

# **The Complete Mentor**

*You Can Never Give Out Enough Good Will Changing One Life At A Time*

## **Unit Two**

### **Selling Information On The Internet *Making Your Product***



**Unit 1 Getting Started Selling Information!**

**Unit 2 Making Your Product!**

**Unit 3 Creating a Winning Sales Letter!**

**Unit 4 Creating Your Secondary Response!**

**Unit 5 Promoting Your New Money Making Site!**

**Unit 6 Affiliate Programs and Joint Ventures!**

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If you've completed lesson #1 – please pat yourself on the back – you're doing great!  
And this week we're going to blow right through some more important tasks.  
So let's get crackin'...

### **Quickly and Easily Creating Your Info Product**

First off, nearly everyone in this class has a \*major\* advantage over other students I teach. Namely, you already have your content (or at least the expertise to create it quickly). So now this is going to be way easier than you think.

Trust me.

Plus, I'll show you a couple tricks that will help you knock out your new digital product quicker and easier than you imagined.

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I break down info products into 2 main categories:

1. Written (ebooks, PDF files, online newsletter, etc.)
2. Non-written (audio, software, video, etc.)

Now, let's talk about how you get these things pumped out...

#### **1. You Write or Create It**

The first way is to create it yourself. That means you sit down and stick your butt on the seat, put your hands on the keyboard and write it yourself (if it's a written product). That's one way to do it. For some people this is pretty easy – for others they can't stand the thought of sitting at their computer and typing for hours and hours. Now, I'm sure you guys are well versed in this method – so I won't harp on this too much except for a couple points that might help you get quicker.

I can crank out reports in just a couple nights and a full manual wouldn't take me any more than 2 weeks.

When you create non-fiction you don't need to worry that much about style – just deliver tons of content and real useful information. Write just like you talk. People won't mind – in fact, they'll probably like it better.

Let me share with you big secret...

## **Your Online is the Key**

If you spend some time creating your outline first, you'll find writing the product is a breeze. You should think about creating "chunks" of your product and making your outline modular. So anytime you have a spare 15 minutes you can write that one section. It doesn't matter where you start because you'll go back later and create the transitions.

Here's a sample outline for a project I created:

\* \* \*

### **Outline "How To Make Instant Sales and Massive Profits With Cheap Broadcast Faxes"**

#### **I. Introduction**

- **For less than ½ the cost of a postcard, you can send a powerful sales to practically any prospect across the country (and you won't have to pay for any printing, either). What I'm talking about is broadcast faxing. And you won't have to wait around for your mail to be delivered or an ad to run in a newspaper or magazine.**
- **You'll have instant results and you'll know right away if something worked or it didn't.**
- **How it works and how to do it**
- **Getting past the myths**
- **Who and how can you see use fax marketing**

#### **II. Direct Response Only Marketing**

- Mass marketing and advertising agencies are 100% wrong (not based on results) – only image conscious name building B.S.
- Understanding direct response – the only purpose of any advertising or marketing expenditure is make a sale in some measurable and accountable way

#### **III TESTING, TESTING, TESTING**

#### **IV. How To Create Powerful Advertising**

##### *Advertising Mistakes*

- Following Your Competition (marketing inbreeding)
- Not using powerful, benefit packed headlines (headline formulas)
- Thinking people will not read a lot of copy (copy of Merrill Lynch Ad with over 6,000 words)
- Being Too Boring
- Focusing On Your Company, Logo, Problems, etc. instead of the customers
- Not Having A compelling offer and a reason to act now
- Trying to advertise everything
- Not tracking or testing any of marketing messages (include sample tracking sheets)
- Coupon
- Stealth fax marketing under the prospect's advertising 'radar'

\* \* \*

Now using this outline I simply go in and just add a little “meat” to the skeleton I created. If you can write a 500-700 word article (that’s less than 2 pages) you can create a manual. Just think of your information product as a series of interrelated articles.

Creating your outline first makes you clearly think about each of the topics you’ll cover and it helps put them in a logical order.

Believe me this really helps!

Also, with a complete outline it doesn’t matter where you start writing because everything is modular. (I’m referring to non-fiction products here. Fiction isn’t something I’m familiar with so I can’t give you much advice.)

Or you can use the power of a MindMap™

### **Power of Mindmapping**

Perhaps you’ve heard of Mind Mapping... if not, or even if you have, this is going to be one of the most eye-opening topics I ever share with you inside the pages of the Audio newsletter so pay attention!

First off, a mind map’s definition straight from Wikipedia.org:

A mind map (or mind-map) is a diagram used for linking words and ideas to a central key word or idea. It is used to visualize, classify, structure, and generate ideas, as well as an aid in study, problem solving, and decision making. It is similar to a semantic network or cognitive map but there are not formal restrictions on the kinds of links used. Most often the map involves images, words, and lines. The elements are arranged intuitively according to the importance of the concepts and they are organized into grouping, branches, or areas. In other words, a mind map is an image-centered radial diagram that represents semantic or other connections between portions of information. The uniform graphic formulation of the semantic structure of information on the method of gathering knowledge, may aid recall of existing memories.

([http://en.wikipedia.org/wiki/Mind\\_mapping](http://en.wikipedia.org/wiki/Mind_mapping) - actually there are some good resources on this page for software including free ones – and I’ll share more later)

Okay I think that definition is a bit dry and an example is in order. Here’s one of my own Mind Maps for how I use them:

You want to start with a central theme or idea in the middle of your page. (I’ve put my example in a piece of software I use – but typically my mind maps are drawn by hand and with just pen & paper.)

Then you want to create branches radiated out from the center which encompass different points related to your main topic. Then under the main points radiating out you can even further sub-branches, etc. For example, my topic is “Power of Mind Mapping” so the main things I want to cover in this newsletter are 1) Definition of Mind Maps 2) My Uses and 3) Resources. Now notice under each of the main sections there are subsections and sometimes the branch goes even more specific

I love mind mapping for all kinds of uses because it really fits the way we think on a subject. You've most likely been taught to make a linear outline when taking notes or trying to organize your ideas. It can be really frustrating because our brains don't always output information in a perfectly ordered and structured way. Many times one thing will trigger an idea for something else and then something else again. That's why Mind Maps are the perfect way to dump everything out of your head and put onto paper or a the computer screen. To enhance your memory of your Mind Map even further you can enhance it with colors, pictures, images, different shapes, etc.

For me, mind mapping works because all I need is a paper and pen and I can have a very orderly flow for what needs to be done in minutes instead of struggling for hours.

One of the biggest ways I've been using Mind Maps in my business is product development –

### **Product Development**

Mind Maps are perfect for product development because of exactly what I mentioned before. If you are creating an information product and you have all these ideas swirling around inside your head it's hard to get them out in a logical way without driving yourself crazy. But with a mind map it's easy.

Here's a made up example of an information product "How To Inspect Your real Estate For Purchase!!!"

Now I did this in literally 5 minutes and I have no clue about inspecting. If you actually know about a subject you can do much better than this. But notice a few things. As I'm coming up with stuff I'm thinking of what would make really, really exciting bonuses. Fact is, a great bonus will sell your main product. So if the main product here is a 3-ring binder than the bonuses I see are:

- audio CD with interviews of successful inspections
- DVD video on how to inspect a home

Like I said, I created this in 5 minutes without any knowledge on the topic – but looking at it – it's not bad at all. I bet someone interested in saving money would buy this.

When I'm outlining a product I want to mind map what will be in each section of a product, what bonuses, what kind of guarantee it'll have, sometimes even the big idea that'll use as the theme for the copy. Just let yourself go and have fun with it. One idea usually triggers another and you're off and running.

Mind mapping works great even as the product gets more complicated. Also, another benefit of Mind maps done via software is that it's easier to collaborate with others.

Here's a copy of mind map of my business for the cosmetic surgeons I revamped last year with a partner. The business has evolved and changed a bit from this original mind map – but still consider this information confidential please.

It's a bit hard to read because of the size and the reading every detail on the mind map isn't that important. I want you to see the structure and how you can also include other aspects like your marketing funnel, etc. as you're brainstorming the product.

