

# YOU CAN SELL TOO!

THREE STEPS TO LEARN MORE ABOUT MARKETING!

BOOKLET EDITION  
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## **BEFORE READING:**

**KEEP IN MIND THAT THIS IS  
A BOOKLET, AND IT IS MEANT  
TO BE SHORT AND EASY TO  
READ, BUT THIS DOESN'T MEAN  
I HAVE CUT INFORMATION OR  
LIMITED THE LESSONS. MY  
GOAL IS TO HELP EACH ONE OF  
YOU TO DISCOVER THEIR  
POTENTIAL AND MAXIMIZE IT.  
THANK YOU, AND HAVE A GREAT  
TIME READING!**

# I. INTRODUCTION

## ABOUT ME & YOU.



Before we dive in, thank you and congratulations on taking a step forward towards achieving your dream.

Since you chose to read this book, I guess that you have already tried thousands of methods to grow your business or even start it. Most of the content that you see online is the same: build a website, promote it, become rich. But the truth is that this is... well, not true. And you may have already realized this. How many times did you try to create a website and sell products? Doing drop-shipping, offering services and what not?

In this short (but compact) book, I will teach you three important steps to take BEFORE starting a business. Yes, before. Because everyone tends to jump directly into creating a website and expecting to see results, and since you're here, I'm sure that you already know that it's not the case.

**My story:** One day, I was scrolling through YouTube Shorts, pumping my brain with dopamine. As I scrolled, I fell upon a video, explaining how drop-shipping can make you rich in a matter of weeks. You can already imagine how the video ended: “Click the link in my bio.”

As curious as I was, I clicked. The website I landed on was a really simple website, with little to no text. Only a big “PURCHASE” button, which purpose was to sell me a course about drop-shipping. That is when I started investigating that website, especially the seller. What I found out was that the seller didn’t make money from selling products by drop-shipping. He was actually selling courses about drop-shipping, making free videos on YouTube that would make him money, and sell books. This is when it all started.

My curiosity made me start reading books, watching video, journaling and what not. And today, I will teach you a fragment of my knowledge.

I will use this book to teach you the most important part of marketing and business: the foundation. Some don’t understand the concept of a foundation in business, but how do you expect a building to stand tall without a strong foundation?

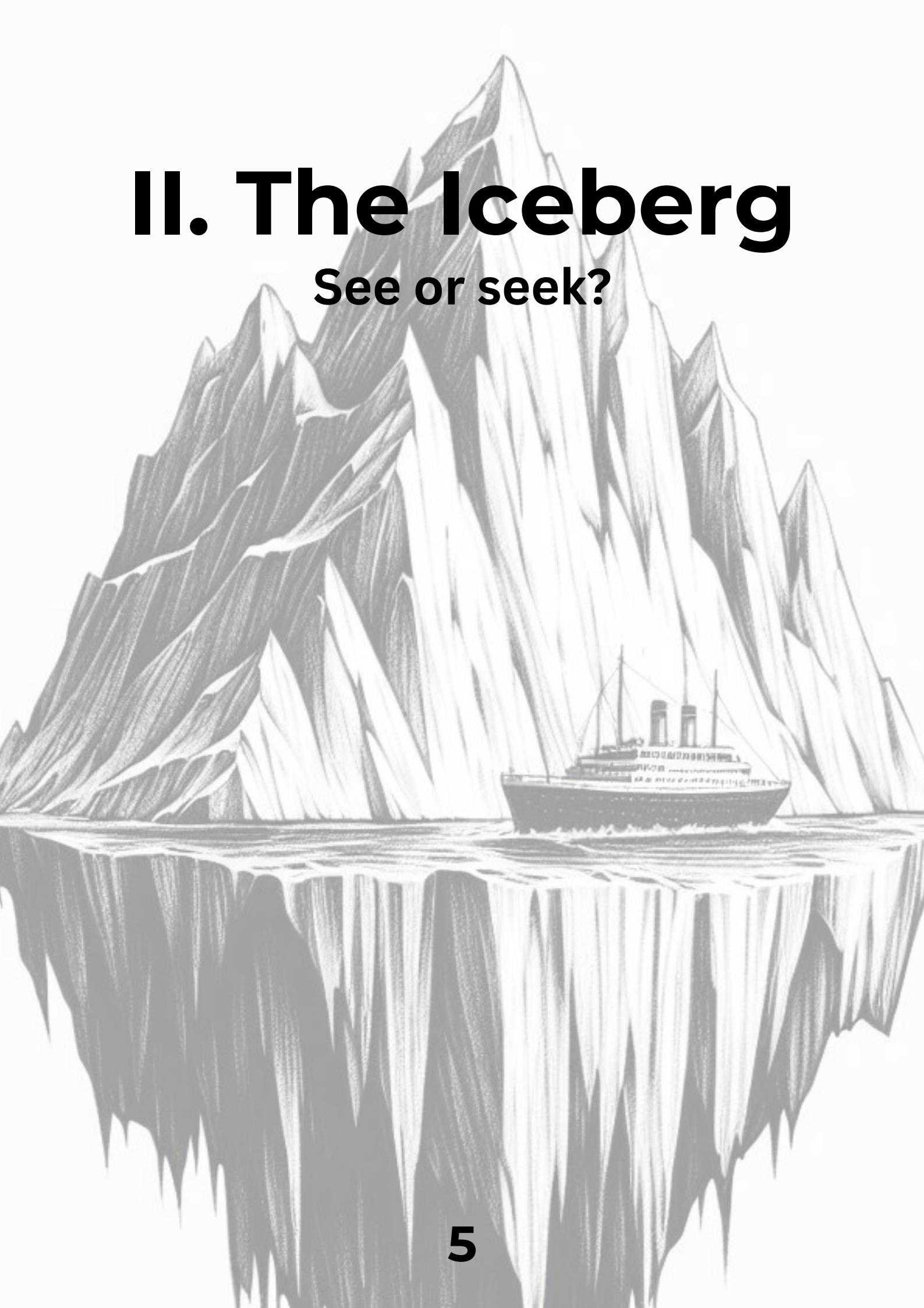
**Your story:** I know what you’re thinking: “How does he know my story?”, but let me tell you something really important: the simple fact that you are reading this book already gives me an

