

The Power of \$7 Dollar Secrets Script for Auto-Pilot List Building Giveaways

Just in case...

You've never heard of the [\\$7dollarSecrets](#) Script, here's a quickie.

This very handy set of scripts totally automates the process of selling digital products, such as e-books. Once set up, all that's left is sending traffic to the sales page. It works for you 24/7, pretty much, hands off. The only part you may need to attend to is providing support here and there.

That's not where it ends actually, it does much more. Can you believe it? The other main purpose of the script set is for build your mailing list. Part of the \$7dollarsecrets scripts process is a Squeeze page for gathering leads for your mailing list. It is set up so the customer needs to give their name and e-mail so they can get their product.

There is one more feature that makes it even better. It just keeps getting better doesn't it? The same scripts are set up to be used as an affiliate program. Yep, you can use it to have other people (many others is you want), sell your product for you night and day.

Now, there is one slight twist to the affiliate option that is not for every marketer. Usually the script it set up to give the affiliate 100%, which is normally \$7, hence the name of the product. There is a bigger picture here you have to understand. Since the script is set up to gather leads for your mailing list, you could have many people helping **to build YOUR list**.

Sure you might be giving away 100% of the profits, but in reality you are gaining a paying customer for your list. As you might know, the best lead you can have is one that has proven to buy.

One more ingenious part of the system, yes there is more, is that the script can also do a OTO, or One Time Offer. As with the affiliate program you can also give affiliates 50% of the OTO offer.

Best of all is the cost. If you haven't guessed it yet, the script set only costs \$7, about the price of a fast food drive-by.

There is no other system or script that matches the features of the [\\$7DollarSecrets](#) for the price, none.

Putting Your List Building Giveaways on Auto Pilot...

Before I go any further...

For those that may not have a clue what a giveaway event is (though I'd have to wonder why you downloaded this report in the first place), here's a quick overview.

Marketers put on what is called "Giveaway Events". These events are just as they sound, the site gives away all kinds of free products, usually e-books. In reality the gifts are all from other marketers.

The catch is, if the surfer wants a gift, they must go to the contributors website and give up some information, usually just their first name and e-mail address. After the visitor submits and confirms their information, then and only then, do they receive a link to download the free gift.

The motivation for the contributor is the fact that they can build their e-mail, mailing list from these types of events, just by offering a gift for the event.

With that said, lets move on...

Why should you use the \$7Dollars Script for Giveaways?

First and foremost is to use the power of Giveaway events to build your mailing list and do it hands off. Once set up with a proper Auto Responder service your free to work on even more ways to build your list or make more Cash.

The second reason is to Grab some OTO (One Time Offer) income.

The beauty is that everything is automatic and connected with your Auto Responder and Pay Pal. Your system collects leads and takes care of the downloads, including the OTO offer if your visitor buys it, for your visitors.

One thing I like about the script is that the visitor must go through the process and opt in to get to the download, as long as you have it set up right. In other words, they can only download your giveaway gift after they have opted into your list.

Of course the same is true for the OTO, they can only get it, after they have paid through PayPal and the payment is verified.

How to set it up...

Using \$7Dollar Secrets Script with Giveaways

First of course is that the script needs to be setup for giveaways. In the settings.php file you need to make sure the giveaway setting is set to “true”. In my version it is the second to last line of the file, as follows:

```
Ssys_giveaway_product = true;
```

This can also be done when you install the script, when you run the config.php file for the script set up. It can also be done afterwards by editing the settings.php file manually. Just be careful not to change anything else.

That’s really all there is for setting it up.

The Flow...

When the script is in Giveaway mode, it flows as follows:

Remember, this is how I set mine up, you can do the same or use your own system or process. I prefer to set up my own system so the visitor stays on my site and my web pages. I also use [Aweber](#) as my auto responder service, your service may differ.

1. Squeeze Page (squeeze page template in the templates folder)

This is the page that squeezes your visitors information. This is where you place the html code form from your auto responder series signup.

2. Thank you for submitting your info (I create my own)

After the visitor submits their information I send them to my custom made thank you page. Actually it is just one of the unused template files, like the sold out one, I can be lazy at times. If you do not make your own, the visitor will see your auto responders generic or default thank you page. This page should not be in your templates directory, but outside, such as the directory where your php files are, if it is not, some not-so-nice people will be able to find your templates folder. I usually name this page, `thankyou.html`, I am so creative, wouldn’t you say?

3. Thank you for confirming (I create my own)

Once the visitor confirms their e-mail address through the auto responder service, they end up on my custom “thank you for confirming”, web page. Again, if you do not do this, your auto responder’s default will show up. I usually name this one, `confirmed.html`, another brainstorm ☺

Using \$7Dollar Secrets Script with Giveaways

One note about using your own custom thank you and confirm pages is that, as I said, the visitor stays on “your” site and makes it more uniform in my opinion. Also, since these are your pages, if you wanted, you could do some selling on them, or had ads. I would be careful though, you don’t want to side track the visitor away from the main objective. It’s just a thought.