Notice some of the boxes are different shaped and different colors. These are our shortcuts to knowing what still remained to be done, who to hire, etc.

You can hire people to do anything from write report, manuals and books for you – to designing software. Now, there's almost no excuse not to create the product even if you have no clue about it.

### **3. License Material**

One easy way to get an information product to sell is to buy a license.

You may be familiar with licensing in the rental world. Mickey Mouse is one of the most widely licensed characters ever. Whenever you see Mickey Mouse lunch boxes, toothbrushes, plush toys, etc. usually you're seeing a licensee at work.

The company has paid Walt Disney to license Mickey Mouse's character on their product and they pay a royalty to Disney.

The way it works in the information world is pretty similar. You can purchase a license from the author or copyright owner to sell the product. This is known as a resale license. There are different types of licenses. There are ones where you would pay a royalty to the author and there are others when you own the resale rights fully and you keep 100% of the selling price.

Nearly every successful marketer I know will license some kind of product.

However, before you go rushing off to purchase license it's important to think about a few things:

Many times the product you are licensing has seen better days and the market is completely saturated. You've probably seen the CD-Rom filled with 750 reports you can sell or something similar. It would be pretty tough to sell that by itself from your site and make money.

But what you could do (depending on what your license agreement stipulates) is to bundle certain licensed products together and now you've created a completely different package. Now it's not the same old stale information being sold.

Even though I personally use pen & paper as my #1 mind mapping tool, sometimes software is important. The one that I use is called MindManager from [www.Mind-Jet.com](http://www.Mind-Jet.com). I'm sure I don't use 99.9% of the functions of this software but it does what I need it to (especially when I collaborate with other on projects). Though I did just buy "Mindmanager for Dummies" so perhaps I'll have a follow-up with some cool functions I learned that apply to marketers.

### **Speak Your Product**

I'll give you a super easy way to get your product written is to tape record it. If you ever do any speaking, a teleseminar, or even if you just sit down with a friend and let them interview you. You simply talk about whatever your subject is and then have that tape transcribed. That transcription becomes the basis of your information product.

Very nice!

Just look under “secretary service” in your yellow pages for someone to do your transcriptions.

Or try – [www.idictate.com](http://www.idictate.com)

## **2. Ghostwriter**

Did you realize there are tons of starving writers out there, who are more than happy to write for you so they can pay their bills? Really.

I used to suggest that people go to the library and get a publication called “Literary Market Place” or run an ad in the paper – but I have an even easier solution for you. It’s a site called Elance.com ([www.elance.com](http://www.elance.com))

Even though I’m a fast writer, I’ve used it myself and have been very happy with the results. Here’s how it works; You simply post your project details and service

Another way you could use licensed products is to change the format. Maybe you could create an audio instead of a report and bring new life into the product. My personal opinion is that licensing is usually more profitable on the backend (products and services you sell to your existing customers) then as a front-end product.

## **4. Public Domain Information**

This is really cool. There is lots of information that has fallen into the public domain or is publicly available with no copyright. You have double check, but a lot of government publications are free and available to be reprinted.

We’re all taxpayers (most of us anyway) and we’ve paid for the research and publication with our tax dollars – but most people don’t know where to find this information so you can compile it and sell it.

Bill Myers, one of the top direct marketers, tells how he used public domain information to sell thousands of videos about receiving cable signals.

Not only can you use most government publications but certain books, depending on how old they are, may have lost their copyright protection. Meaning they’ve fallen back into public domain for everyone’s use (and profit).

For some time I used to sell ads being run (offline) for a set of the greatest classics in literature. This guy was pretty smart because all the books he was selling had already fallen into public (therefore no royalties or copyright problem).

There’s an interesting web site based around a book from 1910 that is public domain information:

[www.scienceofgettingrich.net](http://www.scienceofgettingrich.net)

The women behind this site took a long forgotten book from 1910 and she turned it into an ebook. She doesn’t sell that ebook – she gives it away and there’s other backend stuff related to this guy’s teachings that she sells but the whole concept is based on timeless principles from a public domain book.

Another widely spread book that has fallen into public domain is “Scientific Advertising” by Claude Hopkins. If you’ve never read this book I suggest you read it

several times. I’ve read it about 6 or 7 times and I find the information just as valid and important today as when Hopkins first wrote it.

There’s a site run by a savvy marketer named Terry Dean that took “Scientific Advertising” (public domain) and fused it together with his writing (copyrighted) to create a product that he sells for \$29.97 (plus a few of his own bonus reports). [Note: Terry has semi-retired so this is no longer for sale to show you as an example]

Very smart and quick to create.

### **\* How to Find Public Domain Information**

Remember, I told you I wasn’t going to hold anything back and this is one of those big-time gems that I’m spilling my guts about. Here’s an excerpt from this web page:

<http://www.public.asu.edu/~dkarjala/publicdomain/SearchC-R.html>

According to Dennis S. Karjala, professor of Law at Arizona State University:

\* \* \*

For any work published prior to 1978(with proper copyright (c) notice) , copyright lasted for an initial term of 28 years, renewable in the 28<sup>th</sup> year at first for an additional 28 years, then (with the 1976 Copyright Act) for an additional 47 years, and finally (with the Sonny Bono Copyright Term Extension Act of 1998) for an additional 67 years. If a work published prior to 1964 was not formally renewed, it entered the public domain when the initial 28-year term expired. (For works published after 1963, renewal become automatic in 1992.) If the copyright was renewed, the term was thus 75 years from the year of publication (expiring on Dec. 31 of the 75<sup>th</sup> year following the initial publication) until the Sonny Bono act extended this to 95 years.

“Thus, if a work was published in 1922 or earlier, it is now in the public domain. Works that were published between 1923 and 1963 have a 95-year term, provided the copyright was formally renewed in the 28<sup>th</sup> year. Works published between 1964 and 1977 have a flat 95-year term. Works by individual authors created (not merely published) after 1977 have a term of the author’s life + 70 years. Works by corporate authors (“works made for hire”) created after 1977 have term of 95 years. (The combination of the automatic renewal legislation in 1992 and the Sony Bono term extension legislation in 1998 has the effect that virtually nothing will enter the public domain for a full 20 years, at which time we can expect the same folks, or their successors, to be back in Congress begging for yet another extension!)”

Okay, so now we know that anything before 1922 – we are in the clear. 1923 – 1963 we’d have to do a little more digging to find out if they formally renewed their copyright in the 28<sup>th</sup> year. (You can search here:

<http://www.cs.cmu.edu/~spok/cce.html>)

Or for about \$90 you can hire Thomson and Thomson to do the search for you ([www.thomson-thomson.com](http://www.thomson-thomson.com))

One interesting site that hosts a bunch of public domain books is Project Guttenberg:

<http://promo.net/pg/>

If you search that site – you might find some useful material you either sell “as is” or incorporate into a revised version like what Terry Dean did with Scientific Advertising.

To get a thorough understanding into Public Domain – I suggest a book appropriately called “The Public Domain” by Stephen Fishman. It’s available on Amazon.com.

### **Ultra Secret Search Tool**

Here’s where else you need to search: [www.alibris.com](http://www.alibris.com)

In fact, you can a “power search” by subject and date published so this is an incredibly useful tool. Here’s how:

1. Go to [www.alibris.com](http://www.alibris.com)
2. Click on the link on the left-hand side “more search options”.
3. That’ll take you to the bigger search screen with more options.
4. Enter your subject words and also search on publication year before 1923.
5. Buy the book
6. Get it scanned into a digital form or hires someone to re-type it.
7. Smile!

I’ve found several incredibly valuable texts using this method and then used them as bonuses to the main product. Very nice!

**\*\* Update\*\***

I’ve done a complete and comprehensive program on finding, using and profiting from the public domain. It’s a free bonus for you. It normally sells on our site every day for \$97.

Okay moving on...

### **5. Interview Experts**

This is so simple, I’m surprised that more people don’t do this.

Let’s say you don’t think that you know enough information about a certain topic you’re writing on. No problem! You just get 5 or 6 experts, interview them, transcribe that audiotape and compile that information. Simple. (Or if you are already an expert – interviewing other experts lets you round out your offerings – I’ve done this frequently.)

