

URGENT REPORT:

**“How to turn the Restriction of Digital Products on
eBay to YOUR ADVANTAGE”**

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I am updating this report as things change fast. To download the LATEST version of this report, please visit:

<http://www.MyDigitalDispatch.com/urgent-report>

This is going to be a short report addressing some issues raised by the recent decision of eBay to restrict digital downloadable product sales, forcing all sellers to only sell digital downloads using the Classified Ad format, or turning their digital products into a physical format and ship them in the mail.

This is a DRASTIC change that instantly puts all digital product sellers in hot waters. Many of my clients make their full time living selling digital products on ebay and I was flooded with a stream of desperate emails asking for a way out.

Although I feel bad for the hardship all these sellers will face initially, I personally see this as a **positive change** for the serious marketer

First, it will weed out all the sellers that devalue high quality products by lowering their prices all the way down to one cent. Since this change is for EVERYONE, all digital product prices will in turn **go UP**. Not very many people will be able to afford to sell their CD's and DVDs for one cent with free shipping, so a lot of the clutter will disappear.

When the clutter disappears, you will get **more people to your auctions** and you will get **more exposure** since the number of listings for your search terms will be significantly LESS than before.

Second, it forces the ebay seller that was depending on the sales of the front end digital products, to look beyond that and actually implement some smart marketing strategies and prosper.

[MyDigitalDispatch](#) has been the #1 choice of many eBay powersellers in terms of automating their digital products on eBay for the past 5 years. Many powersellers know that [MyDD](#) is NOT just an instant delivery system but A LOT more beyond that and they use many of the hidden powerful features of [MyDD](#) to explode their profits. [MyDD](#) has been developed to make you **MORE SALES** plain and simple. Every single feature was carefully added and tested to increase profitability.

With the policy change about digital downloads, [MyDD](#) becomes a LOT more necessary than before and by using it you are in much greater advantage than the people that will not know how to cope with this policy and eventually FAIL. MyDD is the solution to this problem.

Stay with me here and read below.

First off, ebay forces all digital download product sales to use the classified ad format instead of the buy now, auction and store format. (Ebay finally recognizes that digital downloads are a great **LEAD GENERATION** strategy and they are moving digital download sales to their Lead Generation format, namely the classified ad)

Let me mention here that ebay **allows** you to post buy now, auction style and store items IF you put your digital products on a **CD or DVD** and ship it in a physical form (we will talk more about automating CD and DVDs later).

Classified ads

Digital Sales through classified ads CAN BE AUTOMATED the same way and never have to be manually send out in an email with the download links.

Listing a classified ad may in fact turn out to be cheaper for you since it runs for 30 days and you can include certain links and optin forms on them.

There is a small debate as to if you are allowed to put a payment link directly on a classified ad or not. You can use the payment link generated by [MyDD](#) (*under Plugins -> Button in your MyDD admin area*) and if ebay complains that you are not allowed to have a payment link, try the trick below.

[TRICK] Put an optin form in place of your payment button. Then in the return url of your optin form code include the Buy Now LINK created by [MyDD](#), and as soon as someone opts in, they will be instantly redirected to payment so that opting in becomes part of ordering. (This way you build a list and you can later mail to people that did not order, to ask them again to order). Here is how your form could look like:

To Receive more information instantly,
fill out the form below

Name:

E-mail Address:

[Click to Receive Ordering Information](#)

*Your email address is kept strictly confidential

MyDD will automatically send the download links when using either one of the above approaches.

OVERDELIVER

You could still use MyDD to send a download instantly as an additional free service, while person is waiting for the CD.

Think about it.

Even though ebay restricts downloadable items now, ebay BUYERS (that means: YOUR customers) still expect the IMMEDIATE download. So, you NEED to offer it to them IN ADDITION to sending the CD.

You will still have the same advantage over the sellers that just ship.

