

THE PROFIT CLINIC

# EXPLORATION

HOW TO LEVERAGE ONE LOW-COST  
eBOOK INTO MULTIPLE, PROFITABLE,  
INSTANT INCOMES



INCLUDING RESIDUAL INCOME STREAMS



## WHAT DOES THIS SYMBOL MEAN?

All Profit Clinic *Viral Explosion* **Basic Resale Rights Packages** can be personalized with *your* domain name and personal links when you purchase the **Personalized Reseller Kit** for that *Viral Explosion* product.

**Links to be personalized are identified by this symbol.**

### **The Profit Clinic**

P O Box 3344 Doncaster East VIC 3109 Australia  
Telephone 03 9841 4600 (International +61 3 9841 4600)  
Help Desk <http://www.profitclinicstore.com/support>

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# HOW TO LEVERAGE YOUR PURCHASE OF ANY “VIRAL EXPLOSION” EBOOK



I'm **John Counsel**, founder of **The Profit Clinic** and author of the “*Viral Explosion*” series of ebooks. I designed them to be the *first* income stream in a very powerful, *viral* marketing strategy designed to achieve two important results...

1. to help you build your **prospect list** – bigger and faster, at little or no cost, and
2. to help you create a *series* of **profitable, high-leverage, long-term income streams**.

The best part of the viral list building strategy is that your list subscribers are *not* just curious “window shoppers” and time-wasters. They're serious buyers who've *already bought from you* at least once!

We shorten the time usually needed to build rapport and trust, so that they'll buy from you immediately – which is the critical step forward for you, because market research shows again and again that it's *seven times* easier and cheaper to gain a purchase from an *existing* buyer than from a complete stranger.

## THAT'S NOT THE END OF THE STORY.

The “*Viral Explosion*” system is also designed to leverage your initial ebook purchase into an *instant* income stream through a 100% affiliate commission, paid directly into your PayPal account at the time of sale... and you don't even have to sign up for an affiliate program!

As soon as you pay for your low-cost ebook – and every one of our “*Viral Explosion*” ebooks is a high-quality, high-value publication with professional content and presentation – you have the opportunity to kick-start your first income stream using our built-in referral system. It sends a personalized email invitation to up to five friends or acquaintances with your own *personalized* affiliate link included.

You could have your first 100% commissions in your PayPal account within *minutes* of buying your “*Viral Explosion*” ebook. (That's fast, in any language!)

## THAT'S NOT THE END OF THE STORY, EITHER.

You're also presented with a **One-Time Offer** to purchase our **Basic Resale Rights Pack** at an attractive discount – including the ingenious script and all web pages needed to automate the entire sales, payment, digital delivery, one-time offer and affiliate payment process – *save 20% off our regular price!*

Even if you decide *not* to accept this offer, you'll *still* earn 50% commission on every purchase of the **Basic Resale Rights Pack** by people you refer using your personal affiliate link. So your income keeps on growing.

On the other hand, if you *do* decide to purchase the **Basic Resale Rights Pack**, not only will you keep 100% of every sale made by the people *you* refer – *and 50% of all purchases by the people they refer* – but you keep *all* of those names and email addresses to add to your mailing list – that valuable list made up of *buyers!*

## AND THAT'S STILL NOT THE END OF THE STORY – OR THE INCOME!

You can then choose to purchase our *Personalized Reseller Kit* for just US\$48.00. With this option, not only can you host and sell our ebook on your own domain, but your name and personal links appear in every copy you sell. So any sales of those products or services from your personalized ebook edition and web site are *automatically* credited to you so you can enjoy the commissions payable on those sales.

(You earn 40% commissions on all sales of **Personalized Reseller Kits**.)

## THEN WE ADD LUCRATIVE RESIDUAL INCOME STREAMS...

The **Personalized Reseller Kit** is *not* part of the “*Viral Explosion*” system. In order to resell this Kit you need to join The Profit Clinic **A-Team** affiliate program. (Membership is free.) You then have the support of our shopping cart to handle the sales and delivery functions. Commissions are paid weekly, one month in arrears (to protect against guarantee claims up to 30 days).

