

MONETIZATION

HOW TO OPTIMIZE SALES FUNNELS
AND SKYROCKET BACKEND PROFITS



CALEB O'DOWD

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Monetization:

How to Optimize Sales Funnels and Skyrocket Backend Profits

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Puts the Multichannel Monetization Machine into Action

To accelerate your implementation, I've created ten **Monetization Accelerator** worksheets. Two of these worksheets include Google Docs with prompts you may copy to help you stay quick and effective as you implement. And, they are yours **FREE** as my gift to you.



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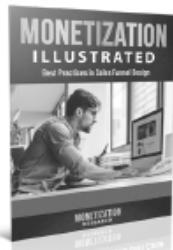
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Everybody who benefits from this book has you to thank for it.

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PART I

THE MONETIZATION BREAKTHROUGH

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Chapter 1

How to Optimize Your Sales Funnel and Skyrocket Backend Profits

“The best way to predict the future is to create it.”

Peter Drucker

If you’re an internet marketer who acquires customers via sales funnels, then perhaps what you hold in your hands right now is the most valuable book you will ever read.

It’s the result of nineteen years of launching and scaling sales funnel businesses from zero to seven and eight figures in the most ruthlessly competitive niches in the world—both online and offline.

Up to now, I’ve never shared this system in such a complete manner. My students have gotten bits and pieces of it here and there. But for the most part, I’ve been too busy using this system to teach it.

What you’re about to discover in these pages is unique.

It’s a system for optimizing sales funnels—and generating massive and consistent long-term profits—that blends offline marketing (direct mail, SMS, telemarketing, ringless voicemail, etc.) with online marketing (email, social media, retargeting, etc.).

This monetization system is based on old-school direct marketing business models that extract every drop of profit from each new prospect and customer that comes through your door ... while giving them huge value and superior service along the way.

Many of the tactics you’ll discover in this book can be quickly activated in your funnel or business. Plus, the improvement in sales and profits can be measured in dollars almost overnight.

As you’ll discover, never before has a book like this been written...

... a book that bridges the world of online and offline multichannel marketing to trigger maximum sales, profits, and returns on ad spend.

... a book that reveals modern techniques for sales funnel optimization mixed with old-school monetization and scaling strategies.

... a book that gives sales funnel marketers dozens of actionable tactics and strategies for triggering almost immediate surges in sales and profits.

If you're smart, you won't just read this book from cover to cover and take copious notes—you'll also give this book to every person on your marketing and advertising team and force them to do the same.

Then, you'll make it your mission for the next twelve months to implement everything you discover here...

If you do, this book will transform your business (and your income), not to mention, your life. And if you don't, well then, you'll continue to struggle.

Simple as that.

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Chapter 2

Who Is Caleb O'Dowd?

“I’m not about to apologize for being a good businessman. Too many people in music have ruined their lives because they weren’t.”

Jimmy Buffett

Some people know me through my late, great, mentor Gary Halbert. A man widely considered to be one of the greatest direct marketers and advertisers who ever lived. Gary and I worked shoulder-to-shoulder together for three years, launching and scaling businesses for his many clients across dozens of industries.

In his famous newsletter, which is still available online—The Gary Halbert Letter—Gary said, “Caleb is, in my opinion, one of the ten best copywriters in the world.”

That was nineteen years ago when I was twenty-one years old.

Today, people know me for a variety of reasons. I guess that’s because I’ve been involved in a lot of different direct marketing business models over the years. Plus, I’ve been successful in launching and scaling a wide variety of different sales funnels.

For example...

- At one time, I was one of the top competitors in the cardiovascular health supplement industry. My business used direct mail back then as the primary generator of new customers. Each month, we would invest upwards of \$800,000 on printed sales letters and postage, sending our offers to people’s homes throughout America. In today’s money, that’s a seven-figure spend each month.
- We then moved into newspaper advertising. In an industry where top competitors rarely got ads to generate more than a 200% ROI, my ads pulled 650%+ at scale. In any given month, my business was running full-page ads in thousands of newspapers from coast-to-coast. According to industry leading media buying agencies, I was the largest direct response newspaper advertiser in America for several years running.

- My partners and I then got into Cost-Per-Action (CPA) marketing online. This was back in the wild west days of the internet. My team and I were responsible for creating the largest grossing and most successful sales funnels running on the CPA networks at that time. In any given month we were generating between \$3,000,000 and \$5,000,000 in revenue.
- I then made the jump to webinar marketing, where I became known as one of the top webinar marketers online. This was because several of my funnels broke sales and conversion records in that industry. In fact, according to Andy Hussong, cofounder of WebinarCon (the largest international event for webinar marketers), “Year after year, Caleb O’Dowd’s webinars are among the highest grossing and most successful webinars online.”
- I then got introduced to the world of affiliate marketing. In a short time I became one of the top super affiliates in the internet marketing niche because, in part, I’ve either won or ranked in the top five positions of largest product launches in that industry since 2018. In just the past twelve months, I’ve received power-seller awards from the Clickbank.com affiliate network. Plus, a Hall of Fame award from the DigiStore24.com affiliate network.

I’ve also generated tens of millions of dollars’ worth of sales from video sales letter funnels, appointment setting funnels, product launch funnels, and several other types of funnels that very few marketers have ever even heard of.

Bottom line: I know how to launch, optimize, and scale sales funnel businesses to high volume at above-average profit margins. I’ve dedicated my entire life for the past nineteen years to mastering this profession. And now, for the first time, I’m going to share some of my biggest secrets, tactics, and strategies with you.

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Chapter 3

Why Did I Write This Book?

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

Charles Darwin

At the time of this writing, I’ve just turned forty years old. I’m still young. And yet, when it comes to direct response advertising and marketing, I’ve pretty much seen and done it all (many times over).

I was mentored by one of the best copywriters in the world, honing my craft in the world’s most ruthlessly competitive niches. Until recently, I’d written all my advertising myself and acted as my own marketing strategist.

Offline, I’ve done everything from high-volume direct mail and newspaper advertising to inbound and outbound phone sales.

Online, I’ve built everything from high-volume webinars to video sales letters and product launches. I’ve done CPA marketing and affiliate marketing. Plus, I’ve conquered half a dozen or more sales funnels and advertising business models.

I’ve built hundreds of marketing funnels and carefully studied well over a thousand. I’ve learned some truly next-level secrets along the way and have probably forgotten more about funnels than most gurus will ever understand.

Now, while I don’t believe there is a “top” you can reach in this game, I certainly don’t feel like I have much left to prove to myself and others.

But, as successful as I’ve been, there’s been a cost. Doing everything the hard way (which, if you don’t know any better, is the ONLY way) takes its toll.

On the internet, 99% of all sales funnels are web based only. The prospect lands on a web page, consumes a sales message from that page, and clicks through a series of pages, carts, and upsells—all through their web browser.

In this model, everyone imagines that success comes from continually tweaking and optimizing the multiple ways to generate traffic, such as getting Facebook Ads and Google AdWords to work.

But you can advertise and optimize yourself to the bottom of a whiskey bottle (or a heart attack) if tweaking funnels is all you focus on (and, I've seen this happen a dozen times to a lot of "big name" marketers).

The realization that finally made marketing fun for me was sparked by a life transition brought on by a near nervous breakdown. (I call it an awakening, but to my wife it looked more like a breakdown.)

Within my "painful awakening," I discovered something that's even more profitable than funnel building—and frankly, it makes marketing easier and a lot more fun:

Monetization.

Monetization has completely changed the way I approach business, marketing, and funnel engineering. Monetization enables you to choreograph your marketing so customers are thrilled with the experience, repeatedly buy from you, and can't wait to tell their friends about your products.

Recently, I entered into a new business that's in an industry outside of the world of direct response. It's a media business that competes with the biggest brands in the world. As a result, it's forcing me to scale back my overall involvement with sales funnels.

I'm certainly not retiring. To be honest, at this stage sales-funnel marketing is in my DNA. But I'm definitely not going to be as active and "on the scene" as I once was. Monetization has given me tremendous peace of mind, as it's unlocked a lot of wealth and freedom in my life.

Now, I'd always planned to give back to marketing everything that was gifted to me by my mentors...and...everything I've learned

through relentless split testing, and trial and error.

I feel the time to do so is now—because I want you to have that same piece of mind, as well.

Which is why I wrote this book.

It's also why I decided to launch Monetization Illustrated: a monthly deep dive into successful multichannel marketing funnels for those who wish to grow and scale their own Multichannel Monetization Machine and become the single largest business dominating their niche.

My goal with this book (and more specifically with the Monetization Illustrated) is to share all the tactics, strategies, and systems responsible for my continued success over the past nineteen years.

In the next chapter, I'll explain what Monetization means for you

...

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Chapter 4

The Game Is Getting Harder and Harder – And That's a Good Thing

"If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results."

Tony Robbins

The Navy SEALs have a quote that I love. They say, "the only easy day was yesterday." The idea being that every day you'll need to work harder than the last to stay on top and be the best.

Amen, brother.

This quote comes to mind because as direct marketers, when it comes to the reality of doing business in the 21st century, we need to wake up and smell the coffee. The good old days when this business was easy are long gone. Today, there are three inescapable realities that are fighting tooth and nail to ensure your career as an internet marketer is brought to a screeching halt.

These are...

1. **Costs:** The cost of traffic is high and getting higher. If you go back in the beginning of the internet, high-quality clicks used to cost a penny. Today, you might pay \$1 to \$5 a click in most competitive markets. Between then and now, if you could graph the rise in traffic costs, you'd see that point in time did the cost of traffic stop going up and suddenly get cheaper? That never happened. It never will happen. Traffic costs are always rising.
2. **Conversions:** Conversion rates are low and going lower. Again, if you could go back in time to the beginning of the internet, you'd see that conversion rates were significantly higher than they are today. The sheer volume of advertising the average person online gets exposed to today is exponentially higher than it was five years ago. And it will be exponentially higher five years from now. As a result, people are becoming more and more immune to advertising. The more immune they become; the lower conversions go.

3. Competition: The quantity of new competitors entering every lucrative niche online each week is staggering. Niches were crowded ten years ago. Today, we need to invent a new word to describe just how overly hypercompetitive they are right now. Plus, it's getting worse and worse every day. The more competitive the niche, the harder it is to acquire and keep customers. Simple as that.

Now, most hackers are blissfully unaware of these realities. Therefore, unbeknownst to them, these realities are sabotaging their success. It's true that whatever little success hackers had in the past is as good as it's ever going to be for them. Why? Because these days, direct marketing is hard and only getting harder. The modern environment demands that you either play big or go home. Because only the strong survive.

All that's bad news for the hackers. Their days are numbered. They're like the last of the Mohicans. They won't be around for long. But it's good news for those marketers among us who are dedicated to their craft. Those who are committed to mastering the fundamentals. The true players of the game who understand the importance of building a real business and are willing to work hard.

If that's you, keep reading. What I'm about to say next is important.

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Chapter 5

How Sales-Funnel Businesses Work Most Profitably

“A rising tide floats all boats...only when the tide goes out do you discover who’s been swimming naked.”

Warren Buffet

Back in the day, when I was just getting into direct mail, I wrote some ads for a guy named Bill. I was a young punk at the time and Bill was a cantankerous old-school direct marketer. I can’t say I enjoyed working with Bill. He was rough and ruthless, but I learned a great deal about his business and his strategic approach to direct marketing.

Bill had one of the largest health supplement companies in direct mail at the time—which meant he was enormously successful. I never forgot the way Bill described how the business of direct marketing works most profitably.

Bill explained to me that direct marketing is a game of two halves.

The first half is: **Acquisition**.

That’s where you acquire a customer for the first time. Now the goal of acquisition is NOT to make a profit. It’s to generate a new customer at no expense to the business. Meaning, if it costs you \$100 to acquire a customer, your sales funnel generates a \$100 average order value (AOV) in return. So essentially, you break even on your cost of acquisition.

You spend \$100 on ads. Get \$100 back. Plus, a new customer. That’s the exclusive objective of acquisition.

And when it comes to acquisition, Bill told me the battle is won on conversion.

However, what I’ve discovered in the years since is that the **war** is won on AOV.

This means a high-converting offer may be enough to launch.

But to scale, you need a big AOV. That’s because costs rise with scale. At fifty sales per day, it might cost you \$100 per customer. But at 100 sales

per day, it might cost you \$150. The more you scale, the higher your cost of acquisition. Therefore, scaling is more a game of math than conversion.

So yes, you need a high-converting offer. Without it, you're not in the game. But a high-converting offer only gets you so far. If you want to scale to bigger volume, that becomes an AOV issue. The bigger your AOV, the more you can afford to pay for a customer, the greater you can scale your daily sales volume.

But a big AOV is not just a ticket to greater sales volume. It's also a hedge against (1) rising traffic costs and (2) declining conversions. If you remember in the last chapter, we talked about those two being the first of three inevitable realities in the game. Well, this is another reason why hackers struggle so relentlessly. Not only are they unaware of these realities, but they are also unaware of the importance of AOV.

Professionals, on the other hand, obsess over AOV.

So whenever traffic costs rise or conversions drop off a little, it's not a wipe-out disaster for them (like it is for hackers). Instead, when these issues arise for professionals, their high AOVs (and ultimately, their backend profits) simply absorb those problems...and...business continues as usual.

By the way, if your AOV isn't where it should be, fear not. Within the pages of this book, you're going to discover twenty ways to increase your AOV to exciting new heights in double quick time.

For now, just keep this in mind: The goal of acquisition is to acquire a new customer at break even, not to make a profit. The battle of acquisition is won on conversion. But the war is won on AOV.

Got it? OK.

Now, the second half of the game is: **Monetization**.

That's where you make all your profit and personal income. The goal of monetization is to offer as many additional solutions to your customers as you possibly can, as fast as you can, for as long as you can. Bill said this was mission critical for three reasons ...

Reason #1: The more products you can offer, the more profit you can make. Which ultimately translates to earning more personal income as the business owner. Not earning enough personal income? Just give yourself a pay raise by creating and offering a new solution to your customers. It's a simple concept, yet, I can't count how many internet marketers I know who only offer their customers one or two solutions. And then they wonder why they're not earning enough money from their business.

Reason #2: The more products you have, the more financially safe and secure your business is—especially from things like a frontend funnel that suddenly stops working, or the loss of an ad account. If you have twelve

months' worth of products to sell to people, then you've got a huge safety net of time to fix any and all acquisition problems that come down the pipeline. Marketers who don't have that in place get wiped out. Marketers who do, however, sail right through those problems without losing any sleep.

Reason #3: The more products you have...the more customers you retain in your niche...the harder your business is to compete with...and the less problems you have with competition. So it's true that having a large suite of backend products to promote to customers builds a financial wall of protection around your business.

Now, when it comes to Monetization, Bill told me the key to financial success is a metric called LTV. LTV stands for ***lifetime value***—as in the lifetime value of a customer to your business. For example, on a basic level (because this concept can get unnecessarily complex), let's say you have twelve months of offers to promote to your customers. Let's also say you have 1,000 customers. Well, if your monetization efforts generate \$250,000 from those customers, then your twelve-month LTV = \$250.

When it comes to LTV, size matters. The bigger your LTV, the healthier, more secure, and more profitable your business. The smaller your LTV, the less healthy, less secure, and less profitable your business. And if you don't have an LTV at all, then consider yourself a hacker who will eventually and inevitably be weeded out of the game.

Plus, Bill told me, when you have a large LTV, you can assign a portion of that to Acquisition, which is something the largest and most successful direct marketers in the world do. They take a percentage of profits from the backend and employ it to acquire significantly more customers on the frontend. Yes, this results in you taking a loss up front when acquiring customers. But the idea is, when all those extra buyers wash through your monetization journey, you earn significantly greater bottom line profits over the long run.

With all that said, Bill told me that the way this business works most profitably is when ...

1. You have high-converting frontend offers with big AOVs, acquiring yo most amount of new customers at no cost to the business.
2. You have lots of targeted offers on the backend that work to generate maximum profits from customers—in the fastest time possible, over t longest time possible—giving you the biggest LTV possible.

I bring all this up to make a point.

That point is this: Most hackers are Acquisition marketers exclusively. They expect their frontend funnel to recoup their advertising spend, pay off all their operating expenses, generate a profit, earn them an income, pay their mortgage bill, buy diamond earrings for their wives, put their kids through college, and send their families on frequent vacations to Disneyland.

Essentially, they expect one single funnel to do the job of an entire business. It's insanity. That's like expecting to get a gallon of juice out of a single orange. It's just not happening.

If you want to succeed big in this business, and if you want to succeed long term, then you need to start playing the game the way it was designed to be played. You need to play it the way it was designed to work most successfully...and...most profitably. The way that protects you from the three inevitable realities we discussed in the last chapter. Otherwise, get ready to eat a steady diet of struggle, frustration, and failure on a daily basis.

Acquisition marketers (a.k.a., hackers) don't have a long shelf life in direct marketing. Not anymore. Rising traffic costs, declining conversions, and skyrocketing competition make it impossible to succeed with acquisition alone these days. You need to be a complete marketer. Not a half-arsed marketer. And you need to build a real business.

The marketers who are at the top of their game are masters of Acquisition and Monetization. They obsess over AOV and obsess even more over LTV. Their strategy is simple yet deadly effective. They scale big with AOV and monetize like crazy with LTV. These are the master key metrics for dominating the game of direct marketing.

But the good news is...this book is based exclusively on winning the game of AOV and LTV. Not only will you discover dozens of ways to explode your AOV, but you're also going to discover an entire monetization strategy for giving you the biggest LTV in your niche. I've read a lot of marketing books and bought a lot of courses, and I've never heard anybody describe the strategies and tactics revealed in this book. So keep reading.

All that said, however, there are five ways to fail in this business. It's important that you know what these are and how to avoid them. So let's roll up our sleeves and talk about them right now.

Chapter 6

The Five Ways to Fail Badly in This Business— And How to Avoid Them

“Smart people learn from their mistakes. But the real sharp ones learn from the mistakes of others.”

Brandon Mull

One of the greatest lessons I learned about direct marketing over the years is that if it ain’t boring, you’re doing it wrong. If you’re juggling too many balls, running around frantically putting out fires all the time, if every day is a constant uphill battle to succeed...then...something ain’t right. This business, when done correctly, should be dull, boring, slow moving (even at high speed), and mostly automated.

With that in mind, the following list of ways to fail is not complete. But it does include the most common ways to royally screw the pooch...and... how to avoid them. You must understand, conducting business in the following ways leads to disappointment and dissatisfaction in direct marketing. Therefore, you should avoid the following pitfalls like a hole in the head.

Let’s dive in.

Way to Fail #1: Launch Incomplete Funnels

I can’t count how many times I heard sales-funnel guys say, “I like to get something live and optimize as I go.” The idea being that they cut huge corners to put a “skeleton” funnel together. Something that’s usually missing all kinds of profit centers (upsells, order form bump offers, cart-abandonment campaigns, etc.). They’re just looking to create the bare-minimum funnel so they can begin driving traffic. Then, their plan is to dig themselves out of the massive hole they’ve dug for themselves. It’s such a waste of time, energy, and money.

I can tell you from experience, the outcome of this approach is inevitable. They either (A) lose way more money in testing than is needed; or (B) spend way more time testing than is needed; or (C) fail so much, for

so long, that they give up and admit defeat; or else, (D) all of the above. Seriously, the marketer who employs this strategic approach to the game is not a professional. He's a hacker. He's got a "get rich quick" mindset that ensures he'll never get rich at all.

All that said, you can't go live with an optimized funnel. Testing and optimizing is needed and necessary. But you can (and you must) go live with a funnel that has all the necessary profit centers in place. For example, every funnel must have at least twenty profit centers. That's twenty uniquely different ways your funnel generates sales and profits from the traffic and customers you send through it.

Having those twenty profit centers in place—before you go live—will skyrocket your success rate. It will slash the amount of money you need to invest to optimize. It will also shorten the time it takes you to succeed. Not doing it this way is just idiotic.

By the way, in section three of this book, you'll discover what those twenty profit centers are and learn how to add them into your funnel. Most marketers don't have more than five profit centers. I'm going to give you twenty. And believe me when I tell you, all things being equal, the sales funnel with twenty profit centers will beat the pants off any sales funnel with only five.

So keep reading.

Way to Fail #2: Scale with No Backend

Scaling with no backend is the classic "walking a tightrope without a safety net" scenario. It's such a huge and unnecessary risk. As anybody who's actually scaled offers to big volume knows, if you don't have all your ducks in a row, scaling is risky business. There are so many things that can go wrong. So many issues that can "bite" you.

I know one marketer who scaled an offer without knowing what his 90-day refund rate was. Guess what? It was terrible. Yet, he didn't know. He scaled fast and he scaled big. Then, when that massive refund rate caught up with him, it was a train wreck. He lost all his money to refunds and ended up in debt. He couldn't pay certain vendors, so those relationships got burned. It took him a LONG time to recover from that experience.

Not good.