If you’re selling audio interviews as your project you simply have it edited and turned into digital audio and you’re done!

When I do telephone interviews I used a simple tape recorder from Radio Shack. It works really well and the sound quality is very good. It's called a TCR-200 Telephone Cassette Recorder. I believe it ran about \$99.

There was a recent best selling offline book called "Striking It Rich.Com". The author wasn't an Internet success story himself but he interviewed successful Internet entrepreneurs and it gave him an expert authority by default.

It's pretty easy to get a half hour interview with most experts in your field (or on whatever subject you want to create a product for). Most experts would be willing as long as they get some kind of plug or added publicity for themselves. Or, if they won't – just buy an hour of their time and ask to record it.

A nice method is to email the questions over the expert and they'll reply to you at their convenience. One big advantage is by doing it this way you even save the hassle of transcribing a tape because it was already in your computer as an email.

### **NEW UPDATE STRATEGY**

How about getting paid in advance to create a product?

Sounds cool, right? You bet! Let me share with you how easy it could be. This is an awesome strategy that lets you "double-dip" profits.

Here's how it works. You simply set up a teleconference call or a series of calls and have people pay to be on the call live. This works perfect if you're the expert or if you're interviewing one expert or a series of experts.

You could do a series called "Web Copy Secrets" where you interview different Internet experts and had them dissect point-by-point their websites. It's just like an autopsy. You schedule 7 calls and participants paid \$397 for the series of calls. You can get over 60 people on the line for over \$23,000.

Then after the series is done you "productized" it and make 2 versions available for people – the Real Audio online streaming or audio CDs which now sell for \$149 and \$199.

If you'd like to do this – you'll need to get set up with a "bridge" company that can handle 50, 100, 250+ callers on the line.

#### **Pre-Publication Offer**

Here's another way to light a fire under your butt and help motivate yourself. I had a friend with a manual on fax marketing sitting inside his computer that was about 70% done. (Of course, he couldn't make any money with it just sitting inside his computer)

That's why he did a special "pre-publication" offer to his customers to gauge interest.

He got 29 sales in a matter of days at \$77 each and that got him a little more motivated to finish his manual. It certainly helps your writing when you can't cash checks or run credit cards through. Staring at a few thousand dollars in orders can really help motivate you!

Now back to our product creation techniques...

## **6. Let Others Submit Their Content**

Have people submit content. Here's a great example ([www.directoryofezines.com](http://www.directoryofezines.com)) – this model's great because people submit their Ezines to the directory. He doesn't have to do any of the work because it's automatically added to the database. Publishers will go there themselves and list their Ezines because they want additional advertisers or content. Nice and easy.

Here's another example to think about. There's a growing group of people that are really into "backyard wrestling". If you've ever tuned into Pro Wrestling you might know what I'm talking about. Basically, it's home video of kids doing all sorts of crazy wrestling moves, jumps, flips, etc. filled with lots of graphic violence.

Anyway, one of the prime sources of content for their videos are submissions by regular (if you want to call them that) people. It's great business model. These guys submit home videos of their most extreme backyard wrestling matches and then the publisher edits it all together into videos that they sell right back to these same people.

As Mark Victor Hansen mentions, "Put your index finger to your temple and say to yourself, "hmmm.....that's interesting."

Or how about another one? This again is not a digital product but I know you'll be able to see the implications. Look at [www.poetry.com](http://www.poetry.com)- notice how they are constantly running contests for the best poems.

Being the curious little devil my friend wanted to see what happens when you submit a poem. He just came up with something off the top of his head about the beach, boardwalk fries and the ocean (trust me, it was pretty bad). After his submission he received a mailing from them letting him know his poem was selected by their judges to be included in an anthology (no way!). They were selling the pre-publication of the work for \$59 or \$69 and he could, of course, buy several copies for family and friends to show them I was a "published" poet.

This is a pretty amazing example – I'm not privy to their numbers but I have heard from a marketing colleague they are doing EXTREMELY well. More food for thought.

Okay and our final quick and easy way to get you informational product done is to just record what you're doing anyway...

## **7. Do what you do already**

Here's a cool way to create a project right away – just do what you normally do anyway, but record it. Here's what I mean; Alex Carroll, is a whiz at getting radio publicity on talk shows. He's been on over 1,100 of them selling his book on how to get out of speeding tickets. So now he took his expertise on getting free publicity and turned it into a cool product. He simply recorded himself pitching and show producers and his follow-up conversations with them leading up to his interview.

Now, understand the beauty of this – he had to do this anyway to get on the show – but now he's leveraging his activities by also turning it into a hot product.

Here's another example I thought I might do. A lot of people are looking for product ideas of what information product to sell. So I thought I might create a screen cam

(using Cam Studio our software) of how I research markets and find hot product ideas in less than 2 hours (you guys already know this from the last lesson).

Do you see how cool this is? Something, you're probably already doing anyway – just capture it somehow to turn it into your product.

Really, this isn't as hard as you might first imagine. It's all your expectations. I always expect things to be easy for me – and guess what? For the most part they are. Keep that in mind.

Remember your main goal in creating your product is get something quick to test. Later you can go back and update and make it better \*only\* when the market tells you they're willing to buy.

And if it didn't then I say "NEXT!" and move on to my next project.

Personally, I like sites (projects) that can bring in \$5,000 - \$50,000/month and only take a minimum amount of time to test their market validity. Then you can create a stable of these sites all running concurrently and all bringing in automatic revenue for you. I like to know as soon as possible if something is going to work or not. So I'd rather spend 10-25 hours creating a product and doing a pretty good job that can be revised later if it's a winner then spend 100+ hours making a perfect product.

You need to have some kind of prototype of your product.

Start with something.

For most people, their big problem is actually doing something. Coming up with ideas and thinking about the boots and houses is the easy part. The hard part is actually implementing. Now, you guys are different since you already have your book so I don't need to preach to the choir- but this is important.

Listen, everyone wants to wait for the perfect opportunity to do something. I say just do it! Do you think my first effort at creating information products was perfect? I don't think so. In fact, I don't think any of my information products are 100% perfect but there comes a time when you just have to release it to the market and see what happens.

I'm still adding stuff to [instantsalesletters.com](http://instantsalesletters.com) site all the time. I just added several new bonuses and additional templates. But the big thing I'm trying to tell you here is just come out with something that will give validation if the market wants it or it doesn't.

### **Creating Your Offer**

With your product idea you should be thinking about how you're going to package your information.

Will it be an Ebook?

A member's only site?

A set of audio interviews on CD?

A home study course?

Remember, there are no correct answers and you can set the rules. Go back over our list of information products (from lesson 1) and think about how you're going to package yours.

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### **How Can You Make Your Offer As Irresistible as Possible?**

Your job is to create such powerful offers that anyone reading it would say to themselves, "My goodness, I'd have to be complete idiot not to take them up on this deal!"

And creating a powerful offer like this is easier than you think.

Let me share with you one of the most compelling offers I've seen. It took a dying hotel on the wrong side of the Vegas 'strip', where you had to watch your wallet at every turn, and transformed it into a super moneymaker.

This is from a very successful ad that used to run for Bob Stupak's Vegas World hotel. Listen to this deal and see if you wouldn't act on this even if you were just an occasional gambler:

"Act now, to receive a virtually free Las Vegas vacation. For \$198 per person or \$396 per couple I will:

- 1) Put you up in luxurious mini suite in an exciting Las Vegas hotel right on the famous strip.
- 2) I will give you free tickets to a show with name entertainers.
- 3) I will put a chilled bottle of champagne in your room for free.
- 4) I'll let you drink as much as you want for free, whether you're at the gaming tables, playing slots or in one of the lounges.
- 5) I'll hand you \$1,000 of my money to gamble with for free.
- 6) I'll let you keep all your winnings.
- 7) I'll guarantee you'll win a color TV, VCR or a faux diamond ring.

Obviously I'm not going to give this incredible deal to everybody in the whole world. There can only be a (small number) of these vacation packages available. First come, first served."

If that's not an irresistible offer, I don't know what is. The closer you can get to something like this, the more customers you'll have falling all over themselves to give you their money.

Does this give you a few ideas?