Some of the products and services promoted and sold by **A-Team** affiliates include membership systems like our **PearlMaker Sponsoring System** for network marketers (US\$29 per month) and our innovative **Zip-Cart eMarketing System** – an integrated e-marketing, e-commerce, autoresponder, broadcast email, dynamic shopping cart, searchable product catalogue, membership site and affiliate program management system for home-based Internet marketers (US\$49.95 per month). Learn more about these systems here:

<http://www.viralexpllosion.net/pearlmaker>

<http://www.viralexpllosion.net/zip-cart>

Monthly residual commissions of 35% mean that you can grow your income every month by selling more memberships to add to the existing members you've signed up.

So your income can grow exponentially, from month to month, and you boost your client lists at the same time... with plenty of opportunities to extend your activities into the growing number of niche markets we'll be targeting with this uniquely powerful, fast-penetration system.

## CAN YOU SEE HOW THE CONCEPT ADDS LEVERAGE AT EVERY STAGE?

You can quickly earn enough from ebook commissions to fund your purchase of the **Basic Resale Rights Pack**, This can earn you enough to fund your **Personalized Reseller Kit**, leveraging your lead generation and commissions exponentially, from the very first day. Or, if you're keen to begin building your mailing lists and sales faster, purchase the **Basic Resale Rights Pack** as a discounted One-Time Offer at the time you purchase your ebook... the *only* time you can take advantage of that special offer.

## IT'S NOT JUST AN eBOOK. IT'S A COMPLETE DIGITAL eBUSINESS-IN-A-BOX!

Some people see a low-cost ebook, buy it, read it and put the contents to work. If that's all they need, that's perfectly okay. They'll enjoy great value for money and solid marketing know-how to help them build their online businesses. Others – more entrepreneurial and innovative, with a keen marketing eye – will read this information and catch the vision of what we're offering. And, even if they can't afford the low price of an

ebook, they can begin promoting it (you don't have to buy the ebook to earn commissions) and earning commissions fast enough to quickly afford the **Basic Resale Rights Pack** and **Personalized Reseller Kit**.

All you need is your own domain name and web hosting with FTP access. If you don't already have them, we can help you with all of these for just US\$65 a year. (You're going to need these resources if you plan to build an online business.) For more information visit <http://www.lease-a-site.com>.

## WHAT KINDS OF LEVERAGE ARE WE TALKING ABOUT?

### 1. A PERSONALIZED EDITION OF THE eBook FOR YOU TO DISTRIBUTE

We're not talking about simply *rebranding* the embedded affiliate links with your own affiliate links.

For a start, rebranded links are not very secure and they're not very practical. So you can easily lose a large slice of your potential market.

Let's face it – how often do people read an entire ebook *onscreen*?

How often do *you*?

It's physically and mentally exhausting. People either give up – or they *print* the ebook and read the *printed* copy. Then, if they decide to visit a link, they type that *printed* link into their web browsers.

The problem here is that rebranders typically use *generic* text links with *embedded* URLs that can't be seen. They don't display the URL itself. Instead, they display *generic* link text like this...

**Order your ebook right now – [click here!](#)**

So the long-suffering reader has to open the ebook onscreen, find that specific link, then click on it if they still want to visit it. *If they know to do all that in the first place.* (Many people online don't.)

The *real* question is: **how many of your prospects don't – or won't – bother?**

With our **Personalized Reseller Kit**, *every* affiliate link is displayed as a simple URL featuring *your own* domain – the domain where they first bought their ebook. It will look something like this...

<http://www.yourdomain.com/gurusecrets> or

<http://www.yourdomain/recommends/gurusecrets>

Naturally, the onscreen version has them embedded as active hyperlinks as well, so you're covered for every contingency. Easy! If printed copies of the ebook are passed around by unethical people, your *personal* links are fully protected, and you'll still enjoy the benefit of leads and sales from those pirated copies. (PDF copies can be disabled.) So your marketing strategy will work, even with illegal copies.