None of that would have happened if he had been patient and waited for his numbers to wash through. But even if he hadn't waited, if he'd had a strong backend of offers to send to customers, the profits from that would have bailed him out. And this is just one example of many reasons why scaling without a backend is a rookie mistake.

But let's say there were no risks. Let's say nothing could go wrong when you scale. It's still a dumb idea to scale with no backend in place. The amount of profit you're leaving on the table might be enough to set up your family, financially, for the rest of your lives. Since the most expensive sale you'll ever make is the first one, then whatever profit you earn up front is a mere drop in the ocean of what you'll earn in the Monetization phase.

If you want to play this game like a professional, then do the following. Launch your offer. Optimize your offer. Get it generating daily sales with a big AOV. From there, don't scale. Instead, build out your backend. Once your backend is in place, then scale. Yes, it takes emotional control to do this—especially when you have a high-converting funnel. But this is chess we're playing. Not marbles.

By the way, don't have a backend? Don't know how to create one? Don't know how to set up your monetization funnel to generate maximum profits on autopilot? Then man-oh-man are you going to LOVE what you'll discover in section four of this book.

Seriously.

Way to Fail #3: Try to Succeed

This is huge. Trying to succeed is a recipe for failure. I learned this from Halbert. He told me that when we try to succeed...and we want it so badly...we typically take all kinds of risks. We make assumptions. Cut corners. Pursue hairbrained ideas. Fast track things, etc. And in doing so, we ultimately skyrocket our likelihood of failure.

So instead of trying to succeed, what Halbert taught me was simple: Try to avoid failure. It's a subtle yet profound shift. That's because, in order to not fail, you must identify all the ways in which you can fail. That's a powerful exercise, let me tell you. Then, once you know all the ways you can fail, your job is to systematically develop solutions to those problems. And in doing so, you end up building a sales funnel—and/or a business—that's designed not to fail.

This can transform your career in marketing.

In fact, this shift in thinking has been directly responsible for my success over the years. It's also the "secret sauce" in my strategy for creating killer offers. In case you don't know, several of my offers broke sales and conversion records in two different industries. The health supplement industry and the internet marketing industry. I know that's true because my results were compared to results from other leading competitors and mine were better by a country mile.

What's more, failure-avoidance thinking isn't just a Halbert strategy. As it turns out, one of the greatest investors in the world—Warren Buffett—uses it too. His philosophy is this, "Rule 1: Never lose money. Rule 2: Never forget Rule 1." This is failure-avoidance thinking. Clearly Warren is not trying to succeed, he's trying not to fail. And by doing so, he's accomplished one of the biggest success rates in the game.

By the way, got a weak offer? Prospects not biting? Traffic not converting? Fear not. In section two of this book, you'll get a strategy for creating offers that is so powerful it could fast-track your path to dominating your niche. You'll immediately see the power of this strategy when you read that section.

So stay tuned.

Way to Fail #4: Don't Build a Real Business

Not long ago, I spoke with a health supplement guy. He came to me for help because he needed split test ideas. We talked for a bit, and I learned his story. He told me he had been generating 600 sales a day until about eighteen months prior. That's when his funnel stopped converting. He told me he had since invested roughly \$20,000 a month into testing and optimizing (\$360,000 over the past eighteen months) and finally got his offer profitable on 100 sales per day on average. But now, he wanted to get back up to 600+.

He had three upsells in his funnel and a cart-abandonment campaign for people who visited his order form but didn't buy. He told me he had a recurring billing offer in place for each of his order options. But other than that, he had no backend monetization strategy for customers after they ordered.

He told me the last eighteen months had been "difficult" as he battled through relentless testing without making any significant breakthroughs. He said not only had he not earned much income during that time, but he had also taken heavy losses on ad spend. I asked how he was surviving financially, and he told me he'd been living off income earned when his offer was crushing it.

What surprised me most about this guy's story was that he told me this wasn't his first rodeo. That he'd been through this journey several times before. He'd get an offer to convert, scale it, make some money, the offer would inevitably stop converting, and he'd then live off savings while trying to get his next offer up and running. Then, he would repeat the process all over again. Feast. Famine. Feast. Famine.

We spent time talking about backend monetization. We talked about how, if he'd had eighteen months of backend offers to promote to his customers, (A) he would not have had eighteen months of losses and financial stress while trying to get another frontend offer working...and (B) he probably would have made so much profit during the times his offers were scaled up that perhaps he would be retired by now.

But this guy was a hacker. He wasn't a professional. And he had no intentions to build a real business for long-term success. He just wanted to get rich quick. And in taking this approach to the game, he was willingly sentencing himself to a career of feast or famine, ups and downs, struggle, frustration, and lots of stress.

What's more, he admitted that it took him much longer this time around to funnel hack his way to success than it did when he first got started. In other words, his "famine" time was much longer and more grueling these days than ever before. I told him the funnel-hacking approach to success would only get more difficult for him over time. And that's because of the three inevitable realities we spoke about previously:

1. The cost of traffic is rising.
2. Conversions are declining.
3. The quantity of competition is growing exponentially.

But this guy wouldn't listen. He didn't care. He was too close to the forest to see the trees. Too focused on optimizing conversion to see that his business—and his career—was slowly sinking.

The truth is, as we mentioned earlier, if you're not willing to build a real business that's designed to survive and thrive against the odds of 21st century direct marketing, then you'll eventually and inevitably be weeded out of the game. The hacker's approach is no longer effective or sustainable. These days, only the strong survive. There are no shortcuts anymore. The only easy day was yesterday.

If you're ready to step up to the plate and do what's needed to build a business that can make you rich, then this book is manna from heaven for you. Each section builds upon the last to paint a picture of how you can master this business of sales funnel marketing on a high level. The only question is, do you have what it takes?

If yes, keep reading.

Way to Fail #5: Optimize for Acquisition, Not Monetization

Want to know something interesting? I do high-volume webinar marketing. I also promote lots of other people's webinars (and product launches) as an

affiliate. So I've purchased a small fortune of my competitors' products and services over the years. I guesstimate that 90%+ of webinar and product launch marketers in the internet marketing niche have no upsells after their order forms.

None.

How crazy is that? They spend endless hours optimizing their offers, their landing pages, getting people to attend their events, to dial-in their ads, etc. All in an attempt to optimize their sales conversions. Then, once they have a high-converting offer, they don't add in a single upsell offer to increase their profits.

I'll tell you another good one. There's a certain company (who shall remain nameless) in the internet marketing industry. They sell a \$5,000 training via two product launches per year. The company does about \$20,000,000 in revenue from these launches. Not only do they NOT have an upsell...but...the one and ONLY offer they promote on the backend is a \$97/month newsletter.

Can you imagine how much money these guys are leaving on the table? Can you imagine how much bigger their company could be? Can you imagine how much wealthier the owners would be if they just added-in an upsell (or two)? Or else, a backend offer (or two)?

These guys—and countless marketers just like them throughout every niche in the game—are so focused on acquiring sales that they have forgotten about making profit. They have forgotten about the need to monetize. I know that sounds crazy, but it's true.

Here's another example: A buddy of mine introduced me to a company that's trying to be the Netflix of the personal development niche. These guys are a nine-figure company. Each year, for the last three years in a row, they have taken a loss. They're doing round after round of investment to stay afloat and are fighting tooth and nail to just break even. My buddy brought me through their funnel. Again, no upsells. No backend offers. No monetization of any kind.

In their case, one single upsell would transform the financials of their company overnight. But instead of thinking about monetizing, they're investing millions of dollars into ad creatives, landing page design, split testing headlines, calls to action, etc. These guys are so focused on sales that they are incapable of seeing the countless opportunities to profit that are right there on the table.

In my opinion, this is a symptom of growing up in the online world. It's a symptom of learning marketing from modern "experts" who are simply unqualified to teach it. They haven't learned from the grandmasters of old. They haven't learned, for example, that every touch point your prospect or

customer has with your business should be monetized. Every page your customer lands on, every response to a support ticket, every action a prospect or customer takes (or doesn't take) must be monetized. If not, you're hemorrhaging money and it's only a matter of time before you bleed out and die.

One of the most profitable exercises you can do as a business owner is to sit down with your team. Start making a list of all the pages in your business that your prospects and/or customers land on. Make a list of all the ways your customers and prospects communicate with you. Make a list of all the actions people take within your funnel and the entire infrastructure of your business...and...all the actions they don't take. Then, brainstorm ways to generate profit from all those pages, communications, actions, and inactions.

If you do that exercise, then perhaps on this one strategy alone, this book will be worth millions of dollars in extra sales and profits to you. My entire approach to optimizing sales funnels is based on this strategy: Monetize everything. Because in case you don't know, direct marketing is about making profit. Primarily. It's not about making sales. Sales are just a means of generating profit. The entire focus is profit. Write this down: Profit, profit, profit.

So many marketers are sales-minded. If you want to win big in this business, you need to make a shift to being profit-minded. The good news is, if you're ready to make that shift, then every page of this book—from this point forward—is jam-packed with ways for you to increase your sales. But more importantly, with ways for you to profit. And not just profit, but profit BIG...and...profit LONG TERM.

So there you have it. Those are the five ways to fail big in this business and how to avoid them. If you employ the strategies and tactics I've shared with you in this chapter, life in direct marketing will get a lot more enjoyable (and profitable) for you. If not, and you continue to conduct business in the ways I just mentioned, then it's all downhill for you from this point forward. No kidding.

With that said, this now completes section one of this book. Section two is where the rubber starts to meet the road. We'll start off with a Halbert story in which he revealed to me the fastest way to make a million dollars in direct marketing. So turn the page and let's get this party started.

PART II

FAIL-PROOF MULTICHANNEL MARKETING

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Chapter 7

The Complete and Utterly Repeatable Blueprint for Million-Dollar Success

“At first, dreams seem impossible, then improbable, and eventually inevitable.”

Christopher Reeve

By now, you might be saying something like, “Caleb, this all sounds great, but what exactly do I have to DO to stop being a Hacker and become a Monetizer?”

Because that’s where the rubber meets the road, isn’t it? Turning ambition into action. Dreams into results. Flax into gold.

And without a map or a plan, it’s easy to get confused, lost, or even give up.

Well, never fear. Here in Part II, you’ll discover the same exact steps I learned to create marketing funnels that have generated millions of dollars in profits.

It all began one day when Gary and I were in a bookstore, and he said, “I want to show you how to make a million dollars faster and easier than you’d ever imagine.”

“Great,” I said. “That’s why I’m here.”

So we headed over to the magazine rack, where he told me to start scanning magazine covers.

Now at the time, I was into health supplements, so I picked up a body-building magazine and opened it up. There were several direct response ads selling muscle-building supplements directly off the page. And then Gary started talking ...

“You see this ad? You see this magazine? You see that product? If this ad has run multiple times in this magazine, what you have is a business in a box...winning ad, winning product, winning audience.”

“Great,” I said, “but how’s that worth a million dollars?”

“It’s simple. The only thing you need to do from this point forward is... write a better ad, design a better product, and then advertise it in exactly the

same magazine!"

It may sound crazy, but that basic formula has formed my entire approach to advertising since that day in the bookstore with Gary. It's a complete, and utterly repeatable, blueprint for success.

The very first thing I do now, when I sit down to write a frontend sales funnel, is to identify the top guys in the niche. I find at least my top five competitors, and I reverse engineer everything they're doing:

- I look at their ads, figure out why each ad works, and create an even ad.
- I look at their products, determine what makes each one appealing, and create an even better product.
- I look at where their ads are showing up and what media they're using and do it even better.

I start with the end in mind, which means I start with the sale in mind, and find out what's already making sales in that niche. Why? Because it's from those ads and those sales funnels, that I get to learn everything about the prospect: the environment of the niche, all the price points, all the offers, where it's being advertised, how it's being done, all the headline hooks, all the sales arguments.

When it comes to understanding your niche, doing your homework is absolutely critical.

When it comes to understanding your niche, doing your homework beforehand—and in every aspect of marketing from that point forward—is absolutely critical because you have to fully grasp and embrace this reality:

“The ultimate funnel is a journey, not an event.”

When their business is in trouble and facing a challenge, most marketers look for the secret, the tactic, the headline, the prompt, the one thing to add to their funnel in order to suddenly make it work.

We'll see marketers glom onto some tweak to their funnel, implement it, and wind up frustrated because there's no miraculous improvement in results.

It isn't an element in your funnel that's holding you back.

But the reason they were underperforming was because they had a huge problem in the strategy used to bring their product to market. It wasn't an element in the funnel that was holding them back. Instead, the biggest breakthroughs are based on the strategy, positioning, and the target customer you choose.

If you don't get the strategy right, you're going to fail in creating a super-powerful funnel.

Sure, you can study five competitors and break down their funnels. It's an interesting and engaging exercise. But at the end of the day, you'll almost inevitably realize, "I'm still no closer to getting my funnel built. This still isn't working."

And panic sets in.

Because even though you've studied and researched, you haven't created the headlines and copy and pieces of your funnel so that you can make money. And there's the panic attack, where you go, "Enough is enough. Let's stop studying and get straight to work and actually generate some cash."

But you HAVE to do your homework. And doing the kind of background research I'm going to lay out here in Part II of this book—so you can craft the right strategy—makes everything you do ten times more effective than it could be without it.

You **MUST** Double Down on Planning

I quit school at sixteen to become a carpenter, and there's a motto in carpentry: measure twice, cut once.

"Measure twice, cut once" is to carpentry as "plan twice, execute once" is to marketing. YOU **MUST DOUBLE DOWN ON PLANNING.**

So double down on planning. Do twice as much planning. Then execute.

The planning phase is twice as important as the execution phase.

Measure twice, cut once.

The game is won in research and that's where your big gains will come from.

I have these two clients, both Air Force pilots, and they're great marketers. When they came to me, they said, "Hey listen, we'd love to talk with you about a funnel."

They were selling a household kitchen device, a savvy, cool kind of peeler that did all kinds of tricks, just like the old infomercials. Their funnel was up and running and they were doing fifty sales a day. But they weren't making any money, only breaking even.

They identified their issue to me as, "We don't know how to upsell."

"Okay, so that's what you want to talk about?"

"Yeah, really, we don't have any upsell. We're firing on one cylinder here. Do you have any good ideas for upsells?"

And I said, "Well, what are your competitors doing? What are they upselling?"

"We don't know."

"Do you know who your competitors are?"

"No."

How in God's name did they expect to compete in their niche without knowing who the top guys were? All the problems they were having, they shouldn't have been having at all. And they **definitely** shouldn't have been on the phone with me and saying, "Hey, what kind of things should we upsell?"

They should have been studying their competitors, because then they wouldn't have had the issues they came to me with in the first place.

The Game Is Won in Research

After nineteen years of doing this professionally, I've come to fully understand this fact: The game is won in research.

Halbert used to tell me this, but I was too young and ignorant to understand the magnitude of it. It was just one of those things that flew over my head.

But he used to say, "The workload involved in creating a winner is ten times more than what you can comprehend right now." In other words, the level of effort that you have to put forward to pull off a winner is massive. And just diving in to build out funnels and ads and all that, which is what most people do, is a recipe for disaster.

Planning is critical to avoiding failure. The research phase answers all questions.

All the problems you run into as a sales funnel marketer primarily come from not having done your homework, not having done your research, not having figured things out. Because the research phase answers all questions.

Planning is critical to avoiding failure, and being focused on avoiding failure is absolutely core to the Monetizer mindset.

If you don't have that kind of attitude, I don't care what you know or who you know, you're probably never going to be successful.

And if you do experience some success, it'll likely only serve to get you into deeper problems when big platforms fall out of style or update their algorithms—rendering your past success to the same fate as those who made big money with 900 numbers, fax broadcasts, or cryptocurrency.

Over the following chapters, I'm going to break down the six most important elements of Monetization Planning to eliminate the possibility of failure.

- In Chapter 8, you'll discover what's absolutely irresistible to your customer.
- In Chapter 9, you'll find out how to truly know your ultimate prospect.
- In Chapter 10, you'll learn how to stake out breakthrough positioning in your market.
- In Chapter 11, we'll give you the ultimate system to create "can't fail" marketing.
- In Chapters 12–15, you'll master creating offers that HAVE to be accepted.
- And in Chapter 16, you'll learn the secret to designing and creating the Ultimate Funnel using all twenty profit centers.

Most of the people who read this book will assume this all might apply to someone else in some other business, but their business is different. Their product is different. Or, management within their company won't let them do this. Or, their clients won't let them think outside of the box.

For those folks, there's a lot of great insight and tactics within the twenty profit centers in Part III.

But for those of you who want to think differently, who want to study until you find the breakthrough solution that only you could conceive, Part II of this book is for you.

It's where you will learn how to systematically beat other people's sales copy and create massive winners.

It's where I'll share the secrets of how you too can write better ads, design better products, and beat competitors at their own game.

It's where I'll reveal the exact strategies that have generated MILLIONS for my business and show you how to do the same in your own business.

Warning: If you don't do it, I guarantee you—someone else will!

So what are you waiting for? There's at least \$1 million waiting for you out there!

KEY #1: Double down on planning.

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Chapter 8

Bullseye Awareness

“It concerns us to know the purposes we seek in life, for then, like archers aiming at a definite mark, we shall be more likely to attain what we want.”

Aristotle

There's a famous quote, attributed to legendary copywriter John E. Kennedy, that defines copywriting as “Salesmanship in Print.”

Sorry...but that's garbage.

So many marketers place all their hopes and dreams into putting words on a page. It's silly. Naïve. Has nothing to do with the job. It misses the mark entirely. It is nothing.

I've never, ever, ever, ever taken any course on copywriting and walked away feeling like it taught me the real scoop on writing copy, which has NOTHING to do with putting words on a page.

When most people say “copywriting” they imagine it's about writing, but it's got absolutely zip to do with writing. I'm not a good writer at all. I don't know how to spell half the words I write. If it wasn't for spell check, I'd be hosed.

But I can sell effectively—because effective selling has absolutely nothing to do with writing. And I can prove it ...

Halbert's “Girl In A Bar” Story

This was one of Gary Halbert's favorite stories and he seemed to love to annoy me by telling it to me repeatedly. I'd say, “You've told me that story ten times!” and he'd say, “And you need to hear it again and again and again.”

You can imagine how frustrating it was to hear the same story from the same person over and over again. But it was a testament to his belief in the value of its lesson.

So, there's this beautiful, gorgeous, voluptuous woman in a bar—the kind of woman every man would love to be with—and this woman is just driving every guy in the bar crazy.

The first guy walks up to her. He's tall, dark, handsome—the type of guy you'd think every girl would love to be with. He attempts to chat this lady up and take her home. But she just blows him off. He walks away defeated. She goes back to her drink.

The next guy comes along—and this guy's confident and for good reason—he's witty, charming, and funny. Again, the type of guy you'd think this woman would be attracted to, the type of guy who gets these types of ladies. But she just blows him off without a thought. He too walks away defeated.

Then, outside the bar, a third guy screams to a stop in his Lamborghini. He steps out, wearing a Gucci suit and a Rolex watch. He comes in, sees the girl, and boldly walks up to her. This guy is rich. He's loaded. He's a big deal. And again, just the type of guy you'd think would be able to get a girl like this. But wow, bang, she just blows him off. This guy slinks away with his tail between his legs, defeated.

Guy after guy attempts to get this girl. She blows them all off, one after another.

Then the doors swing open, revealing a short, overweight, disheveled-looking dude wearing shorts and flip-flops. He saunters up to this girl. You know immediately he's not going to have a snowball's chance in hell with this lady.

But he leans in and whispers something in her ear...

Bang, she lights up! Suddenly she's touching him, she's laughing, she's engaging with him. He puts his arm out, she locks onto it, and to the shock and awe of pretty much every man in the bar, the two of them waltz out, hand in hand, for a night of debauchery.

So the question is, what did this guy say to this gal to get her to go home with him?

"I've got cocaine. Want to party?"

The moral of the story is simple.

This lady didn't want a funny, charming guy.

She didn't want a confident, good-looking guy.

She didn't want a rich guy.

She just wanted to get high.

THAT, Halbert would say, is one of the highest levels of understanding you can achieve in advertising, which is having a perfect BULLSEYE understanding of what it is your prospect really wants.

And it's almost always very different from what YOU would want if you were in that situation.

If you can get to their BULLSEYE, then you don't need to be tall, dark, handsome, funny, confident, witty, or rich. You just need to know that bullseye, and you just need to say it to your prospect——and your prospect WILL take your arm and do business with you.

So, you must understand and be aware that the bullseye exists and it's the ONE THING that will set your prospect on fire. And if you can talk to that prospect about that one thing, then you're going to capture that person's attention.

- So number one, know that it exists.
- And number two (as this story illustrates), know that what the prospect desperately wants is often different from what you would want in this situation or what you logically expect your prospect would want in this circumstance. Let go of your biases, exciting ideas, and preconceived notions.
- And number three? Go and get it.

The question then becomes, what is that bullseye? How do you go and find it?

