

Why you Must Secure your Digital Product and 'Thank You' Web Page

By Bob Mobino

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A couple of years back, I paid my dues the 'hard way'.

My web site was up and running, the sales letter had been 'crafted' with the most influential marketing techniques and the profits had been consistently coming-in, until...

Until I noticed a considerable 'drop in ClickBank sales' for 2 months in a row. You can't imagine how this extensive declination in sales, affected my mood and self-esteem.

I started critiquing my sales literature all over again and re-evaluating every tidbit of my marketing strategy... everything seemed to be "working flawlessly", but yet... "Not enough sales volume - hey, this isn't me (I contemplated)... I am one of those copywriters who consistently 'live-by' the 4%-6% sales ratios!"

Then one Sunday morning, I rushed to thoroughly check my web site's statistics, and to my blow...

My ClickBank's "Thank You" page had been the 4th most visited section of my web site!

Holly-Golly! Almost certainly, an ungracious customer had submitted my "Thank You" web page all over the web. My 'digital gizmo' had been downloaded over 460+ times, according to my web server's statistics. Needless to say that my 'voice of harassment' starting 'echoing' all over the block (something like "aaaarrrrgrgrghhhh!...ahhh..oh!ohhhhh!).

After the stalking bang of a sound psychological burst... after several breathe-ins / outs... I finally decided to 'secure' my digital product with a 'hack-proof' system. No "more free lunches", I sarcastically squealed!

Hence, I installed a simple yet highly powerful CGI script (see <http://close-sale.com/automation.htm>) and my ClickBank product had finally been 'secured'. from freebie hunters, pranksters and hackers that 'unconstructively impacted my bank account'.

The 'Online marketing lesson' is undeniably straightforward; you *must secure* and automate your business by any means, before your digital product becomes one of the 'Web's Top 1000 Free Downloads'; trust me, it doesn't worth the jeopardy.

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