



38

Questions  
Smart

Marketers Ask

Themselves

To 10x



Their Profits

By:

**Zaxaa & Tony Omary**

<https://eliteaffiliatehacks.com>

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- World's EASIEST & FASTEST Online Selling Solution -

<https://www.zaxaa.com>

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# How To Know EXACTLY

## How Much Money Your Business Is Making



**M**any times when talking to business owners, they don't know EXACTLY how much money their business is making/losing. This is like taking a cab and when the driver asks you where you want to go, you answer "I don't know, just take me somewhere".

If you don't EXACTLY know how your business is doing, how can you take it forward and improve it? To improve, you must know WHERE you're currently at. Only then can you measure the results once you've put in efforts.

For **today/yesterday/last 7 days/last 30 days/last month/ this month/any time period you wish**, do you know metrics like:

### OVERALL

1. What is my sale revenue, for ALL my products (overall)?
2. How much are refunds, for ALL my products (overall)?
3. How much are affiliate commissions, for ALL my products (overall)?
4. What is my profits, for ALL my products (overall)?

### PRODUCT

5. What is the average retention rate for a particular recurring **PRODUCT/SERVICE**?
6. How many unique visitors land on the sales page of a particular product?
7. How many copies did a particular product sell?
8. What is the conversion rate for a particular product?
9. What is the sales revenue for a particular product?
10. What is the refund rate for a particular product?
11. What is the EPC (earnings per click) for a particular product?

### SALES FUNNEL

12. What is the sales revenue for a particular **SALES FUNNEL**?
13. What is the sales revenue for the Front End product? What about the OTOs?
14. How many Front End copies are sold? How many OTOs are sold? Which ones?

15. How much are refunds for a particular funnel?
16. How much are affiliate commissions for a particular funnel?
17. How much are 2nd-tier affiliate commissions for a particular funnel (if enabled)?
18. What are the profits for a particular funnel?
19. What is the EPC (earnings per click) for a particular funnel?
20. What is the "EPC after refund" for a particular funnel?

## SUB-ID/CLICK STATS

21. How much sales are referred by affiliates and how much are from your own efforts?
22. How many visitors did your affiliate refer for a particular funnel?
23. Which traffic sources/Sub-IDs are converting and which are not?
24. What is the conversion for a particular traffic source/Sub-ID?
25. What is the EPC for a particular traffic source/Sub-ID?

## AFFILIATES

26. Who are my top 10 affiliates? What is their EPC?
27. Who is my #1 affiliate? What is their EPC?
28. Which affiliates are sending junk traffic? Can I identify and ban them?
29. Can I do search on a particular affiliate and see his/her stats?
30. How many affiliates do I have actively promoting my products?

## AFFILIATE/PARTNER COMMISSIONS

31. How much commissions/money do I have to pay out to affiliates/partners? How much have already been paid out? How much are left to be paid?

## CUSTOMERS

32. How many customers do I have, overall? And do I have their contact info (email) so that I can follow up with them easily?
33. How many customers do I have for a particular product? Who are they? Can I export this list so that I can share with my partner whom I've partnered for this product?
34. Can I do a search on a particular customer and see how many products he has purchased from me? How many has he refunded? How much money has he spent on me? If he has too many refunds, can I ban him so that he can't purchase my product(s) anymore?

## LIFETIME CUSTOMER VALUE (LCV)

35. What is your average Lifetime Customer Value (LCV)?
36. What is your average LCV for a particular traffic source?
37. What is your average LCV for a particular affiliate?

## INCOME PREDICTION

38. Can you predict your income based on your past sales history?

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Knowing metrics like these allow you to know EXACTLY how well your business is doing (apart from #38 of course, which is about income prediction). How healthy is your business? No more guessing, no more “erm... it SEEMS the business is doing good”.

By knowing EXACTLY how your business is performing at EVERY ASPECT, you can spot weaknesses and improve them.

Which part of your sales process is not performing up to expectations? Improve them!  
Why is the refund rate so high? Improve them!

Why are affiliates referring so few sales? It may be because their EPC is too low. Could it be that your sales page is not converting well? Improve it!

## How To Know & Get All These Numbers AUTOMATICALLY

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**C**an your shopping cart software give you these metrics/numbers? I don't know. Check with your provider and find out if they have systems in place to help you look up all these numbers.

If you find out your current provider doesn't offer these metrics in an easy to find way, then I suggest [giving Zaxaa a FREE try](#). Every number I talk about in this report can be found within a few clicks.

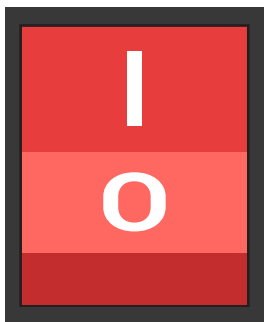
If you don't have a Zaxaa account yet, [click here for a FREE test drive](#). Choose the FREE “Instant Automation” plan.

There is ZERO risk on your part. You are in complete control. If you like it, you can upgrade to a paid account. If not, no problem at all.

Please note that some of the metrics discussed in this report are not available on the free plan. They're available to paid accounts only.



If your current provider does include all 38 of the stats discussed, you can skip ahead to page 20 to see how to MULTIPLY all your profits based on your current stats.

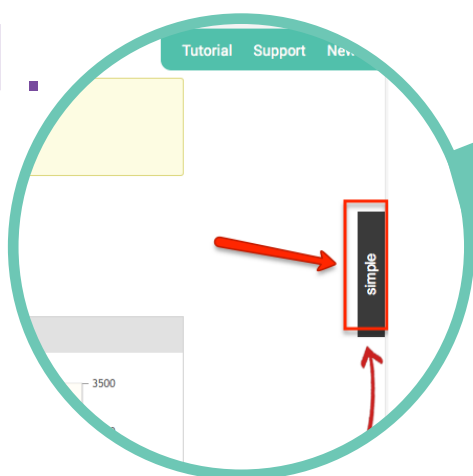


**\* Tip \***

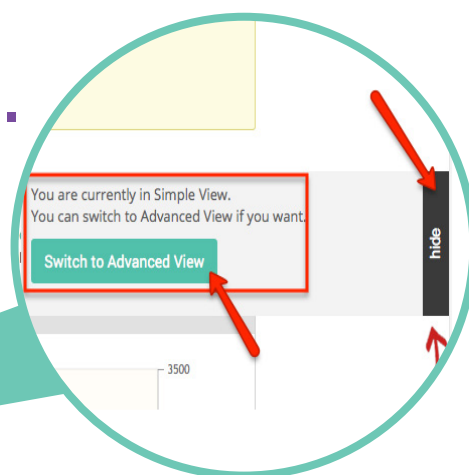
The default setting of your Zaxaa account is in “Simple” view (for beginners). At any time, you can switch to “Advanced” view (for advanced marketers who want more advanced features and flexibility) by clicking the floating right sidebar on every Zaxaa page:

Click “Simple” and you’ll be presented with:

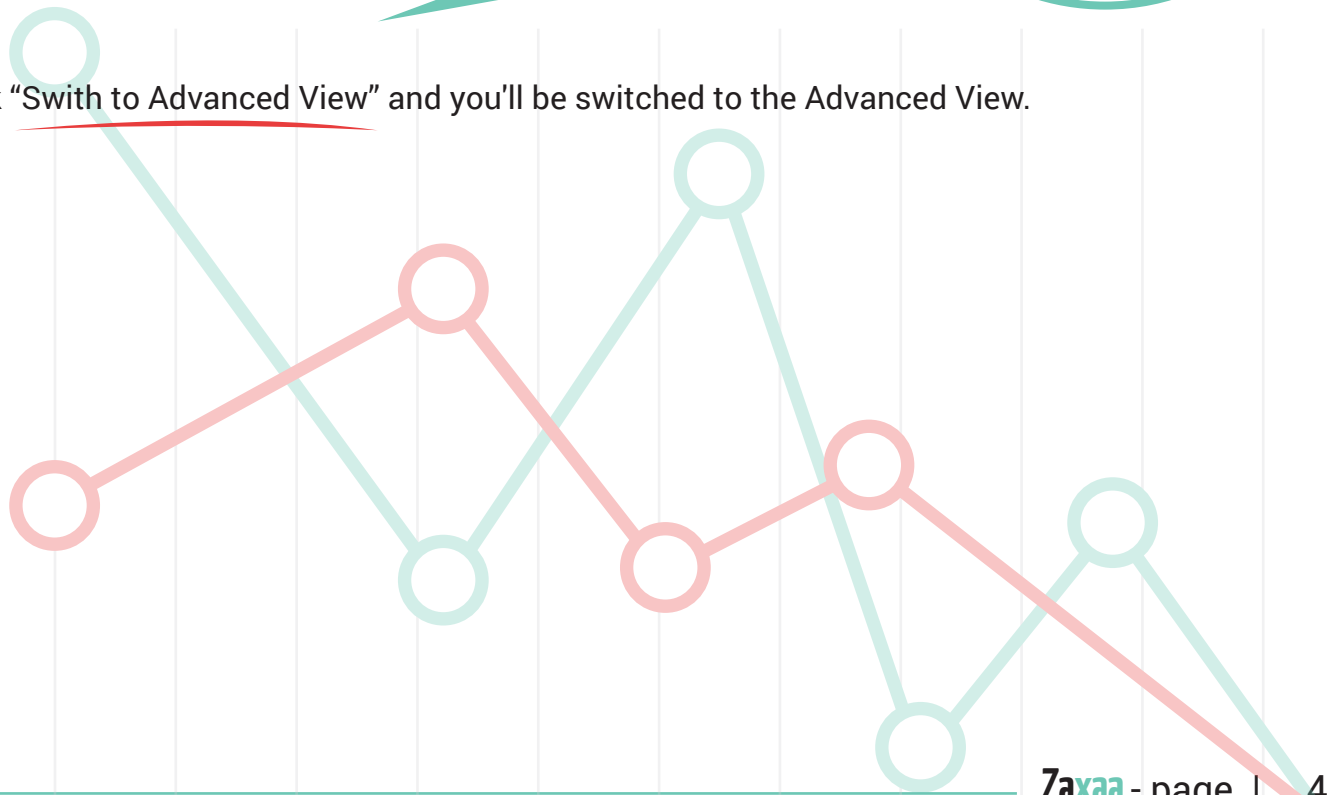
1.



2.



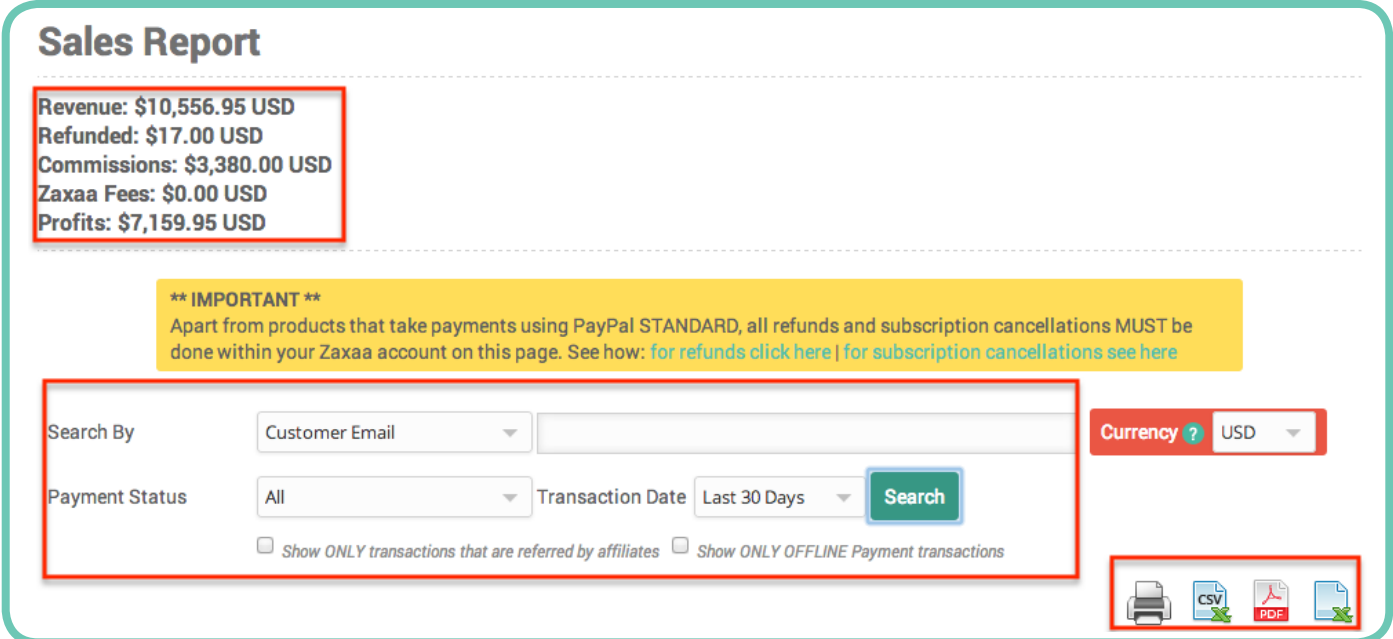
Click “Swith to Advanced View” and you’ll be switched to the Advanced View.



