

# 404 Secrets



**By Jason Dinner**

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### **404 Secrets**

Have you ever wanted to visit a particular website, but typed the address or URL incorrectly? You'll notice that, on most occasions, you saw this:

The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

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Please try the following:

- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the [marketingmakeovergenerator.com](http://marketingmakeovergenerator.com) home page, and then look for links to the information you want.
- Click the [Back](#) button to try another link.

HTTP 404 - File not found  
Internet Information Services

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Technical Information (for support personnel)

- More information:  
[Microsoft Support](#)

### Or You Saw This:

**Not Found**

The requested URL /asdf was not found on this server.

Additionally, a 404 Not Found error was encountered while trying to use an ErrorDocument to handle the request.

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Apache/1.3.34 Server at www.mlm-experts.com Port 80

Well, this is what is more commonly referred to as a **404 Error Page**. It's simply an automatically generated page that is shown when someone 'accidentally' types in the wrong extension of any particular website they are at or are trying to visit. Now as you can see, the above 2 examples are the default versions of 404 error messages and are extremely generic.

If you have your own website that does get traffic and this is what people see when they type in an extension after your domain name incorrectly, then you are losing money. I'm sure you've heard the talks and read the reports about how valuable your web real estate can be to you and your business. Most of the time, when this topic is being discussed, they are usually talking about your thank you pages, your download pages, or any page that your visitors or membership site members will be visiting the most. If you remember, these talks and reports said that you should put links, banners, text, images, Adsense, or just about anything on these page that can potentially make you more money.

The one page they usually forget to mention is your 404 Error page. Now, there are a couple of reasons why people will end up on this page of yours.

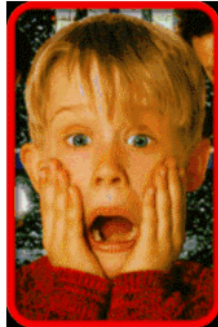
- They truly do type in the section of your website that they are intending to view incorrectly and accidentally reach your error page.
- You sell downloadable information or give it away, and they are trying to bypass either having to pay or having to give you their name and email address (opt-in) to get access to this valuable information.

The first reason is just human error and can be viewed as an honest mistake. It's happened to me a ton of times and it has probably happened to you as well.

Let's talk about the second reason a little. I'm sure we both think that all people are awesome, and they are, but some like to snoop around your website to try to avoid reaching into their pocket or submitting personal information. This 404 Error Page can be an extremely valuable asset for you if you make good use of it.

Instead of having them see the default 404 Error Page, why not show them something that can put some extra money in your pocket. Here is a page that I use for one of my own sites:

**WHOOOOOPS!!!**



**You must have reached this page by mistake. You may have typed in the wrong url, and that is why you ended up here. Please try again.**

**But, Since You're Here...**



**We are offering you a **One-Time Chance** to purchase**  
**"The Best Master Resell Rights Package Around"**

**For Only**  
**\$29**  
**Just A One Time Payment!**

**This offer will never be made to you again.**  
**This is not sales hype. Don't Pass This Opportunity!**

**Click Here**

**to View the Sale Site**  
**DO NOT BUY AT THE SITE!**  
It is **\$47** at this site!

**After Viewing The Sales Page And Seeing What A Great Deal This Is... Click Either Order Button To Purchase This Incredible Package!**  
**This is a One Time Offer Only.**

**\$29**



**If you skip this offer it will never be made to you again.**  
**Your products are delivered instantly!**  
Click the Order Button Above to Purchase.  
(Do **NOT** Purchase at the main site.)

All The Best,

As you can see, what I did was put an offer on this page that can put some money in my pocket rather than just let them see the default/generic 404 Error Page. I make 3-5 sales per month from just one website. The image got split up between 2 pages, so if you want to see the actual 404 Error Page and what it looks like live, [click here](#). Some people even make it redirect to their homepage or just put a page up saying "You reached this page in error," without actually making them a 'special offer.'

Every day that goes by that you don't have an offer on your 404 Error Page, you are losing money. It's not going to make you rich, but it will definitely make you enough money to cover an expense. Not to mention it's FREE MONEY! How could you pass up on that?