## 2. PERSONALIZED REDIRECT PAGES TO YOUR ACTUAL AFFILIATE LINKS

You receive a zipped folder/directory containing a series of folders and redirect pages that protect your affiliate links for all of the valuable income streams available to you as a Reseller. They may include...

- **The Profit Clinic A-Team** – free membership with outstanding products and support.\*
- **“Viral Explosion”** – our special *viral* list-building and fast income range of ebooks and One-Time-Offer (OTO) scripts and Resale Rights packages. Designed as an entry-level Internet marketing system with low cost and high returns, it helps newcomers to Internet marketing get into profit and begin building mailing lists. It also serves as a viral front end to The Profit Clinic’s unique **PearlMaker Sponsoring System**, **Zip-Cart eMarketing System** and **Part-E-Cart Sales Support System**.\*\*
- Your **personal affiliate links** to the affiliate programs promoted in the ebook. (If you prefer not to become an affiliate for any of these programs, leave the redirect pages unchanged.)
- **The PearlMaker Sponsoring System** – the unique, Fourth Generation™ system for network marketers with any company, anywhere. (*Earn monthly residual income.*)\*



- Excellent FREE software, like “Ad Tracker and Split Tester” scripts.
- **Zip-Cart E-Marketing and E-Commerce System for Home-Based Entrepreneurs** – The Profit Clinic’s fully-integrated, *affordable* hosted automation system. (*Earn monthly residual income.*)\*

(\* These programs are sold through The Profit Clinic’s A-Team affiliate program. Membership is free.)

(\*\* These programs are sold using the \$7 Secrets System.. You do not need to purchase the ebook to receive affiliate commissions on the ebook and OTO, but you need to purchase each **Personalized Reseller Kit** you want.)

All redirect pages are personalized to *your* domain and redirect visitors to *your* affiliate links. Detailed instructions are included for editing and uploading these. It’s a simple procedure.

Then simply upload the entire folder – including your sales pages, etc – to your domain via FTP. (No permissions are required except for those related to the \$7 Secrets Script, which is included in each resale rights package. Complete instruction are also included.) Links look like this...