There is nothing to prohibit you from mentioning in your ad that they will be receiving the digital download as an ADDITIONAL BONUS **as long as the PRIMARY item for sale is the CD or the DVD.**

There won't be any other way for people to instantly download a product they purchased with Buy NOW or auction, unless you offer it as a BONUS to your CD.

WARNING: the Following may be a *gray area* since at the time of writing it is not very clear as to what is a digital good in ebay's dictionary:

Ebay prohibits Digitally Delivered GOODS. However, certain items cannot be sent in any other way, nor be put on CDs.

For example, selling access to your private site (which COULD contain the same info as the book) can offer the same benefits as an ebook AND CAN be automated. [MyDD](#) can be setup to send a unique username/password for every customer that purchases an item of this form.

Items in this category

- Access to your private forum
- Access to your membership site
- Web hosting
- Account on your WEB-BASED software
- Timely delivered newsletter *

None of the above can be put on a CD and there is NOTHING to download.

[MyDD](#) in fact is the ONLY software that can allow selling of such services.

NOTE: since this is a new rule, this may be a gray area. Should you decide to list items in the above categories, I would suggest to give it a decent price (at least a couple of dollars) to avoid being flagged by the feedback policy.

You still NEED to capture all of your customer's information and organize them in an easy to use format so that you can run reports and send emails to all or groups of customers for additional sales.

**Build a List and Add your Customers in it
AUTOMATICALLY and INSTANTLY.**

Instant integration of your autoresponder software or service is also very important in your business. If you go the shipping route (and ship CD's DVDs, printed material etc) there will not be a connection between your customer AND your email list. By using [MyDD](#), your customer is INSTANTLY and automatically added to your mailing list software even when you sell physical products.

YOU NEED TO MAKE MORE MONEY

You need to understand and utilize funnel marketing in your ebay business.

Instant Upsells, cross-sells, back end and future sales are really what separates winners and losers in marketing. Especially when the cost of advertising and production (CD creation) rises, you need to increase the dollar value of each and every customer. (this is what happens when the low hanging fruit disappears)

Do NOT underestimate the power of the INSTANT upsell. [MyDD](#) users report up to 500% increase in their profits by using INSTANT upsells with their ebay items. Even though you will be able to include a brochure with your package (when you ship the physical disk) NOTHING beats the effectiveness of an IMMEDIATE upsell that takes place moments after the purchase. In fact, you SHOULD include a brochure or coupon in ADDITION to the instant upsell with [MyDD](#) (more info about this later)

[MyDD](#) will be adding your customers into your favorite autoresponder system and enable you to contact your customers in the future with promotions to make more sales. These are more sales you would not otherwise make if you did not use [MyDD](#).

Instant upsells and future sales, WILL increase your profit per customer and enable you to afford more expensive advertising (namely, classified ads, PPC etc)

For cross-sells, you can also use the NEW signature feature to automatically add a new revenue stream to your emails. The new signature feature, utilizes built in pre-tested ads that can be included with each email sent to your customers by [MyDD](#) and you make money. It is as simple as that. ([MyDD](#) makes you money even if you don't want it)

Now lets see how this would work in an example:

Why you should sell your digital products on a CD or DVD

1. Not only you are generating leads, but you are generating leads WITH SNAIL MAIL ADDRESS INFO. These leads are **higher quality** and you can follow up with them using direct mail in addition to email and other methods.
2. Sell Large files/ packages (in the GigaBytes) on DVDs easily without worrying about bandwidth fees and your servers crashing (videos, audios, multi product packages, etc)