Over the years, I've learned it's very hard to find that one thing. You can't just look for that one thing, it takes a journey to find it. And understanding that journey is what I've been working to figure out for the longest time.

Halbert had been doing it for decades. He'd just go, "Bang. Got it. Figured it out."

For me, I didn't have decades of experience.

For me, it was a journey to figure it out, break it down, and isolate individual components to discover how you get there.

For me, I've discovered that the journey involved a variety of different things.

First of all, you start with the end in mind by asking the fundamental question:

"Who is the buyer?"

Because if you take any given niche, there are hundreds, if not thousands, of different prospects in the niche. But not all prospects are created equal.

The vast majority are freebie seekers who are either NEVER going to buy anything, or they're not going to buy anything right now because they're in free-information-seeking mode. They haven't crossed the line from

looking for free information over to, “I’m done looking for free information. Now I’m interested in buying.”

Therefore, if you target a free-information seeker in your advertising, you may as well just take your money and put it into a meat grinder, because that’s what’s going to happen anyway—you’re going to lose it all.

If you want to make sure that doesn’t happen to you, keep reading...

KEY #2: Only target the bullseye.



FREE RESOURCE *Download the worksheet:*
Investigative Salesmanship

Determine a Perfect Bullseye for the Buyers Within Your Niche
Download now: www.MonetizationResearch.com/free

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Chapter 9

Understanding Your Ultimate Prospect

“Gentlemen, this is a football!”

Vince Lombardi

It's easy to get sidelined by tactics, trends, and technology, especially today.

But mastering the fundamentals is the most advanced stuff that you can do.

I know nothing about American football, but there's the story of a once-mighty team that found themselves on a losing streak they couldn't break. They fired the coach, and brought in another, Vince Lombardi, who kicked off the first meeting with, “Gentlemen, this is a football.”

“Gentlemen, this is a football!”

And everyone on the team thought, “What are you talking about? We're in the NFL. You're telling US what a football is?!”

But what he was doing was bringing them back to the fundamentals, the absolute basics. He made them work relentlessly on the basics and master those skills at a level beyond every other team. The story ended with these guys going on a rampage and winning everything.

Marketing works the same way. There are really only five or six core principles to master and everything else is rubbish. And if you master the basics of those five or six core principles, then you will be light years ahead of everyone else trying to use the latest, greatest, and coolest, whizzbang, flashing-lights nonsense.

And one of the most important, if not **the** most important, of those core principles is this:

You've Got to Understand Your Ultimate Prospect

And to take it further: You've got to understand that there are BUYERS and NONBUYERS, and the nonbuyers outnumber the buyers many times over.

Even if they ultimately become buyers later on, they're NOT buyers now.

So you have to be extremely careful who you target, because if you just go out into the marketplace and don't know what the hell you're doing, then you'll end up targeting the vast majority of people in the whole of the marketplace—including the nonbuyers—and you'll wind up throwing money down the drain.

With this in mind, let's figure out who your buyer IS. Here are a few key characteristics to look for.

A Buyer Is Someone with an URGENT Problem

Note: not all problems are created equal.

Let's say you have a dripping faucet in your kitchen sink: drip, drip, drip. Definitely a problem, however, even though it might cause frustration and be an annoyance, there's really nothing terrible that's going to happen if you don't get that fixed.

It IS a problem, but it's not an URGENT problem.

Compare that to a burst water pipe in your basement that's destroying all your treasured family heirlooms, handed down to you by your parents, grandparents, great-grandparents, and so on.

A burst water pipe destroying your basement, destroying your family heirlooms? THAT is an urgent problem, and every minute that goes by without getting it fixed means the problem is getting worse and worse and worse.

As the time goes by, there's an ever-mounting volume of pain associated with NOT solving that problem now. The longer it goes on, the more pain it causes.

This is a very basic example of the difference between a regular problem and an urgent problem. People simply aren't all that motivated to solve regular problems. But when faced with an urgent problem, you have no other choice, you have to solve it.

So, the people most motivated to buy are generally those who have some sort of urgent problem.

Without an urgent problem, there's no motivation. Urgency drives motivation, puts gas in the tank, creates a need to find a solution.

Having said that, understand that people **do** buy nonurgent solutions all the time (e.g., fish oil for heart health). It's just that more urgent problems trigger higher conversions and bigger ROIs (e.g., a pill that dissolves deadly plaque blockages in your arteries).

Next –

A Buyer Is Someone Who Has Money

When asked why he robbed banks, Willy Sutton answered: “Because that’s where the money is!”

We’re looking for someone with an urgent problem **and** the resources available to solve it.

Stop trying to squeeze blood from a stone. Don’t make your business harder than it needs to be. Go after the people Halbert described as PWMs (Players with Money) and offer them exactly what he said they’re most likely to buy:

- EDUCATION – These buyers are lifelong learners who understand that value even a slight edge in knowledge can bring, which makes them than happy to invest in information that supports their careers, their interests, and their passions.
- INSPIRATION – These buyers are looking to be inspired, but not with fluffy, “rah-rah” BS. The kind of inspiration they’re looking for comes from the real-world experiences of experts who have overcome the same kinds of challenges they now face and who are willing to share their experience and wisdom.
- VALUE – These buyers will spend big on products and services targeting making their businesses and lives better...BUT...they won’t just toss away. They care about substance and meat, not half-baked nonsense or merely window dressing.
- TIME – Probably the highest value you can create is to deliver services or products that save PWMs time. It’s their most precious commodity. Even if they can do what you do just as well (e.g., copywriting), they’re more happy to outsource which allows them more time to focus on things of higher priority, higher value tasks.

And who are the most-likely-to-buy PWMs? Well, for many kinds of products and services the optimal PWMs are:

BUSINESS OWNERS

Even though business owners make up a tiny, yet driven, subsection of our population (around 6%), among them where you’ll find plenty of PWMs for targeting.

While there are definitely PWMs in other markets (e.g., weight loss), aiming at business owners makes sense for a number of reasons—including that if your business is to sell to other businesses, you’re about 500% more likely to succeed than if you tried to sell to consumers—especially because of characteristic number three...

A Buyer Intends to Spend Money to Get a Solution

Finally, we're looking for someone with an urgent problem who has money and plans on spending it.

A buyer is NOT someone with a mindset of looking for free information.

So Don't Target Nonbuyers

In a nutshell, most marketers are targeting nonbuyers—with their ads, with their landing pages, and with their solutions.

With their creatives.

But understanding your ultimate prospect has nothing to do with creativity. It requires relentless, investigative salesmanship. You need to become an investigative reporter with high-level salesmanship skills. That's what the journey involves, plain and simple.

If you can figure that out, then you are a deadly weapon, you become a killer.

And it's really not that hard. It requires a change of attitude and perspective. And yes, you'll find this said in every single marketing strategy book, no matter the author. And it's something you can rattle off when networking, and your listeners will instantly say, "Oh yeah, yeah, yeah, yeah. Let's move on."

People do not want to hear about this strategy because it's talked about so much that they've already acquired that knowledge. It's like, "Tick the box, I know, right prospect, let's move on."

But almost no one actually does it in practice—in a serious, systematic, and comprehensive way—as I've described in this chapter and this book.

And yet, it's in the doing of this strategy that you unlock the power.

How This Affects Your Marketing

Understanding these three characteristics of a buyer—this is very, very important.

This is the secret sauce.

This is the fairy dust you put on your project to make sure that it works.

Because I don't care how good your advertising is...I don't care how great your upsell funnel is...I don't care how dialed in your backend is...I don't care about any of that stuff. If you attract a free-information seeker to your offer, that person's not going to buy anything. It's just as simple as that. You'll have wasted it all.

And people just stay confused, and wonder, "I did everything right, so why isn't it working? I just can't figure it out." More often than not, they've

geared their advertising toward people who are nonbuyers who aren't ever going to buy anything.

For example, I teach high-ticket coaches, service providers, and information marketers how to get customers and clients via email list building and marketing. Therefore, in the net I cast to attract serious buyers in this niche to my seminars (and weed out nonbuyers), I aim straight for the bullseye by bringing all three strategies together in one headline:

"HOW TO TURN A \$10,000 INVESTMENT IN FACEBOOK ADS INTO A HIGHLY PROFITABLE EMAIL LIST THAT SELLS \$5,000 TO \$100,000+ PRODUCTS AND SERVICES BY THE TRUCKLOAD."

This headline hits my buyers' bullseye...

1. If you're looking for a way to get more sales and clients, it's because business and your personal income is at risk (urgent problem).
2. If you sell \$5,000 to \$100,000+ products or services, you can afford v I'm selling (you got money).
3. The fact that you would sign up for this lead magnet qualifies you as a person with \$10,000 and the intent to spend it (got money + intent to invest).

This person is a BUYER.

This example comes from the business world, but the same line of thinking can and should be applied to any and all niches in existence.

Speak to What Matters to Your Prospect

It's critically important that you REALLY understand your prospect and who you're speaking to. If you can speak to your prospects in a way that shows you have a thorough understanding of exactly who they are and what they're looking for, you'll create tremendous credibility.

You can use all the proof elements in the world in your marketing, but if the prospect doesn't feel like you're speaking directly to their wants, needs, desires, fears, frustrations, and problems, those proof elements won't matter. So you've got to put the work in and study your prospects.

"You've got to put the work in and study your prospects."

- Understand who they are.

- Hear them speak.
- Hang out with them.
- Understand their issues.
- Understand the language they use.

You've got to surround yourself with them to get an understanding of who they are. And you've got to start asking them everything under the sun.

- What are their wants, needs, desires, fears, frustrations, and problems?
- How did they come to be in the niche?
- What dilemmas are they facing?

Once I've figured all of this out, I know how I'm going to make those particular audiences convert to that particular offer.

Why?

Because I've taken the time to understand the people in these audiences—their wants, needs, desires, fears, frustrations, and problems—before attempting any selling.

What gives you the idea that you can simply assume a few things about an audience and make them magically convert? This line of thinking is naïve, it's not scientific, and it's definitely not an intelligent approach to marketing.

Now here's something I do that I personally believe to be very smart...

I'll survey the traffic source that I'm going to ultimately advertise to. If it's Facebook, I'll build a Facebook group and put in a thousand prospects from those audiences. If it's YouTube, I'll put them on an email list.

I'll start dripping content on them, giving them tips, tricks, and tactics. I'll do a lot of Q&A sessions (either in a Facebook group or via Zoom). I'll tell them the day, the time, and instruct them to bring their most urgent questions to the call.

On the call, I'll answer their questions and ask them a hundred more in return. One of the most important is simply, "What happened in your life recently that caused you to look for a solution?"

For example, let's say you're in the keto niche, so you'd ask: "What happened in your life recently that caused you to want to go on the keto diet?"

If you know the answer to that, oh my God!

I did this in the keto niche, asking, "What happened in your life recently that caused you to want to go on the keto diet?" and I literally got hundreds

of responses. A large portion of the women said, "My husband insulted my weight."

Think about that for a minute. How many weight loss ads out there are talking about that issue? How many ads lead with a story about a lady's relationship with the love of her life, the man she married, that went south when her weight got out of control—so much so that he started insulting her about her weight?

None of them are. Absolutely none.

But if your advertising talks about that, your words are going to land like lightning in the hearts and souls of the women you're targeting.

There's no greater proof or credibility element than to convey to your prospect that you thoroughly, completely, deeply, and emotionally understand who they are and what's going on with them and their life.

But you can never get to that level of depth without doing this type of work.

One of the big things I always look for is the genesis of why someone's there. In the internet marketing niche where I operate, the reason why people are there boils down to three things.

1. They want to make a lot of money.
2. So that they can live an extraordinary life.
3. But the business model they're currently using has them overworked underpaid.

By knowing those three motives and starting from there, you're speaking to the core reasons why they're seeking a solution in the first place. You can rest assured you're speaking bang on target to precisely what it is people are looking for.

In one webinar I created which generated close to \$12,000,000 in revenue, the headline was,

"The Hottest New Lifestyle Business Model for Overwhelmed Internet Marketers."

I became famous in the webinar industry and made millions and millions and millions of dollars, breaking conversion rate records.

People said, "Dude, you're so creative." To which I responded, "I'm the least creative marketer out there. I'm really bad at creativity, but I am really good at doing my homework."

You see, I took the time to research, to build Facebook groups and email lists, and to find out why they were there. Tony Robbins called it

“Persuasion 101,” and he explained that people act for two primary reasons:

- Desire for pleasure
- To avoid pain

Within each of those categories, there are three subcategories. In the pleasure category, there's wants, needs, and desires. In the pain category, there's fears, frustrations, and problems. Combined, these are the six reasons why people buy.

And on top of all that, you want to uncover the urgent problem because, remember, not all problems are created equally. In the business space, this involves asking questions like:

- “What’s the biggest challenge you face in your business right now?”
- “What is the number one thing stopping you from achieving the success you want?”
- “What’s the one thing that, if you could get rid of it, would catapult you to success in the next 90 days?”

The answers you get to those kinds of questions will tell you the types of problems your audience is facing and their urgency. And you’ll start to see similarities and categories within the answers that come in. For example, within the category of people having traffic problems, you might find:

- The beginner who’s never driven traffic before and who’s terrified of losing money.
- Someone who’s spending \$100 a day and is freaking out, banging their head against the wall, because they’re not converting.

So...who’s got the most urgent problem there? Is it the person who’s burning through \$100 a day and isn’t converting? Or is it the person who’s afraid to get started in the first place?

Start categorizing these problems as urgent versus nonurgent. Then, when you get your list of urgent problems, try to figure out the dilemma they face—because explosive conversions happen when you’re ONLY dealing with someone who’s...

Caught Between a Rock and a Hard Place

When a person is caught between a rock and a hard place with an urgent problem that’s getting more and more painful as the days go by, there’s gold in them thar hills.

For example, in the sales funnel space, there are loads of people to target. Right? You could target, "Hey, I understand the need for a sales funnel. I want to get started. I don't know how to do it as a beginner." That's someone you could go after.

Or you could instead target somebody who...

- Has just spent the last six months building a sales funnel...
- It has cost WAY more money than they anticipated...
- They've finally gone live with their funnel...
- They're spending \$100 a day...
- And this freaking thing isn't converting!

They don't know what to do and they don't know how to fix it.

They've come so far, and they've made so many promises to their wife. So they can't give up and they can't go home. But they can't continue like this, either.

Rock, meet hard place—it's a perfect checkmate. They're stuck and desperately looking for someone who knows the path through the jungle.

And once they find someone like that, they're going to cling to that person like a life raft.

You can make a lot of money with those people—because that's a person who has an urgent problem, who has money and is now spending it (so they have the intent to spend), but they're caught between a rock and a hard place and if they don't find a way out, they're absolutely hosed.

There's no way forward. There's no way back. And they're facing a dark hole of despair and failure that's going to break them emotionally if they can't figure it out.

When you target those people, rather than the free-information seekers, THAT is where breakthroughs happen.

So, number one, I want to know who's got the urgent problem.

Then, number two, I want to know that person's dilemma.

And then, number three, I want to know that person's wants, needs, desires, fears, frustrations, and problems; plus, I want to know exactly what caused them to be in the niche.

I also want to know what books you've purchased and what solutions you've already tried, because I want to know what you know. If I know what results you've had with the solutions you've bought (usually bad results), then I'll know not to offer you a solution exactly like that—because I don't want you to associate your previous failures with what I'm now offering.

I want to know ALL this stuff so I can know how to speak to you.

I know what NOT to say to trigger negative reactions.

I know what TO say to trigger positive reactions.

So if you're telling me, "I've wasted a ton of time, energy, effort, and my life savings trying to make webinars work," then I'm not going to turn around and say, "Look! I have this webinar solution!"

Instead, what I'm going to talk to you about very clearly is, "Hey, I've got this other solution that's so much better than webinars. Webinars suck because of one, two, and three. And this thing is so much better because of one, two, and three. This is so much better, faster, easier for you to succeed with than webinars."

And I don't just make that up. I've done my homework, which has told me to talk in this manner to you. Because I've done my research and I know what I need to say to you to get you to buy.

That's the BULLSEYE.

This is marketing that absolutely gets the right answer for the problem. It provides you with the right solution for the problem. And it absolutely generates the highest conversion rates.

The bullseye is not any one magic line like in the Halbert story I mentioned earlier, "I've got cocaine, want to party?" It's not "magic words." It's a position you can take that's absolutely perfect for persuading your prospect to buy in record numbers.

And I've just described to you the journey you must follow to get there.

Recap: Your Ultimate Prospect

Your ultimate prospect is someone who:

- has an urgent problem,
- faces a dilemma and is caught between a rock and a hard place,
- is desperately seeking a solution,
- and has money and the intent to spend it.

And as their perfect marketer who has done your homework, you:

- are very clear on their wants, needs, desires, fears, frustrations, and problems,
- totally understand why they have that need in the first place,
- understand what they already know in terms of hooks and solutions,
- understand the pros and cons of the solutions they've already tried,

- are able to position yourself to serve that person...

... without stepping on any landmines that would prevent that person from buying, but instead triggering and compelling that person to take massive action.

Your entire funnel needs to be based around targeting this specific person.

NOW you're hitting the bullseye.

Target Your Solution, Funnel, and Ads to Your Ultimate Prospect

Now, when I describe the need to only target that type of person, many assume, "Gosh, that's very narrow."

Yes. It IS very narrow. And you probably think there aren't enough buyers out there who will respond to that level of detail in your advertising.

What I've found instead is that when you narrowly target your "Ultimate Prospect," you also suck in lots and lots of other prospects.

It's like aiming at a dart board. When you hit the bullseye, and you hit it hard enough, often enough, what happens is you suck in a tremendous quantity of other prospects from the outer rings as well.

You might think you're limiting the scope of your marketing when you do this, but it's quite the opposite. You're skyrocketing the likelihood of creating a winning advertisement that hits the bullseye, which then also sucks in buyers hanging out around that bullseye.

The other way is to try and target EVERYONE on the dart board, which seems logical, but the problem is that nobody ends up buying.

Aiming for your target (the bullseye) will often pull in buyers who are hanging out on the sidelines. BUT, aiming for EVERYONE as if everyone's a target will lead you to a nonbuying situation—NO BUYERS.

Many marketers worry that limiting themselves to the bullseye excludes the rest of the dart board, and they'll wind up generating fewer customers because they're targeting only certain customers with a certain message.

What we've found, however, is that targeting the bullseye makes them a lot more attractive to all the prospects, not less attractive to those they aren't specifically targeting.

This is about tipping the odds of success so massively in your favor that you get a very consistent batting average. It's far better to have an appeal that caps out at a hundred sales a day than an appeal that generates no sales at all.

Most people who get some success under their belt don't know why they achieved that success. They just got lucky and it's not repeatable, because they don't have a systematic process for creating winners.

Create WINNERS . . . by doing the work. REPEAT the system . . . by showing that you understand.

This IS a systematic process for creating winners.

But you have to do the work.

And most people won't, because most people are lazy and unwilling to do what's truly required to be successful. (That's a topic for another time.)

If you do this stuff, you'll wind up creating a batting average, which is the best thing you can hope for in the marketing game. You'll still have losers, but you'll also have plenty of winners—and those winners will pay for the losers many times over.

If you don't play the game this way, however, the winner or two you do have won't be able to offset the relentless, massive volume of losers.

It's important to understand that I'm not talking about putting arbitrary limits on your audience to limit the scope of what you're up to. It's a big mistake to simply cut a market in half, like just going after women in the internet marketing niche. Why would you do this?

Look, I can understand the motivation if you're a woman and your thing is to empower women. And creating and offering a general purpose "Facebook Advertising Course for Women," or taking an "I'm going to teach women how to be entrepreneurs" approach is okay. It's great. That's fine.

But because it doesn't specifically target "Players with Money"—who have proven in the past that they will purchase the right solution—with a solution to an urgent problem, the offer is always going to suffer from traffic, conversion, and revenue problems. Yet I see a lot of people doing exactly that type of thing.

Instead, what you should be doing is looking for the most urgent problems, and then using finesse to understand the relative size of these urgent problems. And if your research finds three urgent problems, you want to pick the biggest one of them—or perhaps include them all.

You want to always be creating the largest scope of opportunity for yourself as possible within the realms of a systematic approach to succeeding.

Most marketers are hope-based marketers who just throw something against the wall and hope that it will stick. And every now and again, the sun shines and hope prevails, but it's not repeatable.

This IS a repeatable system.

When you can talk to somebody in a way that makes that person realize you deeply and truly comprehend the scenario they're in, and the dilemma they're facing, your words land like lightning. There's literally a physical reaction. Hearts skip beats. Adrenaline gets released into the bloodstream. All sorts of emotions get spiked when a person is able to talk to you about something they shouldn't otherwise know.

Think about it—if you have a son who suffers from a life-threatening health issue, and then someone starts to talk to you about their son who has precisely the same issue, a massive amount of bonding automatically takes place. It's like, bang, I'm instantly joined and connected to you.

- I don't need your proof elements.
- I don't need your credibility.
- I don't need any of that because we're in this together.