Your goal is to provide a dollar of value in exchange for a dime. In effect, you are selling money at a discount. This makes it easier to get a high number of people to say “yes” to your proposition.

### **Using The Bonus Pile On Concept**

Not only should your product be a great deal – but your bonuses (yes, multiple) should make your offer even more irresistible.

Vegas World’s offer uses a concept I call “Bonus Pile On”. And the way it works is to keep piling on bonus after bonus until finally you have to say “no mas” and whip out your charge card.

It was the same thing with a famous Ginsu knife commercials a few years back. They used this technique perfectly to sell millions of dollars of cutlery. The announcer would say “ And if you act now you’ll also get...” and then about 15 different knives and kitchen gadgets would pop up on the screen.

It made you think about how much value you were getting for such a little price.

That’s the power of the “bonus pile on”.

Start brainstorming different bonus ideas to add value to your offer.

Many times, I might even take something out that I was originally going to put into the product to use it as a bonus. Bonuses really do sell!

Or, if you’re selling a high-priced information product you can **give away air** and really increase the perceived value.

Huh?

Here’s what I mean. For my homeowners inspection information product I give them certificates for 1 phone consultations with me helping them with their claim.

All together I value these bonuses at \$800.00 – so this is a great way to increase your perceived value with a highly desirable bonus that doesn’t cost you anything except a little bit of your time a small certificate.

Here are a few bonus ideas for you:

- software – check out what’s available as “freeware” from [download.com](http://download.com)
- Ebooks – they are tons of ebooks that come with free redistribution right. Do a search for a free ebooks.
- Articles – you’ll notice a lot of people give away their articles for extra publicity. You can compile these into an excellent free bonus.
- Your own tools – I love to give away stuff I’ve already created for my own use because it doesn’t take me any time and it is very highly value. For instance, my budget software I used to help my personal clients. Great idea.

- Public domain books. (We already discussed this.)
- Licensed products/reports/software, etc.
- Free Report
- Free Spreadsheet
- Free Audios (MP3s or CDs)
- Free Videos (online or Offline)
- Free Consultation
- Free Critiques
- Free Membership
- Other People's Products or Services
- Discount Coupon Towards a Service or Product
- Free Reprint/Resale Rights

Just keep adding value and more bonuses until you come up with an offer than makes your prospect feel guilty for not ordering. We'll cover this when we talk about copywriting and \*exactly\* how to achieve this.

The next part you need to consider when crafting your offer is...

### **Your 100% No-Risk Guarantee**

You need to make your offer as risk-free as possible. Nobody wants to make a mistake and be stuck with something that doesn't deliver as promised (especially on the Web). That's why you should make every effort to lift the risk from the prospect and place it squarely on your shoulders. Make a bold guarantee and make it for as long as possible. If you have a quality product, you shouldn't worry because most often return rates will drop the longer you extend guarantees for.

Nearly all of my products I guarantee for one full year plus let people keep the free bonuses. Remember, it's a digital product – if someone returns it, no big deal – it costs you zero to deliver! Plus, they already have the product and the bonuses so make sure you get credit for this fact.

Okay, I just mentioned that it cost you zero to deliver your product – however, don't fall into the trap most online sellers do of pricing their product too low.

Think about the dynamics of price in relation to what you're offering. If you've got a solution to someone's problems you need to value that solution and paid fairly for your information.

In one of my freinds offline businesses he would sell a 3-ring binder to real estate investors with a little over 200 pages for close to \$320 and I only had a 4% return rate! Obviously people are not paying for the paper and ink – they’re paying for the solution to their problems. And that’s the same with your digital product – people aren’t paying for bits and bytes.

Let’s think about perceived value and pricing for a moment. I’ll give you two examples so you can see what I mean.

If you were selling an ebook – it would be tough to sell it for over \$100.

Ebooks by themselves could sell for anywhere from \$9.95 to about \$97.

But what if that ebook or several ebooks were part of a private site?

With a private site you could increase your pricing significantly. There is one site that I won’t mention that took what looks like an ebook format and simply made it into a private site (each section is a web page) and double or quadrupled the price to \$197. Think about it. A private site filled with ebooks, audios, etc. has much higher perceived value than an ebook by itself.

Private site prices could go anywhere from \$39.97 to \$500.00+. Plus, you could even require people to renew their membership each year or each month.

As a ‘big picture’ rule – you’ll be able to charge more for physically delivered information products and even more – the more “access” customers get to you.

So don’t automatically set a low price because you think it’ll be easier to sell. Usually, you’ll make significantly higher profits at higher price points. Plus, all kinds of other good things happen. Like we mentioned in lesson #1, it’s a whole lot easier to make a lot more money with higher-priced product. Next, you can pay a lot more for advertising. This is a bit of an advanced concept but in a nutshell – whoever can pay the most for customer will generally win (in most cases) in each marketplace. Finally, you can pay affiliates even more (we’ll talk a great deal about affiliates in lesson #6) but for now – realize this is an important part of your model.

-----  
Important Note: Most people mistakenly under price their products or services. Take a deep breath and up your price – I guarantee you it will help your bottom line and make you happy camper. Don’t make the mistake of looking back on all the tens of thousands of dollars you missed out on because you were too “chicken”:)  
-----

### **Pricing Surveys**

Another way you can get an idea for pricing is to use the “Make Your Price Sell” survey. (<http://breakthrough.sitesell.com/myps/>) This survey is based on complex formulas that I have no clue about – but it will give you a good idea about how much your product is desired and the pricing.

MYPS is simple survey you set up on your site and ask people to take part in. The nice thing is you only need about 40 responses to give you a good indication.

Here’s the email I sent out to my affiliates when I wanted their help with pricing a new product:

\*\*\*

[First Name] – I Need Your Help With Our New Product Launch

This message is for: [First Name] [Last Name]

Hi [First Name],

Good News!

We're getting ready to release an all-new product called "Instant Internet Profits" and I need your help.

Before we launch, we're doing a survey on the site gathering feedback from our valued affiliate team members.

Here's the link for a sneak peak:

<http://www.thecompletementor.com/PANA..html>

Once there, click on the 'order link' at the bottom of the page to go to our simple 60 second survey. And to thank you for taking your time, I'll send you a special report called "How To Make Big Money In Probates" (something I've never released before).

We're planning to launch shortly and then we'll let you know when it's ready for your promotions. And from all our initial tests it looks like a HOT product! Everyone who has seen the manual so far has been totally blown away!

Thanks in advanced for your help.

Best  
Your Name

\*\*\*

As you can see, I "bribe" people to help me with the special report I promise. That's a good idea.

### **Results**

My results told me I'd make optimum profits from a \$77 price for the digital version and \$177 for print version. After trying those prices for a little bit, I wasn't getting the conversation I wanted.

I realized affiliates are little gung ho about new products they can earn commission on, so the true ideal price point would be a little lower then these results told me.

Now, I've gone to \$52 and \$152 with results.

Personally, I believe surveys are good – but even better is when people actually reach into their pocket to purchase the product. One example you could follow is starting at \$19.95 for week 1, then \$29.95 for week 2 and \$39.95 for week 3 and see how your conversion rate fluctuates.

Now, once we've got an irresistible offer put together there are 2 more steps we need to take care of starting with...

### **Creating A Winning Order Form That Makes The Sale**

Most people don't pay enough attention to their order forms.

Your order form needs to make it as easy as possible for people to give you their money.

Think of your entire web site as a greased chute starting with your headline (next step we'll cover) then subhead, then first sentence, then 2<sup>nd</sup> sentence, etc. etc. Once visitors get on your greased chute they can't get off until they whip out their wallets and enter in their credit card info.

I've read a statistic that something like 60% - 80% of online shopping carts are abandoned before checkout. (Ouch!).

Your order form needs to reassure the prospect they're making a wise decision, restate all the benefits and the irresistible offer plus be extremely simple to fill out. Your order form needs to make such a compelling case for your information product that it could stand on it's own.

In fact, that's the way I would judge an order form. Think to yourself if somebody just clicked on the "order now" link would they be compelled to order? If not, rework your form.