3. Appear more professional and build a more solid relationship with your customers. Usually people that buy digital products just search around, find something with instant delivery and they buy it. When they are buying physical products, more things become relevant like Packaging, Professionalism, Speed of shipping etc. **They let you in their home** when they choose to have you ship something to them. When a customer is comfortable with you, they will come back again and again. The relationship is stronger. Note: Subsequent sales should be done outside of ebay, on your website.
4. You can include brochures, sales letters, coupons, special offers, bonuses, etc inside the box, to allow for upsell opportunities. (tip: if you are using kunaki, you can make part of your CD artwork look like a coupon and direct them to your website to take advantage of that special offer. With kunaki you can use your own artwork)
5. You can include “autorun” feature on your disk that immediately starts playing anything you want as soon as the customer inserts the cd. You can make this autorun feature open a special offer page on your website that invites the customer to buy something else.
6. [TRICK] The following feature is being built into [MyDD](#). As soon as [MyDD](#) orders the disks from kunaki, [MyDD](#) will create a “Check the status of My Order” link and you can include that in the email to your customer automatically. Now get this. When the check status page opens, the status will show up at the top of the page (about an inch tall) and right below that, [MyDD](#) will allow you to show ANY Offer you want. WHY IS THIS

POWERFUL? When your customer receives a “check my order status” link, they will click on it MULTIPLE times until the order arrives. That means your customer will be exposed to another offer from you many times before the cd arrives. More chances for you to profit.

7. Remember, the S&H is paid for by the customer. The price of your actual product can remain the same.

But Socrates, I sell Resell Rights and Private Label rights products, how can I afford to sell them at a decent price?

Here is where you start being creative.

Let's assume that you purchased a Private label package on how to train your dog. You take the sales letter and the graphics that came with it (after all, they did all the work for you, right?) and you create a listing on eBay to sell this product on a CD.

Nothing wrong with that, right? Isn't that what everyone else does?

Wrong!

When it comes to a PLR package (unless you buy EXCLUSIVE rights which are very expensive), there will be hundreds if not thousand others that have also bought it.

Well, guess what those guys are going to do?

Right! They will be taking the sales letters, graphics etc, and list their CDs on ebay.

So you have a lot of competition. Competition drives YOUR prices down.

Why would someone buy from you instead of them?

Why should someone pay you \$10-\$20 for a CD when they can get the exact same one for \$3 elsewhere?

This is why high quality, unique products WILL succeed, while all the copy-paste type of products will be the new “penny” items, where you compete for the lowest price.

So, what should YOU do?

You need to DIFFERENTIATE.

When you buy a PLR package, take some time to re-write the sales letter and reformat its layout so that it looks DIFFERENT. Create some new graphics for your product (instead of an ebook cover, you can have your image shaped as a CD label), then work your new graphics into the sales letter. This can take a few hours to do, BUT it will be well worth it.

Come up with a NEW name for your product, add a few bonuses to it, and you are good to go. Unless you are targeting resellers, take the PLR rights out of the product.

Your listing LOOKS and FEELS like a NEW UNIQUE product and all your competition problems are now GONE. You can put your own price on it and not be afraid that others will drive the price of YOUR product down.

With a little (keyword: “a little”) extra work, you can generate your VERY own unique products that will not devalue.

Repeat the process and you have your very own unique product line.

A Great Tool for Editing and Re-formatting your Sales Letters in Minutes is “Sales Letter Factory” and you can read more about it at www.SalesLetterFactory.com

More ideas on Differentiating:

- a) You can sell MULTIPLE CDs/DVDs as a Series. (like a home study course type) and sell at a higher price
- b) Change the Presentation format of the information you sell. For example, Record the ebooks on audio and sell them as audio courses, for how to manuals, create screencapture videos showing How to Do it. Etc. Print the book to accompany the audio CDs.
- c) Accompany your information with an ONLINE “companion” members only website, where they can sign up and get latest information regarding their problems (you offer them a place to belong. That is a BIG advantage)

“How to automate the delivery of your PHYSICAL CDs, and DVDs so that your disks are automatically sent to YOUR customers totally Hands Free”

There are 2 ways to do this with [MyDD](#).