THAT is next-level selling. You're instantly connected with that person because you've shown that you understand them in a way no one else does.

They will think to themselves: "You understand my problems, my feelings, my fears, my anxieties, my stresses, the trauma that has taken place in my life, the hurt, and the pain on a level that no one else understands."

You get me. That's all that matters. And here's my money.

That's superior selling.

That's high-level stuff.

And it only comes from this type of work, this type of research.

KEY #3: Target ONLY your ultimate prospect.



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Chapter 10

Breakthrough Positioning

“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole.”

Economist Theodore Levitt

I’ve always had one major issue with advertising...

Let’s say you create an advertisement, and it bombs. If you don’t know why it bombed, you have no control over your success in fixing it. You have no way to know what direction to take, which means you’re essentially just winging it.

If you don’t know why you failed, then you’re going to compound that gap in your skill set over time. You’re going to carry the unknown reason you failed onto the next attempt, and the attempt after that, and on and on.

I’ve always tried to be in a position where I’m okay with a failed test, but I’m not okay with failing and not knowing why.

I’m okay with a failed test. I’m not okay with failing and not knowing why.

I say that because I was riding high on the hog back in my newspaper advertising days. I was really killing it, everything I touched turned to gold. My ego inflated, there was a swagger in my stride, and so I started teaching that stuff to others.

Now, newspaper advertising is a fascinating game. You’ve essentially got about 900 words in a half page newspaper ad to generate millions of dollars’ worth of sales at a significant profit. It’s a remarkably short amount of words for accomplishing such a huge feat. Therefore, it takes an unusual skill set in advertising to succeed.

Very few can do it. I’m one of them...and I was one of the best at it. In fact, I became the “Newspaper Ad Guy,” the guy where everything he touched turned to gold.

Until I met the diabetes niche. I applied all of my knowledge and know-how to the diabetes niche, wrote an ad, and it bombed.

I shook it off, "Hey, I'm the man," and did another one.

It bombed. Did another. Bombed. Did another. Bombed. Did another. Bombed.

I think I did about eight or nine versions of the ad, and with each failure, my ego collapsed further and further. It shook me to my core. I couldn't sleep. I couldn't figure out why this wasn't working.

By now we'd spent a lot of money, and the sentiment on my team was, "Let's just move on. You've got to take one on the chin every now and again. You've got to get up and keep on running."

But I didn't want to move on. It was just killing me.

"There's no way we can ever move on from this. If there's a last stand in business, then this is it, because we can't move on. If we don't know why the heck this thing isn't working, the losses it's going to create for us going forward will eclipse the losses that we've just taken by many, many times over. Even if it takes forever, we've got to figure this thing out."

And every attempt, every little new angle I went after, every cure for the problem was just another dead end. I was completely baffled as to why my ads were not converting.

Then Christmas came around and I went home to Ireland. As we sat down for dinner, my father said, "Oh, hang on, I've got to get my meds."

And I thought, "Oh geez, dad has diabetes, I forgot."

"So Dad," I said, "what are the pills like?"

"Oh, they're great."

"Why?"

"Well, they work great, they don't cause any side effects, and they're cheap as chips."

I fell back into my chair.

WOW.

I realized I'd been trying to sell an inferior product, positioned as a health supplement.

First off, I'd been charging \$69 for a 30-day supply and its clinical study said you had to take it for 90 days for it to work. But with Dad's prescription, it was about \$21/month and in 60 minutes your blood sugar would come down to normal.

I realized I'd been blindly, unknowingly, ignorantly, taking a lame horse to the race.

I'd tried to beat Tiger Woods at a game of golf.

I'd offered an inferior solution to all the other solutions already available in the marketplace...and I thought I'd succeed simply because of my

excellent skills that had been proven reliable many times in the past.

I quickly realized the flaw in my game was that I had never studied the solutions already available in the marketplace, along with the pros and cons associated with them. I'd just assumed that great advertising would be enough.

But it wasn't.

Why would someone buy my 400% more expensive product, which works a thousand times slower, when they have a better solution?

I realized that I needed to understand my competitors much more fully.

So, I studied ALL the drugs on the market. I found out what they were brilliant at doing, and where they were absolutely not brilliant. I found out the problems diabetics were having that these drugs did nothing for. And I figured out that while the pills were outstanding at lowering your blood sugar, that was only one of several serious issues diabetics face:

- Approximately 70–80% of diabetic men have erectile problems. That's a tough situation, and the prescription meds don't help with that.
- Diabetic nerve pain is also a massive issue.
- Blood flow in the body is a huge issue, related to a major fear of amputation.
- Another serious worry for diabetics is blindness.

Now, I didn't really have anything for blindness, and I didn't have anything for amputation, which left bedroom issues and diabetic nerve pain.

So I went with diabetic nerve pain and repositioned and reformulated the product.

We went out the door with a pill geared toward solving diabetic nerve pain. And it was an enormous success for us. It hit the ground running and made a lot of money.

Most Prospects Are Comparison Shoppers (Or Plan to Be)

What I realized from that experience was that the days when you were the only solution, when you were the only pub in town, were long gone.

Today, everyone's either an experienced buyer or a comparison shopper.

In either case, you must understand that ***the game's not about WINNING a customer as much as it's about STEALING a customer***. And to generate breakthrough results, you must employ the formula for positioning that I've used time and again to create conversion rates way above the norm.

It starts with that understanding I just mentioned—you’re dealing with a comparison shopper, someone who’s bought solutions in the past and is usually unhappy with the results.

If you come out with something that looks, smells, and tastes like something they’ve already tried and had a negative experience with, then that bad experience gets associated with your product and they conclude, “No way I’m falling for that crap again!”

Therefore, you don’t generate any sales.

What you’ve got to do instead is position yourself as the new, unique, exciting, never-before-seen-or-heard-of...and in all ways better. Something that has a higher likelihood of success than EVERYTHING else out there.

By doing this, you’ll park your prospect in a very fascinating psychological bind, which is, “I should either give up on finding a solution, buy an inferior solution, or buy the very best solution in the marketplace—which is Caleb’s solution.”

Why would you choose any solution other than the most superior?

This kind of positioning creates a breakthrough in conversion rates.

Two Levels of Positioning

Now there are two levels of positioning that I go after...

LEVEL 1 – I want to position myself as better than all other solutions out there. In doing so, I create a scenario where the person logically concludes, “I need to work with Caleb because he’s got the ultimate solution. Working with anybody else would be insanity.”

LEVEL 2 – This is based on the understanding that there’s a seed reason why someone’s in a niche. And if you speak to that person based on that seed reason, then you’re aligning yourself with the conversation that’s happening inside the person’s head.

For example, here’s what I did in the internet marketing niche. I had a competitor who wanted to run an offer to the general audience of internet marketers with a program called, “How to Start a Business Running Product Launches for Other Companies.”

Sure, there’s a niche for that among the small community of product launch guys. A very small niche. But that’s not a mass appeal offer. Why? Because it’s (A) not aligned with what prospects want in that niche, and (B) it’s not positioned against the competition.

Internet marketers want to make money online without the need to work hard so they can live an amazing lifestyle of freedom and choice. What this competitor was offering was the complete opposite of that. What he was selling was a “hard work” solution.

As mentioned earlier, I have a webinar for this niche, and it's generated twelve million dollars so far. And its title is, "The Hottest New Lifestyle Business for Overwhelmed Internet Marketers."

THAT positioning strikes a powerful nerve with the internet marketing prospect.

- He's working too hard.
- He wants a better lifestyle.

My offer is killing it, and this competitor's offer is bombing—because he's not coming from the perspective (the seed reason) of why the prospects are even in that niche.

Because when you **do** speak to the prospect from that core perspective of what they want to achieve, and you stick to it like glue, that's an enormous position to hold. It's saying, "I know exactly why you're here. I know exactly what you're looking for. And I have the dream solution for you."

Then you mix in the Level 1 "It's Better!" factor, and you can say:

"I know what you want. I know why you're here. I have the dream solution for you. There are only ten solutions in the marketplace, and this one is faster, easier, cheaper, more exciting, and has a higher success rate. It requires less risk, less work, and less responsibility on your behalf to succeed."

When you can combine Levels 1 and 2 together, you've got the ultimate position in the marketplace, because you've closed all the doors on why someone would say no to your positioning and be interested in something else.

Identify ALL Categories of Solutions Available to Your Prospect

You need to identify all the categories of solutions available to your prospect. Make a list of their pros and cons. Your job then is to close all the doors to buying other solutions by identifying all the ways your solution is better than all those other solutions.

It's my job to imagine that my prospect's across the table, saying, "Look, here's my money. I need you to tell me which is the very best solution for me. Tell me the pros and cons and tell me why the solution you pick is best."

If you're NOT able to walk your prospect through that discussion, you haven't got a Breakthrough Position.

To create that breakthrough position, you've got to identify the seed reason why someone's in your niche. You've got to understand exactly what they're looking for and the core of why they're standing before you in the first place.

Breakthrough Positioning requires the seed reason: Why are they in your niche and why have they come to YOU?

Practically nobody takes the time to understand that stuff. But if I don't know what got you here, if I don't know what drove you here, if I don't know what it is that you're looking for, how can I attempt to sell it to you?

When you understand that, you're going to be able to talk to them in a way that makes your advertising land like lightning. They'll experience a visceral, emotional impact when they come in contact with your advertising—and that emotional wallop, that sensory feeling, that skipped heartbeat, that release of dopamine, that's very, very important.

Because THAT's the hook. It's not just some words or tagline or slogan. Everybody talks about the big idea, but words and everything else they say, it's not really it.

The HOOK, what you're looking for, is an emotional experience.

It's seeing a gorgeous, voluptuous woman walk down the street, the smell of her perfume, everything, bang. It's a sensory internal emotional reaction. That's what you're looking for.

And you give that to people—when you talk to them in ways that make them feel like you really understand what they're looking for, and you give them that emotional wallop—then BANG! You stand out like nothing else.

It says, "I know exactly why you're here. I know exactly what you're looking for. I have the perfect solution for you, and let me tell you, it's better than everything else you've ever seen or heard."

I know exactly why you're here. I have the perfect solution for you, and let me tell you, it's better than everything else you've ever seen or heard.

Then you back it up with logic and proof and clear explanations for why it actually is faster, better, etc.

So do the research. Go through everything they're looking for—wants, needs, desires, fears, frustrations, and problems. What are the frustrations? What are the problems? What are the fears? What are the wants? What needs do they have?

Give crystal clear responses that position your solution as better than everything else out there.

By doing so, you'll park that person in a place of understanding: "Gosh, now that I've learned this, I'm either going to have to go home and forget all about finding a solution, or I'm going to have to buy an inferior solution, which makes no sense. Or I'm going to have to buy Caleb's solution, because it's the best freaking thing in the market for getting me to where I ultimately want to be."

That's Breakthrough Positioning.

Identify WHY Your Solution Matters

All too often we design a product, create a marketing message, and then try to find somebody to push that marketing message to.

But a better approach is to first understand the customer, then analyze the products and solutions currently in the market, and design from there. It's so important to ask yourself questions like:

- What is the urgent problem a player with money would readily buy a solution for? What's really causing them grief and pain that they want have removed from their life?
- How does it feel to the buyer to solve this problem? Once your solution come to the rescue, what's ending all that pain going to feel like?
- What's possible now that THIS problem is solved? What doors will open opportunities emerge, possibilities finally become real?
- How will others view the buyer because they have bought this product? How will it change the way the world sees them and how will that affect the way they feel about themselves?
- What is the story your customer will tell themselves and their key stakeholders about this purchase? Everyone's the hero of their own story, so how will this narrative now play out in their imaginations and lives once they've made that step to accept your offer?

Understand that when someone makes the decision to buy, it's always done in the context of how it will affect both their status and their own personal narrative.

It's not merely a watch he's buying. He's buying the story that he's now reached a point in his career when others around him expect to see an expensive watch on his arm. That watch announces to the world that he's reached a certain level of success. And when he's wearing the watch, he'll have more confidence because the watch acts as a signal to himself that he's finally arrived at that place where he's always wanted to be.

This is consistently a powerful motivating factor in sales. It's similar to the story a paper-pushing attorney told himself as he bought a Harley-Davidson motorcycle. During the day, he's just another guy pushing papers. But when riding that bike, he could confidently say to himself, "Yeah...I'm a badass."

Always go deep to understand these needs.

It's Netflix vs. Cable. Netflix gave Cable buyers a reason to cut the cable cord.

For example, on the surface, Netflix provides videos for entertainment. But really what launched Netflix's digital subscription platform was they understood consumers were pissed off and frustrated about the damn cable bill. But those same consumers could stick it to their cable company by cutting the cord, not paying an outrageously expensive cable television bill every month, and going to Netflix.

THAT was a bigger motivation than any content on Netflix itself.

You Can't Be Just Another Option

Think about Domino's and their original pitch, "Get fresh, hot pizza in 30 minutes or less. Guaranteed." And with that, they positioned themselves squarely against the competition because they weren't trying to target consumers who had never bought a pizza before.

It's naïve to think that you can just be the same as every other pizza company out there and expect to dominate the planet like Domino's. You might dominate your block if you're the only pizza guy on the street, but for worldwide domination via en masse marketing, you've got to be positioned against the competition.

You can't just be yet another guy.

Even worse, if you're not positioned AGAINST the competition, then You Are One of Them.

And you CAN'T be one of them, because the customer has already bought from them. And they're upset and disappointed by the result, otherwise, they wouldn't be looking at you for a solution.

So if you're just another Facebook advertising course, then you're only going to trigger a reaction like, "I bought a Facebook advertising course, and it was way too complicated. I spent a bunch of money, and I lost my shirt. I'm not buying one of those again."

If you're not positioned AGAINST the competition, then You Are One of Them.

In other words, if you're just one of many, then all of your prospect's negative experiences get instantly transferred onto you. And you can't succeed.

You've GOT to be better than all the others out there to give the prospect a new reason to believe that it's worth spending money on another solution.

This is where a lot of guys get it wrong.

Yep, it's the classic USP (unique selling position), but 99% of the marketers out there only have an SP, a selling position, and it's not unique. They don't have a unique selling position because they don't understand what unique means. I'll tell you what it means right now.

Unique means two things:

1. Having a deep understanding of why the prospect's in the market—so you can talk to that person about the core reason why they're here in the place, and be the only one talking to them like that.
2. Being better than everything else available.

Domino's is a fabulous example. They got it right, through luck or very deep strategic thinking. They nailed it. They realized they were never going to be anything if they were just another pizza company. But if they ARE better than every other pizza company, then they're the only ones to do business with.

Their positioning was unique because they didn't claim it was the best pizza—instead, it was fresh, hot pizza, delivered in thirty minutes or less.

So if you're hungry and standing in your kitchen, you could make a sandwich or something...

OR...

You could have a fresh, hot pizza show up within thirty minutes?!?

Now THAT was an unbeatable proposition that could not be refused.

Domino's understood the seed reason why that person was ordering pizza in the first place. They weren't looking for the most delicious pizza. That's where everybody got it wrong. Everybody made assumptions. No one took the time to ask, "What are they really looking for? What is it that is going on in their heads?"

Because they're not looking for gourmet pizza. They're hungry, probably after six beers. They need hot pizza fast.

The idea of new, unique, exciting, never before seen or heard of, better than everything else that's out there—it's a formula for Breakthrough Positioning, but it needs to start with a deep understanding of the core reason why someone's in the niche.

Why are they here?

Imagine your prospect with every solution available to him on a table, including yours. Your job is to quickly and definitively convince him that yours is significantly better than all others in almost every way.

What are they really looking for?

This question—because they are aware of what they're looking for and they're constantly searching for it. It's like they are scanning with a spotlight and there are 100 different solutions out there on the map. And when they locate the one that's in flawless alignment with exactly what they're looking for, that solution stands head and shoulders above everything else.

If you go back and study companies that have just totally dominated their space, look at Uber, who decimated the taxi industry using one simple tactic and formula.

Before Uber, you either had to stand and wait for a taxi to drive by and flag it down, or you had to call some surly dispatcher, who'd say, "All right, we'll get a taxi out to you." They'd give you a pickup time, but of course, the taxi would be late. And when you called back, they would treat you like you were an idiot. "Oh, the taxi's right around the corner, it'll be right there." But again, it wasn't even on its way.

Uber replaced this with a ride you can summon on your phone. You can see how far away a potential car is before you even order. Then, you can watch as it drives to your pickup location. Best of all, you didn't have to subject yourself to the aggravation of dealing with a rude taxi dispatcher.

Creating Breakthrough Positioning is a huge key to your success. You simply cannot skip this step and expect to get maximum returns from your funnel.

When you work back from understanding that core seed, you're creating a solution to that customer's end goal, and you have a significantly higher likelihood of success.

Creating the product only AFTER you've got all this figured out allows the product you create to be a hand-in-glove fit for what someone is ready to buy right now.

KEY #4: Position your solution as – new, unique, exciting, never before seen or heard of, better than everything else available.

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Chapter 11

The Ten 50s

“The power, the force, the overwhelming urge to own that makes advertising work comes from the market itself, and not from the (advertising) copy.

Copy cannot create desire for a product. It can only take the hopes, dreams, fears and desires that already exist in the hearts of millions of people and focus those already existing desires onto a particular product. This is why success comes from identifying a buying motive and structuring a product-service-offer to fit it, not from creating a product-service-offer and then going in search of a buying motive for it. No amount of advertising can sell a product no one wants.”

Eugene Schwartz

Many people say that you've got to, “Get into the mind of your customer,” but few teach simple-to-follow, repeatable processes for doing so.

I get it—other than maybe a few templated questions, you've probably never been given any kind of guidance that produces practical information in a systematic way that you can use.

That's why in this chapter, I'll reveal an approach I've used that enables me to create marketing that triggers multiple psychological responses within the prospective customer with ease, and without wasting weeks of time on research.

What Is Great Marketing?

Great marketing boils down to psychology and knowing how and when to push just the right buttons. To do that, you use “triggers.”

You know what a trigger is, right? It's a predictable response to a stimulus.

For example, if you put a gorgeous, voluptuous woman in front of a man (stimulus), his pupils will dilate (predictable response). The man has no control over that response. It's programmed deep into his DNA to respond that way.

Well, that's what a trigger is. And marketers have identified all these triggers—as they relate to sales—and have mastered the art of using them to send sales skyrocketing.

Now, when it comes to creating marketing funnels based on this understanding of how our minds work, there's a guy that nobody knows who I made my invisible mentor for many years. His name was Rodney Napier, and he was a newspaper advertiser. When I saw this guy's ads, honestly, my knees buckled. I nearly just lost control of myself. His ads were otherworldly good, which is amazing as very few people have brought anything new to copywriting.

Sure, there's people like Gary Bencivenga—he took timeless principles and mastered them to the peak of what's possible. But nobody's really brought anything new, like a new way of selling or a new genre of copywriting, to the table.

But Rodney Napier did. He would pick singular psychological triggers, like the social proof trigger, and he would write an entire ad all around this one trigger—spectacular, breakthrough stuff. And when I saw his ads, I thought, "Wow, this guy's incredible. I've never seen anything like this before."

I constantly reverse engineered his ads, spending days writing out what he'd written by hand on a yellow notepad. I'd glue the pages onto my wall, and I would dissect the sentences, paragraphs, everything...

And what I realized was that every single sentence in his ads had between three and five triggers and that's when I began to see the real power of what he was doing.

Each one of these triggers is like a landmine, and you're just relentlessly getting hit with them. If you get past the first one, you have to get past the second one. But then, you're not getting past the third one, the fourth one, and the fifth one, in every sentence.

Every sentence was a psychological minefield of persuasion. In every sentence: landmine, landmine, landmine. In every sentence: ding, ding, ding, buy, buy, buy. By the time you're fifty sentences in, you're buzzing, you're on fire, and you're reaching for your credit card.

I never saw so many triggers crammed into such a short sales message. He even used bullets—which was brilliant, because you can cram about ten triggers into a single bullet.

It just changed me in so many ways, transforming the way I write copy.

How I Discovered the TEN 50s

When I first started working with Halbert, he'd tell me, "Go and research this project."

He knew this was an impossible task that would absolutely, completely, and utterly overload me—because he knew that I didn't know what I was doing.

When most people research something, it's like wandering off into the Amazon jungle. They have no idea where they're going, what they're doing, or what they're looking for. They don't know anything. They get completely overwhelmed, completely disorientated, and the whole process becomes enormously frustrating.

And as a result, they just don't do it.

What I noticed about Halbert was that he never researched by wandering off into the jungle. He went to specific locations, and he always knew what he was looking for.

I've developed an enormous appreciation for how people go about research, particularly guys like John Carlton (in my opinion, one of the greatest practitioners of hard-core sales triggers in advertising). Because with Carlton, if you've ever read his body-building ads, the depth and the specifics in the copy was so compelling. It profoundly made me wonder, "What the heck is he doing?"