Notice how the first thing a customer would see on the order form is another testimonial. The helps alleviate any doubts. This is a new testimonial that they haven't seen anywhere else.

Also, right up top we use a "secure key" graphic so people won't feel nervous about giving their credit card information.

Next, I get people excited "Yes" is a very powerful selling word!

Then I use the prospect's own voice to restate the offer and the guarantee. This helps solidify the order. Use a clean layout for all fields (name, address, email, etc.). Also, pay attention how I put explicit direction on the bottom of the order form. Plus, notice the up sell (another one – we'll talk a lot about up sells in another lesson) is right on the order form and only a check box away.

Now, the next step I take is to write down 50 possible headlines that you can use for my sales letter, order form, subhead, first sentence, etc. etc.

Please pay careful attention to this section.

### **Headlines That Sell**

Your headlines's job is immediately get your prospect's attention and stop them dead in their tracks.

So my headline on [instantsalesletters.com](http://instantsalesletters.com) is “In only 2 1/2 minutes you can quickly and easily create a sales letter guaranteed to sell your product or service without writing”.

Does that pretty much grab your attention if you’re interested in selling your product or service? I think so.

Since there is something going on inside your visitors’ heads you need to do two things:

- 1) Break their preoccupation
- 2) Enter the conversation that’s already going on inside their

Let me explain.

To break someone’s preoccupation you need a strong attention-getting headline that says “Hey, this is for you!”

Here’s what Robert Collier, one of the greatest direct mail copywriters of all time, said about writing sales letters:

*“The reader of this letter wants certain thing. The desire for them is, consciously or unconsciously the dominant idea in his mind all the time. You want him to do a certain definite thing for you. How can you tie this up to the thing he wants, in such a way that the doing of it will bring him a step nearer to his goal?”*

Think about that statement for a moment. It’s pretty profound and doesn’t just apply to sales letters.

So before I tell you my secrets for creating headlines let me give you the thoughts from guys a whole lot smarter than me about headlines:

David Ogilvy says, *“On the average, five times as many people read the headlines as read the body copy. It follows that unless your headlines sells your product, you have wasted 90% of your money.”*

And Claude Hopkins relays the importance of a headline, *“The salesman is there to demand attention. He cannot well be ignored. The advertisement can be ignored. But the salesman wastes much of his time on prospects whom he never can hope to interest...The advertisement is read only by interested people who, by their own volition, study what we have to say. The purpose of a headline is to pick out people you can interest.*

John Caples has these words of advice, *“If you have a good headline, you have a good ad. Any competent writer can write the copy. If you have a poor headline, you are licked before you start. Your copy will not be read...Spend hours writing headlines – or days if necessary.”*

I don’t think these masters would have placed such an importance on headlines if it didn’t really matter. In fact, John Caples says that he’s seen one ad pull 19 1/2 times better than another one simply by changing the headline. I believe it. In my own personal tests the best I got is about 2 1/2 times – but that’s still pretty damn good. So for spending the same amount you can more than double your response – not too bad.

Now, when coming up with powerful headlines you want to be able to answer the questions nearly everyone has on their mind whenever they read your ad. Here are the questions you need to zero in on:

- **So What?**
- **Who Cares?**
- **What's In It For Me?**
- **Why Are You Bothering Me?**

If you have good answers to these 4 critical questions then you're well on your way to success.

### **Here's What Your Headlines Should Do:**

#### **1. Identify your ideal prospect and speak only to them**

Your headline needs to grab the person you want to attract and single them out. If you want business owners, your headline should begin with "Business Owners! Discover How to Make Your Computers Work Harder and Faster!"

Do you see how qualifies exactly who you are looking for. You have targeted business owners looking to make their computers work faster and harder. You can easily target any profile you wish just by building-in these screening devices in headline.

The more narrow the criteria – the less the quantity of responses you'll get but the quality should be higher.

#### **2. Offer the biggest promise or self-serving benefit to the reader**

Answer the question everyone has on their mind, "What's in it for me?" Your answer that question and your ideal prospect will stand up and take notice.

This brings us back to the same question everyone is constantly asking. Everyone is busy, so get to the point with the biggest benefit right away.

#### **3. Your headline should make the reader inclined to keep reading**

Curiosity is the most powerful human emotion. However you don't want your headline just to be some trick to get people to read. If you can combine curiosity with self-serving benefits then you have a real winner.

But don't be like some creative types, never use double meanings or some obscure reference in you headline. People are too busy to pick up those. It's much easier to click away from your site than try and figure out what you mean. Humorous or cute headlines are most certainly a major waste of money.

#### **4. Offer news if possible**

News is always a good attention-getter. Everybody likes to stay current. So announcements are almost always surefire. You can capitalize on new developments, improvements, new procedures, etc.

If you try hard enough you can usually come-up with a news angle.

According to David Ogilvy, “On the average, ads with news are recalled by 22% more people than ads without news. If you are lucky enough to have some news to tell...State it loud and clear in the headline.”

Try to suggest there is an easy and quick way to get the result advertised. A quick and easy way is nearly irresistible, but be careful to make the claim believable.

#### **Headline Appeals That Last Forever**

John Caples, in his book “How to Make Your Advertising Pay” listed the 26 age-old sales appeals that continue to be successful. Here’s what people want:

**Protect health**

**Reduce fat**

**Improve appearance**

**Get ahead in business**

**Make money**

**Be a leader**

**Have a happy marriage**

**Care of children**

**Improve education**

**Be creative**

**Save money**

**Win money**

**Cash in on bargains**

**Gain social advancement**

**Win friends**

**Influence people**

**Win praise from others**

**Gain prestige**

**Avoid worry**

**Avoid drudgery**

**Avoid embarrassment**

**Avoid discomfort**

**Avoid boredom**

**Enjoy comfort**

**Enjoy leisure**

**Attain Security in old age**

Of course not all of these appeals will apply to your business but many can if you take the time to figure out how to apply that appeal. (As side note you can also use these appeals to come up with hot information product ideas.)

### **Human Nature is Immutable**

Headlines that have worked before can usually be reworked over and over. Human appeals are immutable. These next headlines I have compiled for you have all been successful in selling different products or services – you should be able to use these as brainstormers for your own powerful headline.

These headlines that have been proven to work throughout the years will still continue to work and they are pretty easy to model for your own stuff.

How about we take the third one down the list: **“Do you make these mistakes in English?”** written by Maxwell Sackheim. It ran for 40 years. This is not some pretty ad or Chevrolet or Cola Cola that they had no idea if it’s making money, this is a mail order company that knew they were making money and they ran this ad for 40 years.

Maybe if you’re selling a real estate information product it could be **“Do You Make These Mistakes Investing in Real Estate?”** Simple, right? Or if we’re selling a

course to webmasters it could be **“Do You Make These Mistakes Building Web Sites”**.

Take this list and use for your own ideas (each of these headlines is a proven winner and has made money):