Idea about what kind of person you are: you are perseverant and don't want anyone to tell you what or how to work. You want to make your own money and prove to yourself that you are able of making money. I once again congratulate you for making one of the best choices you could have made, and I wish you good luck throughout your whole adventure. Don't ever give up your dreams, even when times are hard.

Before starting, I want to thank everyone who supports me and who supported my crazy ideas. Including you, the one reading this.

# **II. The Iceberg**

## **See or seek?**



I named this chapter “The Iceberg” because it represents what the business industry really is like: a huge iceberg.

People who want to start businesses tend to look at what the rich do that is visible to the naked eye. By this, I mean: website, YouTube videos, TikToks etc.

But let’s be real. A business is more than a simple website or a short-form video. A business means work, and not an easy one. You see YouTubers make gaming videos and think to yourself that you can do the same. But once you try to make 10...20...30 videos, you see that you can’t reach the success you were expecting. And let me tell you, I tried. That’s because the videos you publish are only the very tip of the iceberg. Maybe not even the tip, but the snow that is on the top.

You may be thinking that I am talking nonsense, but let me ask you. Do you know what kind of strategy to use if you want to make money online? If the answer is yes, then you should already have started a business. If the answer is no, then you should first learn about the iceberg.

For those who already know what the iceberg means, you can skip this chapter, but I strongly recommend reading it.

To learn something about a business, you must first try to dig deeper than its website. Let's take a really obvious example, so that you can understand my point. Amazon, owned by Jeff Bezos, is usually talked about as a website, right? "Where did you buy it? On Amazon". But is Amazon actually a website? Let's dig a bit. For the large public, yes, Amazon is just a website, but for Jeff it probably means more. A huge storage, a lot of employees, a gigantic amount of products. Let's dig even deeper. It's not only a way to sell products, it's a way to expand his company to multiple people, cities, countries, and even continent. It's a way to make his name gain respect. Imagine how easy it would be for Jeff to launch a new product or start a new business now, and how easily he could sell it.

Let's take his Kindle for example. It has nothing to do with Amazon. A way to read and an online shop. Right? Well. Let's dig even deeper.

As you know, buying a Kindle device is stupidly easy if you do it on Amazon. But you know what is easier than buying a Kindle? Buying an e-book. The click of a button and boom, the book is yours. But if you ever bought a book for your Kindle or for the Kindle App, you must have noticed that buying a book requires you to buy it from Amazon. Boom, another secret unveiled. Now that Amazon has a good reputation, Jeff can sell books through his own marketplace, because it is already known for being safe and easy.