For years I tried to find a decent system or model for doing research. I wanted a strategy that would not only provide a guide to what I needed, but along the way would also uncover superior, mind-blowing information that would really set the copy on fire.

Ultimately, I discovered a formula and systematic strategy that consistently and repeatedly enabled me to generate successful, high-converting sales copy. It's based on an exercise Halbert used to give me.

Halbert was a big advocate of bullets, so he'd say, "Go write fifty bullets and put each bullet on a three by five card."

I'd write out the fifty bullets and put them on the cards. But before I could hand him the cards, he'd make me rate each bullet on a scale of one to ten—with ten being the absolute best possible bullet and one being the absolute weakest, worst, garbage bullet.

I'd rank each bullet on the top right corner and give him the fifty cards. He'd sift through them all and...

- He'd throw all the ones away.
- He'd throw all the twos away.
- He'd throw away the threes, fours, and fives.

- He'd scribble out my ten and mark it as a six—or he'd scribble out a six and mark it as a nine.

In doing all this he'd discover how well I understood what a "good bullet" was, and eventually we would be left with fifteen to twenty bullets that would be eights, nines, and tens.

And we'd put those eights, nines, and tens into the copy.

Based on that lesson, over the years I've developed what I call the "Ten 50s System."

The Ten 50s System establishes the clear direction you must take to research and then create a killer advertisement, while also forcing you to go the extra mile—the extra 50 miles—to get the answers and information you need.

Because, to paraphrase Halbert, "The level of effort **YOU** think is needed to create a winning advertisement is actually ten times less than what is actually needed."

So, your best effort is not good enough.

Five times your best effort is still not good enough.

Ten times your best effort **might** be good enough.

So...how do you know how far to push yourself to get what you need to create killer copy?

The reality is you don't know. You don't even have a scoreboard for keeping track of your progress, to see if you're getting close. That's why I created this system, which was designed to achieve three things:

1. To point you in the direction of where you need to research. If you walk off blindly into the Amazon jungle to get ten things without a map to show you where to find those ten things, you'll be lost. But with a map, you're going to find those ten things and be successful.
2. To get you what you need to create superior sales copy that is systematically, and strategically designed from the get-go to outperform every other sales advertisement out there.
3. To give you a measuring stick for just how deep down the rabbit hole you need to go to create breakthrough advertising.

AI Prompts for the Ten 50s

My team and I have used AI in our business, and I've even launched a product for my customers teaching them how to build video sales letters using AI prompts. All to say, I'm happy to use any tool or technology that will accelerate results.

While you could use AI to create Ten 50s type lists, that's not what the Ten 50s System is about.

It's about pushing you beyond the generic ideas AI delivers and prompting you to make new connections you've never thought about before.

The Ten 50s have been proven to create breakthroughs that no one has ever thought of before—identifying new connections and ideas.

It's an important protocol for learning how to think. In my experience, plugging these questions into AI for a target market creates a bunch of lists. But it doesn't create breakthroughs.

Of course there will be Hackers who put these questions into AI chat and run with the results. And I do hope the questions help them on their journey.

But the Ten 50s System is really for Monetizers who aren't afraid of doing the work, who want to make their offer, funnel, and business failure proof.

The Ten 50s System

As mentioned earlier, I call this the Ten 50s System, and it consists of ten exercises which I've outlined below.

TEN “50s” SYSTEM

- 1. 50 End Results**
- 2. 50 Problems Solved**
- 3. 50 Benefits**
- 4. 50 “Betters”**
- 5. 50 Reasons TO Buy**
- 6. 50 Reasons NOT to Buy**
- 7. 50 Solutions**
- 8. 50 Reasons to Trust**
- 9. 50 Reasons to Buy Now**
- 10. 50 Bad Omens If They Don’t Buy**

Exercise #1 – Identify 50 “End Result” Reasons to Be Excited About.

Most advertisers are far too focused on selling the solution, but do not understand that what people really want is the end result the solution gives them. For example, no woman wants to buy a diet pill. That's just a means to an end. What she really wants—among other things—is for her husband

to find her desirable again because she desperately misses the loving attention she used to get from him.

The same is true for every prospect in every other niche under the sun. People don't want products. They want what the products will ultimately do for them.

By the same token, no affiliate marketer wants to sell products via YouTube ads, doing so is yet another means to an end. What they actually want is a beautiful home, a beautiful car, a beautiful life, a happy wife, time with the kids, and the freedom to travel.

You get the idea, right?

Fact: Very few advertisers sell the "end result" in their copy. Therefore, they're not tapping into their prospects' deep, core desires that can set their conversions on fire.

This exercise will force you to create advertising that's emotional—the type of advertising that strikes like lightning in the hearts and minds of your prospect. As the first exercise in the "Ten 50s System," it is the beginning of your journey to creating powerful, competition-crushing advertising that triggers superior ROIs.

Exercise #2 – Identify 50 Problems Your Solution Solves.

Very few advertisers fully understand the true depth of the problems their prospects have.

For example, your advertising might provide a solution to being overweight. Well, being overweight is not a problem, it's an umbrella term for a variety of issues. You need to go so much deeper than this.

- What are the mental issues?
- What are the emotional issues?
- What are the health issues?
- What are the social issues?
- What are the relationship issues?
- Etc.

If you don't go to this depth of understanding, you're not going to be able to talk to your prospect in a way that triggers the release of a cocktail of emotion-inducing chemicals, such as serotonin, dopamine, adrenaline, and oxytocin.

And in case you don't know, great advertising is a transfer of emotion. If you're not making people feel things, you're not making money. You gotta

switch people on, baby...***IF*** you want to get to those superior conversions. It's just as simple as that.

If you're just promising your prospect a solution to being "overweight," then you're missing out on all the women who fell in love with their husbands but lost control of their figures. And now their husbands—the men they fell in love with—have insulted their weight and wounded them terribly.

This is such a devastating emotional experience for these ladies. It has crushed their self-esteem and left them feeling deeply miserable inside. Trust me. The advertiser that taps into these levels of problems will outsell the advertiser who does not many times over.

This exercise will put you on track to creating advertising that causes emotional reactions in people. What we're talking about here is elite-level advertising.

Exercise #3 – Identify 50 Benefits Your Solution Offers.

Just like with problems, few advertisers take the time to truly understand all the benefits their solution offers their prospect...and the emotional impact those benefits have on the lives of their prospect.

Most advertisers can think of three, five, maximum ten benefits—because that's how deep their own level of understanding goes. But they need to wake up and smell the coffee. There's forty more levels to go. In fact, truthfully, there are hundreds.

And when you are forced to go deeper and deeper, you'll keep finding more and more. Plus, along the way, you'll exhaust the logical left-brain benefits, and then...you'll be forced into the emotional benefits that will light your prospect up like a Christmas tree.

Doing this exercise will compile for you so much more source material for copy, so much more ammunition, and so many more specifics that are loaded with emotion.

This is a powerful method I'm teaching you here.

Exercise #4 – Identify 50 Reasons Why Your Solution Is Better than All Others.

The vast majority of prospects in most niches these days are seasoned professionals. They're not buying a solution for the first time. They've bought many solutions in the past, didn't get the result they wanted, and are now still looking.

It's so critical that you understand this. Because if you don't, you'll end up positioning your solution as just the same as everything else out there. That's not good. In fact, that's a death blow to the success of your funnel.

What you must do instead is position the solution in your copy as **better** than all other solutions in the marketplace. And in doing so, you'll generate a massive desire to buy your solution in the hearts and minds of your prospects.

You need to do this even if you're targeting a first time buyer—i.e., somebody who hasn't bought a previous solution. Because if you can show how your solution is better, faster, cheaper, more exciting, produces more desirable benefits, at a cheaper price, and more conveniently...then you've positioned your solution as the best available. And the best available solution will always command massive desire in the marketplace.

To complete this exercise, you'll have to identify all the main categories of solutions in your industry. Then, identify all the flaws in them. And lastly, show—or better yet, demonstrate—how your solution doesn't have any of those flaws.

Exercise #5 – Identify 50 Reasons to Buy.

I dare you to look at any sales letter out there and try to find fifty reasons to buy within its words. Try to find even ten direct reasons. Good luck. It ain't happening.

Most advertising does not have ANY direct reasons to buy. What it has instead is logic for why the solution is a good solution, but that's very different from providing direct reasons to buy. And yet, the whole reason advertising exists is to get people to buy.

Trust me, if your advertising has a laundry list of hard-hitting reasons why your prospect should buy, you're far more likely to succeed than your competitors.

When I do this exercise, I create a bulleted list and start each bullet with, "You should buy this because <INSERT Hard-Hitting, Compelling Reason>"

- You should buy this because <REASON>
- You should buy this because <REASON>
- You should buy this because <REASON>
- And so on up to fifty.

Once you create fifty of these, pick out twenty or more really killer reasons why people should buy and make sure to work them into your copy.

I've blatantly worked them directly into a list of bullets. I do this a lot.

"Here are ten reasons why I think getting your hands on [solution name] is one of the best decisions you could ever make right now."

Then I'll put hard-hitting reason number one, hard-hitting reason number two, hard-hitting reason number three...

The compounding nature of one hard-hitting reason to buy, after another...after another...is extremely powerful in copy. It literally whips people into an emotional buying frenzy.

If you don't know all the reasons why your prospect should buy your solution, don't expect your prospect to fill in the gaps on his/her own. You gotta do the work. And you always have to come out with advertising that swings for the fences and goes for the jugular.

This is a "swing for the fences" and "go for the jugular" exercise.

Do it.

Exercise #6 – Identify 50 Reasons NOT to Buy.

We discuss this elsewhere in this book, but you've got to understand that to create great copy and "Mafia Offers" they've both got to be designed to NOT get a no.

That's because the biggest breakthrough in increasing conversions doesn't involve better selling, it's in overcoming the reasons to say no—which involves a slight, subtle, but profound shift in thinking.

You've got to understand why someone would say no...and to convert the greatest number of people to sales, we need to understand that there are actually five types of reasons why people don't buy. Because understanding the problem is 50% of the solution.

So...Why Don't They Buy???

Reason One: They have an ISSUE.

In the health supplement space, the issue might be as simple as, "Hey, I'm going on vacation for the next ten days. If it arrives while I'm gone, it'll get returned."

That's one example of an issue. People have a lot of issues.

Reason Two: They have an OBJECTION.

In the information marketing space where I teach people through live coaching programs, two objections that sometimes keep buyers from taking my course is, "Hey, I can't attend the live calls." OR, "I lost my Facebook ad account, which means I can't advertise."

These are examples of objections.

Reason Three: They have a QUESTION.

There could be an infinite number of potential questions. During an internet marketing webinar that taught a business model for generating sales, my client had lots of people on the order form asking the live chat agents, “Hey, do I need my own product, or will this work for affiliate offers?”

People have lots of questions.

Reason Four: They have a PAYMENT Problem.

A HUGE reason why a prospect might not be buying is they have a payment problem, their credit card is not working, they need to split the payment across multiple cards, etc.

Once we had a guy enter his credit card number incorrectly ELEVEN times on the order form. Of course, he blamed us, saying, “This thing isn’t working. Your system is broken.”

The issue was that he had a digit wrong when he typed in his own credit card.

That’s one kind of payment problem a person might have, but there are plenty of others. For example: “Hey, do you have a PayPal option?” or “Can I split the payment between two cards?”

Don’t overlook that they may have a payment issue.

Reason Five: They are having TECHNOLOGY issues.

Last, but not least, involves a problem with technology.

Very few sales funnel marketers understand how many sales they’re losing because of technology problems. For example, if you’re still using the iPhone 4 and you’re trying to use an online order form, there’s a good chance that the order button won’t work—or maybe the fields don’t work, or the formatting of the order form is all messed up. Maybe there isn’t a place to enter your name or if there is a place, your name isn’t going into the field.

To complete this exercise, you need to come up with fifty reasons why your prospect would choose NOT to buy your solution.

This means poking holes in your solution. Where is it weak? What are the problems people will run into after they buy? What hard work, hassle, and frustration will they run into? Where will people fail? Or drop the ball?

It’s time to be brutally honest.

If you know those fifty reasons why someone won’t buy, then you’ll have the ability to overcome those reasons in your copy. And in doing so, you’ll remove all the reasons why somebody wouldn’t buy. Which leaves only one other logical solution on the table...which is, of course...to buy!

Do this right and your conversions will skyrocket. Don't do it and your sales message will be like a bucket with a dozen holes in it. Your funnel will literally be hemorrhaging sales. And that's not good.

Exercise #7 – Identify 50 Solutions to Their Reasons NOT to Buy.

Now that you have the reasons for them NOT to buy, you need to come up with solutions that address each one of them.

So...What Are Your Solutions to “Why Don’t They Buy”???

They Have ISSUES? Here’s the Solution:

In the health supplement space, if they're saying they can't buy because they'll be out of town for 10 days, you could enable them to set a specific date for shipments to begin.

They Have OBJECTIONS? Here’s the Solution:

In the information marketing space, if they say they can't attend live calls, make sure they understand that the event will be recorded and available after the fact—even if they can't attend live—they just need to register to get special access privileges.

They Have QUESTIONS? Here’s the Solution:

If you have people hesitating to invest in an internet marketing program because they're asking what to do if they don't have a product to sell, you could provide access to affiliate offers they could sell instead, offer white-label products they could license and put their names on, or offer to create products for them as a service.

They Have PAYMENT Problems? Here’s the Solution:

If people aren't buying because they can't find a way to make the payment process work—maybe they want to use an unsupported payment processor like PayPal, or they're confused by the user interface—then you provide solutions to those specific issues. This will probably require you to get a bit more creative, but you must make it as easy as possible for people to give you money.

They Have TECHNOLOGY Issues? Here's the Solution:

Technology issues can be the hardest to overcome. You need to make sure you thoroughly test whatever technical solution you're using, to identify all the ways it makes it harder for your prospects to say yes to your offers.

A pretty obvious challenge today is the fact that so much shopping is done on cell phones and not on a desktop PC—so you need to make sure your webpages and order forms load, display, and work in the most effective way possible on all kinds of devices.

Once you know the reasons why they won't buy, you've got to plug all those holes by answering each and every one with a solution.

If they say, "I'm not going to buy this because I don't know how to create Facebook ads." Your solution is, "So I'll create the ads for you."

And by going through this process of identifying reasons why someone would not buy, and then creating solutions to overcome those reasons, the Ten 50s Exercise—as a system—automatically creates the most compelling offer possible in your marketplace.

There's no, "Oh my God, I need a bolt of creative lightning to strike me in the temple to come up with a killer offer."

No, no, no.

If you follow the system, if you follow the formula, your killer offer is manufactured for you, ensuring your solution is better than all others.

(I just love this—it's literally the culmination of nineteen years of me sweating bullets trying to figure this out. But this is massive.)

This enables you to position what you have as new, unique, exciting, never before seen or heard of, better than everything else out there. That's critical—because you need to park your prospect in a place where they're saying this to themselves:

"I've either got to give up on my dreams and forget about accomplishing my goal..."

Or I've got to buy an inferior solution, which would be absolutely insane..."

Or I've got to get Caleb's solution—because it's absolutely the fastest, easiest, cheapest, highest likelihood of success, lowest risk, least effort, least hassle, most perfect solution in the marketplace compared to ALL other solutions."

If there are ten solutions on the table, yours is now unquestionably better. It's faster, easier, cheaper, all those reasons why it's better—and therefore someone would have to be a knucklehead not to buy it.

Exercise #8 – Identify 50 Reasons to Trust and Believe In Your Solution.

Come up with fifty reasons why they can and should trust and believe in your solution.

- Reasons to trust the spokesperson of your advertising – NY Times Best Selling Author.
- Reasons to trust your company – because you're in the Inc. 500, or whatever.
- Reasons to trust your solution – because look at what everyone else is saying.

This is all about proof elements, so become a student of advertising and learn all about the different kinds of credibility and proof out there—awards, case studies, certifications, guarantees, celebrity endorsements, testimonials, test data, befores and afters, etc. Collect this stuff like precious butterflies.

Trust and belief (otherwise known as Proof) comes in many forms. Gary Halbert loved doing this kind of thing in his copy, “My office is located on 123 Elm Street. That's right across the street from the Elm Street police station. If you're ever in the neighborhood, stop by and say hello.”

The more trust and belief you trigger in your sales copy, the greater your conversions will be. Yet, it's usually the weakest link in most advertisers' sales copy.

Again, to compile fifty examples of proof elements you can use in your copy, you'll need to study great copy. Not only from modern advertisers, but more specifically from advertisers of old. Because those guys were geniuses.

This exercise, like all the others, will make your copy ruthlessly effective.

Exercise #9 – Identify 50 Reasons to Buy Now and Not Later.

People procrastinate. It's believed that for every one person who buys, there's up to ten more people who intend to buy later, but never get around to it, because life gets in the way. It's imperative your copy gives people compelling reasons to buy now and not later.

There have to be powerful reasons why your prospect must order now. And powerful reasons why delaying, exiting the page, or declining the offer right now will result in a huge loss of sorts. The more powerful these reasons are...the bigger the losses will be...and the higher your conversions will be.

Copy that doesn't do a dramatic job of this just doesn't convert anywhere near its full potential.

And then last but not least...

Exercise #10 – Identify 50 Bad Things That Will Happen If You Don't Buy.

People buy for two primary reasons. The desire for pleasure and the avoidance of pain. Therefore, great advertising doesn't just sell people on the pleasure your solution provides. It sells people on all the pain your solution will prevent in the life of your prospect.

Please also know, these bad things should not just be inserted at the end of your sales message. They should, instead, be woven throughout your entire pitch. From top to bottom.

Your prospect must be made acutely aware of the pain associated with doing nothing. How that will hurt him. How that will harm him. What he will lose out on. How his life will suffer. How his emotional health will suffer. How his relationships will suffer. And so on.

By the way, it's not that your copy will include all fifty responses generated in this exercise—or in the nine previous exercises. It's that by digging this deep you'll identify the ultimate solutions and answers you need to fill your advertisement with nothing but riveting copy that causes your prospect to hit the roof when they come in contact with it.

If you can go through the excruciating lengths necessary to complete this exercise in its entirety (most will not, only the serious pros), then you'll have put in an elite-level effort that will yield elite-level advertising. Advertising that has an extraordinarily high likelihood of beating the pants off every other offer in your niche. Advertising that can make you rich.

Summary

And so, that's the Ten 50s System.

After you finish, just like Halbert did with my bullets, go through and rank everything on a scale of one to ten, with ten being the best, and one the weakest. Then, try to weave all the eights, nines, and tens into your copy.

Can you imagine how good your copy will be once you do this?

You'll never again have to rely on being creative, because this system does the creative heavy lifting for you.

I'm the least creative guy out there. But I AM a systematic compiler of key ingredients of a master strategy. And I rely on these types of exercises to lead me to brilliant copy.

The journey the exercises in this system will take you through, is the journey of learning how to create killer copy.

Because I can tell you, your competitors don't have these things in their marketing. You might see a competitor's work and say, "Oh my god, that's brilliant copy."

Okay, yeah, that's brilliant copy. But there's a big difference between brilliant copy and brilliant STRATEGY, because you can beat brilliant copy with brilliant strategy. Even weak copy plus brilliant strategy will mop the floor with killer copy and poor strategy.

This is a killer strategy. Your copy might not flow, it might not sound poetic, but it'll sell like hell.

What we're talking about here is really the difference between marketers who fail, are frustrated, and aren't able to grow...versus those who are able to become the number one leader within their niche.

I get how people experience frustration and overwhelm when trying to understand what to do in research...how to start and what to look for. And because they're frustrated and overwhelmed they skip over it, thinking "No problem, we've got enough ideas to fill a sales letter."

And so they rush through the prep process and just start writing copy. But without the research, it's very superficial, and therefore, gets very mediocre results.

However, when you execute the Ten 50s—and I mean each and every one of the ten exercises—you'll understand the real value of this system.

And in any one of the ten exercises, certainly, you'll be able to write eight or fifteen reasons/problems/solutions/benefits/bad things off the top of your head, maybe even twenty. Then suddenly you'll discover that to get from twenty to twenty-five, you've really got to push yourself. By twenty-five you're coming up with stuff that never would have occurred to you before. By thirty you're throwing out ideas and concepts that you never even knew were within you.

From that point onward, you gotta start looking for help. You'll need to dig deep. Study other ads. Do things you're not even aware of right now. From thirty to fifty, that's where the elite separate themselves from the herd.

And then, when you get down to the final exercises, when you get to the eighth fifty (fifty reasons to trust and believe in your solution) and the ninth fifty (fifty reasons to buy now and not later), you will find that you are able to see your prospect and understand your proposition better than you ever thought possible.

You'll see layers of motivation. You're able to talk to your customer about why they need to buy at a much more intimate level than you ever imagined.

You may have thought you understood your product. You may have thought you understood your prospect. You may have even thought you understood the reasons to buy.

And you did...at one level....

But what the Ten 50s System does is to help you move beyond those swirling ideas in your brain and get you to what's really inside the head and heart of your prospect. By getting deep under their fingernails you'll make their fingers itchy to press the Buy Now button for your offer.