**“The Secret To Making People Like You”**

**“How To Win Friends And Influence People”**

**“Do You Make These Mistakes In English?”**

**“Hands That Look Lovelier in 24 Hours – Or Your Money Back”**

**“When Doctors “Feel Rotten” This Is What They Do”**

**“How I Improved My Memory In One Evening”**

**“They Laughed When I Sat Down At The Piano – But When I Started To Play!”**

**“Throw Away Your Oars!”**

**“Thousand Now Play Who Never Thought They Could”**

**“Great New Discovery Kills Kitchen Odors Quick! – Makes Indoor Air Country Fresh”**

**“Discovered – Amazing Way To Grow Hair”**

**“How To Collect From Social Security At Any Age”**

**“The 5 Problems Everyone Has At The Dentist – And How (practice name) Solves Them”**

**“Corn Gone in 5 Days Or Money Back”**

**“How A Strange Accident Saved Me Form Baldness”**

**“A Significant Breakthrough In The Fight Against The Effects Of Aging”**

**”Stop Dieting And Lose Weight”**

**“Right and wrong farming methods...and little pointers that will increase your profits”**

**“Remember when you could have picked up a good piece of real estate for a song – and didn’t”**

**“Science has finally counterfeited the perfect diamond!”**

**“Some straight talk about vitamins and your sex life”**

**“Speak Spanish like a diplomat”**

**”Stop dreaming and start making money”**

**”Suppose this happened on you wedding day”**

**”Take this 1 minute test – of an amazing new kind of shaving cream”**

**”The amazing new Beverly Hills ‘wrinkle eraser’ discovered by a top oriental chemist!”**

**“The amazing diet secret of a desperate housewife”**

**”What the travel agents won’t talk about can save you 50%-70% on your cruise vacation!!!”**

**“To people who want to write –but can’t get started”**

**“We’re looking for people to write children’s books”**

**“You can laugh at money worries if you follow this simple plan”**

**“Why some people almost always make money in the stock market”**

**“38 fun and easy ways to earn \$500 next weekend”**

**“7 steps to freedom”**

**“Confessions of a disbarred lawyer”**

**“At 60 miles an hour the loudest noise in the new Rolls-Royce comes from the electric clock”**

**“Don’t envy the plumber – be one”**

**“Banking secrets that banks don’t want published”**

**“Can you pass the money test?”**

**“Have you ever taken a practice golf swing at dandelion?”**

**“How a fool stunt make a star salesman”**

**“How to wake up the financial genius inside you”**

**“How to pay zero taxes”**

**“If you can lick a stamp you can lick your weight problem”**

**“New diet burns off more fat than if you ran 98 miles a week”**

**“My feet were killing me...until I discovered the miracle of Hamburg”**

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You’ll get a special bonus report in the resource section at the end of this lesson with even more winning headlines. I use the exact same list every time I sit down to write my headlines. One

great way to start getting into a “headline mode” is to actually handwrite about 25 of the winning headlines on a piece of paper. Trust me, I know it sounds silly but there’s nothing better for imprinting into your brain. Just do it!

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### **Magic Words**

You may have noticed that certain words are used more frequently and continue to be used in winning headlines. Probably the same words you hear everyday.

In fact the most powerful words used in winning mail-order ads (the hardest kind of advertising) were the words, “you”, “how”, and “new”.

Not far behind was “How To”.

If you ever get stuck for a headline, a classic which almost never fails to work is “How To”. (It’s a shop-worn classic, but it still works like incredibly well.)

Here are some of the other proven, headline words. Start using these words in your web copy to make your headlines really sizzle:

<b>Amazing</b>	<b>Bargain</b>	<b>Astonishing</b>
<b>Announcing</b>	<b>New</b>	<b>Secrets Of</b>
<b>How To</b>	<b>You</b>	<b>Introducing</b>
<b>Life</b>	<b>Hate</b>	<b>Love</b>
<b>Just</b>	<b>Only</b>	<b>The Truth Of</b>
<b>How Much</b>	<b>How Would</b>	<b>Which</b>
<b>Advice To</b>	<b>At Last</b>	<b>Breakthrough</b>
<b>Discover</b>	<b>Sale</b>	<b>Yes</b>
<b>Free</b>	<b>Protect</b>	<b>Here</b>
<b>Do You</b>	<b>Now</b>	<b>Annoying</b>
<b>This</b>	<b>Why</b>	<b>Facts You</b>

It's not too difficult to use this list and come up with some real winners.

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Congratulations – you've now made it to the end of lesson two!

**ADDITIONAL RESOURCES FOR THIS LESSON:**

**Headline help:**

See the attached special report on 200 winning headlines that you can model.

Okay now onto homework assignment #2 coming right up...

**WEEK TWO**

**HOMEWORK ASSIGNMENT #1**

Create an online or MindMap for information product. It doesn't have to be anything fancy – just enough to get your ideas from your head onto a piece of paper. In fact, one good way to do this is to create a “mind map”. Start with your topic in the middle. Then as you think of a topic, idea, anything you want to include just write it down and connect in to your original topic. Then each of those ideas and secondary topics will lead to additional topics and ideas, all joined together. (See the additional resources or the bonus section for examples.)

You can also fill out your basic outline here to put all down on paper:

**Main Subject or Topic:**

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**Major sub-sections:**

A. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

B.

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

C.

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- a. \_\_\_\_\_
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- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

D.

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- d. \_\_\_\_\_
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E.

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- 43. \_\_\_\_\_

## HOMEWORK ASSIGNMENT #2:

Brianstorm an irresistible offer. Make your offer so appealing that anybody would have to be stupid to not take you up on it. Think about the ultimate end benefit of what your prospect would want and make sure your offer has all the elements they need to get to the finish line.

Main product: \_\_\_\_\_

Format: \_\_\_\_\_ (ebook, membership site, home study course, workshop, audio, etc.)

Bonus Idea #1: \_\_\_\_\_

Format: \_\_\_\_\_

Bonus Idea #2: \_\_\_\_\_

Format: \_\_\_\_\_

Bonus Idea #3: \_\_\_\_\_

Format: \_\_\_\_\_

Bonus Idea #4: \_\_\_\_\_

Format: \_\_\_\_\_

Bonus Idea #5: \_\_\_\_\_

Format: \_\_\_\_\_

## HOMEWORK ASSIGNMENT #3:

Use your newly created offer to put together a first draft of your order form. Go around the web looking for elements that make you want to buy. Be sure to get really excited about your info product before you create your order form.

Don't forget about some of these major elements:

- Assurance of Security and Safety
- Possible additional testimonial
- Affirmative excited, first-person voice
- Restate guarantee
- Restate bonuses
- Necessary elements like (name, address, etc)
- Specific instructions
- Possible additional upsells

### **HOMEWORK ASSIGNMENT #4**

You guessed it: Come up with 50 headlines for your new information product! Never edit. Don't let the 'logical' part of your brain get in the way and start telling you're your "headlines stink". Just keep coming up with all kinds of headlines. Write and write and write using the examples as guidelines and help.

Start with the craziest, wackiest ones to warm up your brain. Remember, your headlines should answer the big questions we talked about:

- \* So what?
- \* Who cares?
- \* What's in it for me?
- \* Why are you bothering me?

In many cases I don't come up with my winning headline on the first shot. Typically I will take the list of 50, 75 or 100 headlines and then highlight the ones that I like best. After I have those identified I'll go into a 2<sup>nd</sup> stage process where I use those headlines that made the cut as 'jumping off' points and brainstorming points for even more additional headlines that are stronger and have more ZING to them. Try to make your headlines use action verbs!

Got it? Great – get going!

**Your possible headlines:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
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42. \_\_\_\_\_

43. \_\_\_\_\_

44. \_\_\_\_\_

45. \_\_\_\_\_

46. \_\_\_\_\_

47. \_\_\_\_\_

48. \_\_\_\_\_

49. \_\_\_\_\_

50. \_\_\_\_\_

**Next – From Your 50 headlines Pick Your 10 Favorite Headlines From List:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Use these “Top 10” Headlines to Create 10-20 Additional Headlines Based on Favorite Headlines:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

## ***WEEK TWO ADDITIONAL MATERIAL***

In the pages that follow you'll get:

- An example of a mind-map I used for when brainstorming the contents of an audio program I was producing. Notice the main topic "product development" (pd for short) is in the center. Then major branches come from there and 'sub-branches' related to the main branches come off from there. I love this method for getting everything out of your head and onto paper.
- Incredible resource of 200 additional winning headlines.
- Copies of our email to pre-sell the Web Copy Secrets program and the Mind-Motivators teleseminars.

### **200 Winning and Proven Headline Examples**

Two new driving irons challenge woods on distance. One sets a world record; the other is one yard short

Remarkable relief for your pet's skin condition... naturally and without expensive trips to the Vet

I'll show you how to hit golf shots as straight as you can point, or this video golfing lesson is Free...and I'll pay you \$25 for wasting your time!

Slash legal fees in half...or more

How to earn \$30,000 a month with low budget direct mail projects

Value Line for the next 10 weeks for only \$55

An open letter from a once-flat-broke Nebraska housewife who "stumbled across" a business that made her rich, one that you can start too for as little as \$15.00

Ex-Navy engineer puts armor-piercing material on a driver. Outguns steel and titanium on distance

Miracle Hormone Makes Plants Zoom! Indoor and Outdoor Plants go Wild Year Round!