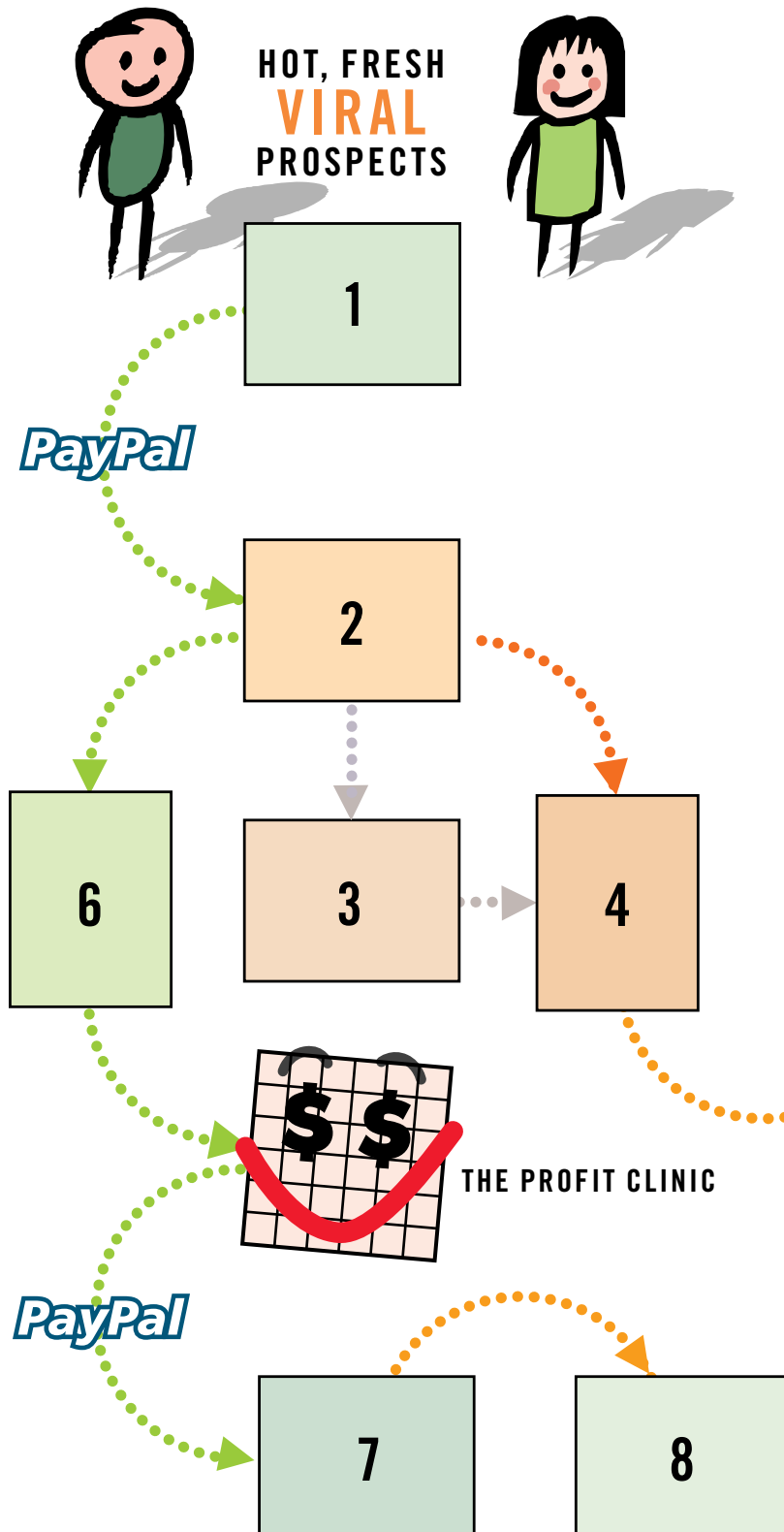
<http://www.yourdomain.com/tas/brr> (Your redirection scripts point to links like this...

<http://www.profitclinicstore.com/x.php?action=alink&id=2&link=23> (Live link)

You’ll still need to modify the settings file and templates files in the \$7 Secrets Script. The content for the sales letter and OTO pages are ready to go. Or, if you prefer, we can modify and install everything for you. See details on page 8.

## HOW IT ALL WORKS

Here's a simple flow chart of the "Viral Explosion" system. All scripts, documents and data files required are provided as part of each Personalized Reseller Kit.



**YES!**  
 WE CAN MODIFY AND  
 INSTALL YOUR  
**PERSONALIZED RESELLER  
 KIT FOR YOU.**  
 SEE **PAGE 8** FOR DETAILS

1. Visitor to your site decides to buy the low-cost ebook.
2. Pays via **PayPal** account or credit card. Taken to download page.
3. **One-time offer:** 20% off Basic Resale Rights. Accepts or declines.
4. Downloads ebook.
5. Exits to [www.ViralExplosion.com](http://www.ViralExplosion.com) and another ebook and OTO offer.
6. Downloads this document and decides to purchase **Personalized Reseller Kit** from Profit Clinic store, with or without *Plug'n'Play*, using your A-Team affiliate link.

7. Completes simple, step-by-step Personalization order form.
8. Downloads Personalized Reseller Kit (when ready) and installs – or we install it for a fee.

*Note: No **PayPal** account is required if paying by credit card, but you need your own **PayPal** account to receive your commission payments.*

## YES, WE CAN MODIFY AND INSTALL YOUR SYSTEM FOR YOU!

Your **Personalized Reseller Kit** includes software and web pages, PDF documents and redirection scripts that need to be modified, uploaded and installed. We realize that many inexperienced (or very busy) people need help with this, so we offer you our “**Plug’n’Play**” installation service. After you submit your Personalization Order Form, we personalize your system for you, including your copy of the ebook, the automation script, data and template files, redirection scripts... the lot. Then we upload and install them so that it’s all ready to start working for you. Fees for this service are shown below. (Prices subject to GST in Australia.)