# So how do you get all these metrics inside your Zaxaa account?

## For #1 – 4, this is how to get your metrics/stats:

Go to [Sales Report](#) (reports >> sales report), and you'll see this:



**Sales Report**

Revenue: \$10,556.95 USD  
Refunded: \$17.00 USD  
Commissions: \$3,380.00 USD  
Zaxaa Fees: \$0.00 USD  
Profits: \$7,159.95 USD

**\*\* IMPORTANT \*\***  
Apart from products that take payments using PayPal STANDARD, all refunds and subscription cancellations MUST be done within your Zaxaa account on this page. See how: [for refunds click here](#) | [for subscription cancellations see here](#)

Search By: Customer Email [dropdown] [input field]  
Payment Status: All [dropdown] Transaction Date: Last 30 Days [dropdown] [Search button]  
 Show ONLY transactions that are referred by affiliates  Show ONLY OFFLINE Payment transactions

Currency: USD [dropdown]

Export options: Printer, CSV, PDF, Excel

You can search by customer email, customer paypal email, affiliate email, product name, transaction id, payment status, transaction date, etc. You can also export the stats/data by clicking one of the four icons on the bottom right – printer, csv, pdf, excel.

The numbers above are for illustration purposes. So at the click of a “search” button, you can INSTANTLY find out:

## OVERALL

1. What is my sale revenue, for ALL my products (overall)?
2. How much are refunds, for ALL my products (overall)?
3. How much are affiliate commissions, for ALL my products (overall)?
4. What is my profits, for ALL my products (overall)?

## For #5 – 11, this is how to get your metrics/stats:

Go to [My Product Stats](#) (reports >> my product stats) (Advanced view), and you'll see this:

### My Product Stats

Search By

Product Type  Date

| No | Product Name         | Type  | Avg. Retention Rate ?            | Price                            | Raw Clicks | Unique Visitors | #Sales | #First Payments ? | Conv. | Revenue              | Refund % | EPC    |
|----|----------------------|---|----------------------------------|----------------------------------|------------|-----------------|--------|-------------------|-------|----------------------|----------|--------|
| 1. | <input type="text"/> | <input type="button" value="F"/>                                  | <input type="button" value="v"/> | <input type="button" value="v"/> | 44853      | 9311            | 176    | 172               | 1.85% | <input type="text"/> | 2.09%    | \$2.58 |
|    | Monthly              | <input type="button" value="R"/>                                  | 0.99 month(s)                    | <input type="text"/>             | 25062      | 9250            | 69     | 67                | 0.72% |                      | 0.00%    | \$0.13 |
|    | Yearly               | <input type="button" value="R"/>                                  | 11.04 month(s)                   |                                  | 13472      | 8443            | 45     | 43                | 0.51% |                      | 7.14%    | \$0.33 |
|    | Lifetime             | <input type="button" value="1"/>                                  | -                                |                                  | 6319       | 3831            | 62     | 62                | 1.62% |                      | 1.50%    | \$5.22 |
| 2. | <input type="text"/> | <input type="button" value="F"/> <input type="button" value="R"/> | 1.00 month(s)                    | <input type="text"/>             | 0          | 0               | 1      | 0                 | 0.00% |                      | 0.00%    | \$0.00 |
| 3. | <input type="text"/> | <input type="button" value="F"/> <input type="button" value="R"/> | 0.95 month(s)                    | <input type="text"/>             | 1568       | 643             | 57     | 20                | 3.11% |                      | 5.26%    | \$0.88 |

So at the click of a “search” button, you can INSTANTLY find out:

## PRODUCT

5. What is the average retention rate for a particular recurring PRODUCT/SERVICE?
6. How many unique visitors land on the sales page of a particular product?
7. How many copies did a particular product sell?
8. What is the conversion rate for a particular product?
9. What is the sales revenue for a particular product?
10. What is the refund rate for a particular product?
11. What is the EPC (earnings per click) for a particular product?



## For #12 – 20, this is how to get your metrics/stats:

Go to [My Funnel Stats](#) (reports >> my funnel stats), and you'll see this (Advanced view):

Transaction Time Use Exact Date From 2014-04-01 to 2014-04-30 Currency ? USD Search

Stats will only be displayed if there is activity (visitors, sales) for your product. If there is no activity (visitors, sales), stats for that product will not be displayed. You can click one of the columns and it will be sorted in DESCENDING order. Clicking a column more time on the SAME column and it will be sorted in ASCENDING order.

| Funnel    | Raw Clicks | Unique Visitors | #Sales | #First Payments | Conv. | \$/Visitor (EPC) | Total Rev. | Refund % | Total Refund | Aff Comm. | 2nd-Tier Aff Comm. | Total Profit | \$/Visitor (EPC) After Refund |
|-----------|------------|-----------------|--------|-----------------|-------|------------------|------------|----------|--------------|-----------|--------------------|--------------|-------------------------------|
| +         | 1697       | 729             | 51     | 11              |       |                  |            | 96%      | \$9.95       | \$0.00    | \$0.00             | \$497.50     | \$0.68                        |
| -         | 3971       | 2026            | 50     | 34              |       |                  |            | 54%      | \$48.50      | \$497.25  | \$0.00             | \$1,366.25   | \$0.92                        |
| Front End | 3919       | 1998            | 28     | 30              | 1.50% | \$0.78           | \$1,552.00 | 3.13%    | \$48.50      | \$412.25  | \$0.00             | \$1,091.25   | \$0.75                        |
| OTO1      | 29         | 28              | 18     | 2               | 7.14% | \$10.93          | \$306.00   | 0.00%    | \$0.00       | \$85.00   | \$0.00             | \$221.00     | \$10.93                       |
| OTO2      | 23         | 22              | 2      | 2               | 9.09% | \$2.45           | \$54.00    | 0.00%    | \$0.00       | \$0.00    | \$0.00             | \$54.00      | \$2.45                        |

You can choose any time period you wish for the Transaction Date. So at the click of a “search” button, you can INSTANTLY find out:

## SALES FUNNEL

12. What is the sales revenue for a particular SALES FUNNEL?
13. What is the sales revenue for the Front End product? What about the OTOs?
14. How many Front End copies are sold? How many OTOs are sold? Which ones?
15. How much are refunds for a particular funnel?
16. How much are affiliate commissions for a particular funnel?
17. How much are 2nd-tier affiliate commissions for a particular funnel (if enabled)?
18. What is the profits for a particular funnel?
19. What is the EPC (earnings per click) for a particular funnel?
20. What is the “EPC after refund” for a particular funnel?

## For #21 – 25, this is how to get your metrics/stats:

Go to [Seller Click Stats/Sub-ID](#) (reports >> my funnel stats), and you'll see this (Advanced view):

### Seller Click Stats/Sub-ID

Search by

Transaction Time  Currency

Referred by

- All
- Referred by affiliates
- Not referred by affiliates

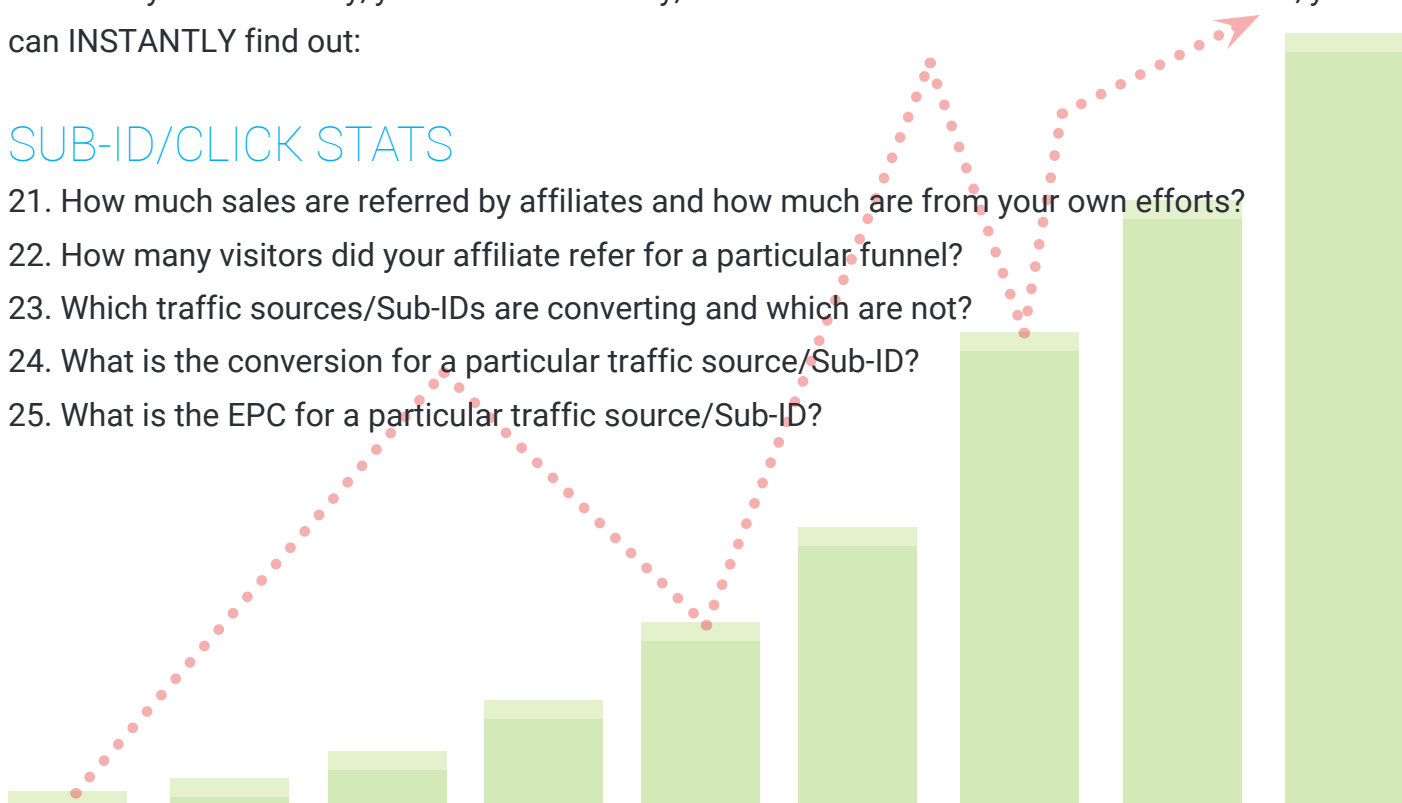
[Click here for explanation on Click Stats for Sellers](#)

|             |                            |            |                 |        |                 |       |                  |            |
|-------------|----------------------------|------------|-----------------|--------|-----------------|-------|------------------|------------|
| -           |                            | 3699       | 1605            | 24     | 8               | ▼     | \$0.65           | \$1,048.00 |
| + Front End |                            | 3681       | 1597            | 8      | 8               | 0.50% | \$0.49           | \$776.00   |
| - OTC       |                            | 11         | 8               | 16     | 0               | 0.00% | \$34.00          | \$272.00   |
|             | Not referred by affiliates | 2          | 2               | 7      | 0               | 0.00% | \$59.50          | \$119.00   |
|             | Referred by affiliates     | 9          | 6               | 9      | 0               | 0.00% | \$25.50          | \$153.00   |
|             | Sub-ID (tracking code)     | Raw Clicks | Unique Visitors | #Sales | #First Payments | Conv. | \$/Visitor (EPC) | Total Rev. |
|             | -                          | 11         | 8               | 14     | 0               | 0.00% | \$29.75          | \$238.00   |
|             | a                          |            |                 | 1      | 0               | 0.00% | \$0.00           | \$17.00    |
|             | k                          |            |                 | 1      | 0               | 0.00% | \$0.00           | \$17.00    |
| + OTC       |                            | 8          | 5               | 0      | 0               | 0.00% | \$0.00           | \$0.00     |
|             | Funnel                     | Raw Clicks | Unique Visitors | #Sales | #First Payments | Conv. | \$/Visitor (EPC) | Total Rev. |

You can choose any time period you wish for the Transaction Date. You can also search for stats referred by affiliates only, your own efforts only, or both. So at the click of a “search” button, you can INSTANTLY find out:

### SUB-ID/CLICK STATS

21. How much sales are referred by affiliates and how much are from your own efforts?
22. How many visitors did your affiliate refer for a particular funnel?
23. Which traffic sources/Sub-IDs are converting and which are not?
24. What is the conversion for a particular traffic source/Sub-ID?
25. What is the EPC for a particular traffic source/Sub-ID?