Where do I want to get with that? Stay with me here. Before thinking about what color you should use for your website, think about the people you want to sell to, the exact niche you want to touch... or should you?

You see, this is what everyone tells you: find a niche. While yes, it's true, you should have a strict niche for the beginning, I suggest doing what Jeff did: find a reason. What is your reason? Make money? Help people? Change the world? Or, make your name a respectable and reputable name? Either way, there is one key element to reaching success, but we'll talk about that later.

I'll give you two steps you must take when you analyze a business.

**Step 1:** *See through the facade.* Most businesses hide their intent, and that's normal. I recommend you always try to deactivate your emotions when you visit a website. You must know that companies use your emotions to their advantage. Well, you can use your emotions to your own advantages, by disabling them when you visit, for example, an online shop. Let me tell you why: when you see a nice product with a reduced price and good reviews on the front page, you can be sure that this is just a way to manipulate your feelings and sell you that product.

Always analyze a website, especially the way it is designed, before buying. And ask yourself: "Am I buying this with my head or my heart?".

**Step 2:** *Look out for signs.* When entering a website, you must have seen that “Only 5 left” tag on products. These are (most of the time) there only to force you into buying that product, using your FOMO (Fear of missing out). Or even huge sales on certain products or services.

After you find these two details on a website, analyze it further. I'll leave it up to you. What I can recommend, is taking a paper and a pen, and take notes on everything you see. Try to understand the website and the business, ignoring all the facade and the details meant to play with your feelings. When you are able to do this, you will unlock a new vision on the world and on the business industry.

Another thing I can recommend you is to go to a local shop in your city, or a coffee shop. Enter there and look at the prices, look at the staff and think about everything you see as yours, as if it was your business. And think about what you could do to make it better and sell more. It's a good practice, and will definitely teach you more than reading a book. Practice beats theory.

# III. Tickets

## From free to paid.



Although this book is meant to be short and easy to read, this chapter may be a little longer.

In this chapter, I'll explain to you what "tickets" are in business.

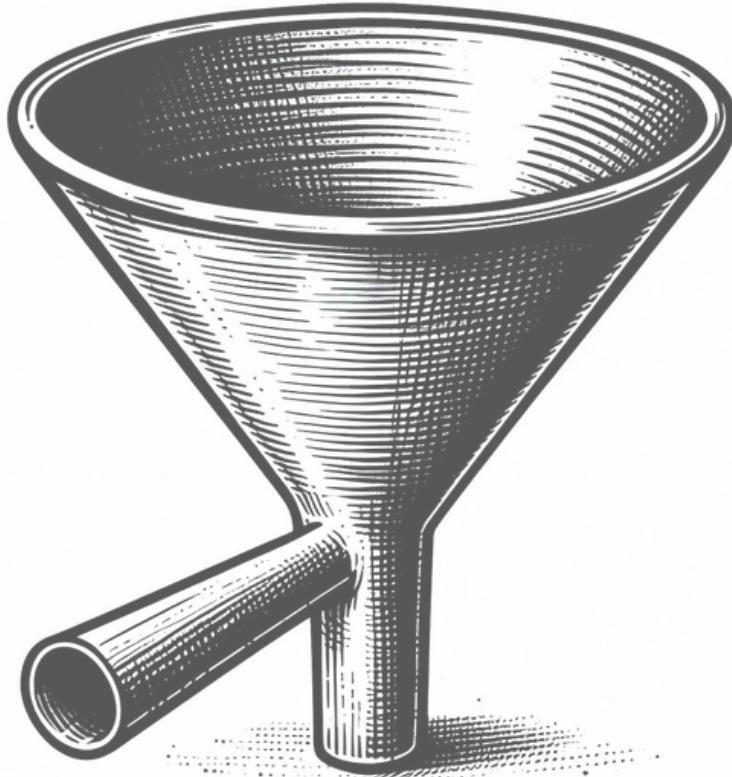
To make it simple, tickets are your opportunity to sell something from nothing. There are two main type of tickets: "Low Ticket" & "High Ticket", both representing the price of your product or service.