## HOW MUCH WILL IT COST?

This is business, so it’s important to know before you make a move just how much it will cost you. Here are our standard prices for all *Viral Explosion Resale Rights* packages:

ITEM	USD
Basic Resale Rights	\$48.00
Personalized Reseller Kit	\$48.00
Installation ( <i>Plug’n’Play</i> ) [Note: no commissions are payable on installation fees.]	\$60.00

## HOW TO ORDER

Order your ebooks from this page. Payment can be made using your credit card or PayPal account via our secure payment gateway at PayPal.



<http://www.viralexpllosion.net/products/>

Order **Basic Resale Rights Packages** from this page. Pay by credit card or PayPal account via our secure payment gateway at PayPal. (Note: OTO discounts are only available from OTO pages.)



<http://www.viralexpllosion.net/brr/>

## A QUICK TEST FOR AFFILIATE LINK ACCURACY

When you register as an **A-Team** member, *your* name appears at the top of each product page on our network of sites as the Profit Clinic representative. If your name is visible, all the links in the navigation strip are yours. (Our **Affiliate Support Centre** explains how to test your own link in this way. It’s easy.)

To see how this works, click on this link to see an example showing my own name as the representative.

<http://www.zip-cart.com/2>

# HERE'S WHAT YOU NEED TO DO

## STEP 1: ORDER YOUR COPY OF THE LOW-COST EBOOK

Go to the **ebook** order link on page 8 of this booklet. You can pay by credit card or PayPal. (PayPal is our secure payment gateway for this product.) You don't need a PayPal account to pay by credit card, but you'll need a PayPal Premium or Business account to receive commission payments. These accounts are free, You can open an account with merchant facilities here: <http://www.zip-cart.com/paypal>

## STEP 2: ORDER YOUR BASIC RESALE RIGHTS PACKAGE

Go to the **Basic Resale Rights Packs** order link on page 8 of this booklet. As soon as you pay for your **Basic Resale Rights Pack** you'll then be taken to a cloaked page to sign up for our Basic Resale Rights Owners' mailing list. This is important – this is how we'll notify you of new offers, new packages, free online training events and more. It will also give you access to our *members-only* **Resellers' Resource Centre** at <http://www.viralexpllosion.net/resellers>.

You'll be redirected to a page where you can download the *Basic Resale Rights Guide*. Right-click on the link and select "Save target/link as..." to save the document to your hard drive. (Print the *Basic Resale Rights Guide* before proceeding to Step 3.)

## STEP 3-A: COMPLETE THE ONLINE PERSONALIZATION FORM

The button on the download page (and a link in the *Basic Resale Rights Guide*) will take you to the all-important **Personalization Order Form** where you can tell us how you want your ebook, promotional PDF documents, redirect pages, etc. to be personalized. Take your time and complete this form very carefully.

**Accuracy is essential, because any changes needed to your Personalized Reseller Kit after it's prepared will involve extra cost for you.**

As part of this step, you need to provide your Affiliate IDs for the programs promoted in the particular ebook. (These will vary from product to product.) We've made this simple for you...

## STEP 3-B: SIGN UP FOR THE AFFILIATE PROGRAMS PROMOTED IN THE eBook SO YOU CAN EARN EXTRA INCOME

The **Personalization Order Form** has active links to those affiliate programs that open in a new window so you can sign up, get your affiliate ID, then enter it into the **Personalization Order Form** in real-time.

(If you choose *not* to register for any of those programs, be sure to leave the default links unaltered, or your visitors/buyers won't be able to access those products or resources at all, which will frustrate them and result in lots of queries and complaints sent to *you*.)

All other affiliate links require only the inclusion of your PayPal email address. No registration or sign-up is

needed because they use the “7 Dollar Secrets” script by Jonathan Leger. (The script and installation instructions are included in your **Basic Resale Rights** package.)