## For #26 - 30, this is how to get your metrics/stats:

Go to My Affiliate Stats (reports >> affiliate/partner >> my affiliate stats), and you'll see this (Advanced view):

**My Affiliate Stats**

Search By: Affiliate Name  
Product: All  
Commission Type: All  
Transaction Date: Last 30 Days  
Currency: USD

| No | ◆ Affiliate Name | ◆ Affiliate Email | ◆ Raw Clicks | ◆ Unique Visitors | ◆ Sales | ◆ Payments | ◆ Conv. ? | ◆ Commissions | ◆ Return % | ◆ EPC (Aff) |
|----|------------------|-------------------|--------------|-------------------|---------|------------|-----------|---------------|------------|-------------|
| 1. |                  |                   | 6965         | 4787              | 0       | 0          | 0.00%     | \$0.00        | 0.00%      | \$0.00      |
| 2. |                  |                   | 9857         | 2629              | 0       | 0          | 0.00%     | \$0.00        | 0.00%      | \$0.00      |
| 3. |                  |                   | 7220         | 2038              | 63      | 60         | 2.94%     | \$7,003.51    | 0.00%      | \$3.44      |

Junk affiliate sending junk traffic with zero sales. We should ban them as they're hurting our EPC.

You can search by affiliate name, affiliate email, a specific product or all products, any time period you wish for the Transaction Date. You can also click the columns and order the list by ascending/descending order. E.g. You want to find out the #1 affiliate who refers the most sales – simply click the “Sales” column to order by ascending/descending.

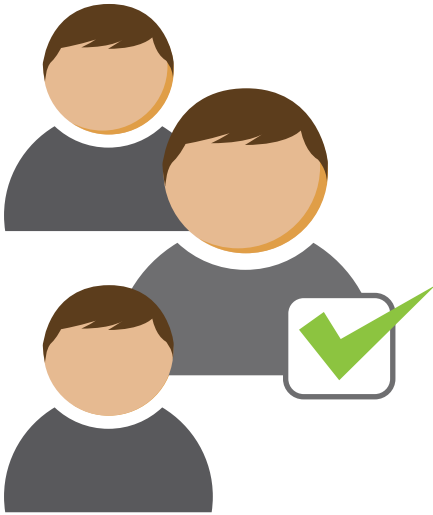
So at the click of a “search” button, you can INSTANTLY find out:

## AFFILIATES

26. Who are my top 10 affiliates? What is their EPC?
27. Who is my #1 affiliate? What is their EPC?
28. Which affiliates are sending junk traffic? Can I identify and ban them?
29. Can I do search on a particular affiliate and see his/her stats?
30. How many affiliates do I have actively promoting my products?

For #28, once you've identified which affiliates you want to ban, simply go to [Blacklist Settings](#) (settings >> blacklist settings) (Advanced view) and scroll down to “Manual Blacklist Affiliate” >> enter the affiliate email/domain/username >> save changes.





### \* Tip \*

If you want, you can also enable our “Platform Blacklist Affiliate” feature to ban/blacklist junk affiliates from promoting your products.

This means you can utilize other Zaxaa Sellers’/Vendors’ blacklisted affiliates, and blacklist them as well.

*Note: More about blacklisting affiliates and customers are discussed in later chapters of this report.*

## For #31, this is how to get your metrics/stats:

Go to Affiliate/Partner Commissions (reports >> affiliate/partner >> affiliate/partner commissions), and you'll see this:

### Affiliate/Partner Commissions Report

Total Affiliates/Partners: 26  
Total Commissions: \$ 9,252.70  
Total Paid Commissions: \$ 342.34  
Total To Be Paid Commissions: \$ 8,632.78  
Total Refunded Commissions: \$ 262.60

Search By: Affiliate/Partner Name  
Product: All  
Transaction Date: Last 30 Days  
Currency: USD  
Receiver: All  
Commission Type: All  
Search

| No | ◆ Affiliate Name | ◆ Affiliate Email | ◆ Commissions | ◆ Already Paid | ◆ To Be Paid | ◆ Refunded | Commission Type |
|----|------------------|-------------------|---------------|----------------|--------------|------------|-----------------|
| 1. |                  |                   | \$0.15        | \$0.15         | \$0.00       | \$0.00     | Affiliate       |
| 2. |                  |                   | \$48.50       | \$0.00         | \$48.50      | \$0.00     | Affiliate       |
| 3. |                  |                   | \$461.46      | \$117.50       | \$295.46     | \$48.50    | Affiliate       |

You can search by affiliate/partner name/email, affiliate email, a specific product or all products, 1st-tier/2nd-tier/partner commissions, and any time period you wish for the Transaction Date. There is also a tally summary at the top of the page that lets you INSTANTLY find out:

## AFFILIATE/PARTNER COMMISSIONS

31. How much commissions/money do I have to pay out to affiliates/partners? How much have already been paid out? How much are left to be paid?

## For #32 - 34, this is how to get your metrics/stats:

Go to [My Customers](#) (reports >> customer >> my customers) and you'll see this:

**My Customers**

Search By: Customer Name  
Product: All  
First Purchase Date: Last 7 Days

Search

email can be clicked, which will take you to a page where you can see how many products a customer has purchased, which ones, how much money he has spent with you, how many has been refunded

| No. | Name | Email      | PayPal Email | Account Registered IP | Action |
|-----|------|------------|--------------|-----------------------|--------|
| 1.  |      | mail.com   |              |                       |        |
| 2.  |      | otmail.com |              |                       |        |
| 3.  |      | l.com      |              |                       |        |

You can search by customer name/email/paypal email, one particular product or all products, and by first purchase date. You can also export your customer list by clicking one of the icons on right (csv, pdf, excel).

When the email is clicked, you will be taken to a page like this:

**Products Bought By S (com)**

Date: All  
Currency: USD  
Search

Total Revenue: \$ 663.95  
# of Refunds: 1  
Total Refunds: \$ 37  
Total Revenue Less Refunds: \$ 626.95

Customer notes (only you can see this): [edit](#)

| No. | Product | Frequency | Refund | Frequency After Refund | Revenue |
|-----|---------|-----------|--------|------------------------|---------|
| 1   |         | 1         | 0      | 1                      | \$      |
| 2   |         | 1         | 0      | 1                      | \$      |
| 3   |         | 1         | 0      | 1                      | \$      |
| 4   |         | 1         | 0      | 1                      | \$      |
| 5   |         | 1         | 1      | 0                      | \$      |
| 6   |         | 1         | 0      | 1                      | \$      |
| 7   |         | 1         | 0      | 1                      | \$      |

Here you can see how many products a customer has purchased, which ones, how many has been refunded, how much money he has spent with you, how much money he has spent with you after refunds.

So at the click of a few buttons, you can INSTANTLY find out:

## CUSTOMERS

32. How many customers do I have, overall? And do I have their contact info (email) so that I can follow up with them easily?

33. How many customers do I have for a particular product? Who are they? Can I export this list so that I can share with my partner whom I've partnered for this product?

34. Can I do a search on a particular customer and see how many products he have purchased from me? How many has he refunded? How much money has he spent on me? If he has too many refunds, can I ban him so that he can't purchase my product(s) anymore?

### For #35 – 37, this is how to get your metrics/stats:

Go to [Lifetime Customer Value \(LCV\)](#) (reports >> customer >> lifetime customer value) and you'll see this. Please note this LCV feature is only available to Premium Automation users.

| No | Customer Name | Customer Email | LCV      | Last Transaction         | Sub-ID | Affiliate |
|----|---------------|----------------|----------|--------------------------|--------|-----------|
| 1. |               |                | \$ 97.00 | May 31, 2014 11:19 AM ET | -      | -         |
| 2. |               |                | \$ 29.85 | May 31, 2014 03:28 AM ET | p      | -         |
| 3. |               |                | \$ 29.85 | May 31, 2014 03:11 AM ET | z      | -         |

Note: Lifetime Customer Value has a separate chapter on its own, so if you don't know what it means yet, don't worry.

On this page you can search by a specific customer, affiliate, or Sub-ID. Sub-ID is simply the traffic source. E.g. Facebook ads, Adwords, Bing, etc. You can also search for a specific time period for the transaction date. E.g. If you want to know your LCV for the last 30 days, then you'd select "last 30 days", then click "Search".

At the top of the table, there is a tally summary telling you your average LCV, the total revenue, and the number of unique customers.

So at the click of a few buttons, you can INSTANTLY find out:

## LIFETIME CUSTOMER VALUE (LCV)

- 35. What is your average Lifetime Customer Value (LCV)?
- 36. What is your average LCV for a particular traffic source?
- 37. What is your average LCV for a particular affiliate?

### For #38, this is how to get your metrics/stats:

Go to [My Income Prediction](#) (reports >> my income prediction) and you'll see this. Please note this feature is only available to Premium Automation users.

#### My Income Prediction

Projected #Sales: 343  
Projected #First Payments: 274  
Projected #Subscription Cancellations: 18  
Projected #Refunds: 17.99  
Projected Refunds: \$1,471.80 USD  
Projected Commissions: \$2,060.55 USD  
Projected Revenue: \$5,811.52 USD  
Projected Profits: \$2,279.17 USD

Search By: Product Name [dropdown]  
Payment Type: All [dropdown] Product Type: All [dropdown]

Projected Income For: Next 30 Days [dropdown]  
Projected Income Based On: Last 30 Days [dropdown]

Search

At the top of the page you can see the tally summary of your predicted income. You can predict your income for the next 30/60/90 days or any time period you want, based on your REAL transactions for the last 30/60/90 days or any time period you want.

Below the tally summary, you can see details of where the predicted income comes from:

| No. | Product Name | Type | Price | Projected #Sales |
|-----|--------------|------|-------|------------------|
| 1.  |              | F 1  |       | 1                |
| 2.  |              | F 1  |       | 1                |
| 3.  |              | F 1  |       | 1                |
| 4.  |              | F 1  |       | 1                |
| 5.  |              | F 1  |       | 20               |

So at the click of a few buttons, you can INSTANTLY find out:

## INCOME PREDICTION

38. Can you predict your income based on your past sales history?



# Lifetime Customer Value (LCV)

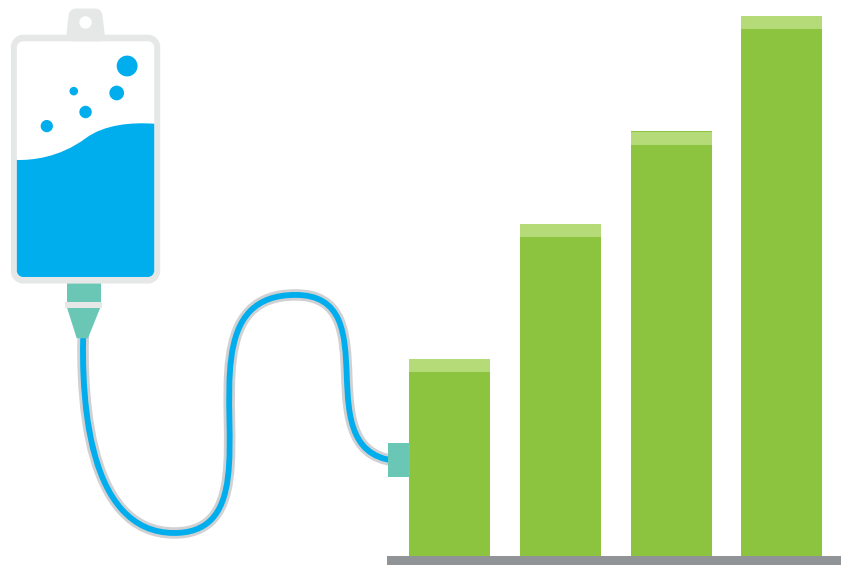
Lifetime Customer Value (LCV) is one of the most important metrics in ANY business. It simply means how much a customer is worth to you. Put it another way, it means the total amount of money a customer has spent on your products.