1. Use the built in feature that integrates with kunaki.com so that as soon as you sell a CD or DVD on eBay, All you have to do is add your kunaki product id in your Item for Sale and you are done. When you make a sale, [MyDD](#) will immediately notify kunaki on YOUR behalf with all the order details and your CD will be created, printed, put in a nice box, wrapped in cellophane, and mailed to your customer within MINUTES without you having to lift a finger. Kunaki creates Full-color, glossy, fully assembled, cellophane-wrapped, retail-ready products with free UPC bar codes. They even send you a free review copy of your product. You can use their software to design your disc, case, inserts; and select your contents. This costs about \$1.75 per CD or DVD plus S&H depending on the destination.
2. If you have someone else that will do the shipping for a better price, you can use the BCC feature of [MyDD](#) (you can find this feature when you edit any message profile). The BCC feature sends a COPY of the email sent to the customer (with the order info) to ANY email address you want. This is mostly used by the admin to receive a copy of the email sent to the customer. It can also be used to enter the email address of a freelancer you can hire, so that every time you make a sale, the freelancer gets an email

with the order info and ships the CD for you. ([MyDD](#) customers have been using this feature for years to integrate with their dropshippers). When you use this feature, make sure that your SUCCESS MESSAGE contains the product name, customer's first name, last name and address so that the person sending the package knows what to put on the disk and where to send it

PUTTING IT ALL TOGETHER - BLUEPRINT

I understand that this is a lot of exciting new information and you may have hard time trying to visualize everything at once, especially when a lot of the money making methods I described take place **automatically** *behind the scenes*.

For this reason I created a **blueprint** (on the following page), to show you what goes on at each step of the process, from the moment your customer bids on your item, all the way to turning that one time customer into someone that will be buying from you for years to come, without depending on ebay or ebay policy. Creating **long term customers** is fundamental to the success of any business.

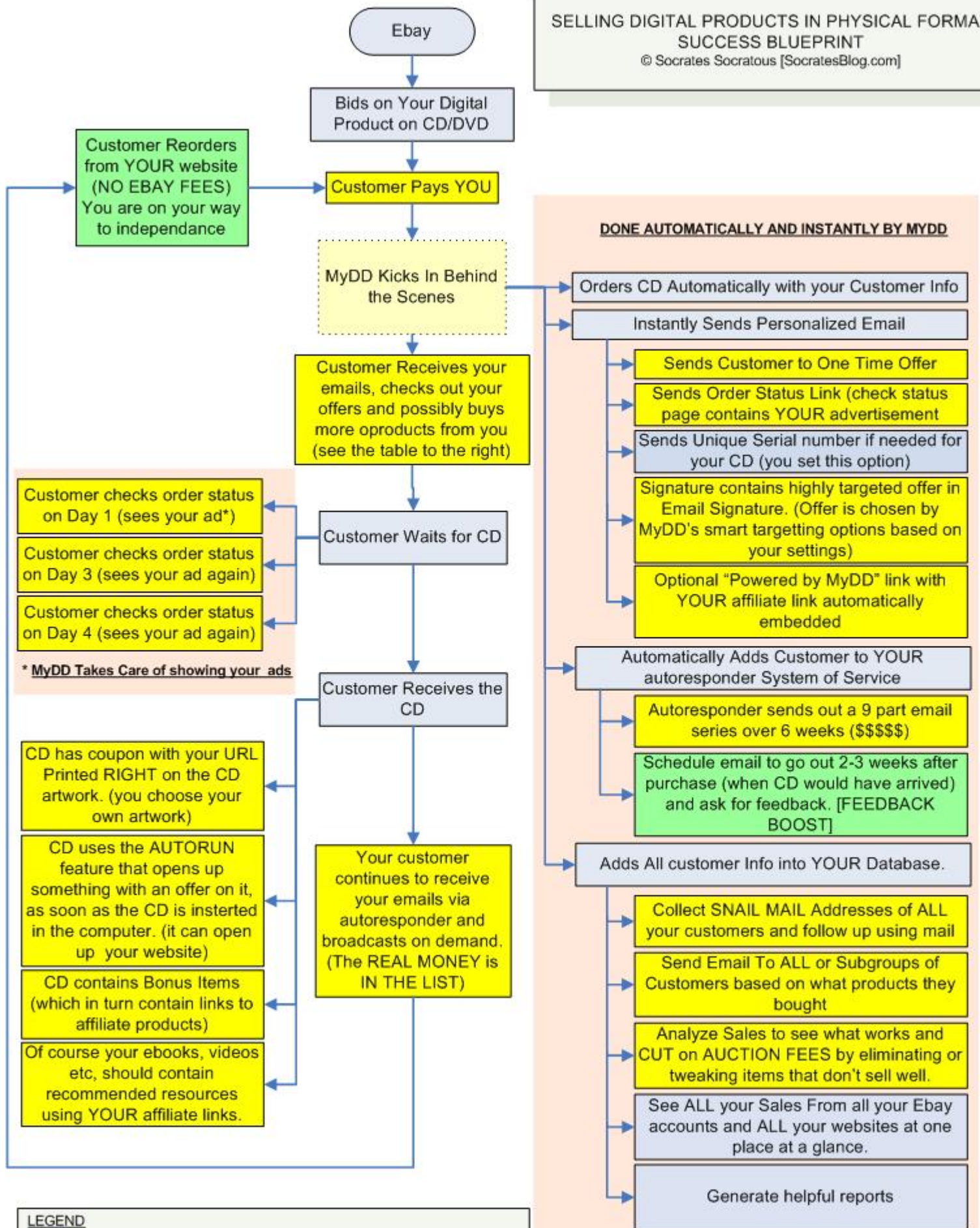
Don't worry if it seems too much. It really isn't because **MyDD takes care of almost everything**. All you have to do is set it up ONCE and keep listing your items on ebay and your websites.