To make it easier to understand, I'll give you an example. Let's say that you create a tutorial on YouTube, which is free. In that video, you tell viewers that they can buy the same product you use by entering a link you have in the description. That link is a link to your online shop. That's called a Low Ticket, something not very expensive that you can sell to virtually anyone. But on the other hand, a High Ticket is a more expensive product or service. Let's say that you buy an e-book, and after buying it you get an e-mail that says: "You can get this version of my book as an audiobook for FREE if you buy my online course, because listening to content is easier and can be done anywhere." Sounds good right?

This is what I call a High Ticket. An expensive product sold after the client buys a cheaper one. And let me tell you what the cool part is: you can do this infinitely! Yes! Because we think that money is limited, but in reality it is not. Money is constantly being moved from one person to another, from a company to another. It all depends on how you perceive money.

That's why you don't have to be scared to sell High Tickets, because if your product is good and gives value to your client, I guarantee it will sell.

## The funnel:



The funnel is a name we give to a technique which implies filtering your clients. Everyone can get free content, but only a few will buy what is at the bottom, the most expensive product or service you have. The funnel then filters your clients.

Your goal is to find something related to whatever your business is, and that can be given out for free. This way, you will not only build a relationship with your potential clients, but you will also have the possibility to sell something for money later. Let me give you some examples that I can think of right now.

Let's say that you have a drop-shipping company. What is something that you could give for free? Maybe you could give FREE shipping? A 1+1 deal website-wise? Or include something as a present in your packages? But let's think about something that doesn't require you to lose money and can also be done even before the customer buys something.

Let's give the customer value. Let's welcome him to our website with a subtle message in the right corner of the screen. (I invite you to visualize this as you read). Now let's wait for the customer to find a product he likes. Once he clicks on the product, a small text box appears next to the price: "For your first purchase, get a 15% OFF". The client hasn't even bought the product, yet he already feels like the seller.

wants to help him by making a small but pleasant offer. That way, as the seller, you don't have to lose money by creating packages or having 50% OFF or anything crazy. You give a small offer to your new client, and he will come back to you after that.

Another thing the seller could do is create a "Buy as a gift" button, which offers free gift wrapping instead of 15% OFF. Especially on a website where you can buy gifts for a loved one.

The lesson we can extract from this example is that getting your potential client's attention and respect may be more beneficial to you than trying to sell something expensive to a lot of people, but only once. Because a client that feels respected and important will come and buy again whenever he will need.

I'm sure you have already been to a coffee shop and at the counter there were free candies that you could take. Of course, as a customer you don't observe this, but even if you don't take a candy your subconscious will tell you: "See? They are nice people for giving out for free those candies.", and you're now attached to that coffee shop.

Be sure to implement this in your future/present business. You may see a huge increase in the sales you make.

If you don't know how to make the transition from a Free Ticket to a Low Ticket and then to a High Ticket, let me give you some simple tips:

**1.** Be sure to link the Free Ticket to the Low Ticket in some way. For example, the coffee shop with candies will sell you more coffee because you will come more often, but if you sell products online it may be different. This is why you could link, for example, an offer to a specific products, a free product to a specific service, etc.

Let's see how we could link a free product to a service: You can give one video from your online course for free, and if the person watches that free video until the end they get a sale for the entire course bundle. Or you could give a free sample for a website you build for your client, but the domain will be something like:

“dwjHFeueeefh.com”, which is not very useful, but if they pay you then you will make the website more aesthetic and have a real domain name.