E.g.

If John has been a customer with you for 2 years and he has spent \$1,000 so far, LCV for John THUS FAR = \$1,000

If Peter has been a customer with you for 5 years and he has spent \$4,600 so far, LCV for Peter THUS FAR = \$4,600

If Alex just came to know about your business today and he spent \$200, LCV for Alex THUS FAR = \$200



LCV should go up as time goes by, as you sell more and more products.

So far we've seen LCV for each specific individual. As a business owner, you should know your AVERAGE LCV – i.e. What is the LCV for your business, on average.

Using the examples above, Average LCV =  $(1000 + 4600 + 200)/3 = \$1,933.33$

As a business owner, you MUST know your LCV. If you don't, you don't have a business. You're simply wasting your time "playing".

For starters, your goal is to know your LCV for the first 30, 60, and 90 days since our budget is limited. Knowing this LCV allows you to know how much you can spend on acquiring NEW customers.

E.g. If your LCV is \$100 and you spend \$50 to acquire a new customer, your profits per customer



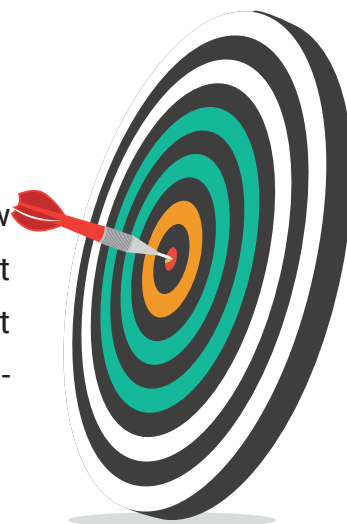
is \$50.

That's spending \$50 to get \$100. How many times would you do that? You can buy unlimited traffic!

Knowing your LCV already puts you ahead of 90% of business owners who don't have a clue what their LCV is.

Now, how about putting you ahead of 99% of them instead?

Different traffic sources and different affiliates generate different qualities of traffic. Knowing which traffic source converts best will allow you to focus and expand on that source and abandon those that are not converting. Likewise, knowing which affiliates are sending the highest quality traffic will allow you to reward them and ban those that are sending junk traffic.



If you know the LCV for a specific traffic source (Sub-ID) or affiliate, you're 99% ahead of everyone else.

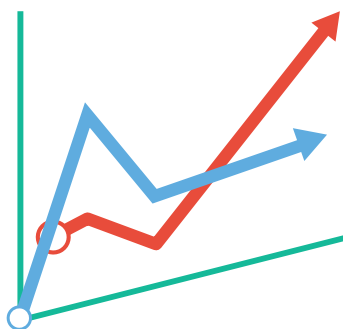
Without proper tracking, you wouldn't know which campaigns work and which don't.

Our goal in advertising is to INITIALLY break even, not to profit. If we can just break even on the first sale, that's a good starting point. No need to worry about not profiting INITIALLY. You'll have plenty of chances to take a break even campaign and turn it to a profitable campaign when you send out other product offers that you have. You already have their contact info, so contact them and make sales!

Earlier I told you if you know the LCV for a specific traffic source (Sub-ID) or affiliate, you're 99% ahead of everyone else.

### Let's run some real numbers...

E.g. #1 You set up 3 advertising campaigns on Facebook.



Campaign 1 – the landing page url goes to: <http://salespage.com/fb1>

Campaign 2 – the landing page url goes to: <http://salespage.com/fb2>

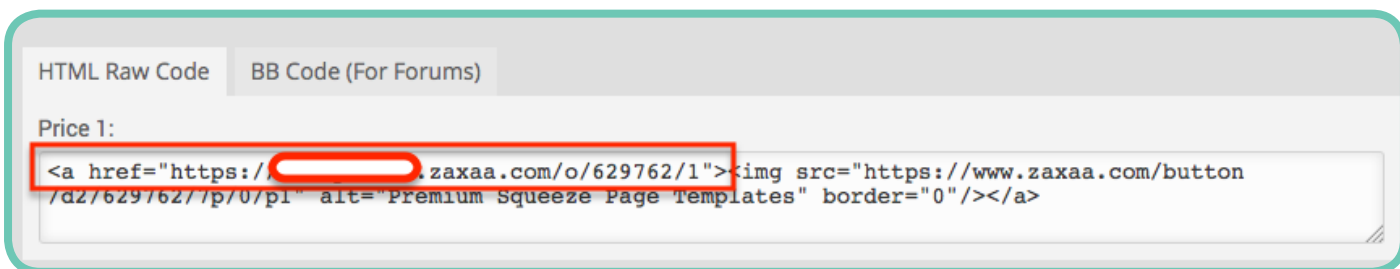
Campaign 3 – the landing page url goes to: <http://salespage.com/fb3>

You can use Facebook built-in tracking to track conversions, but it still doesn't tell you what your LCV is. When you use Zaxaa for your shopping cart to process sales, you can get your LCV easily at the click of a button.

## IMPLEMENTATION

Here's how you do it.

On <http://salespage.com/fb1>, insert the order button code as given to you by Zaxaa. The order button code will look something like this:



See the text inside the red rectangle.

```
<a href="https://username.zaxaa.com/o/123456/1">
```

replace username with your Zaxaa username

Simply add this text (Sub-ID): /fb1

to the end of the text, so that it becomes:

```
<a href="https://username.zaxaa.com/o/123456/1/fb1">
```

Note: you still need to copy the WHOLE CODE as given to you by Zaxaa, into your sales page. Else, your order button will not show and function.

Next, repeat the process for <http://salespage.com/fb2>, this time adding this text (Sub-ID): /fb2

to the end of the text, so that it becomes:

```
<a href="https://username.zaxaa.com/o/123456/1/fb2">
```

Finally, repeat the process for fb3.

Now, whenever a sale is made, Zaxaa will know which of your Facebook campaign resulted in the sale.

Simply go to [LCV report](#) (from inside your Zaxaa account >> reports >> customer >> lifetime customer value), and perform the search query below:

Average Lifetime Customer Value: \$0.00  
Total Revenue: \$0.00  
Unique Customers: 0

Search By: Sub-ID fb1  
Transaction Date: All Currency: USD Search

Of course, make sure to change “fb1” to whatever Sub-ID you used.

Click search and Zaxaa will return your LCV (Lifetime Customer Value) for that specific Sub-ID.

Suppose a customer, John, purchased your product based on “fb1” campaign. Next time he buys your other products from your own promotions to him, he’ll be tagged with the Sub-ID “fb1” as well, **AUTOMATICALLY without having to do anything extra on your part.**

That last sentence there is critical. Re-read that to make sure you understand what it means.

” It basically means Zaxaa is smart and will automatically assign the last Sub-ID that was tagged to THIS specific customer and assign the SAME Sub-ID to the current transaction.

So over time, you’ll know that John is a high quality customer who has spent xx amount of money, and you first acquired him from Facebook with the campaign “fb1”.

This tells you that Facebook campaign “fb1” is working and you can spend more money on this winning campaign.

Over time, more and more sales start coming from “fb1”, and when you do a search on Zaxaa (similar to the screenshot above), you’ll get a more accurate data of the LCV of “fb1”.

Knowing this LCV for “fb1” allows you to know how much you can spend on acquiring a new customer from “fb1” campaign.

**Nice, eh?**

## Now, let's talk about knowing the LCV for a specific affiliate.

This simply means how much a particular affiliate has been referring you business, on the long run.

### IMPLEMENTATION

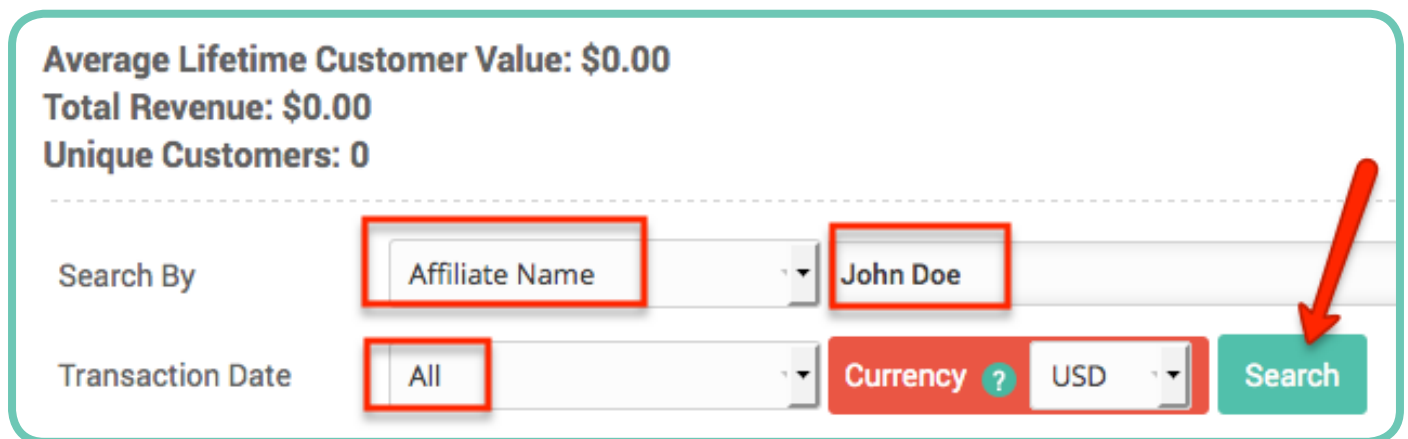
Go back to your [LCV report](#) (from inside your Zaxaa account >> reports >> customer >> lifetime customer value), and perform the search query below:

**Average Lifetime Customer Value: \$0.00**  
**Total Revenue: \$0.00**  
**Unique Customers: 0**

---

Search By

Transaction Date  Currency



Change “John Doe” to your affiliate's name.

Then click search, and Zaxaa will return your LCV for that specific affiliate. Over time, you'll get to see which affiliates are referring you the most business. You can then follow up with them and say thank you as well as motivating them to refer more customers to you.



#### \* Tip \*

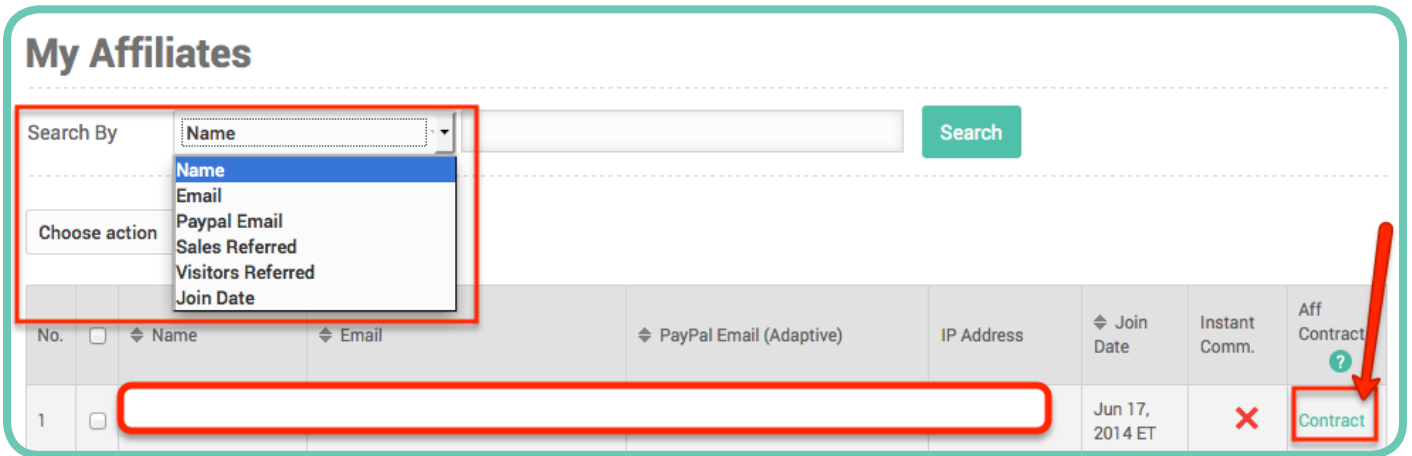
A good way to motivate high-caliber affiliates who have been referring a lot of business to you, and to ask them to refer even more customers, is to give them high commissions. The caveat is you don't want to simply increase your commissions inside your product settings as this will mean EVERY affiliate will be getting preferential treatment with these higher commissions.