In the following blueprint, each **golden box** denotes ANOTHER opportunity for to **make more money** from that single customer (these are strategies savvy

marketers have been using for years making a killing). All of these golden boxes stand for upsells, cross-sells, backend and future sales. Best of all, it is all automated ☺.

Go to the *next page* for the full page blueprint.

**SELLING DIGITAL PRODUCTS IN PHYSICAL FORMAT
SUCCESS BLUEPRINT**
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LEGEND
 ANOTHER Opportunity for you to MAKE MORE MONEY
 Great Benefit

Bottom line:

The low hanging fruit ALWAYS runs out. Things tend to fix themselves by evolving.

Remember, it used to be free to run infomercials on TV. In fact they used to beg you to take those “useless” spots in the wee hours of the morning. Even if your advertisements suck, you still made money. Over time, more people saw the opportunity, the TV channels saw the potential, supply and demand kicks in, and now unless you pay millions, you can't get your infomercial on TV. This forces those infomercials to use some clever marketing and back end sales in order to make profit. The front end product they sell on the commercial covers the advertising cost at most (if it does)

Remember, you used to get some really high quality traffic with Google adwords and PPC for pennies. Even with a crappy site, you made money. Now you have to pay a lot of money to get listed for any premium keyword. So marketers started using clever techniques and backend sales to make profit (I am personally VERY happy to break even with my front end items on Google (that means ANY backend sale I make is pure profit). Sometimes I even lose money on the front end)

How about adsense site? Crappy, duplicate content used to make you a ton of money. Now, it can get you banned.

You even used to be able legally spam in the old days and make very good money.
That system also fixed itself.

My point here is that EVERY LOW HANGING fruit will be gone sooner or later.
Base your business on SOLID GROUNDS and look at the bigger picture.

Use the proven Marketing Strategies and the right tools to succeed.

To download MyDD (MyDigitalDispatch) to automate and increase your sales, go
here: www.MyDigitalDispatch.com

Partner to YOUR Success,

-Socrates Socratous

www.SocratesBlog.com