And anything less than the full Ten 50s is half-arse, mediocre at best.

Following this protocol will make you one of the top marketers in your niche, overnight.

One last thing...doing this puts you in the opposite position of almost everyone else who sits down to write advertising. They all sit down to write advertising and run into the same problem:

“What should I say?”

But you'll be on the other side of this fence, asking:

“What do I take out?”

And it's a lot easier to take things out than it is to manufacture something to put in. Yes, it will kill you to make edits because you'll be thinking, “Oh God, I really feel like I'm losing something by taking this out...”

But that's exactly where you want to be.

You want to be in a place where you're not struggling to keep putting words on the page. You want to be operating from the perspective of, “I've got so much killer stuff here, I can't use it all and it's going to kill me to cut it down, but something's gotta go.”

Because then what you're left with is everything in your copy that is an eight, a nine, or a ten...only the crème de la crème, the cherry on top...and that's what will make it in.

And now your entire copy is cherry-on-top copy.

KEY #5: Do your homework before writing copy.



FREE RESOURCE *Download the worksheet:*

The Ten 50s Worksheet Template

Use the Worksheet and Google Doc Template That Enables Me to Identify Big Marketing Breakthroughs

Visit: www.MonetizationResearch.com/free

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Chapter 12

How I Discovered Mafia Offers

“Whatever you think it will take in terms of effort, it’ll take ten times more.”

Gary Halbert

Once upon a time, I had a thriving health supplement company.

Now, Halbert taught me to always be a relentless student of my competitors. So, every three months, I would burn a hole in the company credit card ordering my competitors’ products via direct mail promotions.

The job was simple. Pick up the phone, call the number on their direct mail ads, and order over the phone. Plus, while doing so, go through their upsell paths and record the calls.

This was a game-changing experience for me...every. single. time.

Here's what I discovered:

Most companies don't upsell effectively. They either cross-sell, or upsell a somewhat complimentary product.

- Most companies were not even upselling. They were cross-selling. I'd call in to order a joint pain supplement and they would offer me a memory enhancement pill. This type of offer usually has the lowest take rate...obvious reasons. The cross-sell product is unrelated to the issue I called in to solve in the first place. But this type of cross selling is certainly better than having no additional offer at all.
- The smarter companies were doing what I would consider proper upselling. If I called in to order a joint pain supplement, they would pitch me on a cream you rub on your joints that provides short-term pain relief while waiting for the supplement to provide longer-lasting relief. Since this upsell is completely related to the issue I called in to solve, the take rate on this upsell is much higher.

Over time, and after careful thought, I developed a new strategy. Knowing that people buy related products at high conversions, I began to wonder what the take rate would be if I offered, not a related product...but...a better version of the exact same product they called in to order.

That's when I created what I came to call "the plus upsell."

It was exactly the same product. Except, it had two more ingredients added to the formula that made it better in some way.

The day we tested this strategy was the day the entire math in our business up to that time changed. We literally exploded our average order value almost overnight.

Why?

Because the take rate on this upsell was off the charts. (BTW, it also slashed our cost of delivery because we didn't have to deliver two products (the main product plus the upsell). We just delivered the upsell.)

Now I toyed around with the naming of this upsell offer for a while. I tried "Extra Strength," "Faster Acting," and perhaps half a dozen more names. Yet, strangely enough, they all pretty much converted the same.

Ultimately, I came to realize that it wasn't the copy/positioning that made people buy this upsell like crazy.

It was the nature of the offer itself.

It was the fact that there was a BETTER version of the product available than the one they called in to buy in the first place.

It was the **psychology** that made this work.

Again...Not the name...Not the copy...

The nature of the offer itself!

This was a powerful lesson for me. It changed my entire view on creating sales funnels.

And that was when I learned to design funnels in an extremely profitable way—by engineering every step in the process around the concept of creating a **MAFIA OFFER**.

Let me tell you exactly what that means...

Chapter 13

The Right and Wrong Way to Create Offers

“Knowing what must be done does away with fear.”

Rosa Parks

There's a right way and a wrong way to create offers.

Most marketers think it's about adding random bonuses that equate to a large dollar value that's then discounted. But people—for the most part—couldn't care less about a big discount.

And most marketers would be shocked to discover how many people actually want to buy their offer, but don't...because they have an objection.

That's huge.

So huge, in fact, that what I've discovered over the years is that offers designed to overcome objections to buying...significantly outperform offers designed to give a big discount.

It's not that you shouldn't create value and offer a discount. You should. You just need to understand that if that's the entire depth of your awareness in terms of what a killer offer is, you'll forever get your arse handed to you on a silver platter when you start spending money on advertising.

People will have objections to the sale, and if you don't resolve those objections, good luck converting at the pinnacle of what's possible. That just won't be happening.

You must understand, everything about your advertisement and offer is the equivalent of a conversation between you and your prospect at a bar. (I learned this from John Carlton, and it's been so important to my career.)

Why?

Because most marketers are having a conversation with themselves at that bar (and anywhere else, for that matter). They are not having a conversation with their prospect.

When it comes to an offer, the marketer will say:

“And look, when you buy my ‘How to Create a Webinar’ course, I’ll give you this book I created called, ‘How I Went From Sleeping in my Parents’ Basement to Making a Million Dollars a Year with Webinars.’ It’s very inspirational.”

But the prospect responds with:

“That sounds great and all, but I’m just worried about getting traffic. I’ve tried to create ads in the past and they bombed. I lost a lot of money, got my ad account shut down, and it left a really bad taste in my mouth. So while I really do want to learn how to do webinars, and your course certainly sounds awesome, I’m not going to buy because I just know I won’t be able to get profitable traffic for my webinar.”

Now, because the marketer is just talking to himself (and not his prospect) his response to this objection is:

“What’s more, I’ll also give you access to my private community on Facebook where you can hang out with other webinar marketers.”

But the prospect’s objection hasn’t been resolved with this offering, so the response is:

“That sounds nice and all, but I still have this issue with traffic.

So, no thank you.”

To which the oblivious marketer responds with:

“Plus, I’m going to give you my telephone closing script in case you want to get people from your webinar on the phone and sell them expensive stuff.”

To which, again, the prospect responds:

"Listen, that's nice and all, but you're not understanding my problem. You're not understanding my concern. None of these things you're offering here are a solution to my problem."

To which the oblivious marketer responds with:

"And all these bonuses add up to \$XX dollars...but today I'll give you everything at an 85% discount. You can get it all right now for just \$X."

To which the prospect responds:

"I'm leaving, goodbye."

This is precisely what happens to most marketers. They just throw stuff against the wall with their offers—stuff that doesn't connect with their prospects in any way.

These marketers are just talking to themselves. They're oblivious to the reasons why their prospects are saying NO to their offer. They're not in a conversation with their prospect. As a result, their offers are not converting. Their funnels are not succeeding. And marketing in general is a relentless struggle for these guys.

You must understand: High-converting offers navigate an intelligent conversation with the prospect—a conversation where you anticipate the objections and then overcome them.

Stop focusing so much on creating big discounts. Most people couldn't care less about getting a "good deal." Big discounts and good deals are a cherry on top, but they're not the cake.

Instead, you want to design, propose, and deliver to your prospect a **MAFIA OFFER**—the most POWERFUL offer in all of advertising for one simple reason...

It can't be refused.

Mafia Offers are designed to not get a NO. Just like Don Corleone in the movie "The Godfather," your job is to make your prospect an offer he can't refuse.

How do you do that? By identifying all the reasons why your prospect would decline your offer. Then, creating rebuttals that overcome those objections. Whatever those rebuttals are, those become the deliverables of your offer.

With this in mind, let's now have a very different conversation with our prospect.

You're sitting at the bar with him, and he says:

"Look, this sounds great and all, but I'm just worried about getting traffic. I've tried to create ads in the past and they bombed. I lost a lot of money, got my ad account shut down, and it left a really bad taste in my mouth. So while I really do want to learn how to do webinars, and your course certainly sounds awesome, I'm not going to buy because I just know I won't be able to get profitable traffic for my webinar."

Your response now is:

"Hey, I totally understand. What if I have my team of media buyers take care of all your traffic needs for you? What if I have them create all your ads? What if I have them create your entire campaign? What if I have them take care of all your testing, optimizing, and scaling? What would you say then?"

To which your prospect says:

"Wow, that's crazy...and amazing. Yes, that would certainly take care of that issue for me. However, I gotta be honest, I'm really terrible with tech setup. I just know I'd probably fail at that level too. So that would be a huge issue for me also."

To which you reply:

"I hear you. Tech sucks. So how about this. How about I have my team take care of all your tech setup for you. We'll develop the entire thing, A to Z, for you. So you don't have to worry one bit about tech. How does that sound?"

To which your prospect says:

"Oh man, that's crazy. Now you're talking. Yeah, I can really see now how I can be successful with this. I'm excited. Just one last thing. I'm not so confident in my ability to create killer copy for the webinar script. This would really be the last thing holding me back. Do you have anything you can offer me that would help me create a killer webinar script?"

To which you reply:

"Absolutely. How about this...how about I give you all my top performing webinar script templates. Then, how about I have my team of copywriters work with you personally to dial in your script and make it awesome before you go live? Then, how about we work with you to optimize it if needed to get your conversions to where they need to be?"

To which the prospect responds:

"Done deal. How do I order?"

See how this is a very different conversation?

See how this type of conversation gets a very different kind of result?

This is the power of creating a Mafia Offer. A Mafia Offer is designed to overcome all objections to the sale and leave only one logical action on the table...which is to buy.

Mafia Offers outperform "discount" driven offers by many multiples.

A Mafia Offer is designed to overcome all objections to the sale and leave only one logical action on the table . . . which is to buy.

With that said, this concept of the Mafia Offer is not just relevant to your frontend offer. It's a strategy you should build into every offer in your funnel.

In the next chapter, we'll look at the unique strategy I use for selecting offers to use in my funnel. Offers that are designed to not get a NO response from the prospect.

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Chapter 14

The Upsell Funnel Strategy

“By failing to prepare, you are preparing to fail.”

Benjamin Franklin

Obviously, the frontend product is the most important sale...since without it...no other sale in the funnel is possible.

This is why the Mafia Offer is so important on the frontend. Without it, you either won't generate sales or you'll get nowhere near as many.

But, ultimately, EVERY offer in the funnel—upsells, downsells, bumps, etc.—should be a Mafia Offer. This way, every sale offered has the maximum potential to generate the highest possible conversion.

That being said, I follow a certain sequence of events with a strategy for success built right in:

- First, I start by mapping out the entire funnel from A to Z. I start with what the prospect is right now (he's in pain or has a need).
- Then, I determine where he ultimately wants to be (the ultimate desired outcome).
- Then, I try to think of what five things must happen for the prospect to move from Pain/Need to Solution/Outcome. The answers to this line of thinking form the five products I want to offer in my acquisition funnel.

Let's say I wanted to create a funnel for coaches that want to build an email list that generates high-paying clients. In this case, I can determine the following...

This coach wants a profitable email list (need) that generates high-paying clients (outcome). To get there, he needs the following five things.....

1. A strategy/roadmap/blueprint for success.
2. A high-converting funnel that captures the best quality prospects.
3. High-converting traffic and lots of it.
4. Winning email campaigns that generate high-paying clients.

5. Personal mentorship from an expert who has achieved success with strategy.

I can conclude that these are the five things that would damn-near ensure this person's success. Why? Because without any one of those things, he would surely fail. Therefore, these five things become the offers in this funnel.

1. A book/video training becomes the frontend offer that reveals the entire strategy from A to Z.
2. The first upsell is a done-for-you offer: The email-capture funnel is built for the customer.
3. The second upsell offer: A media-buying team buys his traffic and builds his email list.
4. The third upsell offer: An enormous swipe file of promotions—proven to generate millions in high-paying clients—that he can send to his email list.
5. The high-ticket backend offer: Personal mentorship/group coaching for an expert on this strategy for six months.

In going through this process, and identifying the five steps to success, these upsells now have a clear and obvious fear of loss (FOMO) built into them, should a prospect decline to order.

It's now painful to say no to these offers because they are essential steps to your success. Without any one of these solutions, you're basically screwed and can't succeed.

This is essential to the success of the upsell funnel. There's got to be more pain associated with saying NO than YES to trigger the maximum response.

So as we can see, this exercise not only directs you to the exact solutions you should offer in your funnel, but it also helps you create upsell offers that are painful to decline and therefore, trigger maximum conversions.

Plus, it just so happens that this strategy **also** creates a suite of products/solutions that maximizes your customer's likelihood of getting the outcome he's hoping to get.

Now, once I get clear on all this, my next job is to create a Mafia Offer around the frontend offer. In the above case, we could sell a video course or a book. (Let's go with a book for the fun of it.)

To create a Mafia Offer around the book, I simply begin by asking, "What are all the reasons why this coach would say NO to buying this book?"

Let's brainstorm. Maybe he wouldn't buy this book because...

Objection: He doesn't have the time to read the book. Maybe he's busy and knows if he buys, he's not going to get around to it. So it's just a waste of time, in his mind, to buy.

Rebuttal: Offer him an audio version of the book, or a Cliff-Notes version that summarizes the book in less than eight pages, or both.

Objection: He doesn't trust me. Or else, he doesn't believe in my strategy for success. Maybe I'm just another face in the crowd—no big credibility in his mind.

Rebuttal: Pull a "John Carlton"...and just bribe him with money to read it. Simply put, we could say something like:

"Buy this book right now. Read it cover-to-cover. If you sincerely think after reading this book that it was a total waste of your time (which is almost impossible) then let me know...and...not only will I refund your entire investment (including shipping) I'll also send you a personal check for \$20. Yes, that's a real \$20 you'll get from me...if...you're unhappy with this book. Which, again, is almost impossible."

"Now, before you think I've lost my mind, let me explain my reasoning for offering you this \$20. You see, I know something you don't. I know that once you read this book cover-to-cover, you'll be so outrageously impressed by my system (and excited to take action on it and begin getting high-paying clients by the truckload)...that...the absolute last thing on your mind will be asking for a refund or getting that measly \$20..."

Objection: He doesn't have the time or desire to implement the strategy. He's a busy business owner with a lot of things to do. Or else, a lazy mofo. :-)

Rebuttal: Give him a ready-made Upwork job post for hiring a project manager in the Philippines to launch, scale, and operate the entire project for him...so he doesn't have to do it. Reveal exactly how to hire this person; what skills, qualities, and characteristics to look for...and...what this person's roles and responsibilities are. Plus, how much to pay this person, etc.

Objection: He's terrible at media buying. Terrible at creating ads. Terrible at tech. Can't set up a funnel. Doesn't even know how to buy a domain name. And therefore, doesn't want the hassle of having to do all that stuff himself.

Rebuttal: Again, provide ready-made Upwork job posts for hiring all vendors needed to do this work. Perhaps we could even provide SOPs, roles and responsibilities, etc.

Objection: He doesn't have a lead magnet and/or doesn't want to create one. Plus, he hates writing and doesn't have a copywriting bone in his body when it comes to creating emails that make people buy.

Rebuttal: Either give him a personal contact list of copywriters, designers, and content creators to have his project manager hire and manage. Or, hook him up with ChatGPT prompts to create all this stuff for him lickety-split. Or, custom A.I. tools to create sales emails for him.

I could keep going here but I think you get the idea. A book with an offer like this starts to become more and more irresistible as we stack one offering after another that's designed to overcome each and every reason why the prospect would say "no" to buying.

When done, what we have on our hands here is a funnel that's designed to sell the back, neck, and arse off a targeted prospect. LOL. :-)

Each and every offer from A to Z is manufactured in a way to either NOT get a "no thanks, not buying" response from the prospect...or...in a manner where it's bloody painful to decline the offer.

Therefore, what we have here is **a funnel designed to sell like a bat out of hell.**

This is a vastly different...and far more strategic (and therefore, downright more effective)...approach to creating sales funnels than the haphazard approach almost every other marketer takes—which is to either (A) throw whatever products or solutions that are lying around into their funnel...or, (B) come up with ideas for offers in isolation...instead of in combination and alignment with one another.

Simply put, this funnel makes each offer hard to decline. Whereas most other funnels make each offer easy to decline, especially the frontend offer.

Chapter 15

The Five Main Types of Mafia Offers

“You just can’t beat the person who never gives up.”

Babe Ruth

So many marketers just throw stuff against the wall, “Hey, I got this thing lying around here, let me just cram it into the funnel, and off we go baby... let’s see how we do.” Or they guess, “I think this type of solution would be great.”

That’s not how you generate record sales. To do so, you must...

Provide a fast, easy way for your prospect to achieve her goal or solve her problem without hassle, hard work, or responsibility for the outcome.

Understanding this has made a huge difference in how I put together upsell funnels. So you need to map out a suite of products in your funnel from this perspective.

Below is a list of offer types that get people buying like crazy. It’s by no means complete, but it is a list of perhaps the most successful types of offers to include in your upsell funnel.

- The Bigger Opportunity Offer
- The Speed Offer
- The Convenience Offer
- The Support/Coaching Offer
- The Done-for-You Offer

When you base your strategy, funnel, and upsell path around these types of offers, you’ll set yourself up for maximum conversions and massive success.

Bigger Opportunity Offer

Giving someone a bigger opportunity than the opportunity they’ve just bought into is extremely powerful, almost like catnip. It has to be married to the frontend product, but when done right has a very high conversion rate.

For example, in a funnel that teaches coaches how to start a five-figure-a-month coaching business, the first upsell could be an opportunity to take that to SIX figures per month. It's darn hard to refuse that. You're missing out on a huge opportunity if you decline.

Another good example comes from a funnel that offers a Keto Diet plan for losing weight. The first upsell could be an opportunity to buy a health supplement that—in combination with the diet plan—burns even more fat, faster and easier than the diet plan alone. You practically don't even have to follow the plan, just take the supplement.

Again, if you're looking to lose weight, how could you possibly refuse that?

Bigger opportunity offers, when done right, have extremely high conversions.

Speed Offer

No one wants to get rich slowly. No one wants to lose weight slowly. People want fast results and are always willing to pay for SPEED. So naturally, a speed-focused offer is going to be desirable.

Here's a really great example of this at play...

The webinar sells a \$2,497 training on how to create a sales funnel that generates clients for agency owners. The upsell is an offer to join a two-day implementation program where the offer owner and his team will work with you to get the entire thing created before the end of the second day. So essentially, you have the opportunity to build the funnel on your own (which could take weeks, and all the while you wouldn't be making money off that funnel) or get it done in two days. For me, this was a \$5K upsell and it sold like CRAZY.

Here's another great example...

There's a funnel that offers a video training program on how to repair your credit. The first upsell is an offer to add you to a credit card account that has a high-credit limit and superior credit history. Therefore, when you accept the offer, your credit score skyrockets practically overnight. It's an almost instant solution that saves you all the hard work of building up your own credit over time. As you can imagine, this upsell has a HUGE take rate.

Any time you can add an offer that shortens the length of time it takes to get the result/benefit with the frontend product alone, you've got yourself a winner.

Convenience Offer

Making something convenient and easy is always appealing. Here are some interesting insights as to why—some are obvious, others not so much.

- People are lazy. They hate doing work. Especially if that work is not interesting and exciting to them (think about taking out the trash, was the dishes, ironing clothes).
- People also tend to get overwhelmed easily. Especially when learning things for the first time. Making mountains out of molehills is a human condition. This is one of the big reasons why so many people who want to make money online never do.
- As a result of the above, people are great at starting things and not finishing them. One of my favorite hobbies, for example, is buying books on AI that I never read.
- Over time, the trail of unfinished endeavors causes people to lose trust in themselves and their ability to follow through on (or even use) the solutions they buy.
- As a result, they become resistant to buying...not because they don't like what's being offered...but because they don't trust themselves to follow through on the solution once purchased.

Whether you're aware of these quirks, or not, each plays a huge role in why people don't buy. They don't want the work. They don't want the hassle. And ultimately, they don't want the responsibility of success to be placed on their shoulders. Past experience has shown that they will drop the ball and let themselves down. So essentially, they don't buy.

And this is why convenience offers work like gangbusters. They remove the hard work, hassle, frustration—and above all else, the responsibility—from the shoulders of the prospect.

One of my favorite examples of a Convenience Offer sale is from an affiliate product launch I promoted recently. The solution was a way to generate sales via YouTube video ads.

Now, a lot of work goes into creating YouTube video ads. You need to create scripts, record audio, manage editing and visuals...Most people don't get into YouTube advertising because of the hassle and frustration of doing all this hard work.

To overcome this, the offer-owners created custom-built AI tools that do all this work for you with just a few clicks of a mouse.

So now, what would have taken time, effort, the development of new skills...and...required you to take responsibility for your own success...gets

replaced with simple tools that do it all for you in a flash.

This was an offer too good to refuse. Therefore, as expected, people bought like crazy.