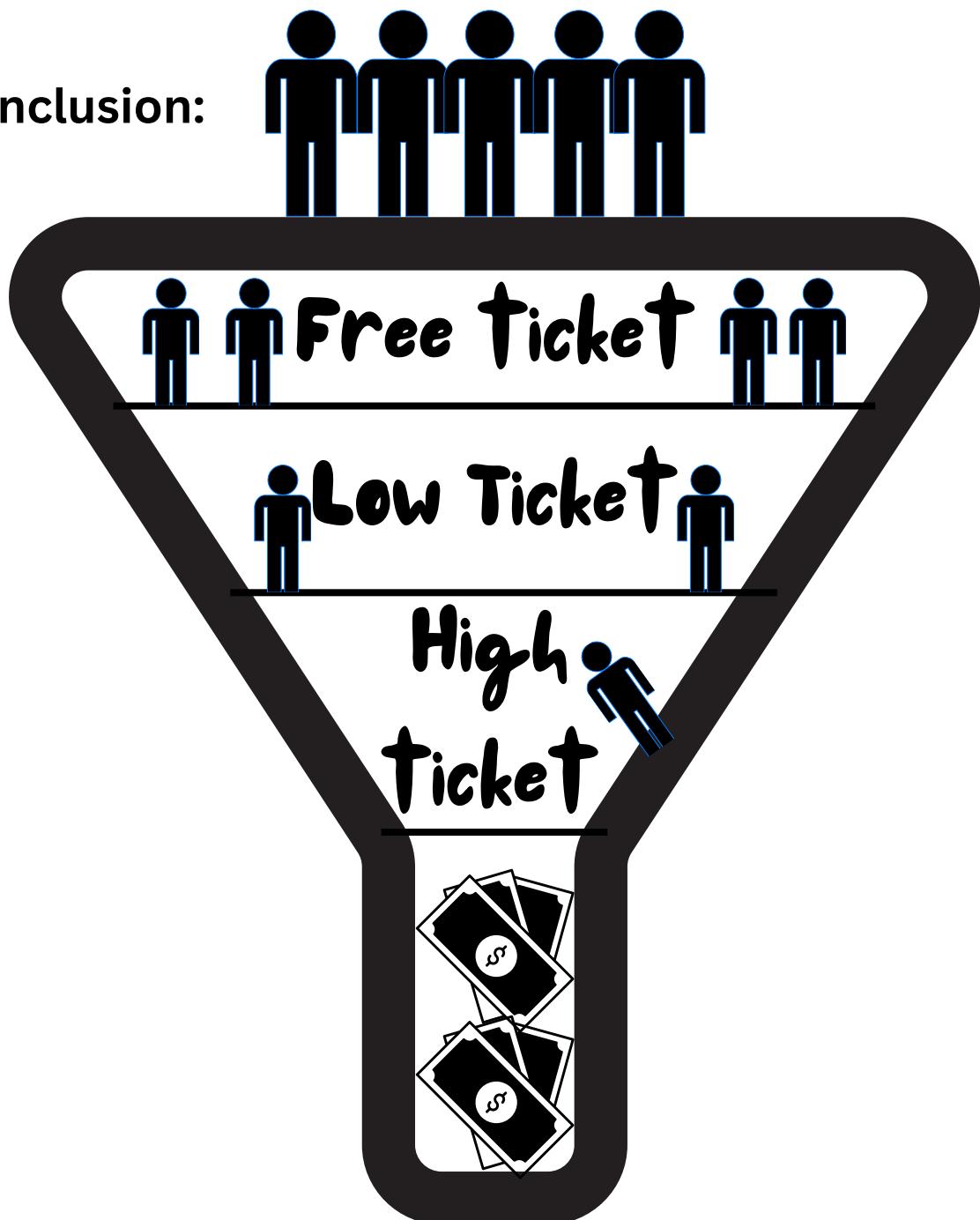
**2.** To be able to link to a Higher Ticket, all you have to do is reproduce the steps you made to sell a Low Ticket, but don't "Reinvent the wheel", just make it a bit more appealing. Especially, knowing that your customers are already passionate about your services or products, because they bought from you. Be creative.

**3.** Now that you sold a High Ticket (congrats), it's time to sell an even higher ticket. To sell an expensive product or service, I recommend following the table below:

IMPORTANCE	PRICE RANGE	METHOD
LOW TICKET	\$1 - \$25	A BUTTON ON YOUR WEBSITE
HIGH TICKET	\$25-\$300	PERSONALIZED EMAIL
HIGHER TICKET	\$300-MORE	1 TO 1 CALL