### STEP 5: DOWNLOAD, MODIFY AND INSTALL OR UPLOAD YOUR RESELLER KIT

As soon as we’ve completed your personalized ebook and redirection pages we’ll send you a personal link to download the zipped bundle. (Personalization may take several business days, depending on demand at the time you order. We do our best to deliver within three business days. If it’s likely to take more than three business days, we’ll contact you.) If you need to contact us, please use our help desk (see below).

Modification of your redirection pages is done for you as part of the service, but it’s important for you to check and test each page to ensure that the redirection links are all accurate and working properly.

Instructions for installation and uploading are part of your zipped bundle, unless we install it for you.

For help or information, contact our Help Desk

<http://www.profitclinicstore.com/support>

## IMPORTANT

**T**he **Personalized Reseller Kit** featured in this booklet is *not* the same thing as the **Basic Resale Rights Pack**. The **Basic Resale Rights** pack contains only your licence to resell the particular ebook and One-Time Offer to which it applies (every *Viral Explosion* product requires a separate **Basic Resale Rights Pack**), along with instructions and promotional materials.

**Personalized Reseller Kits** offer much more in the way of resources and income potential, and experienced marketers will recognise immediately how much more powerful and lucrative these packages can be for them.

## EXCLUSIVE VIRAL PRODUCTS FROM



**W**e created [ViralExplosion.net](http://ViralExplosion.net) to provide viral list building and income opportunities for people in our own target markets and for members of our online automation systems like [Zip-Cart.com](http://Zip-Cart.com), [MyPearlMaker.com](http://MyPearlMaker.com) and [Part-E-Cart.com](http://Part-E-Cart.com), and especially for our A-Team affiliates.

These products are separate from our main **Profit Clinic** range and provide an affordable, sensible, manageable pathway for would-be home-based and online entrepreneurs to get into business on the Internet, with world-class support and training, free and low-cost promotional support that's hype- and gimmick-free.

1. It gives our own prospects the chance to try out our programs and income opportunities without any kind of commitment, such as a web site and domain name of their own, web hosting and an autoresponder. (PS: IMPORTANT – a domain name from **Global Domains International** won't work with our systems. GDI only sells .ws domain names – Western Samoa – and **samoaNIC** imposes tight restrictions on its domain names.)
2. It also gives them the chance to set up an Internet marketing business for a very affordable price by acquiring resale rights to these viral products, supported by the resources and reputation of The Profit Clinic.
3. They can leverage their resale rights through the purchase of a Personalized Reseller Kit. This gives them enhanced benefits and credibility, too, for other products and services.
4. Once they've begun to build their mailing lists and incomes, they can upgrade to more powerful resources and a broader range of products through our A-Team program. They can also use these high-leverage resources to create, sell and deliver their own products and operate their own affiliate programs with our complete, integrated and affordable system.
5. Their "*Viral Explosion*" products and Personalized Reseller Kits become very powerful and effective viral "front ends" for their more lucrative back-end products and services, systems, membership sites and more.

On the next page you'll find details of four of our Viral Explosion packages and see how they're structured, their respective prices and the commissions you can earn for referring buyers and through acquiring Basic Resale Rights and Personalized Reseller Kits.



**Offer 1: Low-cost ebook**  
85-page ebook  
Price US\$12.50  
Commission 100%

**Offer 2: One-time-offer**  
Basic Resale Rights to the *standard* edition ebook plus automation scripts package.  
Price US\$48.00  
Commission 50%

**Offer 3: Upgrade Offer**  
Personalized Reseller Kit : *custom* edition ebook, automation scripts, promotional materials, redirection scripts, more.  
Price US\$48.00  
Commission 40%



**Offer 1: Low-cost ebook**  
58-page ebook  
Price US\$9 Comm 100%

**Offer 2: One-time-offer**  
Basic Resale Rights to the *standard* edition ebook plus automation scripts package.  
Price US\$48 Comm 50%

**Offer 3: Upgrade Offer**  
PearlMaker Sponsoring System: *customised* ebook, automation scripts, 8 Special Reports, promo materials, redirect scripts, auto-responders, installation, hosting.  
Price US\$129 set up, \$29 p.m.  
Commission 35%