What you want to do is create an “[Affiliate Contract](#)” with these high-caliber affiliates.

## IMPLEMENTATION

Here's how you do it.

Go to My Affiliates page (reports >> my affiliates) and perform the search query below:



The screenshot shows the 'My Affiliates' page. At the top, there is a search bar with a dropdown menu for 'Search By' and a 'Search' button. The dropdown menu is open, showing options: Name, Email, Paypal Email, Sales Referred, Visitors Referred, and Join Date. Below the search bar is a table with columns: No., Name, Email, PayPal Email (Adaptive), IP Address, Join Date, Instant Comm., and Aff Contract. The first row of the table has a red box around the 'Contract' button in the 'Aff Contract' column. A red arrow points to the 'Contract' button.

| No. | Name | Email | PayPal Email (Adaptive) | IP Address | Join Date       | Instant Comm. | Aff Contract             |
|-----|------|-------|-------------------------|------------|-----------------|---------------|--------------------------|
| 1   |      |       |                         |            | Jun 17, 2014 ET | X             | <a href="#">Contract</a> |

Do a search for the high-caliber affiliate by name, email, etc and then click "Search". That affiliate will show up in the search results. Click "Contract" and you'll be taken to the affiliate contract page for that affiliate.

Simply follow the self-explanatory instructions.

Next time your high-caliber affiliate refer you sales, he'll get a higher commission than your regular affiliates.

# How To Increase Your Income

## 10X Without A Product Launch

### Method #1 – Limited Discount

Recently I bought a piece of software which I did not need immediately.

But I knew it would be useful for me in the near future.

It's against my "rules" to purchase something I don't currently need.

But I went ahead and bought it anyway.

Why?

Two words.

LIMITED DISCOUNT.

The product seller ran a time-sensitive 50% discount for only 72 hours. When I got to the sales page, there were only 4+ hours left.

Since I was about to step out of the office and call it a day, I had to make a decision right then and there because come tomorrow the discount offer won't be available again.

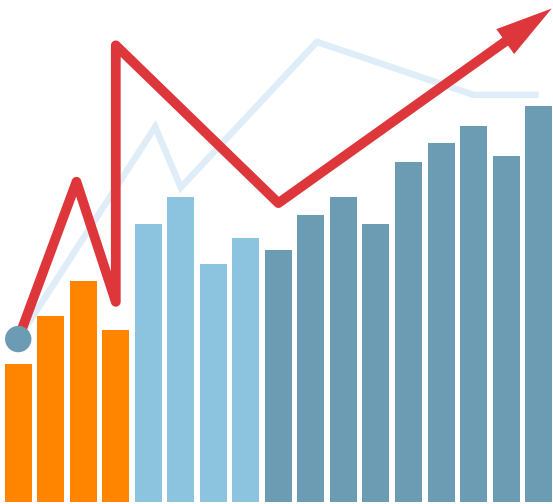
So I grabbed it.

Whenever I run a **Limited Discount** offer, sales spike.

Especially on the last day, when sales skyrocket!

Why does this work so well?

Because people are afraid they'd miss out on good things, on good offers. They don't want to lose out. The fear of losing out is greater than the pleasure of attaining something.



**\* Tip \***

If you want to quickly explode your sales in a short period of time, run a limited discount for your product.

A limited discount can be:

- Time sensitive (e.g. 50% off for 72-hour only)
- Quantity sensitive (e.g. 50% off for the first 20 customers only)

The bigger the discount, the more sales you'll make.

**The important thing to take note is:**

---

**1. You must stick to your promise. Once the discount is over, it's over.**

If you say the discount is only valid till Wednesday, and when people come back to your site on Thursday, Friday, etc and it's still available, you lose credibility. People won't trust you the next time you say you have a time-sensitive discount – thereby leading in reduced sales.

**2. You must have a reason WHY you're running the discount.**

It could be it's your/your spouse's/your kid's birthday. Or you're celebrating a milestone you've reached. Or it's Christmas time, etc.

**Method #2 – The Exclusivity Pricinciple**

Your product may be limited to only 100 copies available. Once they're gone, they're gone.

This works because people want to feel they are special. Being one of only 100 people to get their hands on your product will make them feel part of an exclusive group!

But what if you want to offer more than 100 copies (say 200 copies) of your product but still want to take advantage of this "exclusivity" principle?

Here's a tactic you can use...

Just like before, you offer 100 copies initially for sale.  
 Then once you hit that number, you close the offer.  
 A month or two later, you open up another 100 spots.  
 Then you close again.

## Method #3 - Dimesale

Dimesale means the price increases as you sell more copies or as time elapses. This is going to create urgency and hence increase sales.

Examples:

Increase product X's price by \$0.50 for every 5 copies sold

Increase product X's price by \$1 every week

But how do you limit the quantity of your product? How do you increase the price automatically as more copies are sold or as time passes by?

You're not going to sit around behind the computer and monitor your sales all day and then manually adjust the price, are you?

It'd be a pain in the butt and you'll be tied to your computer 24/7. Do you really want that, seriously?

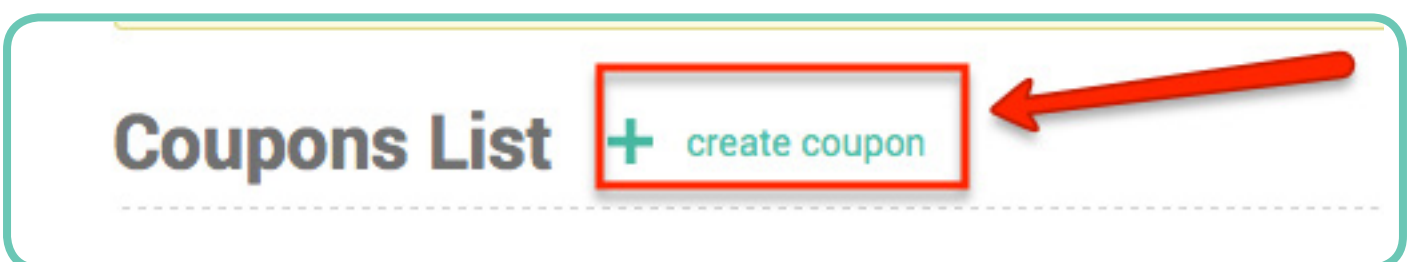
**Zaxaa has features that do all 3 methods AUTOMATICALLY so you leverage on our technology and spend more time on other more important tasks or simply relax**

## IMPLEMENTATION

Here's how you run a limited discount deal

You don't need to create a separate product and set up everything again. That's a waste of time. All you need to do is simply use Zaxaa's coupon feature to accomplish this.

Go to [Coupons](#) page (products >> coupons) (Advanced view) to create your limited discount coupons. Click the "create coupon":

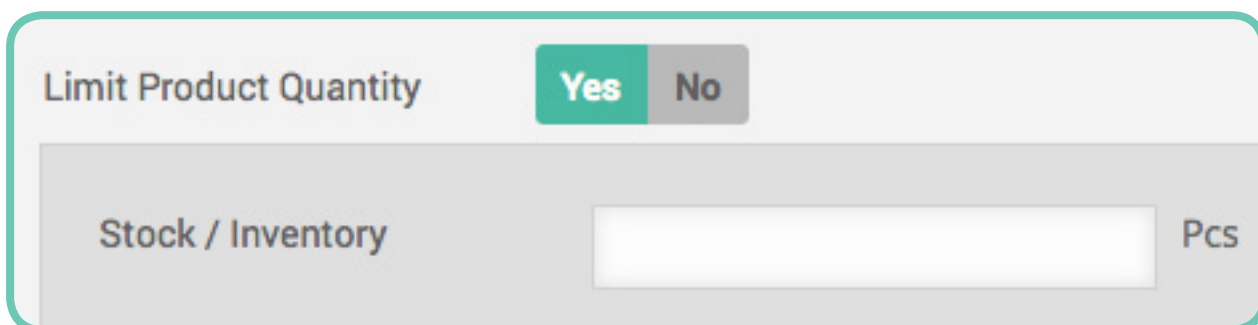


Then follow the self-explanatory instructions. It's very easy and straightforward.



## Here's how to limit your product quantity

Inside your Zaxaa account, go inside your product settings >> general settings >> limit product quantity >> yes (Advanced view):



Limit Product Quantity  Yes  No

Stock / Inventory  Pcs

## Here's how to set up a dimesale for your product

Inside your Zaxaa account, go inside your product settings >> general settings >> enable dimesale >> yes (Advanced view):



Enable Dimesale  Yes  No

**Dimesale**

Dimesale will start on

with the start price of

and will increase  Dollars

for every  Day(s)

The price will stop increasing when the price is the same as the regular price OR when the date has passed

### \* Tip \*

To boost your sales even more using these 3 methods, ask your affiliates to promote for you. Did you know you can also payout INSTANT commissions at the point-of-sale (if you want)?

Paying instant commissions at the point-of-sale (instead of waiting for the refund period to clear) is a great incentive for affiliates since they can get and enjoy their commissions immediately.



Of course you don't want to pay instant commissions to just anyone. You want to payout instant commissions only to those affiliates whom you know well and trust.

You might be asking: "What if someone refunds the purchase? How am I going to get back the commissions I've paid?"

No worries! Zaxaa handles that automatically for you as well. Simply refund the purchase / transaction and Zaxaa will take the money out from your affiliate's PayPal account and return it to you. Then Zaxaa will automatically return the full purchase price from your PayPal account to your customer.

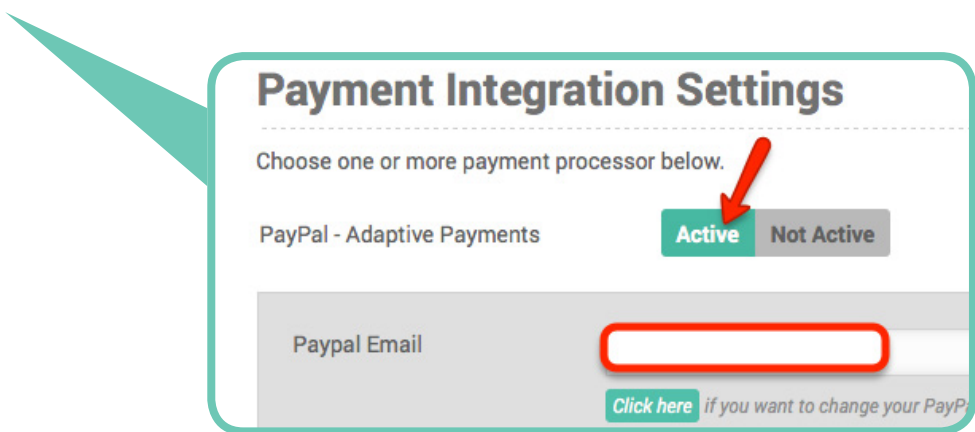
How does Zaxaa have the ability to do that?

It's all answered here.

## IMPLEMENTATION

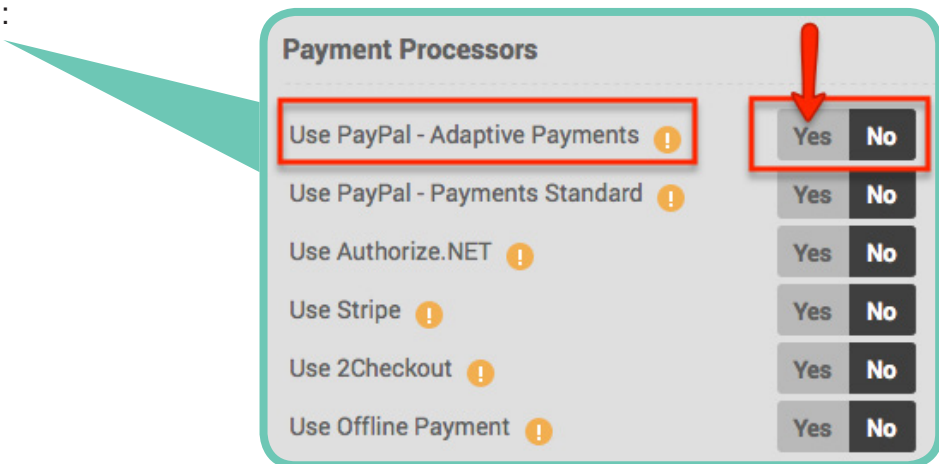
### Here's how to set up INSTANT commissions

Go to [Payment Integration Settings](#) page (settings >> payment integration):



On PayPal – **Adaptive** Payments, click "Active" >> then follow the easy on-screen instructions to link your PayPal account with Zaxaa.