Here are some more examples of great Convenience Offers:

- One funnel sells a book that reveals how agencies can get clients. One of the upsells then offers a variety of templates for creating winning ads...video sales letters...landing pages...phone scripts...emails...and so on.
- Another funnel sells a course that teaches guys how to get more matches using dating apps like Tinder. The first upsell offers a monthly service that provides them with the actual messages they need to send girls to arrange dates.
- Lastly, and I mentioned this earlier (but it's such a great example), there's a funnel that offers a book on the topic of, "how to buy a French bulldog puppy without getting scammed." The upsell after the order form was a pitch from a breeder to buy their French bulldog puppies.

All these offers remove hard work, make achieving success faster and easier, and remove the responsibility of success from the shoulders of the buyer. Hence, the reason why these types of offers have such high take rates. People buy these offers with reckless abandon.

Convenience Offers send sales, average order values, and returns on ad spend **soaring**.

Support/Coaching Offer

You can almost always find a way to add in support or additional coaching to an offer. One of my favorite upsell offers came from a golf funnel I reverse engineered. It was brilliant.

The funnel offered golf-swing training from Sir Nick Faldo. One of the upsells was a monthly continuity offer to have every swing in your game reviewed by PGA-level coaches. You have your buddy record your swing. Submit your video. Then, get video feedback. Genius.

No hassling with scheduling or taking lessons—the pro sends your feedback automatically. Plus you can have your friend take your video while you're already out playing golf. Easy and painless.

Here's two more of my favorite examples:

- One funnel offered Facebook advertising training. The upsell was an offer to get a sixty-minute, one-on-one coaching call for twelve weeks with an experienced media buyer to optimize and scale your campaign.

- Another funnel offered a weight-loss solution on ClickBank. The upsell was a monthly continuity offer to work directly with a qualified weight-loss nutritionist.

These were all killer support- and coaching-orientated offers that people jumped on at record conversion rates. Plus, the coaches and pros needed to fulfill these types of offers can be easily found and hired (and surprisingly cheaply) online.

Done-for-You Offer

I've done this offer so many times—because it works.

Based on my years of experience in generating millions of dollars in sales and revenues, I would say the Done-for-You Offer is the “big gun” of Mafia Offers. It truly is the most powerful offer, and everyone can do it.

Say you're selling a product on how to build an email list, and one of the upsells goes like this:

“Hey, would you just like us to build your email capture funnel for you? We'll build it, design it, develop it, program it, and hook it up to your autoresponder. We'll also make the copy compliant from a Facebook advertising perspective.

We'll build the whole thing for you, and we'll have it back to you in the first week. Done, dusted, keys in your hand, brand new email capture funnel ready and raring to go.

You don't have to do any of the tech, or any of the design, or worry about the programming or development, or hire anybody...you don't have to do anything. We'll do everything for you.”

All the pain, all the hassle, all the frustration—gone. Very, very, very, very powerful and naturally desirable.

You can make this offer in so many situations:

1. Done-for-You email list monetization and management service for an funnel where the frontend product teaches internet marketers how to earn no profit per subscriber.
2. Done-for-You media buying service for a funnel where the frontend product is a video training on how to launch and scale your ecommerce product on YouTube.
3. Done-for-You LinkedIn cold outreach for a funnel where the frontend product is a training that teaches consultants how to get clients.

4. Done-for-You tech setup for a SaaS product that offers a CRM solution for ecommerce marketers and business owners.
5. Done-for-You Google business listing service for a funnel that teaches business owners how to get more clients and customers.

And it's simple to get any of these services put together with outside help. You can go to Upwork and hire anybody you want to do any job you want. You can even hire someone on Upwork to do all the necessary hiring and managing of the entire operation for you.

The Done-for-You Offer is the ultimate in convenience, speed, and elimination of pain—you do all the hard work for them. It's not for every prospect, but it's extremely desirable for those who simply want the results and are willing to pay for it.

Bonus Strategy: Offer a Phone Call That Leads to a High-Ticket Offer

And then last but not least, and in fact it's really a bonus strategy because it's so massive, so huge, so profound. If you can get this in place, it's explosive.

Upsell to a phone call that sells a high-ticket offer.

We had a book funnel and a backend \$5K offer that was killing it. The \$5K offer was Upsell #1 in the book funnel. The call to action was to book a call with a member of our team. Results were off the charts.

Later, I was a guest speaker in Todd Brown's Top One Mastermind and shared this strategy. The audience was stunned. A few weeks later, Todd (who is a brilliant marketer and somebody I highly recommend) told me he tested the strategy in his funnel. He said it was so profitable that he decided to roll it out across every one of his funnels.

If you can do this, it's an absolute game changer.

The high-ticket offer can be about anything. It can be a bigger opportunity, or based on speed, or convenience, or simplicity, or support. It can be based on a Done-for-You Offer, doesn't matter. Position the phone call as a bonus "strategy session," "implementation analysis," etc. Promise to take away fear, pain, struggle, what-have-you, and all they need to do is jump on the call.

Obviously, the whole idea of getting people on the phone within your upsell sequence is massive.

Putting a high-ticket offer inside a funnel that already converts can trigger an explosive surge in AOV and ROAS. Test it out. It's likely to rock your world.

Orchestrate Your Offers So They Can't Say No

The Mafia Offer truly is the most powerful offer in advertising.

When creating offers, most marketers just scramble some things together and let it fly out the door. And then they judge the funnel and its performance based on this haphazard, slapdash approach. But when I worked with Halbert, he'd say,

"Imagine God came down and touched your forehead and gave you unlimited capabilities, unlimited capacity to say or sell any single thing that you could want with absolutely no limitations at all. What would be the penultimate thing to offer that would be impossible to say no to?"

And when you come at it from that perspective, freed from all chains and limitations and doubts and what you have and what you don't have, you can just get square to the truth of what really matters—selling something that's impossible to say no to—something that:

- Removes all possible pain and frustration.
- Makes success easy, simple, and convenient.
- Takes away all responsibility from the prospect and places it squarely YOUR shoulders.

It's not about selling what you've got, it's about selling what's impossible for your prospect to refuse.

Orchestrating a scenario where it's painful for your prospect to say no is a profound shift in thinking. The way I put my offers together is all designed to not get a no.

And once you've identified an offer that is absolutely, unquestionably, impossible to say no to, then it's your job to go and create it.

KEY #6: Only make Mafia Offers.



FREE RESOURCE *Download the worksheet:*
The Perfect Mafia Offer
Craft the Offer Your Prospect Cannot Refuse, Step-by-Step
Visit: www.MonetizationResearch.com/free
Plus, you'll get all ten Monetization Accelerator Worksheets

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Chapter 16

The Marketing Breakthrough Hiding Right Out in the Open

“School is never out for the pro.”

Cavett Robert

I recently had a client who was doing \$6 million a year in revenue by driving traffic to a webinar that sold a \$2,500 six-week training program. That's the good news.

The bad news was she was on track to finish out the year at a \$300,000 loss. So she hired me to come in and figure out how to get rid of that loss and instead turn a profit.

Within about ten minutes of talking with this lady, alarm bells were ringing in my head...and I was in shock. She had no upsells, no downsells, no bump offers, no cart-abandonment campaign, and no backend offers of any kind.

I couldn't believe it—and it was music to my ears.

Why? Because think about it. Just one little upsell...or backend offer...was all that was needed to generate enough extra revenue for her to eliminate that \$300,000 loss...and start making a profit.

But, to my amazement, for some reason she didn't see the value of optimizing her funnel by adding these kinds of new sales opportunities into it. Instead (like so many Hackers), she was entirely focused on optimizing the performance of her ads and webinar by increasing conversion rates in ads and sales copy.

This is where 99% of marketers focus their time and energy. And that's great because you absolutely can't succeed without high-converting ads and sales copy. But the problem is, to create a breakthrough funnel, high conversions are only half the battle.

The other half of the battle involves increasing your Average Order Value (AOV)—and all other things being equal, you'll make a lot more money with a funnel that has a \$200 AOV than a funnel with a \$50 AOV. It's just simple math.

And increasing your AOV is less about tweaking conversion numbers than it is about adding more profit centers—because the more profit centers you have in your funnel, the higher your AOV.

So what exactly do I mean when I say, “**Profit Center**”?

A profit center is a money-making effort that gets added into your funnel.

We’re all aware of upsells, downsells, and order form bump offers. All are examples of profit centers within a funnel; however, they don’t even scratch the surface of all the various profit centers we can add into a funnel.

I’ve identified a total of twenty profit centers that should be in every funnel. Of course, there are more than twenty. But these twenty should be included in every funnel at a minimum. If your funnel doesn’t have these twenty profit centers in it, then you’re either not going to succeed or you’re not going to earn anywhere near as much money as you should.

Why Split Testing and Tweaking to Boost Conversion Isn’t Enough

Now don’t get me wrong, I’m all for split testing sales copy. In fact, to me, split testing is perhaps the most interesting and exciting part of the sales funnel journey.

But you must understand, there’s a place and a time for it. And the correct time for it is when you have a fully built-out sales funnel with all twenty profit centers included.

Why?

Because a 10% increase in conversion on your frontend offer might not be enough to turn a loser into a winner—especially if a frontend offer is the only profit center you have.

But that same 10% increase in conversion could perhaps explode the success of your funnel...once that increase washes through the twenty additional profit centers you’ve built into that funnel.

Here’s another point for you to consider, especially when trying to optimize a funnel...

Split tests cost money. They take time. Plus, they have high failure rates. For example:

- Let’s say you run a webinar on cold traffic, and it costs you \$1,000 to generate a sale on the frontend.
- Now let’s say you want to test a different price point, or a different inti perhaps a different close.
- This means to get a statistically relevant result on a split test could cc tens of thousands of dollars.

- Plus, depending on how much ad spend you're investing per day, it can take you weeks if not months to get a conclusive result.

What's worse, if your test fails, then you've just wasted a chunk of money and weeks/months have passed by...and you haven't made any progress.

Going down this route exclusively is a slow boat to China. It could take you many months, if not a year or more, to dial in your funnel.

Again, don't get me wrong. I'm not saying don't split test. You have to. There's no other way to optimize a frontend offer than via split testing. But that's not the only way to optimize your funnel...or the fastest...or the cheapest...or even the most effective.

Instead, work on increasing your funnel's AOV.

The Importance of a High AOV

The biggest weakness negatively affecting modern sales funnels is **Average Order Value (AOV)**.

AOV for most marketers is an afterthought. They put the entire brunt of their time, energy, and effort into creating a frontend offer...and drop the ball entirely on AOV from that point forward. Most offers limp along with lower-than-possible AOVs.

For example, let's say you have a frontend book funnel with a \$50 AOV...

- Right now, across all industries, the average Cost Per Acquisition from Facebook ranges from around \$10 to \$50 and above.
- That means when you include cost of goods, postage, overhead, etc. best you're barely breaking even—making it pretty much impossible to scale this offer.

But say you add in a backend, high-ticket offer that sells a \$5K solution.

- If you get just a 2% conversion on that, your AOV jumps to \$150.
- Now you can easily afford to spend \$20 (or more) to get that lead, and can keep doing so at scale.
- All things being equal, the funnel with an AOV of \$150 is capable of generating way more customers (at higher profit margins) than a funnel with an AOV of \$50.

You MUST attach a backend, high-ticket sale to the frontend funnel because it massively increases AOV. Because when combined, your AOV will (hopefully) be so high that you'll be able to afford to pay more to acquire a customer in your niche than all of your competitors.

And the marketer who can afford to pay the most to acquire a customer wins.

Because if everybody else can only afford to pay \$50 to acquire a sale, but you can afford \$200, you win—you can spend more on ads, drive out your competition, and own your market.

Understanding the importance of AOV, and the necessity of having a high-ticket, backend sale, is a revolutionary NEW way of thinking about sales funnels. It gives you a significant advantage over your competitors who are struggling to build a business off low-return AOVs.

It literally changes the game, especially when you keep increasing monetization by adding the twenty profit centers into your funnel. Then, when you roll a high-ticket offer into your frontend funnel, you end up with an AOV that's significantly greater than your competitors.

This really sets you up to dominate your niche.

Instead of focusing all your energy on ways to tweak your copy, your challenge then becomes, “What exactly do I add to my funnel to increase my AOV?”

The higher your AOV, the greater and faster you can scale. That's because the goal is always to be able to afford to pay more to acquire a customer than your competitors....and...to do so at a huge ultimate profit to your business.

The Key to Creating a Big AOV

The key to increasing your AOV requires understanding an important concept I learned from Halbert.

You see, there's a significant disconnection between old-school, hardcore, direct response, and modern internet marketing. The secrets to success were figured out long before the internet ever existed, but there are all these guys on the internet who think they know what they're doing and are actively sharing what they really know very little about.

I was a relentless, offline, direct response marketer way before I was an internet marketer and before the internet even existed—and my knowledge of what really works was beaten into me by Halbert, who boiled it down to a classic Halbert phrase: ***Operation Money Suck***.

The objective was simple:

Every single touchpoint needs to be monetized.

Operation Money Suck means that every single touchpoint—from lead generation, to point of sale, to follow-up, to customer care—every last thing is completely, entirely monetized.

Operation Money Suck is more than a label or even a concept. It's a principle. It's a guiding light. And everybody, in every business, from the top all the way down to the bottom, needs to understand it and embrace it.

Every touchpoint in the funnel, every action or nonaction, needs to be monetized.

So if you sit down and look at your business:

- Where are all the touchpoints?
- Where does someone put their finger on your business?
- How many places does a footprint land?
- How many places does somebody come in contact with your business

It's almost certain that there are hundreds of touchpoints, and every last one of them needs to be monetized, creating an endless, bottomless pit of profit.

Because that's what I learned from successfully doing direct mail. That's what I learned from Gary.

Important: Don't Overlook OFFLINE as Well.

While it's easy to focus on all the cool online technology and tools, you can't ignore the reality that there's more to marketing than the internet.

Nowadays, there's practically zero competition taking place in people's actual, physical mailboxes.

There's something about going to your mailbox, finding an envelope addressed directly to you, bringing it into your home, opening it up, and reading it. Odds are, while you take a look at it, you won't be competing with email, forty-four open browser tabs, online notifications, none of that.

It's personal. Direct. 1-1.

Something like 85% of mail received gets opened and at least looked at.

That's a powerful ally to have on your side when trying to make a sale, so don't overlook it.

Also, consider SMS messaging and phone calls as well—you can get incredibly high conversion rates with SMS and outbound calls, etc.

It's not Either/Or. You're not choosing between Offline and Online. You need both.

The Fastest Way to Optimize Your Funnel

Adding profit centers to your funnel...even if done badly...can swing your AOV and ROAS significantly, and almost instantly.

Think about it.

Adding just one single profit center to an offer that doesn't have one... even if the copy stinks...is likely to generate extra sales.

Then, when you add nineteen more profit centers on top of that, the results are almost guaranteed to thrill and delight you.

That's why the fastest, easiest way to optimize your funnel doesn't involve tweaking copy. It doesn't involve split testing. It involves adding more and more profit centers into your funnel. You'll have an almost 100% success rate. Plus, the increase in sales will perhaps take place overnight.

It's the fastest, surest way to make your funnels (and your business) successful.

So you need to embrace and—even more importantly—USE as many of the following profit centers in your sales funnels as possible:

- Profit Center #1: No Opt-in Lead Capture
- Profit Center #2: Pre Order Form Bump
- Profit Center #3: Retargeting Ads
- Profit Center #4: Order Form Bumps
- Profit Center #5: Upsell Exit Pop-Ups (5% to 15%)
- Profit Center #6: Upsell One
- Profit Center #7: Upsell Two
- Profit Center #8: Upsell Three
- Profit Center #9: Downsell Offers (5% to 20%)
- Profit Center #10: Upsell Abandonment Campaigns (5% to 20%)
- Profit Center #11: Thank-You Page Soft Sells (2% to 10%)
- Profit Center #12: Live Chat On Order Form (5% to 20%)
- Profit Center #13: Cart Abandonment Outbound Call Campaign (3% to 10%)
- Profit Center #14: Cart Abandonment Email/SMS Campaign (10% to 20%)
- Profit Center #15: Welcome Call (3% to 8%)
- Profit Center #16: Direct Mail Welcome Promo (2% to 6%)

- Profit Center #17: Direct Mail Welcome Promo – Two-Part Follow-Up (6%)
- Profit Center #18: Backend High-Ticket Offer (1% to 3%)
- Profit Center #19: Brand Awareness Campaign (1% to 3%)
- Profit Center #20: Backend Offer To Leads (1% to 3%)

If you're not using as many of these profit centers as you can throughout your funnel, your chances of failing are extremely high. You simply can't create a profitable, sustainable business—especially in the information industry—with them. Period.

KEY #7: Only go live with the Ultimate Multichannel Marketing Funnel.

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PART III

THE ULTIMATE MULTICHANNEL MARKETING FUNNEL

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In this section, I'll be laying out how you create, "The Ultimate Multichannel Marketing Funnel" and it's for anyone who uses online media and the internet to sell products and services.

To succeed today, you MUST have a finely crafted, integrated funnel to take full advantage of every lead generated from all your sources. That's why I put so much effort into detailing what I'm calling the twenty profit centers for your funnel. They'll show you exactly how you can get the most value out of every lead you generate.

When you look at your funnel from the "Operation Money Suck" perspective, your questions about how to maximize every possible optimization are answered, including:

- When they land on my order form to buy, how can I get even more m
- When they land on my order form and don't buy, what can I do to mo that?
- When they arrive at my thank-you page, how can I monetize that?
- And so on and on and on and on...

Remember: Every single touchpoint or non-touchpoint is supposed to be monetized.

With old-school direct response, this was set in stone, and guys fully understood this on every level.

Sadly, modern internet marketers do not. When someone lands on your order form and they leave without buying, the modern guys just factor that in, "Okay, those people are gone. What can you do?"

There's plenty you can do—in fact, I've broken it down into twenty different profit centers you can use to monetize every single touchpoint, which I have proven to be especially beneficial to THREE types of people:

TYPE 1. You're just getting started building your funnel, and you need to figure out what a complete funnel looks like. Understanding these profit centers will enable you to build a funnel strategically designed to work, not one that's going to bomb and be almost impossible for you to optimize and scale.

TYPE 2. You've already got a funnel and you're spending money advertising it, but your AOV value sucks, your conversion rates suck, and your return on ad spend sucks. You desperately need to start adding things into the funnel to improve those numbers. You can take these twenty things and start adding them in ASAP. Even if done badly, you'll see significant improvements over what you're currently doing.

TYPE 3. Finally, maybe you've got a funnel, it's profitable, it's making money, but you can't really take it to the next level. You're capped in the sense that it's profitable at a hundred sales a day, but the minute you try to go to 150, all the profit margin disappears. You're making money, just not enough. By adding in these profit centers, you can scale, and you can take profits to the next level.

No matter which category you fall into, this section is very, very important, because you can't succeed in the modern era with a half-arse funnel.

Design Your Funnel around Profit Centers to Increase AOV

Remember what I said earlier about how critically important it is to maximize AOV? Every great sales funnel needs to be designed around a mathematical equation for success, based upon the underlying principle of "Operation Money Suck."

Most people start by thinking about upsells and this and that and the other. Instead, map out a minimum of a thirty-day funnel with price points and estimates of conversion rates that will lead to a total Average Order Value (AOV). Having this in place is going to make it enormously more likely for you to succeed.

For anyone doing the book funnel game, they're all saying, "Hey, you need a minimum of a \$50 average order value." That's nonsense. You need like a \$300 average order value. If you start to build your funnel around a \$50 average order value calculation, most will get something like a \$22 average order value, and then they've got this massive hole to fill.

What you really want is to build your funnel to a \$300 average order value. Then you have all of this room to go way beyond 30 sales/day, 50 sales/day, 100 sales/day, 150, 200 sales/day.

Because when you can build your funnel around that type of math, that's what's going to make you king of the hill, that's what's going to make you the 800-pound gorilla in your niche, while everybody else is just mucking around in the sand.

To succeed today, you MUST have a finely crafted, integrated funnel to take full advantage of every lead generated from all your sources. That's why I put so much effort into detailing each of these twenty profit centers for your funnel. They'll show you exactly how you can get the most value out of every lead you generate.

This makes it possible for you to spend MORE to acquire a lead, which enables you to grow and scale your business. Because you DO NOT want

cheap leads. Dan Kennedy says that the business that can spend the MOST to generate a lead wins. Hands down.

So use these profit centers as a blueprint to follow when building your own funnel OR for ideas on what to add to your existing funnel to generate an almost overnight surge in sales and profits.

Let's get started.

WARNING: Don't just skim through these twenty profit centers assuming they're just niceties. In today's market, they are MANDATORY for business survival.

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PROFIT CENTER #1: NO OPT-IN LEAD CAPTURE

Let's say you have a lead-capture page that's killing it and getting 30% of page visitors to opt-in. (Average rates range from 5–15%, so 30% isn't bad.)