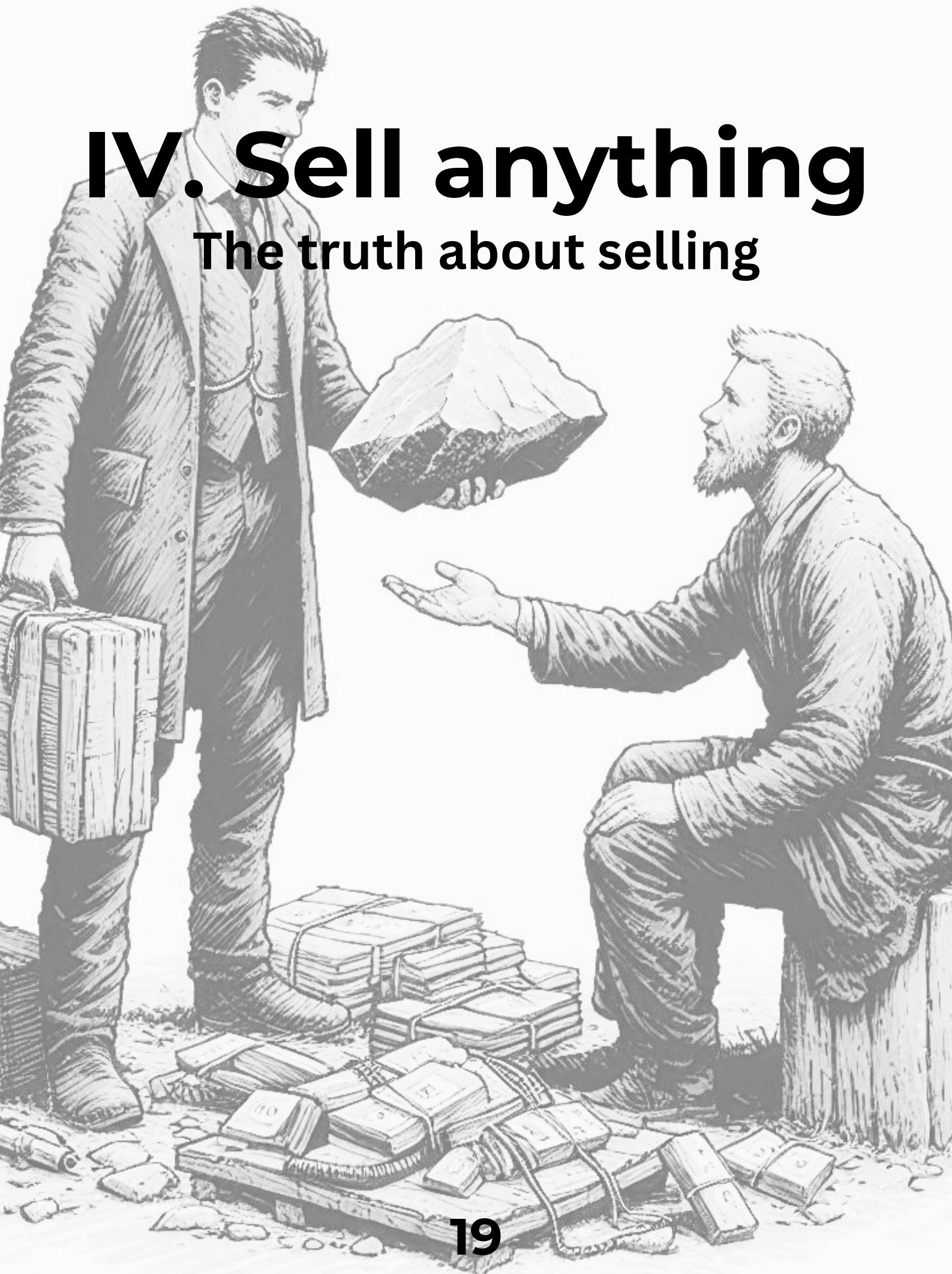
The table above is strictly there to help you understand the bigger picture of selling different tickets. You can tweak it to your preferences. And those methods are just examples of how you could sell different tickets. Make sure to tailor them to your needs, but also to your client's needs.

Conclusion:



# IV. Sell anything

## The truth about selling



The truth about business is that you can sell anything with a great marketing plan. Take for example the man that sold rocks as pets and made a bunch of money from it. Or people selling air in a jar for an unbelievable amount of money. So stop saying that you can't sell your product, and try to understand why some people can sell air. It's all about marketing.

I spent a pretty good amount of time learning about marketing to understand how it works and how people can sell simple things like air to the large public. I don't expect you to learn all this only from this book, but maybe if you continue learning from my books, PDF's, videos and private meetings, then you'll be able to turn into a selling machine.

Let me tell you how to sell anything.

**First**, you'll have to identify your clients.

**Then**, you'll have to put yourself in their shoes.

**For three days**, act as a client of yours in your daily life. Go on websites and act like your dream client. Walk down the street and look at shops like your dream client.

**Finally**, after living as your client, put on paper

What would make you buy your product or service. Done. You can now sell to anyone anything. Expect, things are not so simple. Yes they are in theory, but in practice... not. That's why I encourage you to try to practice. There's no problem if you fail. Failure is what makes you stronger and wiser, so I encourage you to try and fail. And not only try and fail, but learn from your failure. Analyze everything and journal it.