After you've successfully linked your PayPal account, go to your product settings >> general settings >> payment processors:

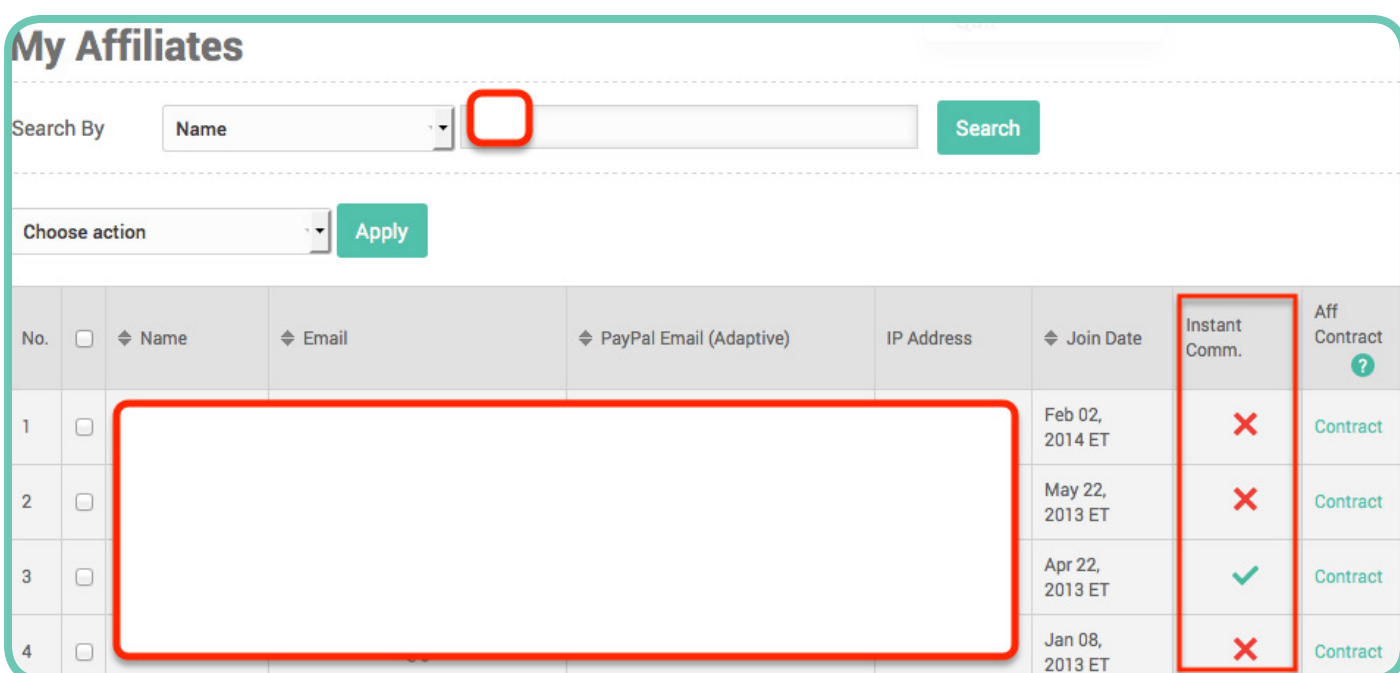


On "PayPal – Adaptive Payments" >> click yes. Save your changes.

After you've done the above steps, whenever an affiliate wants to promote your product, he'll be given the opportunity to request for instant commissions from you.

You then get to see which affiliates have requested to have instant commissions on the [Instant Commission Requests](#) page (reports >> instant commissions requests) – where you can approve/reject their requests.

At any time, you can go to [My Affiliates](#) page (reports >> affiliate/partner >> my affiliates) and see which affiliates are on instant commissions and which are not, like this:



| No. | <input type="checkbox"/> | Name | Email | PayPal Email (Adaptive) | IP Address | Join Date       | Instant Comm. | Aff Contract |
|-----|--------------------------|------|-------|-------------------------|------------|-----------------|---------------|--------------|
| 1   | <input type="checkbox"/> |      |       |                         |            | Feb 02, 2014 ET | ✗             | Contract     |
| 2   | <input type="checkbox"/> |      |       |                         |            | May 22, 2013 ET | ✗             | Contract     |
| 3   | <input type="checkbox"/> |      |       |                         |            | Apr 22, 2013 ET | ✓             | Contract     |
| 4   | <input type="checkbox"/> |      |       |                         |            | Jan 08, 2013 ET | ✗             | Contract     |



### \* More Tip \*

**H**ere's another insane way of making sure they go all out to promote your offers.

Approach your top 3 affiliates and offer to let them promote your product at a discounted price for 72 hours only. Then you go and create your 3 discount coupons on the Coupon page (as shown before), this time making sure you TAG each of the coupons to each of the affiliates.

### Tagging a coupon to an affiliate means:

*Whenever this coupon is used in a transaction, the tagged affiliate will always be credited for the sale, regardless of whether the customer clicked another affiliate's affiliate link or if a naked link*

(i.e. no affiliate link) was clicked.

This is useful when you're running an exclusive discount offer with a high-caliber affiliate, and other affiliates know about it and try to take advantage of the situation by promoting the discount offer to his own list using his own affiliate link, and then telling his list to use the coupon code that was intended for the high-caliber affiliate. If you enable this feature, the high-caliber affiliate will still get credited instead of the cheating affiliate.

But we don't stop there to make our top 3 affiliates feel special. To make sure they know we appreciate them very much, create a CUSTOM coupon code for them by their name (for example) or something that uniquely identifies them.

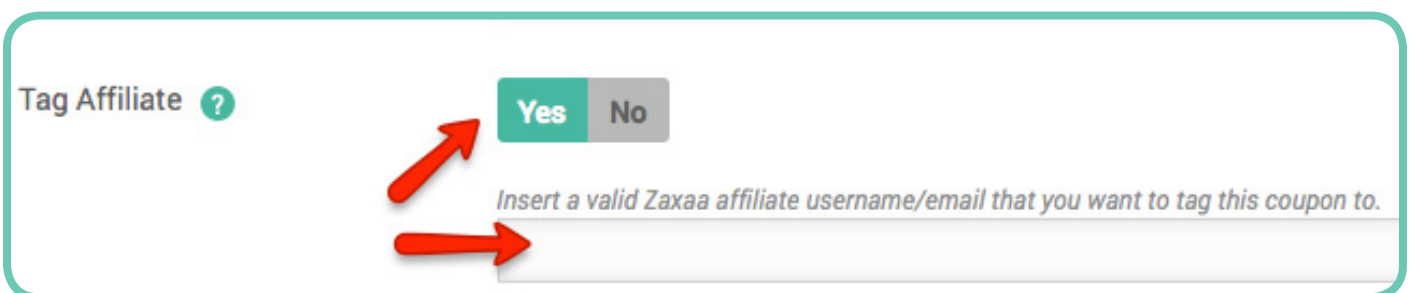
People like when their name is mentioned, especially in the coupon code. It makes them look good in the eyes of their customers and subscribers.

## IMPLEMENTATION

Here's how to tag a coupon to a specific affiliate

Go to [Coupons](#) page (products >> coupons) and create a new coupon.

Scroll down to "Tag Affiliate" >> Yes >> insert the affiliate username/email that you want to tag this coupon to:



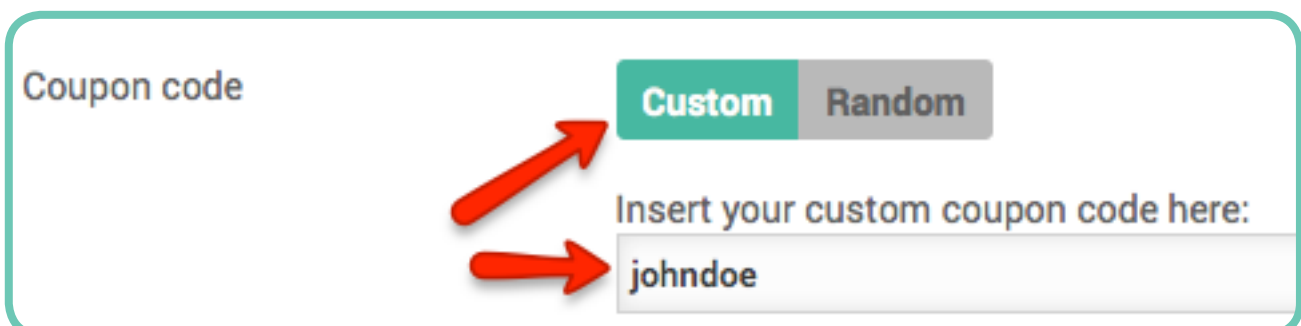
Tag Affiliate ?

Yes No

Insert a valid Zaxaa affiliate username/email that you want to tag this coupon to.

## Here's how to create a custom coupon code

Still inside your coupon settings, scroll down to "Coupon code" >> Custom >> enter your custom coupon code (e.g. Affiliate name):



Coupon code

Custom Random

Insert your custom coupon code here:

johndoe

# Call From Long Lost Friend Explodes Your Sales

---

**A** "long-lost" friend who hasn't contacted you for ages suddenly calls you out of the blue and asks what you're currently doing to make a living.

And I bet this is what goes on in your mind:

"Gosh he is going to try selling me another mlm or biz opp thing..."

I've been in that situation multiple times before, and I'm sure you have too. Truth be told, I've joined multiple mlm companies but I failed to achieve any kind of success in all of them.

Not the mlm's fault. Totally my fault.

I was pretty laid back and didn't take consistent effort, let alone go the extra mile to make it work.

The reason I joined them in the first place was -- as you've probably already guessed -- because they show REAL people making it. Average Joes who've made it.

Hey I was an average Joe too, so I thought I could follow in their footsteps. Anyway, here's something to think about...

There are always people succeeding even when you're failing, because they're relentless and work their butts off. Another ingredient to their success is the mlm company's compensation plan.

Not only do they reward you for YOUR PERSONAL efforts, they also reward you for the efforts of OTHER PEOPLE you introduce to the business.

It's called leverage. Online in the IM industry, we call it [JV Broker](#).

A JV Broker is someone who has connections and influence in your marketplace who has the power to "strike deals".

He can help recruit affiliates on our behalf. Of course we give him some kind of rewards in return. The reward is typically a fixed fee you pay upfront to him, or a percentage of the revenue for those sales that are referred by the affiliates he brings in.



## Example:

You're about to release a product. JV Broker Bob uses his experience, exposure, and influence in the marketplace to help recruit affiliates for you. These affiliates already have a previous working relationship with Bob so they trust him.

Affiliates line up to promote your product.

You get tons of sales. Your affiliates get tons of commissions. JV Broker Bob gets tons of 2nd-tier commissions based on the sales performance of HIS affiliates (the affiliates he brings in).

Before you complain: "But won't that cut down my overall profits".

Yes it will. But you're only paying the JV Broker out of profits you wouldn't have had anyway. You have no risk whatsoever.

He recruiting a whole bunch of profitable affiliates.

Think in abundance instead of scarcity. The former gets you far ahead in your business, while the latter brings you down.

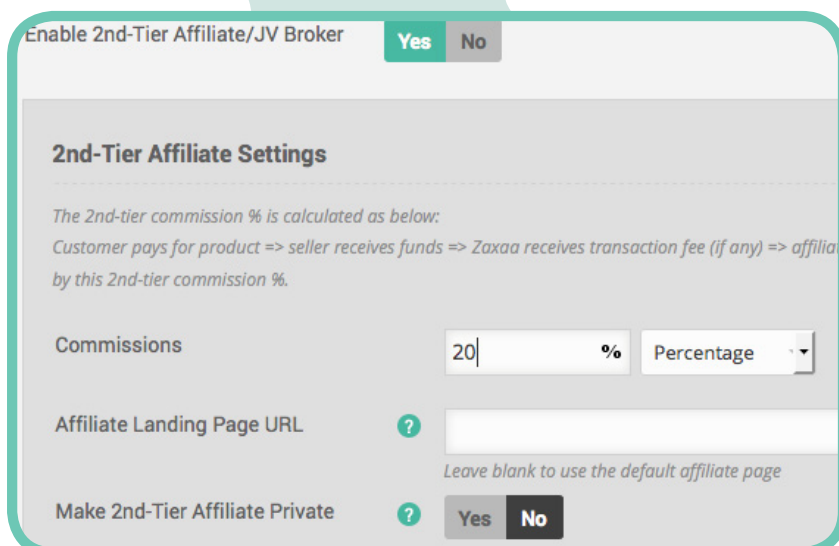
To set up this 2-tier/JV Broker feature to explode your sales, you'd need to be a programmer or hire one to code it for you. It will take a lot of effort and hence time.

