready to teach you what you need to know next!

In fact, we've packed so much personalized instruction into this program it couldn't all fit on 1 CD... we have to send you a 2-pack! You'll get \*41 videos\* totaling 3 hours, 9 minutes, and 44 seconds of video instruction from us, Yanik and Jim.

Check it out by clicking here right now:  
=> <http://www.33daystoonlineprofits.com/video/>

We guarantee you'll love it!

All the best,

Jim Edwards

ebookfire.com

P.S. - We gave a handful of people a sneak peek at these CD-ROM's and we're already getting incredible feedback like this:

"I'm stunned with what the two of you have come up with! I only have one criticism of your new product -- it's grossly under-priced! ...this is a cakewalk -- a blank check to clean up big-time on the Internet!"

- David Garfinkel

Author, "How to Find the Hidden Gold Mine in Your Business"

"Your system took me by the hand and showed me EXACTLY what to do... the best part was I could even watch you do it on my screen first. As a musician I'm far from being an 'Internet pro' but now I'm ready to take on the web and win."

- Jeff Ball, Award-winning Recording Artist of "Prairie Runner", "Cedar Moon" and 2 other albums

Check it out now

=> <http://www.33daystoonlineprofits.com/video/>

P.P.S: If you are on AOL or the link above isn't highlighted, click below:

<<http://www.33daystoonlineprofits.com/video/1/>>

33 Days Video</a>

### **Overcoming Objections...**

We knew that many of the people who had already bought the original "[33 Days](#)" ebook would wonder why they needed to purchase the CDs if they already owned the ebook.

To overcome this objection we simply explained to people that we had taken the ebook and used video in just the right places to remove any chance of them getting confused or not understanding exactly what to do and how to do it.

We also gave anyone who had already purchased the book or subscribed to our mini-course a discount (we limited the time to 5 days during the initial rollout) to overcome the objection of already having purchased the ebook and to reward people who acted early. By doing this we removed the two main roadblocks for existing customers.

At the end of 4 days we sent out another teaser that reminded people about the deadline for getting the CD’s at a special price and provided a list of frequently asked questions and answers we received from people about the CD’s.

On the 5<sup>th</sup> day we raised the price and sent out a general announcement to all of our lists and started our “official” rollout.

As a result, we sold over 104 CD’s in 5 days. In 2 ½ weeks we have sold over 286 CD’s.

As of the writing of this case study, we have started working with JV partners and “super” affiliates to roll the product out even further and faster... and in the last 2 hours we’ve made 6 more sales. ☺

### **So what should you take away from this case study?**

What can you learn from what we did and what we learned in creating and rolling out this product?

1. First, a different twist on the same idea can sometimes make you **as much or more money** than you made with the original idea. We hadn’t originally thought about adding video to an existing product, but as soon as we saw it we knew it would make sense to our customers.
2. Understand that you don’t have to be perfect in order to create a really good product. We wish we could have made the CDs accessible to Mac users, but we learned a lot about “screen capture video” production and on the next project we’ll make it so Mac users can access the material.
3. You should really listen to your customers. Often they will give you better ideas than you could come up with on your own.

4. Don't let fear keep you from getting started... even if you don't know all the answers up front. When we started filming these videos, we didn't know exactly how we would deliver them, or exactly how we would package them. If you know what you want to create, start and learn as you go.
5. Understand that what you learn from your current project will make your next project that much easier and that much faster to complete.