

How To Make More Money In 72 Hours Than In 90 Days

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Just imagine making more money in 72 hours than you made in the last 90 days... or even 6 months. Go ahead, take a moment and let that idea sink in.

Now imagine this:

**Not only do you make this massive sum of money,
but you also build a huge customer list as a result.**

That means your mortgage is paid for and maybe your kids' college education too. You're set.

Lovely dream, isn't it?

Here's the thing – this isn't just a “pie in the sky” fantasy.

This is something YOU can make come true.

And right now I'm going to reveal an idea for you to achieve this.

Launch your own 'firesale'.

Let's start with a quick definition of “firesale” for the purpose of this discussion:

DEFINED: “Firesale”

A limited time sale where a package of goods is offered at an extremely discounted rate.

COLLECT a Package of In-Demand Products!

I'm assuming you've already gotten a niche, and now you just need to find products for that niche.

Sidebar: Since many people who read this report will run firesales in the Internet marketing niche, at times in this ebook I'll make references to selling to the Internet marketing market. However, do note that you can run a successful firesale in ANY niche. Indeed, prospects in other niches may be even more receptive to them, since firesales aren't as common outside of our Internet marketing circles.

Here are answers to your top questions...

What sort of products should you add to your package?

The answer is simple – add the same types of in-demand products that you'd sell individually.

See, some people sell “junk” in their firesales. Don't do that. Instead, sell high quality products... and be sure to add a few unique products that buyers can't find anywhere else.

If you don't know what sort of products your market wants, then do some research. Specifically, find out what they're ALREADY buying – and then sell something similar. And remember, you're not limited to just ebooks – you can sell software, audios, videos and anything else your market wants.

Quick Tip: If you're selling to the Internet marketing crowd, then you have the luxury of providing a variety of products. They may include marketing products for education purposes, marketing products with resell, master resell or private label rights (PLR), and other niche products that come with some sort of PLR or resell rights.

How many products should you add to your package... and how much should you charge?

If people in your niche have had firesales in the past, then research them to see how many products they included and for what price.

Generally, however, you'll want a somewhat large package that starts at a very low (but ever increasing) price. For example, you may have a package of 50 products for \$50 (\$1 a piece) that goes up \$10 a day.

At the end of the sale, you can either end the offer completely, or charge the full value (which may be worth hundreds if not thousands if someone purchased the products individually).

Where do you get these products to add to your package?

As mentioned previously, you'll want to have at least a handful of products that your customers can't find anywhere else. And that means you'll need to create this handful (or have them created for you by a reliable freelancer).

Quick Tip: As a good rule of thumb, make about 25% of your package completely unique products. So if you have 50 products, 12 of them should be unique. At the very least, they should be rewritten PLR (private label rights) products.

To fill in the rest of the package, you can hunt for resell rights products, master resell rights products and private label rights products online. Simply enter your niche keywords (like "Internet marketing") followed by words like "resell rights" or "PLR." For example: "Internet marketing PLR."

The Secret To Launching A Successful FireSale

Especially in the 'internet marketing' niche, you'll see many firesales but why just a few of them did really took off successfully.

Well, there's actually a 'secret' to achieve success with firesales. The secret is... you need to have a 'theme'. Call it a theme, an angle or a hook – the point is, give a REASON why you're doing a firesale so that your customers have a reason to buy! Secondly, having a theme will make your firesale more believable.

Like back in 2006, I did a 'firesale' selling a \$49.95 product and by day 3, I was already raking in more than USD \$36K.

The theme is this – "I'm doing this 'firesale' is because I've took up a challenge to prove that I can make money online within 24 hours in front of a seminar stage with live audience. So because I got to make sure that my demonstration is full proof, that I can show them I've made money within a few hours, I'm going to throw a firesale."

Because I have a theme, many people have bought the "Live Challenge Sale" package – they can see why I'm willing to sell compilations of products at such a cheap price. Once it's believable and they see the value in it, they'll buy.

However, MAKE SURE that you're telling the truth with your theme. Don't crank up fake story.

This short report is NOT a 'firesale' course and I don't have any to sell or to recommend to you. I just thought that this is a great idea and I wanted to share with you before I forgot. 😊

- Patric Chan

P.S: If you like what you've read, it'll be nice if you can leave your comment on my blog for this report by [clicking here.](#)