Or you can simply sit back and use Zaxaa to do it for you, easily and quickly by clicking a few buttons.

## IMPLEMENTATION

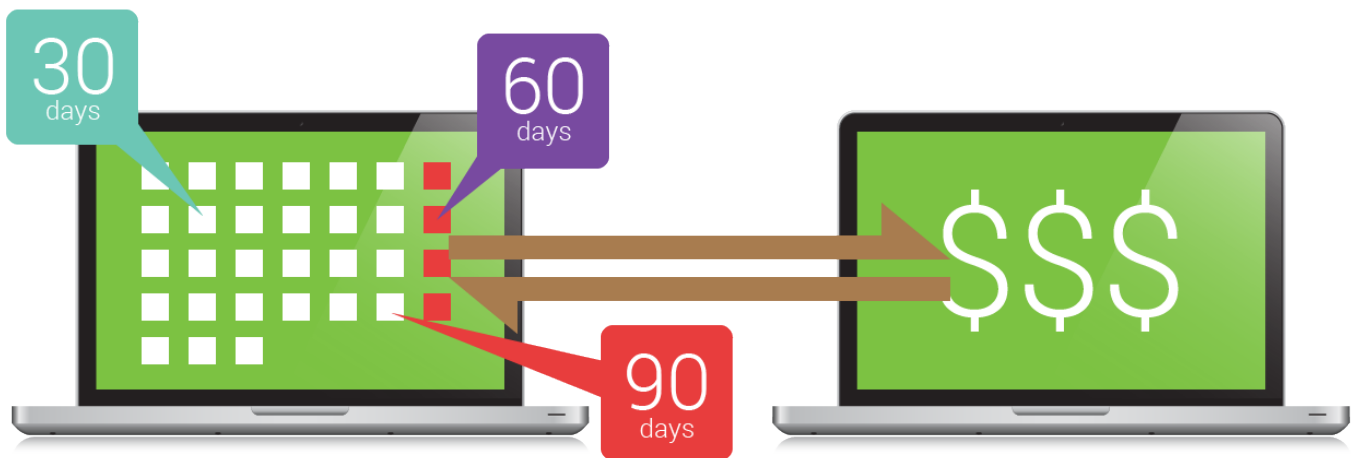
### Here's how to set up the 2-tier/JV Broker feature

Inside your Zaxaa account, go inside your product settings >> affiliate program >> yes >> enable 2nd-tier affiliate/jv broker >> yes (Advanced view):



The screenshot shows a web interface for configuring a 2nd-tier affiliate program. At the top, there is a toggle switch for 'Enable 2nd-Tier Affiliate/JV Broker' with 'Yes' selected. Below this is the '2nd-Tier Affiliate Settings' section. A note explains that the 2nd-tier commission % is calculated as: Customer pays for product => seller receives funds => Zaxaa receives transaction fee (if any) => affiliate receives 2nd-tier commission % by this 2nd-tier commission %. The 'Commissions' field is set to 20% with a dropdown menu showing 'Percentage'. The 'Affiliate Landing Page URL' field is empty, with a help icon and a note: 'Leave blank to use the default affiliate page'. The 'Make 2nd-Tier Affiliate Private' field has a help icon and radio buttons for 'Yes' and 'No', with 'No' selected.

# How To Sell Sell And Sell Even When You Don't Know A Thing About Selling



**A**ttracting affiliates to promote your products is a great, free way to get traffic to your sites – and more importantly – generate revenue and profits. Here's another great way to get more traffic, revenue, and profits.

## Joint Venture (JV) partners.

JV partners are a type of affiliates, but they're better than affiliates.

With affiliates, anyone can just promote your products. There is no relationship. With JV partners, you know them personally. You have a working relationship with them. You trust them. They have "skin" in the game.

### Here are the different types of JV partners:

1. You co-create the product with someone, and you split the profits
2. You create the product and partner with someone to market your product, or vice versa

With #1, you can leverage each other's audience to sell the product, which results in more sales and profits.

With #2, you can be the expert in your niche and don't know a thing about selling and marketing. You team up with a marketing expert who doesn't know anything about your niche but is very good at selling, and vice versa.

Here's how to get really, really potent profits – combine the power of affiliates AND JV partners together.



You co-create a product with another expert (JV partner). You have your own audience to promote to. Your JV partner has his own audience to promote to as well. The product also has an affiliate program to attract affiliates.

# Boom!

Your sales explode through the roof.

## But how do you technically set up all this?

You can spend a year and hire programmers (yes, that's multiple programmers - because you can't code it alone) to create a software for you. I say a year because it's difficult to create such a robust software that can do all these things and still provide great reporting stats.

Or you can simply plug-n-play INSTANTLY by using Zaxaa. Zaxaa even allows you to set up MULTIPLE JV partners if you want.

## And you know what's even better?

You don't even have to manually pay out the money you owe to JV partners and affiliates. It's all automatically done for you, on time every time.

Save your time and effort to focus on your business instead of administrative tasks like this.

## IMPLEMENTATION

### Here's how to set up JV Partners Profit Sharing

Inside your Zaxaa account, go inside your product settings >> general settings >> enable profit sharing (partnership) >> yes:

Enable Profit Sharing (Partnership) ?  Yes  No

### Partnership

*How this work:*  
Customer pays for product => seller receives funds => Zaxaa receives transaction fee (if any) => affiliate commission (if any) => leftover funds is divided among the partner(s) below based on the percentage receives the remainder of the funds.

*Examples:*

1. If the leftover funds is \$30 and there are 2 partners @ 50% each, each partner will receive \$15.
2. If the leftover funds is \$30 and there are 3 partners (partner 1 @ 20%, partner 2 @ 30%, partner 3 @ 50%) partner 3 will receive \$15.
3. If the leftover funds is \$30 and there are 3 partners (partner 1 @ 20%, partner 2 @ 20%, partner 3 @ 60%) partner 3 will receive \$15, seller will receive \$3.

*Notes:*  
All partners must be registered as Zaxaa sellers/affiliates who have ALREADY LINKED their PayPal account with their registered Email/Username.

Now you can co-create the product with someone and split the profits. Or you can create the product and partner with someone to market your product, or vice versa.

# Sweet!



# How To Lockdown/Blacklist Customers & Affiliates

**S**ometimes you just want to fire a customer and/or affiliate. There will always be customers who spend very little on your products, yet they demand to be treated like a king, and their requests are beyond reasonable. Or they might share around or group-buy your product. Or they might be serial refunders who refund every single purchase they've made from you.



Affiliates might be sending junk traffic with no conversions at all. They hurt your reputation because your EPC (earnings per click) falls down the drain fast.

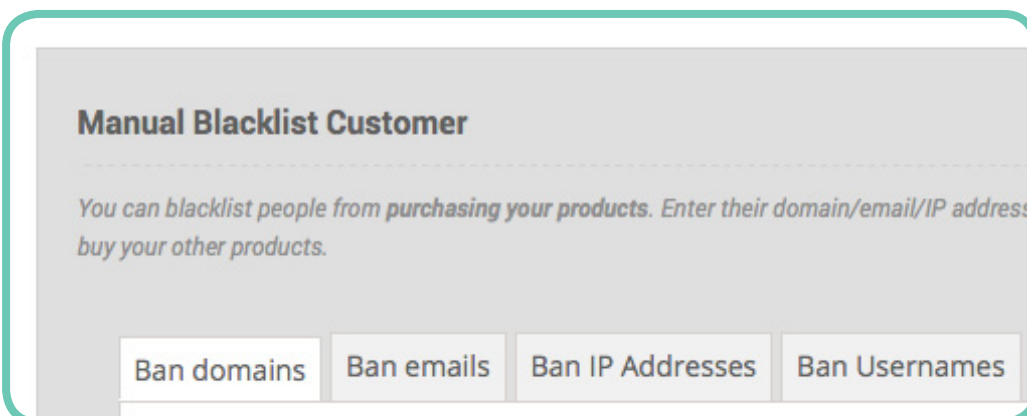
These customers and affiliates are simply not working your time and efforts, and you should blacklist/ban them. When blacklisted, a customer will not be able to purchase your products anymore and an affiliate will not be able to promote your products anymore.

## IMPLEMENTATION

### Here's How To Easily Blacklist/Ban Customers & Affiliates

Inside your Zaxaa account, go to [Blacklist Settings](#) page (settings >> blacklist settings) (Advanced view). Enable Zaxaa Blacklist Feature by clicking "Yes".

Scroll down to "Manual Blacklist Customer":



You can blacklist by domains, emails, Ips, usernames.

## \* Tip \*

You can also enable **Platform** Blacklist Customer (if you want):

### Platform Blacklist Customer

Enable Zaxaa platform blacklist customer ? **Yes** No

*Condition:*  
If **AT LEAST**  other sellers blacklisted this customer, then blacklist him as well.

*Hint: The lower the number, the stricter you get.*

*Examples:*  
If 3 is filled above, this means you blacklist this customer when 3, 4, 5 or more other sellers blacklisted him  
If 7 is filled above, this means you blacklist this customer when 7, 8, 9 or more other sellers blacklisted him

This means you can utilize other Zaxaa Sellers' blacklisted customers and blacklist them as well. This will give you

To blacklist/ban **AFFILIATES**, you follow the same procedure as above, except this time blacklisting AFFILIATES instead of customers. Yes you can also **Platform** Blacklist Affiliates.

## IMPLEMENTATION

Still on the **Blacklist Settings** page, go to the top of the page "Auto-Lock Customers":

### Auto-Lock Customers

*Auto-Lock Customers is a feature to automatically lock a customer who logs in to access your product with different IP addresses within a period of want to prevent customers from passing around their login info just so other people can access your product for free.*

*When a customer is locked:*

1. He won't be able to access your product(s) anymore.
2. He won't be able to purchase your other products anymore.

*Note: This feature only works if your product download is hosted with us.*

Enable Zaxaa auto-lock customers **Yes** No

Auto-Lock Settings Locked Customers

**Condition:**  
Lock customer if he/she accessed my product from  different IP Address(es), in  minute(s)

From here, it's pretty much self-explanatory.

# How To Make Sure Commissions Are Not Stolen



It's common in our industry that sometimes customers buy from their own affiliate links. As a product seller, this means you're losing money because you pay out commissions that shouldn't have been paid out in the first place.

Which is why we've spent a considerable amount of time to combat this problem.

Over the long run, you'll save tons of money by not paying cheating affiliates.

**With Zaxaa, when an affiliate tries to purchase your product using his own affiliate link, Zaxaa knows and will AUTOMATICALLY dis-credit his commissions.**

But what if the affiliate uses his spouse/child/parent affiliate link to purchase, and then gets his commission from them?

No problem! We have taken that into account as well and have a 2nd safety measure to combat this.

Simply go to the said transaction and void his commissions. Doing this is very, very easy.

## IMPLEMENTATION

### Here's how to void affiliate commissions

Go to [Sales Report](#) page (reports >> sales report) and select a transaction by clicking on "details":

| No | <input type="checkbox"/> | ◆ Date                   | ◆ Product Name       | ◆ Price | Payment Type | Payment Status                            | ◆ Customer | Action                                 |
|----|--------------------------|--------------------------|----------------------|---------|--------------|---|------------|--|
| 1. | <input type="checkbox"/> | Jun 25, 2014 02:11 AM ET | <input type="text"/> | \$77.00 | One Time     | Incomplete, Delayed Until Jul 26, 2014 ET |            | <input type="button" value="Details"/> |

A lightbox will show up showing the transaction details:

**Sales Detail**

**Transaction Details**

|                         |                            |
|-------------------------|----------------------------|
| Zaxaa Transaction ID:   | BE [red box]               |
| Paypal Transaction ID:  | 9U [red box]               |
| Date:                   | Ju [red box]               |
| Amount Received:        | 77.00                      |
| Currency:               | USD                        |
| Payment Processor:      | PayPal - Payments Standard |
| Customer Name:          | [red box]                  |
| Customer Email:         | ail.com                    |
| Customer Paypal Email:  | com                        |
| Affiliate Name:         |                            |
| Affiliate Email:        | [red box]                  |
| Affiliate Paypal Email: | .US [red box]              |

[click this](#)

[mark as void \(click here for explanation\)](#)

Click "mark as void" to void the affiliate commission for this transaction.