Look ten years younger in just ten minutes with \_\_\_\_\_

Anyone can grow Amazing Vegetables at Home...Without Any Work!

The 30-second non-surgical eyelift

Small company's new golf ball flies too far: could obsolete many golf courses

FDA approves sale of weight loss pill in U.S.

Finally, this Dermatologists' Acne Treatment That Makes Blemishes Disappear, Leaves Your Skin Softer and Smoother!

How to make your car invisible to radar and laser!

How to make your computer as easy to use as your telephone...

Lose up to 2 pounds daily...without diet or exercise

"I lost 44 pounds in 30 days"

Finally a "cure" for bad breath!

Secret in patented 'tan-through' fabric lets the sun shine through...not eyes!

My friends were shocked when I told them I listen to the radio while I swim laps

I made #35,000 in just 1 day at home in bed with the flu

I'd like to give this to my fellow man...while I am still able to help!

They Laughed When I sat Down At The Piano – But When I Started To Play...

To People Who Want To Write But Can't Get Started

We're Looking For People Who Want To Make Money With Their Own Business

What If This Happened To You On Your Wedding Day?

You, A Millionaire Writer?

Now! Own Florida Land This Easy Way...\$20 Down and \$20 a Month

The Lazy Man's Way to Riches

The Most Comfortable Shoes You've Ever Worn or Your Money Back

Introducing the amazing new workout program that's the laziest way to get in shape – works almost any place, anytime, anywhere...even while watching TV

How to legally pay zero taxes

Are you overeducated underachiever?

Corn gone in 5 days or money back

Discovered – amazing way to grow hair

The deaf now hear whispers

Do you do any of these ten embarrassing things?

Check the kind of body you want

No office – no phones – no hassles – just cold hard cash in the mail

How a strange accident saved me from baldness

How I earn my living in 4 hours a day

Ohio man discovers the secret of how to escape the American Rat Race

Why are bigger, stronger, taller and meaner multiple black-belt bad asses absolutely terrified of challenging this mind, middle-aged (and undefeated) no-rules cage fighter from Arizona? (John Carlton)

7 ways to collect your unpaid bills

A \$500 a day writer's utopia

26 Days that have changed thousands of lives

Are you ever tongue-tied at a party?

Can you pass this money test?

Ex-truck driver gets \$21,108 a month doing what you aren't

Have you ever taken a practice swing at a dandelion?

How to write a hit song and sell it

I will pay up to \$100.000 for old watches like this one

It's crazy that a high school dropout can make this much money

Man who limped with foot pain – now runs 2 miles every day

My feet were killing me... until I discovered the miracle of Hamburg

Now let this strange and powerful gift from outer space bring you incredible good luck absolutely guaranteed!

“How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days – even if you can't write, can't type and failed high school English class!”

In just three minutes, with only 3 steps, you can achieve personal success and real happiness

Why Almost Everyone Is Dead Wrong About Internet Marketing Including How to Design Web Sites, Generate Traffic, and Sell To Visitors!

The amazing diet secrets of a desperate Ohio housewife

The amazing blackjack secrets of a Las Vegas mystery man!

The amazing 'magic mud' used by a top TV Doctor who doesn't believe in plastic surgery

The most expensive magazine in the world, yet over 40,000 businessmen buy it every month, why?

FREE: 6 Audio Tapes, 8 Special Reports, 1 Book, 2 Critique Certificates, Telephone Consulting & Coaching, a veritable truckload of moneymaking information and assistance.....ALL FREE.....and all you have to do to get all of it is say "maybe." (Dan Kennedy)

Now You Can Stop Your Divorce Or Lover's Rejection – Even When Your Situation Seems Hopeless!

Have You Ever Asked the Question "How Can I Make Money On The Internet?" The MiniSite Cash Clinic Is Your Quick and Easy Answer (Scot Dantzer)

My First Year Online, In Order To Eat, I Mowed Lawns. The Second Year...Using This Simple Formula, I Made Just Under \$500,000.00!

Secrets To Keeping A Cat Happy, Healthy, And Disease-Free

Lost Tapes Discovered in Old Bookshelf – You can now experience the 20 Hours of Handwriting Analysis wisdom forever captured on the recently Recovered Lost Tapes of Handwriting University. (Bart Baggett)

Amazing, New Golf Pill Adds Up to 54 Yards To Your Tee-Shots, Locks-in Short Game Accuracy, and Can Slash 7 or More Strokes Starting in Just 48 Hours!

Now YOU Can Be One of the Select Few to "Test Drive" This Jealously Guarded Pro Secret Weapon and Claim Your Chance to Win a Set of Your Dream Clubs...Just For reading This Report

43-Year Arthritis Sufferer Shocks Her Doctors (Who Predicted She'd Soon Need A wheelchair) By Curing Her Arthritis – Naturally – Without Expensive Medication Or Surgery!" (And Challenges You To Do The Same!)

How to Get a Better Job and Make More Money. 100% Guaranteed...Your 1 Day Résumé Will Get Results. Or It's FREE.

Tired of making your boss rich?

Thousands have this priceless gift – but never discover it

Wanted! Ideas and Inventions!

We're looking for people to act in TV Commercials

Who else wants a screen star figure?

Whose fault when children disobey?

The \$5 calculator watch – It may be a crazy scheme. But, you really can get this LCD calculator-watch for just \$5 with one catch

Amazing offer to readers of Collier's

How ten minutes' fun every day keeps me fit

It was worth \$2,000! – and I tossed it in the drawer

You might call it luck if only one such man had jumped to such amazing earnings – but hundreds have done it!

Why live an inferior life?

Your one chance to earn the biggest money of your life

New way to keep fit

See how easily you can learn to dance this new way

The mystery of love-making solved

Increase breast size and firmness...naturally!

Are you ashamed of smells in your house?

But no desk until you've seen this sensation of the business show

Car owners...save one gallon of gas in every ten

Free book tells you the 12 secrets of better lawn care

Girls...want quick curls?

How I became popular overnight

Here's a quick way to break up a cold

How to beat tension without pills

How to get your cooking bragged about

Play guitar in 7 days or your money back

To a mother whose child is three year old

The tastiest ocean treat from Gloucester – plump, tender, juicy salt mackerel filet

Should you invest in a tax exempt bond fund?

How to have a cool, quiet bedroom – even on hot nights

How a man of 40 can retire in 15 years

The colossal Webster's 8-pound, 1,454-page 158,000-definition, \$39.95 dictionary now only \$19.95

Don't buy Florida land until you read this message

You'll never drive a dirty car again

Free! Our latest opinion on any 3 of 1,200 widely held stocks

The man with the grasshopper mind

How to fix cars

A guaranteed income for life

How a new discovery made a plain girl beautiful

Tired of sticky hair sprays?

Kill muscle pain dead...or your money back

New Boom and more Inflation Ahead...and what you can do about it

How to live better for less

An invitation to join 2 million cost-conscious families in getting more for your buying dollar

Do working women age faster?

If you are eligible for Medicare...here is important news

How Investors can save 75% on Commissions This Year

You're never old to hear better

Here are 33 good reasons why you should be reading U.S. News & World Report right now  
Here's the quick, easy way to write all your business letters without wasting time and effort

If you could find a way to save hundreds of dollars a year on home and car repairs, would you do it?

Think and grow rich this year and for the rest of your life!

How easy 'Instant Mail Order' lets you quickly escape the payday-to-payday rat race

How women over 35 can look younger

How many of these 20 questions can you answer correctly?

How to make a million dollars in mail order

How to lose 10 pounds in 10 days

How to retire on \$75,000 a year

Are you spending \$10 a week too much for food?

You can beat the IRS – legally and safely

Heart Attacks can be foreseen from minutes to months in advance – and prevented. Here's how...

Why using a lawyer may be dangerous to your wealth...

Caution: Don't let this program make you too thin

At Last...Prospecting, Marketing And Recruiting Made Easy For Insurance And Financial Services Professionals

The Amazing Seduction Secrets Of A Skinny, Ugly, 6 Ft Geek From Culver City, California, That Could Get You All The Hot, Sexy Women You Could Ever Want, Despite Your Looks Or Age...