4. OTO (One Time Offer) (If your doing one)

Your auto responder series will next send them to the OTO page, if you are using an OTO, which you should be. Just as with a regular \$7 Dollar product, your first auto responder message will have a link for download like you would normally do, then the script send them to the OTO or download page depending on your settings. Nothing really new here.

5. Download

Just like the above step, and like any \$7Dollar setup, they go to the download page as normal.

Just so you understand, the auto responder message you set up are the same as you would do for a regular \$7dollar product. The first e-mail should send them to:

<http://www.yoursite.com/ga/index.php?action=download>

Quick Tip:

There is one thing extra I do with list building that you might want to try yourself. One of your goals when building a list is to keep your members subscribed as long as possible. Only makes sense. The longer they are on your list, the more chances you have to sell them, or even just gain their trust to stay on.

Instead of just having the freebie for them to download, I add a second follow message, telling them to watch their e-mail as I will be sending them a “present” very soon. I also tell them something along the lines of “You won’t want to miss it!”. As you might have guessed, this gives them a reason to stay on your list and not unsubscribe.

Quite often, people will opt-in to your list, get your freebie and unsubscribe right away, happens all the time, as they just wanted the gift and they often know how it all works.

Using \$7Dollar Secrets Script with Giveaways

When they hear they will be getting something else, it gives them a reason to stay on. It might not work every time, and some might unsubscribe right after getting the “present”, but it’s worth a try isn’t it? What do you have to lose? Plus it only takes finding a good present and creating another auto responder message. Just make sure you actually do send them a present and it’s something of value, otherwise your reputation could suffer.

Last but not least, make sure you don’t send all free stuff, people might come to expect it from you and not buy anything.

Many marketers create responsive lists by often giving good free content, it just needs to be done in moderation and not expected. Clear as mud?

Templates/Files needing to be changed.

Although you probably already figured this part out, here they are just in case.

Squeeze.html (in templates folder)
Thank You File (as I said I make my own)
Thank you for Confirming (again, made myself)
Download.html (in templates folder)
oto.html (in templates folder)

The big difference between a giveaway and a regular \$7Dollar Product is the squeeze page template. With a regular set-up, your squeeze page just gathers their name and e-mail. With a giveaway, the squeeze page sells them on the freebie as a reason to give up their info, or be squeezed of it.

The other difference of course is that visitors go to the squeeze page for a giveaway, instead of the sales letter. The sales letter is not even used with a giveaway, course you already know that.

There is one more thing I do,

it’s up to you if you want to add this, but it might be a good idea. When the script is in Giveaway mode, your main sales letter is still active. For example, a giveaway url might be:

<http://www.mysite.com/giveaway/index.php?action=giveaway>

Problem is, if a visitor happens to go to (believe it or not, some will):

<http://www.mysite.com/giveaway/>

Using \$7Dollar Secrets Script with Giveaways

Your sales letter will show up (salesletter.html in templates file). If you haven't changed it from the default, which will probably be the case, as your only doing a giveaway, the visitor will see the funky default salesletter.html page with all the strange looking text.

The way I “sort of” fix this is by adding the following line in between the <head></head> code on my salesletter.htm page:

```
<meta http-equiv="refresh"
content="0;URL=http://www.yoursite.com/index.php?action=giveaway">
```

If you're unfamiliar with the code above, that line simply makes the salesletter.html page refresh or forward to your giveaway page. Once again, you need to change the “yoursite.com” reference to your own domain. Just make sure the code goes BETWEEN the <head>above line here</head> code on your web page, otherwise it will not work.

That's about all...

That's really all there is to it. Of course you should still change the other template files to match the look of your giveaway pages.

The last step is sending people to your Giveaway by using the proper url, which is similar to:

```
http://www.yoursite.com/index.php?action=giveaway
```

Naturally you'll need to change yoursite.com to your own domain and/or sub directory if you are using one.

A word of caution, when you come up with your giveaway url and you paste it into your browser, it will change, and will not be the correct url any more. I just create the url and put it in Notepad, copying and pasting when submitting to giveaway sites.

If you want you can check out a recent Giveaway I set up with the scripts at:

```
http://www.rakwebsites.com/guru-secrets/index.php?action=giveaway
```

So, now you have no excuses for not taking advantage of the scripts!

Don't have your own copy? Why not? Do you want to be left behind, or miss out on making a nice little automatic income? Well, you better go get your own [\\$7DollarSecrets](#) and get to making some money!

The Last Word...

I see quite a few people getting frustrated, or they become over whelmed when trying to set it up or getting it working. When you first start with the script is can be daunting, especially if you are new to web pages or scripting, but remember this, once you do it a couple times, it will become second nature and you probably won't think twice about it.

Also, if you really get stuck you'll find some help at the forum dedicated to the script at: [S7 Forum](#)

You'll find plenty of helpful people on the forum that are more than happy to help. Most times you'll find some one else has already been stuck like you if you search the board.

I really hope you've found this useful. If so let me know, I'd love to hear from you.

You can leave a message at my support desk
<http://www.rakwebsites.com/support/>

And don't forget to check out my other site, <http://www.rakwebsites.com> for more goodies.



Sincerely,

Ron Killian

Ron Killian

<http://www.rakwebsites.com>

<http://www.webweaverproductions.com>