*Content licencing included.*



**Offer 1: Low-cost ebook**  
32-page ebook  
Price US\$7.00  
Commission 100%

**Offer 2: One-time-offer**  
Basic Resale Rights to the *standard* edition ebook plus automation scripts.  
Price US\$48.00  
Commission 50%

**Offer 3: Upgrade Offer**  
Personalized Reseller Kit : *custom* edition ebook, automation scripts, promotional materials, redirection scripts, more.  
Price US\$48.00  
Commission 40%



**Offer 1: Low-cost ebook**  
40-page ebook  
Price US\$4.95  
Commission 100%

**Offer 2: One-time-offer**  
Basic Resale Rights to the *standard* edition ebook, plus automation scripts package.  
Price US\$48.00  
Commission 50%

**Offer 3: Upgrade Offer**  
Personalized Reseller Kit: *custom* edition ebook, automation scripts, promotional materials, redirection scripts, more.  
Price US\$48.00  
Commission 40%

## MULTI-STAGE PACKAGES TO SUIT YOUR OWN EXPERIENCE

Most **Viral Explosion** programs have two, three or even four upsell offers, each more advanced and higher leverage than the ones before. This allows people at different stages of readiness and experience to enter the Internet marketing field at a level to suit themselves, then progress to higher levels when they're ready.

These four products above show typical structures for this range. Items offered *after* the ebook and **one-time-offer** are *not* part of the **Viral Explosion** range, even though they may relate directly to the **Viral Explosion** products. The reason is simple: the automation script that powers the **Viral Explosion** system (included in all resale rights packages) will only handle the *first two* offers for each product. So all extra offers need to be handled by more powerful eCommerce engines and affiliate management systems. Our **Zip-Cart** eMarketing system and **A-Team** program can handle these operations seamlessly.

You need to join **The Profit Clinic A-Team** to qualify for commissions on these exciting back-end offers. Membership is **FREE**, and opens up a continually-expanding array of reciprocal *and residual* income opportunities for you, on top of the income streams offered to you by **Viral Explosion** products.

We also offer a professional installation service for **Personalized Reseller Kit** packages for only US\$60.00 per package for people who are technologically challenged – or just frantically busy.

To learn more about The Profit Clinic's **A-Team** affiliate program, go to the link below. (You can sign up from this site, too, if you wish... it's **FREE!**)



<http://www.viralexpllosion.net/a-team>



# IT DOESN'T END THERE!

Our *Viral Explosion* system is the perfect solution if you want to promote our product sets – and we'll be adding to our product range regularly to expand your income streams. **But why stop there?** Especially if you have interests and hobbies of your own that you know about and can turn into cash?

Why not create *your own* information products and build a multi-stage system of your own, just like the *Viral Explosion* system? With your own integrated, feature-packed, *affordable* automation system to manage your mailing lists, your autoresponders, broadcast emails, membership sites, shopping cart and dynamic catalogue, digital downloads and membership sign-ups (fully cloaked and secure) and your own affiliate program?

Complete with up-to-the-minute, real-time reporting and ad tracking!



It's easy to set up and manage, and puts your entire business on autopilot... for less than US\$50 a month.

It's The Profit Clinic's fully-integrated e-marketing and e-commerce solution for *home-based* marketers... and you can combine it's sheer power and integration seamlessly with the \$7 Secrets script to create a *viral* front end for super-fast lead generation, list building, high rates of sales conversions and

relationship-building (plus super-easy affiliate try-out and recruiting, so that they can get into profit fast, catch the "bug" and sign-up for your main affiliate program and back-end products... *and profits*).

With detailed documentation (illustrated with screen shots and flow charts), setting up and running your Zip-Cart system is a cinch. And the addition of our Membership Sites Management Module (at NO extra cost!) makes the power, versatility and value of this useful resource a *must-have* for any serious Internet marketer.

**Download a copy of this 20-page introduction, and enjoy a 30-day trial for just \$1.00!**



<http://www.viralexpllosion.net/zip-cart>