How You Can Make Well Over \$300,000.00 Per Year As A Real Estate Agent Working Less Than 40 Hours A Week....Have A Top Income AND A Life.....And NEVER Have To Make A Call You Dread Or Waste Your Time With Unrealistic Sellers Or Insincere Buyers, Ever Again

What Could You Do With An Extra \$30,000 This Weekend? Read This Letter Carefully To Find Out How It Was Done, Not Once, But Several Times In Just The Last Few Months!!!

Which marketing technique helped earn an average guy over \$25,000,000.00 (25 million) dollars starting with just a \$138 dollar ad, and enabled him to Live the life of his dreams? Do you know? Hint: Anyone can do what he did...

How much is “worker tension” costing your company?

Do you still think you can afford to be without this man's advice?

How to make a killing in closeouts

How You Can Find The Hidden Money In Any Business With Special Profit-Building Systems And Joint Venture Marketing

What is The Strangest Secret For Succeeding In The World Today?

Doctors Prove 2 Out of 3 Women Can Have More Beautiful Skin In 14 Days

Throw away your oars

No More Back-Breaking Garden Chores For Me – Yet Ours Is Now The Show-Place of The Neighborhood

I Lost My Bulges...And Saved Money To

Great New Discovery Kills Kitchen Odors Quick! – Makes Indoor Air County Fresh

The 5 Problems Everyone Has At The Dentist – And How (practice name) Solves Them

Don't Buy Car Insurance Until You Have Read These Facts

Any Make-Up Can Hide A Wrinkle. Moisture Whip Can Help Prevent One

Doctor Discovers The Cellulite Dissolver

A Significant Breakthrough In The Fight Against The Effects Of Aging

Stop Dieting And Lose Weight

Who Else Wants A Kissable Complexion In 30 Days?

How A New Kind of Clay Improved My Complexion in 30 Minutes

Money-saving Bargain from America's Oldest Diamond Discount House

New....a Cream Deodorant Which Safely Stops Perspiration

Tonight Serve This Ready-mixed Chocolate Pudding

New Ways To A Man's Heart In This Fascinating New Book For Cooks

How To Master The Art-And-Science Of Writing "Killer" Ads & Sales Letters

How To Turn All Yours Ads And Sales Letters Into Powerful Cash Generators-  
GUARANTEED...It's Foolproof When You Use The Inside Secrets Of The World's Foremost  
Direct Marketing Experts!

FREE Special Report Reveals How You Can Easily Add At Least \$2,000.00 To \$5,000.00 A  
Month To Your Income...While Working 10 To 20 Fewer Hours Each Week In Your Mortgage  
Business!

WARNING: This Will Be the Most Important Information You Will Ever Read on the Internet  
About Buying Prescription Drugs and Taking Control of Your Healthcare

How to raise your child's IQ before it is even born

The crimes we commit against our stomachs

The secret of bowling strikes

How you can legally profit from “insider” information on the stock market

How to beat banks at their own game

Last Friday...was I scared – my boss almost fired me!

How to double your income in just 60 days

Guaranteed to go through ice, mud or snow – or we pay the tow!

New help for not so perfect hair

How to push your resume to the top of the stack

Here’s a way to make money that has never yet failed

How to start from scratch and become a P.O. box millionaire

How to raise and train your puppy

How to make money writing short paragraphs

The secret of teaching yourself music

Some straight talk about vitamins and your sex life

You don’t have to die to collect on your insurance policy

World poker champ sells secrets to \$9.95

Confessions of a disbarred Lawyer

How to become debt-free and stay that way – forever

Important News for People Who Swore They Never Try Another Diet

If your bathroom isn’t ready in 8 days I’ll give you \$100 cash for every day we go over time

Stop dreaming and start making money

How to get what to government owes you!

If you can read and write simple English, I’ll show you how to make real money selling words

You can’t become rich in you pocket until you become rich in your mind!

How to get a free supply of an amazing new diet pill that works like crazy!

Have you ever seen a grown man cry?

A startling fact about money

How to start a creative new “money hobby” that might double your present income

\* \* \*

Examples of email promoting teleseminars (so you can create money in advance of product creation.

### **Web Copy Secrets Email #1**

Geez [[ firstname]] , why didn't I think of this sooner?

Dear [[firstname]] ,

I could kick myself for not coming out with this earlier...

You see, I have lots of ideas (probably too many if you ask my wife) and at one point I planned on doing something like this – but then I just never happened.

I'm glad it never panned out because the original idea wasn't anywhere near as powerful as what I've got lined up now.

So in order to get this project launched in a big way I've decided to 'bribe' you into joining! No beating around the bush here. Right off the bat I'm hoping to make you such an incredible deal that you'd be a darned near fool not to take me up on it.

What am I talking about?

-----  
Click here to find out:

<http://www.yoursite.com>  
-----

Please, please, go there at once because we are only accepting 82 people and 9 of those spots are already paid for and reserved after a brief 2-minute mention at a seminar this weekend. (Just imagine what will happen when our entire mailing list finds out about it.)

I guarantee this thing will sell-out super fast so don't get shut out.

Like I said, I'm pulling out all the stops on this project starting with 2 totally “over-the-top” bribes waiting for you.

You won't believe what they are ...

Get all the details here:

<http://www.yoursite.com>

You'll be glad you did!

Sincerely,

Your Name

\* \* \*

**Email #2 –Follow-up**

[[firstname]] – Final Notice: Only 6 days left...

2<sup>nd</sup> & Final Notice

This is your last chance, [[firstname]].

Admission into the “Your Site Name”  
is closing. If you haven't yet seen this – click here:

<http://www.yoursite.com>

You've got to hurry or you'll miss out on this incredible, one-time learning experience.

April 23, 2002 is when the first session starts and after that you'll be shut out from LIVE sessions. Hurry – because you've only got 6 days left to get in!

“Your Site Name” is unlike any private site, marketing manual, ebook, teleconference or seminar you've ever seen, heard or been to.

You'll literally step inside the heads of 6 of the shrewdest Internet marketers on the planet as they walk you section-by-section, highlight-by-highlight, and point-by-point over each import part of their site. I simple cannot do it justice by explaining it here.

Plus, I'm pulling out all the stops on this project starting with 2 totally “over-the-top” bribes waiting for you. You won't believe what they are.

<http://www.yoursite.com>

There are only a handful of seats remaining so don't delay!

All the best,

Your Name

P.S. This will be the last email I send you regarding this invitation...if you have any questions, please don't hesitate to ask!

Check it out before it's too late:

<http://www.yoursite.com>

\* \* \*

**Mind-Motivators Email:**

Subject: <\$firstname\$>, please promise you won't use this the wrong way...

Hi \$firstname\$>,

It's me, Your Name writing to invite you to a LIVE! 2-hour Tele-Class taught by my colleague, Alex Mandossian and myself ...on Thursday, Nov. 14<sup>th</sup>.

<http://www.yoursite.com>

During this one-time event, we'll reveal 21 top-secret psychological triggers to instantly (and ethically) persuade more prospects to buy NOW and keep influencing customers to buy FOREVER...no matter what business you're in!

In fact, these are the same marketing secrets ...

- Direct marketing guru, Bernie Smith used to sell over \$7.2 million in collectible Gulf Balls
- Legendary adman, Jeff Wills used to sell hundreds of Sugar Rolls
- Direct response wizard, Phil Wick used to sell over \$42 million of Frying Pans
- And 33 more specific Case Studies!

(These 21 triggers are so powerful that you will actually have to promise to use the information for positive and honorable means before we reveal them to you.)

\* \* \* Attend as my VIP Guest and Save!\* \* \*

Although the tuition of this exclusive Tele-Class is \$79, I've made special arrangements with Alex to allow my friends and subscribers to get in at a very SPECIAL VIP DISCOUNT of \$30 DISCOUNT!

Simply use your VIP PRIORITY CODE listed below when you register. Okay?

\$firstname\$>'s VIP PRIORITY CODE: 68954#

Unfortunately, this Tele-Class is limited to 154 registrants on first-come, first-served basis. So, it makes sense register now before it's too late!

Again, have your VIP PRIORITY CODE ready after You read the details on the Web page.

All the best,

Your Name  
Your Web Site

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