Don't you think putting an offer on your error page is excellent use of your web real estate? People are going to end up on this page anyway, so you may as well monetize it to the best of your ability. How much money you make from this page is directly proportionate to the amount of traffic your site is getting or how many sites you have that are getting traffic.

As you heard on the interview I did with Mike Filsaime, he is making around \$600-700 per month with his 404 Error Pages. He is also getting a ton of traffic to his 20+ websites. Even Russell Brunson has error page templates for his massive army of affiliates at [The Second Tier](#). Use your imagination and try to figure out how many of his products get sold because maybe a small percentage of his affiliates are utilizing this tactic. Maybe they make one sale per month on average, but there are probably over 100 affiliates that have his products on their 404 Error Pages. I'm just guestimating, but I'm sure it's somewhat accurate. Maybe, if I can get a hold of Russell, I'll ask him for some concrete data on how many sales occur due to this strategy.

I currently make about 3-5 sales per month from my error page, but I only have it on one website. I'm sure as I grow my business and launch more websites that get more traffic, my 404 Error Page sales will continue to increase.

And the same can happen for you. It's so easy to set up and you only have to do it once. I made a great Camtasia video that I walk you through the process step-by-step to setting up your own 404 Error Page. You can watch the video by logging back in to [404Secrets.com](#). You will find the video on the same page as you found this report and the audio.

I also made some cool templates that you can use for your Error Page which the offer will be for them to join 404 Secrets to learn more about how they can monetize their own 404 Error Page. It will have your affiliate link so you will get credit for the referral and 50% commission if they upgrade their membership by purchasing the same One Time Offer you saw when you first joined the site. You can find these templates in the [members' area](#) as well. Make sure you watch the video first before you attempt to use these templates. It will make it so much easier for you to do. Honestly, it's just a simple copy and paste of some code. It literally takes less than 2 minutes.

If you don't have a website yet, I suggest you go register one at [NameCheap.com](#). You will also need website hosting for your new domain and I suggest you go with [Kiosk.ws](#). They are the best out there, and they cater to internet marketers especially. You can get a domain for under \$10 and hosting for as little as \$5.95 per month. Don't just get a website so you can have a cool money making 404 Error page. Get a website because you need one. That's an entirely different topic all in itself and there are plenty of ebooks available for you to read that tell you why you need one.

I hope by now that I was able to open your eyes to this idea of monetizing your 404 Error Pages. It is an all-too-often overlooked source of revenue and can be another asset for you and your business if you choose to implement what I spoke about in this short little report. Like I said, having an offer on your 404 Error Page will not make you rich. But, it will put some money in your pocket and can definitely cover one of your expenses, whether it is a bill at home or a business expense. It really all depends on how many websites you have, how much traffic is already coming to your sites, and how much will in the future.

Even Mike Filsaime mentioned it in his [Butterfly Marketing Manuscript](#). Anything that makes it into that report is definitely something worth taking into consideration when you look at your own business and what you can do to improve your bottom line. It just makes perfect sense to have an offer on your 404 Error Page, period!

So, I hope you enjoyed reading this short and sweet report I wrote for you. And more importantly, I hope you learned something from it. Remember, in the famous words of one of the greatest salesman and sales trainers, Brian Tracy, "Everything Counts." Make sure you apply this information to make every part of your website count, especially your 404 Error Pages.

## Here Are Some Things I Recommend You Do Right Now

- **Listen to the interview I did with Mike Filsaime.**
- Watch the short Camtasia video I made for you which shows you how to easily get your 404 Error Page set up within minutes.
- **Use any 1 of the 4 Error Page templates I made for you. It is already loaded with your affiliate ID for 404 Secrets and you will make 50% commission for any sales made from the referrals you get from your Error Page.**
- Brand this report and give it away to your subscribers and any one else you feel would benefit from this awesome information and earn commissions from anyone that purchases an upgraded membership at my site from this report.
- **All of this can be found in your members area at [404Secrets.com](http://404Secrets.com)**

To your continued success,

Jason Dinner

P.S. Any and all testimonials are welcome. I would love to hear your success story about any money you make with your 404 Error Pages as a result of implementing the strategies outlined in this course. Submit yours using the 404 Secrets help desk system.