# Protecting Your Business

**A** lot of business owners ONLY use PayPal to take payments from customers. While PayPal is the most popular payment processor and one that we use and integrate with, there are other good alternatives on the market today.

I've heard quite a number of horror stories of business owners getting their PayPal account limited/frozen because they processed a huge amount of transaction volume in a short amount of time (usually caused by a new product launch).

While other payment processors definitely do reviews on your business before allowing you to use them, it's good business practice to have a backup plan or even multiple back up plans to protect your business in case PayPal limits your account and you can no longer take payments using them.

Which is why Zaxaa integrates with other payment processors and gateways like Authorize.net, Stripe, and 2checkout – in addition to PayPal. I highly recommend you at least have 2 payment processors set up and ready to go so that if one fails, you can use the other.

## Moral of the story:

Solely relying on 1 (ONE) payment processor is RISKY for your business  
and a bad business decision!

## IMPLEMENTATION

### How to set up multiple payment processors

Go to [Payment Integration Settings](#) page (settings >> payment integration):

Simply choose which payment processor(s)/gateway(s) you want to use for your Zaxaa ACCOUNT and click "Active". Always remember to save your changes.

Once you've activated the payment processor(s)/gateway(s) you want, go to your product settings >> payment processors:

| Payment Integration Settings                |  |
|---|--|
| Choose one or more payment processor below. |  |
| PayPal - Adaptive Payments                  | <input checked="" type="checkbox"/> Active <input type="checkbox"/> Not Active |
| PayPal - Payments Standard                  | <input checked="" type="checkbox"/> Active <input type="checkbox"/> Not Active |
| Authorize.NET                               | <input checked="" type="checkbox"/> Active <input type="checkbox"/> Not Active |
| Stripe                                      | <input checked="" type="checkbox"/> Active <input type="checkbox"/> Not Active |
| 2Checkout                                   | <input checked="" type="checkbox"/> Active <input type="checkbox"/> Not Active |
| Offline Payment                             | <input checked="" type="checkbox"/> Active <input type="checkbox"/> Not Active |

Choose the payment processor you want to use for THIS PARTICULAR PRODUCT by clicking “Yes”.

**Example:**

Let’s say you chose to use PayPal for this product. If your PayPal account gets limited/frozen for whatever reason, you can change to another payment processor – e.g. Authorize.net, Stripe, or 2checkout.

| Payment Processors               |  |
|----------------------------------|--|
| Use PayPal - Adaptive Payments ! | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Use PayPal - Payments Standard ! | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Use Authorize.NET !              | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Use Stripe !                     | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Use 2Checkout !                  | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Use Offline Payment !            | <input type="checkbox"/> Yes <input type="checkbox"/> No |



# 3 Ways To Increase Your Income

There are 3 ways to increase your income:

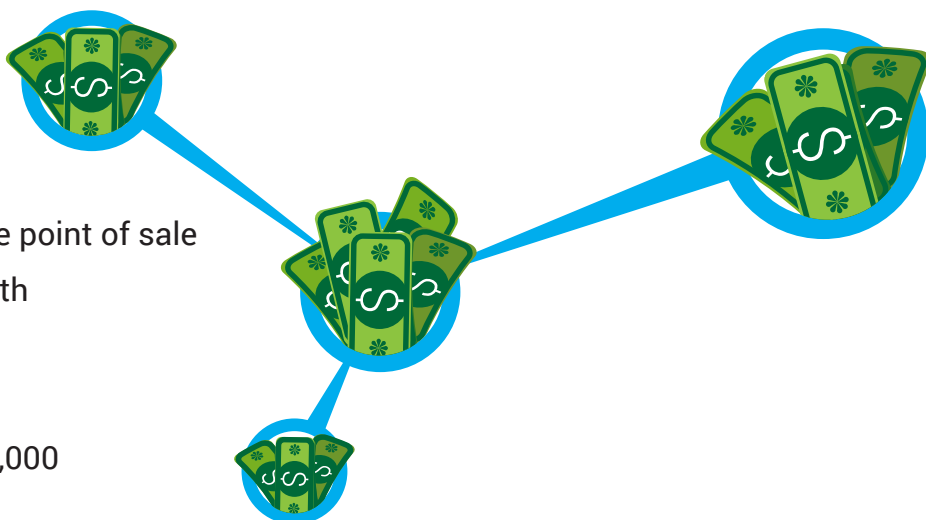
1. **Increase the number of NEW customers** (most business owners ONLY focus on this)
2. **Increase the number of TRANSACTIONS at the point of purchase** (most business owners neglect this)
3. **Increase the FREQUENCY of purchase from EXISTING customers** (most business owners neglect this)

Increase any of the 3 metrics above and you'll increase your income. Increase all 3 of them and you'll increase your income even further. Math 101. Fact.

Let's say:

Your current customers are 100  
They purchase 2 products at the point of sale  
They purchase 2 times per month  
And the product price is \$10

Income =  $100 \times 2 \times 2 \times \$10 = \$4,000$



Now let's double each point.

- Increase the number of NEW customers –  $100 \times 2 = 200$
- Increase the number of TRANSACTIONS at the point of purchase –  $2 \times 2 = 4$
- Increase the FREQUENCY of purchase from EXISTING customers –  $2 \times 2 = 4$

Income =  $200 \times 4 \times 4 \times \$10 = \$32,000$

Just by doubling each of the above metrics, you have increased your income by 8 times!

Next, let's take a look at how to increase each of the 3 metrics.

## #1 – Increase the number of NEW customers

You can achieve this by buying ads (Facebook ads, Google AdWords, solo ads, etc). Or you can invest your time and write great content and rank your site high on Google.

## #2 – Increase the number of TRANSACTIONS at the point of purchase

After customers have purchased your initial product (also known as Front End product), you offer them an immediate One-Time-Offer (OTO) product that's related to their initial purchase. Say your Front End product is about "How to build an email list", your OTO could be "How to write highly effective emails that sell".

The more OTOs you offer, and the more RELEVANT they are to your Front End product, the more money you make.

So Front End product -> OTO 1 - > OTO 2, etc.

This is called a Sales Funnel. You take visitors to your sales page, they purchase your Front End product, they're offered OTO1, OTO2, etc.

### IMPLEMENTATION

To implement this, go to your Zaxaa account:

Create a Front End product

Create 2 OTO products

Attach the OTO products to the Front End product

Here are 2 videos showing you how it's done:

<http://www.zaxaa.com/p/tutorial#create-front-end>

<http://www.zaxaa.com/p/tutorial#create-oto-attach-front-end>

## #3 – Increase the FREQUENCY of purchase from EXISTING customers

There are 2 ways to do that.

### Method #1

After customers have bought from you, follow up and ask them if they have any questions or need help with the product they've purchased from you. This shows that you care for them. Then you





follow up again and sell your other products/services.

Most business owners make the fatal mistake of only finding NEW customers, when the fact is that finding new customers to buy something from you for the first time is very expensive.

Customer Acquisition Cost (CAC) is the highest at the FIRST point of contact with customers. They don't know who you are yet, they don't know if they can trust you, they don't know your product quality, etc. It's natural for them to wary of you.

But once they've bought from you, and your product solves their problems and your customer service is great, it'll be a lot easier to sell them your other products. Also, since you already have their contact info, following up with them via email to ask for the sale almost costs you nothing.

So this means you need to build a customer list so that you can follow up with them.

## IMPLEMENTATION

Go to your Zaxaa account:

Inside your product settings >> general settings >> add to customer autoresponder list >> yes >> manually paste autoresponder code, like this:

The screenshot shows a web interface for adding a customer to an autoresponder list. At the top, there is a header 'Add to Customer Autoresponder List' with a question mark icon and two buttons: 'Yes' (highlighted in green) and 'No'. Below this is a section titled 'Customer Autoresponder List'. A red callout box with the text 'paste your autoresponder code here' has a red arrow pointing to a text input field. The input field is labeled 'Manually paste Autoresponder code'. Below the input field, there is a section for 'Autoresponder Code' with instructions: 'Paste your RAW HTML autoresponder code. Do NOT use the Javascript code.'

Remember to save your changes.

Whenever customers purchased your product, they'll be automatically added to your customer list. Then you can follow up with them to build relationships and sell more products.

### \* Tip \*

A good way to showcase your entire product/service portfolio is to use a Frontstore to display all your products. Because you never know what someone might want at any given time (e.g. You try to sell someone product A but they don't want it now, but instead they want product B).

By sending them to your Frontstore, they can choose what they want at that time (product B) and purchase it there.

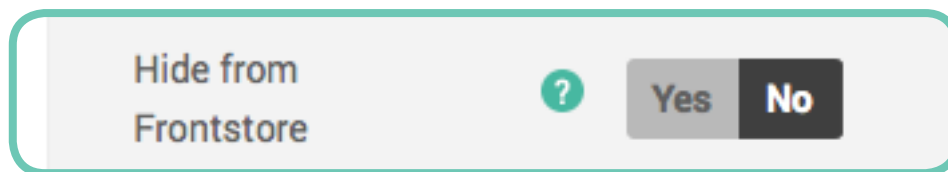
## IMPLEMENTATION

If you have a Zaxaa account, we have automatically created a Frontstore for you, which is located here:

<http://username.zaxaa.com>

Replace "username" with your Zaxaa username.

Initially, your Frontstore will be empty. To add a product to your Frontstore, create a Front End product and inside the product settings >> general settings >> hide from frontstore >> No:



Make sure to save changes and your product will instantly show up on your Frontstore.

## Method #2

Another way to increase the frequency of purchase from existing customers is to sell a recurring/subscription product where your customers pay you on a recurring, consistent basis.

Some excellent examples are your phone, internet, cable tv, and electricity bills that you pay every month. If you don't pay, you won't have electricity, no internet and tv connection etc.

So let's say you sell a monthly recurring product (we call this a continuity) and you get 2 new customers every day. In 30 days, you'd have 60 new customers. In 2 months, you'd have 60 existing customers + 60 new customers. In 3 months, some of your existing customers would have dropped off, but you still get a majority of them staying in your continuity + new customers for that month.

Over the long term, you'd build up a nice amount of recurring/automatic income. Even when you don't acquire new customers for a month, you still get income from your existing customers.

A great way to deliver your recurring product/continuity is via a membership site where customers can enter a secured members area and enjoy your product (content/software, etc). They can come back to this members area whenever they want.

The more content you provide in the members area, the better. And it'd be even better if you can drip-feed the content – which basically means you provide the content on a pre-scheduled basis. So for example, you can provide week 1 content on week 1, week 2 content on week 2, etc.

## IMPLEMENTATION

We provide a FREE WordPress membership plugin called [Zaxaa Member](#), which you can [download from within your Zaxaa account](#) (settings >> Zaxaa Member):

### Zaxaa Member

Zaxaa Member is a WordPress membership site plugin that we provide to protect your members area, pages, content, files, and drip-feed them how

You can [view Zaxaa Member tutorial here](#).

[Download Zaxaa Member Here](#)



With Zaxaa Member, you can create membership sites to protect your members area, pages, content, files, and drip-feed them however you want.



# Now That You Know How Zaxaa Can Increase Your Profits Significantly & How You Can Know EXACTLY How Much Money Your Business Is Making, Can You Afford Not To **Sign Up For A FREE Account?**

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Can your shopping cart software give you the metrics/numbers I discussed in this report? I don't know.

Check with your provider and find out if they have systems in place to help you look up all these numbers.

If you find out your current provider doesn't offer these metrics in an easy to find way, then I suggest [giving Zaxaa a FREE try](#). Every number I talk about in this report can be found within a few clicks.

If you don't have a Zaxaa account yet, [click here for a FREE test drive](#). Choose the FREE "Instant Automation" plan.

There is ZERO risk on your part. You are in complete control. If you like it, you can upgrade to a paid account. If not, no problem at all.

Please note that some of the metrics discussed in this report are not available on the free plan. They're available to paid accounts only.

**Try Zaxaa For FREE Now**



# Want To Earn Some Extra Money?

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Now that you've seen how powerful Zaxaa is, would you like to earn some nice commissions by help spreading the word?

Since Zaxaa charges on a monthly/yearly basis, and once people use a shopping cart they stay with it for YEARS – you get recurring commissions for a very long time.

[Click here for more details on our Referral Program](#) (need to login to your Zaxaa account).

If you don't have an account yet, you can [sign up for a free account here](#). After you've created your account, [click here to learn more about our Referral Program](#) and see how much you can earn.

[Earn Money Now](#)