The ultimate way to learn how to sell anything is to learn how to analyze everything. Before buying a product, think of ways you would sell it even better than the person selling it to you. Before buying something, think of why you're doing it. And don't forget to put everything on paper. This way, you'll go back to your paper and observe your behavior, and you'll be able to sell to people like you.

How do you think toy sellers do it? They must think: "What would make a kid buy this?" or "What would younger me buy from here?". Do the same, you'll see results.

# V. Conclusion

Thank you.



**Thank you for  
taking your time  
to read my  
booklet. I want you  
to try to complete  
the playbook  
below too!**

I believe anyone can sell, and anyone can learn to market their business correctly. Don't let your dream go away, and work towards it.

# **VI. Playbook**

## **Exercise your skills.**

I designed this part of the book to help you practice everything I wrote about in this booklet. I think that the best way to perfectionate a skill is to practice it. Furthermore, I suggest that you try to do some of these exercises. You don't have to do them all right now. In fact, I even labeled them with days of the week to help you organize yourself.



# 1. Describe yourself (Monday)

If you want to make money helping others, you'll first need to understand yourself.

I want you to complete the gaps below with facts or traits of yours.

---

In serious situations, I tend to\_\_\_\_\_.

I like to think most of the time about\_\_\_\_\_.

My dream life is\_\_\_\_\_ with (person)\_\_\_\_\_.

I spend most of my money on\_\_\_\_\_.

(person)\_\_\_\_\_ made me love (business)\_\_\_\_\_.

I like to \_\_\_\_\_ first thing in the morning.

I enjoy \_\_\_\_\_ each (day of week)\_\_\_\_\_.

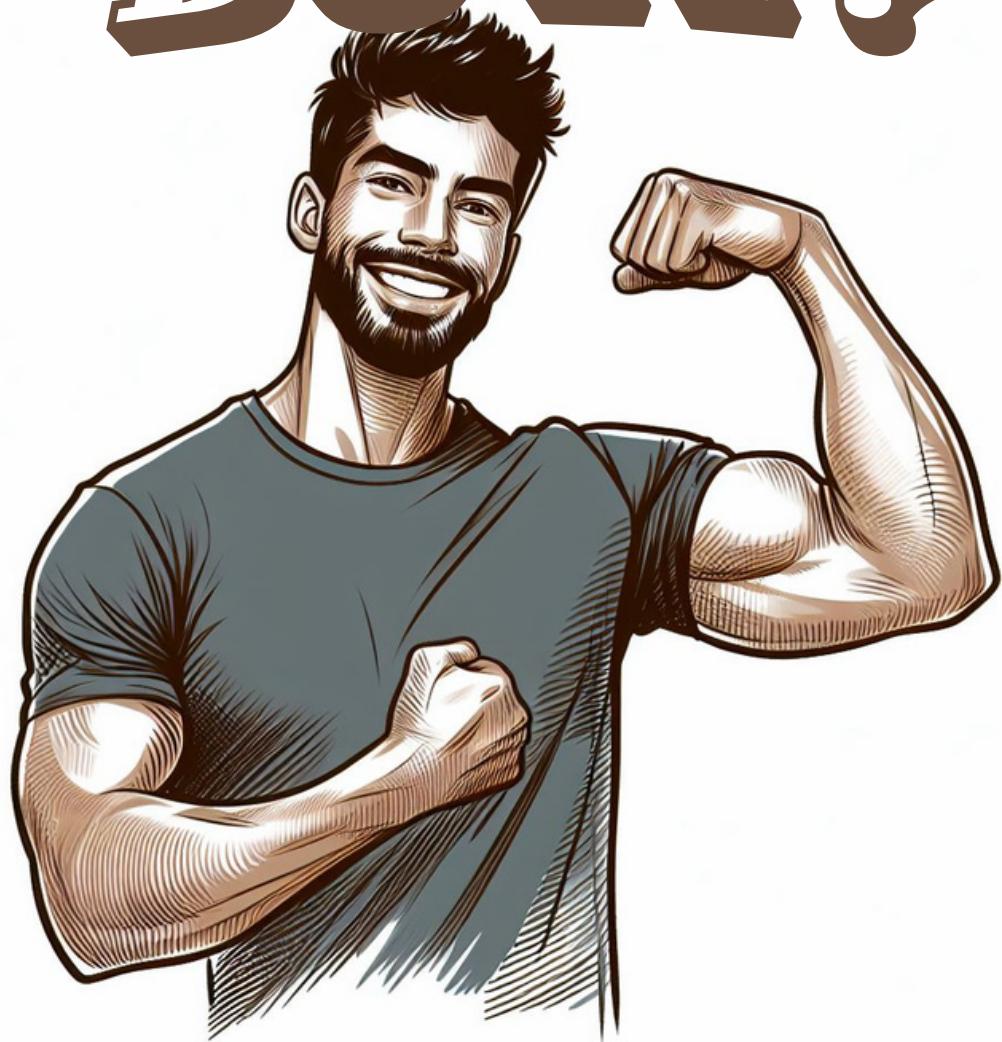
I tend to be anxious about\_\_\_\_\_.

I am always thankful for\_\_\_\_\_ & \_\_\_\_\_.

If I had to change one thing about me, it would be\_\_\_\_\_. **24**

Each question above has a role. I want you to analyze your character and find vulnerabilities (that could lead you to not reaching your financial goal) and find a way to change those. I also recommend answering to them again later in your life.

**YOU CAN  
DO IT!**



## **2.How do you see the world? (Wednesday)**

It's important to know more about yourself, but it is also important to acknowledge how you see the world. The way you see the world and people around you will directly impact your success as a businessman.

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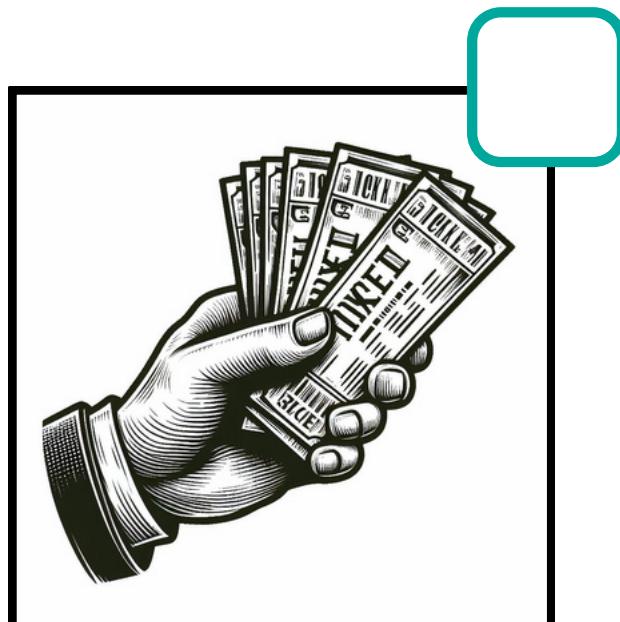
**Describe your own view on the world  
and the people around you.**

### 3. Checklist (Friday)

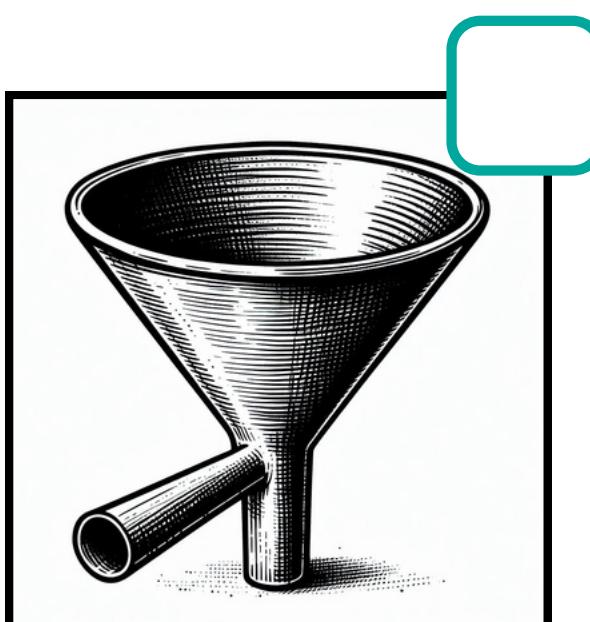
This is where you will check everything you have done to increase your business.



Analyzed other similar businesses



Created at least 2 types of tickets



Created a funnel



Sold for the first time

# **What have you achieved? Write everything, whenever you want**

**Continue writing here:**