But you're not satisfied—nor should you be—because as Operation Money Suck demands, you want to monetize every single touchpoint. So no matter how good an opt-in rate you're getting, you're still losing out on leads who could someday become sales. Your effort and expense invested in driving traffic to that page has gone for naught.

Now let's say that you're not trying to capture leads, instead you're driving traffic to a text or video sales letter, but only 1% to 5% buy. This means 95% to 99% exit without ordering. Again, there's nothing to show for what you invested to get those eyeballs to that page.

But instead of watching that money and effort go down the drain:

- Imagine being able to contact 70% of the people who exited without any info or making a purchase.
- Imagine getting their email address and their telephone number.
- Imagine being able to email and send SMS messages to those people giving them more reasons why they should sign up and/or buy.

How cool would that be? It would be really cool, right?

Well, very few people know this is possible. But it IS possible.

Here's the story: A few years ago, I was consulting with Agora Financial (a \$350 million a year financial publishing company) at their headquarters in Baltimore. While there, I was involved in a meeting with a company that was pitching them on a remarkable new piece of code that you add to your landing pages.

This code captures every page visitor's data, bounces it off a master file of personal records on almost every human being in America, and then delivers back to us, the marketer, whatever data we want about each visitor—including data such as the visitor's name, email address, home address, and telephone number.

It's almost 100% accurate, and it IS 100% legal. In fact, when done properly, following up with these leads after they visit your website, even though they have not given you their contact information, doesn't break any spam or compliance rules.

I could hardly believe it, but it sounded amazing, so I signed up for their service immediately.

Essentially, this code enables you to capture the name, email, and telephone number (if we want it) of about 70% of people who visit your landing pages and exit without becoming a lead or a buyer.

Today, there are a number of these services available. The one I use and recommend is www.retention.com. And honestly, it's crazy how valuable this strategy is.

To give you an idea of its power, in terms of real numbers, in the last twelve months—since adding this code/strategy to the registration page of a webinar funnel of mine—I've paid Retention.com \$6,137.35 for the leads they've supplied, and in return I've generated \$371,788.08 in sales and revenue.

Now, I've had a 10.6% refund rate on those leads, which equates to \$39,774.38. So in all, after expenses and refunds, this strategy earned me \$325,876.35 in profit—just on this one funnel alone. That's a 53X return on investment.

That's a lot of extra sales that I otherwise wouldn't get if not for this strategy. And yes, these are my results. Your results will be different. Plus, a great deal of my success with this strategy boils down to what and how I sell to these leads after I get them from Retention.com.

But this to me is such a classic example of a profit center. You simply "tack" this onto your funnel and it makes you more money. No testing needed. Just switch this on and your funnel earns more money. Your AOV increases. Your ROAS increases. Your profit margin increases.

Now, there are a variety of ways you can use this No Opt-In Lead Capture, so let's look at a few...

- Add this strategy to any opt-in or registration page, and it will capture significantly more leads for you. Not only will this increase your sales profits, and ROAS...but...it will also drive down your overall CPL on a spend.
- Add this strategy to your VSL or text sales letter page (if you drive traffic directly and don't capture a lead first). This will grow your email list and increase your sales, profits, and ROAS.
- Add this strategy to your order form if you don't capture data beforehand. Again, this will grow your email list and increase your sales, profits, and ROAS.

Here's something else...

- I know one guy who uses this code instead of an opt-in form. He creates an article that has buyer intent. For example, content with a headline like this... “The Best Keto Diet Supplement for You to Buy to Lose the Most Amount of Weight.” Then, from the total traffic that lands on that page, all of visitor’s emails and telephone numbers are captured. This allows him to then send a message that follows this type of flow, “Hey Rob, my name is Caleb and I saw you visited my article titled, “The Best Keto Diet Supplement for You to Buy to Lose the Most Amount of Weight.” Obviously since you read that article, it means you’re interested in buying a keto supplement. And since that’s the case, I recorded this short little video for you. Check it out.” He’s getting cheap clicks because all he’s doing is advertising an article. This strategy is killing it for him.

How cool is that?

Plus, don’t forget...

1. This is 100% compliant and legit (no shady black or gray hat stuff, it’s above board).
2. You can capture more than just an email. You can capture a telephone number and even a home address.
3. The sales and profits this strategy generates for you are 100% “extra.” You simply wouldn’t get these sales if not for this profit center.

Is this hot or what!?

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PROFIT CENTER #2: PRE ORDER FORM BUMP

When someone has decided to accept your offer and clicks that “BUY NOW” button, you can just bring them directly to the order form and let them fill it out to make that purchase.

But again, we’re always thinking of ways to monetize every single action—and they may not complete the process because, for whatever reason, they’re not yet 100% committed to buying.

So why not give them something enticing IMMEDIATELY to get their juices flowing?

One of the tactics we used in direct mail was to offer a Gold and Silver version of the offer on the physical order form itself. The Silver Version was the regular product offer. The Gold Version was a superior offer with more bonuses and value at a higher price point. Essentially, this was an additional offer presented BEFORE the purchase.

This strategy significantly increased average order value because, on average, about 30%+ upgraded to the Gold offer.

Now, marketers started doing something similar to this online by putting an extra offer on the order form itself. And these became known as “order form bumps,” which we’ll talk about in just a moment (Profit Center #4).

The classic “order form bump” works great.

But I decided to do something slightly different that had huge success. I began putting a bump offer BEFORE the actual order form. Here’s what I’m talking about...

- When the prospect clicks the order link on a sales letter, either a pop-up appears before the order form...or...the prospect is taken to an “interim page before the order form.”
- In either case, the pop-up or interim page gives the prospect a Gold or Silver style offer, which is essentially a chance to upgrade to a bigger and better version of the offer at a higher price point.

This works like a charm to increase the average order value (and return on ad spend) before people even visit the order form. Depending on the offer and price point, I’ve seen this tactic trigger a 20% to 300% increase in average order value.

This is a super simple, fast, and effective tactic to add to your funnel. It’s just a simple pop-up or interim page. Yet, very few marketers use it.

Perhaps because hardly anybody knows about it.

In either case, it's a Gold and Silver type offer, where the gold version has extra bonuses at a discount. It's more money, but a bigger discount. Plus, you get extra stuff—reports, additional training, templates, cheat sheets, premium support, done-for-you stuff, etc.

I used this strategy in a book funnel I was running and was able to double the AOV of the book (before the order form) by offering a Silver and Gold pop-up offer. The Gold offer included two extra chapters of the book that revealed further secrets that were highly desirable. Plus, several other bonuses including a Facebook group for support.

But perhaps my favorite example of this strategy in recent times comes from my friend Mark Ling. He's one of the top marketers in the world. One of only a handful of guys who I consider elite.

Mark and I were talking about this recently and here's what he told me...

"Adding this continuity offer into the funnel actually decreased frontend conversions by 4%. Meaning our conversion rate was normally around 3%, so this dropped it to about 2.88% on average. However, 48% of people take the trial offer. So this page took our AOV from about \$60 to roughly \$180, which obviously changed the game for us."

So as you can see, this PRE order form bump strategy is no joke. Done right, this one profit center alone could be all you need to explode your AOV and scale your funnel. What's more, very few marketers (except the elite one) even know about this strategy.

Plus, this strategy can be used in almost any funnel. Regardless of the niche. Regardless of what's being sold. Regardless of the price point. This just works. So add this to your funnel. Then, get ready to see an overnight surge in sales and profits.

Here are some examples of this strategy from winning funnels...as you can see, it follows the classic Gold and Silver style offer. And apart from the great copy, layout, design, and subtle use of social proof, the real savvy in this example is the use of a free trial continuity offer. This beauty increased their AOV from \$60 to \$180 and blew up their business.

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THE SECRET NEUROSCIENCE OF MILLIONAIRES

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2 PAYMENT

3 INSTANT ACCESS

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PROFIT CENTER #3: RETARGETING ADS

Here's a typical scenario you may face online...

You invest a significant amount of money and effort to persuade your prospect to go to your landing page. But once they get there, they don't sign up, register, or buy. You've had ONE SHOT to get the action you want and if (for whatever reason, good or bad) they don't buy, then they're gone.

Even worse, if later on they conclude they ARE interested in your offer, its location is long gone. Out of sight, out of mind.

Don't let them get away. Use "Retargeting" to find a way to monetize that interaction.

First Off, What Is Retargeting?

It's simple. There's a tiny chunk of software code (called a "pixel"), provided by the retargeting service, that you put on your website. When somebody visits your website, the pixel code starts tracking that person. Then, when they go from website to website throughout the internet, your ads show up on those pages as well.

Retargeting creates a sense that you and your ads are everywhere, "Wow, this person's all over the place. I go on Facebook; I see their ads. I go to my favorite news site, and the ads are there too."

Retargeting helps provide greater credibility because they're seeing your ads everywhere they visit. And because you're only targeting individuals who have already come to your site, you're showing ads to far fewer people —therefore, the cost is going to be far less than the cost of an advertising campaign to cold traffic.

It's a perfect tool for marketing your business. In fact, it's become so powerful that many marketers don't even bother having an email opt-in anymore.

But adding retargeting to collecting emails and all the other things that you're going to read about in this book helps create a powerful and effective symphony of follow-up and connection with your prospects.

For example, I know a supplement guy who wasn't using retargeting, but once he gave it a chance he produced 23% more sales! That's massive, especially given that he was already doing hundreds of sales a day. If just this one tactic can bring in 23% more sales over a twelve-month period, you can profoundly affect the profitability of the entire business.

A client in the golf niche was paying a Cost Per Acquisition (CPA) of \$60 each. At the time, his funnel was producing something like \$55, so he was losing five bucks a sale. He started doing retargeting and began getting sales at \$36 or \$37, bringing the cost to acquire customers way down.

We do a lot of lead generation, so we retarget people who come to our email capture pages. If we pay \$6 a lead for a first-time visitor, we're paying \$3.20, \$3.40, and \$3.50 for the second-time lead. And again, that brings down the overall cost per lead.

I remember the old-school direct mail guys saying, "If your business is exciting, you're probably doing it wrong." Because at the highest levels, this is a dull, boring operation.

But dull, boring operations can yield massive profits.

If things are just constantly on fire and you're excited all the time or whatever, it's probably because you're on a roller-coaster ride. You don't want to be on coaster rides, you want smooth sailing. And retargeting is one of those tactics that doesn't create heart-pounding excitement, but it's a workhorse and it makes a lot of money. By not having it in place, you're making a serious error in strategic planning and execution.

Three Reasons Why Retargeting Is Essential

Here are three specific reasons why, in my humble opinion, retargeting is an essential secret to success and unquestionably a big profit center in everything we do with sales funnels.

- **Reason One – It keeps you in their eyeline.**

For every person who goes to your funnel and buys, there are ten people who come to your funnel intending to buy at a later stage, but life gets in the way. And that's important to understand, because then you can create a strategy around it and monetize it.

Retargeting is essentially a recurring reminder to those people who got interrupted when they were in your funnel. It says, "Hey, don't forget, you wanted to buy this thing so I'm going to keep putting it in your face until you do."

Not so long ago, I went to purchase this product called WonderDads. I literally sat down to buy this thing about seven times, but life just kept getting in the way. If it wasn't for reminder-based marketing and follow-up, I probably would've forgotten all about it.

But because they did a good job of following-up and retargeting me, I did eventually buy.

- **Reason Two – It gives you time to build credibility.**

There are people who intend to buy, and then there are people who stop and think, “I’m interested in this, but I don’t trust this person or this company enough to make a buying decision.”

Trust is another reason why people who are interested don’t buy. What they’re saying is, “I want this, but I’m not yet comfortable buying and need a bit more persuasion.”

Retargeting allows you to provide both reassurance and persuasion.

- **Reason Three – It’s a chance to build rapport.**

It creates a relationship, turning a cold audience into a warm one. Six months or a year down the road, when you have a new solution, new product, or new service to offer, you’re going to have much bigger conversion rates going out to your warm, previously retargeted audience than to a cold audience.

Your retargeting audience already has experience with you. They already have a relationship with you.

Now, those are the three reasons why, but the big umbrella reason why you should use retargeting is that a person who visits your webpage or consumes a piece of content belonging to you is many times more likely to convert from that point forward.

Let’s say there are 100 prospects who don’t know you from Adam, but they click on your ad and go to your landing page. You’ll have one conversion rate based on that audience.

But if a different 100 prospects (still don’t know you from Adam) land on your landing page and don’t take action—and instead of letting them vanish, you retarget them with an ad—many of those prospects will buy your offer because they saw your retargeting ads. Thus, the conversion rate on the second group will be far higher than the first.

That’s why you want to retarget people. If they’re interested enough to come back, their conversion rates will be significantly greater than the first time they visited your page.

As a theoretical example, if first-time visitors convert at 10%, second-time visitors convert at 30%. Now that’s theoretical because everyone’s numbers will differ; but retargeting absolutely generates bigger conversion

numbers. Second-time visitors convert much more often than first-time visitors.

Two Core Retargeting Strategies

There are essentially two strategies that work universally.

The smartest approach is to first retarget the most likely people to buy and then move out from there. It's like a dartboard, where there's a bullseye and as you move out from the center—ring by ring—people become less likely to convert.

In a sales funnel, the number one group we want to retarget (those who will convert the best) are buyers. Retargeting buyers will deliver the highest conversion rate. For example, if someone bought your frontend product, but didn't buy your upsell, then you'd want to retarget that buyer BACK to that same upsell because they'd be most likely to convert.

The second-highest converting category is people who visited your order form. Generally speaking, these are people who've consumed your advertising and expressed an intention to purchase by visiting your order form.

So, this is where we usually start—upsell abandoners and order form visitors. These two categories are the most likely to convert from retargeting.

From here, you can branch out even further. You can retarget landing page visitors, squeeze page visitors, or webinar registration visitors. But they're less and less likely to ultimately buy from you or take the actions that you want.

In terms of timeframe, I suggest retargeting people back to your offers for a maximum of thirty to forty-five days. Some will say less, while others will recommend retargeting for a much longer period of time....

But if you track your results carefully (and most people don't), then what you'll find is that the longer you retarget, conversion rates decline, and the cost per sale increases.

There's a law of diminishing returns and in my experience, there's a massive drop-off in profitability after thirty to forty-five days, depending on what you're doing. But thirty days is about optimal.

Retargeting Networks

Most people just retarget on Facebook, but you want to have retargeting pixels from each of the top four retargeting networks: Facebook, Twitter, Google Ads, and Taboola.

You want to be everywhere, so that when someone visits this website, that website, this blog, that blog, anywhere at all, any platform, blog, website, nook, and cranny on the internet, you will be there.

And if you have retargeting pixels from Facebook, Twitter, Google AdWords, and Taboola, you can be everywhere.

Just that ONE tactic alone is going to generate a lot more sales than just sticking to Facebook, which is what 95%+ of everyone using retargeting does.

Regarding the types of ads used, there's a variety of different ads you can run. Again, it's going to depend on your type of funnel. And a webinar WITH a deadline requires a different strategy than a book funnel WITHOUT a deadline.

Retargeting: Product Reminder Ads

In general, there are two types of retargeting ads that work very well. They're the workhorse strategies for retargeting—particularly for upsell abandoners and order form visitors.

The first type is Product Reminder Ads.

These ads say something like, "Hey, don't forget, go back and buy my product." That's their whole purpose: "Don't forget, buy my product."

These ads typically consist of a picture of the product being sold, a headline presenting its main benefit, and a description that summarizes a problem the product solves. Finally, there's a call to action that states: BUY NOW.

It's not a "Learn More" type of thing, it's BUY NOW. Very important.

Again, product reminders essentially say, "Don't forget to go back and BUY this thing."

There are a lot of triggers you can put into these product reminders in both the images and the ad copy to get people to buy. You can talk about how this is a unique sale, it's a limited-time discount, one-time bonuses, or it's only available for a short time—basically, all the usual sales triggers you'd use to make a strong offer. It could be as simple as, "Don't forget to go back and buy."

There's a lot you can do to make these triggers very, very powerful, but essentially, 80% of the magic of these ads comes down to simply saying, "Don't forget to go back and buy this product."

Shockingly, the vast majority of sales funnel guys don't even do this stuff and have no idea how many sales they're leaving on the table. I tell them, "Don't get fancy. Just product image, main benefit in the headline,

description of the problem that the product solves, and a buy now button. Just do that much and see how you do.”

And inevitably they all come back and say, “I should have been doing this all along. This is amazing!”

Retargeting: Credibility-Based Ads

The second type of ad, the Credibility-Based Ad, is also very powerful. It can come in several forms, from celebrity endorsements—such as a universally known celebrity like Tom Cruise—to an industry-specific celebrity, or even just an endorsement or a credible customer testimonial.

For example, even though I have a full head of hair, I’m being retargeted by a hair growth company called Harklinikken. They have a number of celebrities, including Tony Robbins, talking about how the product helped them, “I never thought that I would be able to regrow my hair, but now I have so much.”

These guys do really good, credibility-based ads.

The core idea is to have a picture of the person and a headline that summarizes the testimonial or endorsement. So, Tony says something like, “I have 40% more hair or something than I had.” And then the headline is, “40% More Hair.”

The copy in the ad is the actual testimonial or endorsement. Harklinikken puts the copy in quotes, with Tony saying, “All these years, my hair was thinning. Then I found this product and since using it, I now have 40% more hair.”

And then the call to action is, “Learn More.”

You could just have a picture of a happy customer, a headline summarizing their testimonial, and then the testimonial itself with that same call to action, “Learn More.”

Very, very powerful stuff. Adds a lot of credibility.

(I got a great testimonial from Carl Allen, who said that he made \$7 million last year because of one of the things I taught him. I absolutely intend to use that as a retargeting ad because it’s very, very powerful.)

You can even mix the credibility ad with the product reminder ad. “Don’t forget to go back and get your hands on the X, Y, Z book because Sally Smith got her book, and here’s what Sally Smith has to say, yada, yada, yada.”

Mixing these together can be very powerful.

So, between these two types of ads, the Product Reminder Ad and the Credibility-Based Ad, you’ve got two powerful retargeting ad strategies that work very well.

Retargeting: Mix and Match

You can mix and match by swapping them out, for example:

1. Run a Product Reminder Ad for seven days—and then shut it down.
2. Run a Credibility-Based Ad for seven days—and then shut it down.
3. Rerun the same Product Reminder Ad for seven days—and then shut down.
4. Rerun the same Credibility-Based Ad for seven days—and then shut down.

You rotate one around the other week by week.

You can run different product ads, with different hooks, different images, and different appeals.

You can run different credibility ads with different celebrities, different images, and different testimonials. (For example, Harklinikken rotates several celebrities around.)

By mixing these ads together you're combining the power of these two into one overall strategy.

TIP: You can also create multiple two-minute videos, drive traffic to those videos, and retarget people who watch for five seconds or more.

Note – you're not even driving traffic to your offers, you're driving them to a content piece and then you only send people to your offers who've watched five seconds or more of the videos.

Why? Because the conversion rates of THOSE people who visit your offer will be significantly greater than the conversion rates of someone who hasn't seen your content and knows nothing about you.

Again, I'm just giving you some ideas to play with.

But I personally do NOT recommend you go any longer than 45 days, and even that's a lot. My sense is that if someone hasn't bought after 30 days of retargeting, they're probably not going to buy.

Don't Make This Complicated

Most people overcomplicate retargeting. Create a few simple ads to build credibility and trust, and then invite the prospect to act immediately. Just doing this can have a huge compounding effect on sales that your funnel would otherwise be missing.

Remember Matthew Lesko? He used to be all over TV, wearing bright purple suits with dozens of question marks. If you saw him once, you'd never forget him. Everyone was saying, "Look at that lunatic. What an odd, weird guy."

Lesko was a genius. He was making money hand over fist. He understood that winning the game means showing up and reminding people. Winning meant being memorable, and constantly creating familiarity, because it takes multiple touch-points and repeated attempts to get people to buy from you.

Anyone who isn't playing that game is losing out massively. Because for every one person who buys, there are ten who intend to buy but never get around to it. So, if 100 people buy from you, there are really 1,000 people wanting to buy someday.

It's your job to scoop up as many of those people as possible.

Now trying to get 100 people to buy from you cold, that's the hardest freaking thing in the world. But getting 100 people who are already warm to buy is faster, easier, and cheaper.

Then, in six months or a year down the road, you've got a large audience you can introduce a new offer to. And guess what? Your conversion rates will be significantly higher than they would be going after a cold audience.

And at its essence, that's what retargeting is about. It's going after a warmer audience that converts faster, easier, and cheaper than a cold audience.



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PROFIT CENTER #4: ORDER FORM BUMPS

You've heard the old saying, "Don't leave money on the table."

Businesses do it all the time, especially when someone has already arrived at checkout, credit card in hand, ready to buy. They've flipped the switch in their brain from "I don't know if I want this" to "Let's do it"—so why wouldn't you put something else in front of them at that moment?

The classic order form bump appears on the order form and offers an additional product that complements the main solution the prospect is buying. By moving these kinds of offers to the order form, we're able to achieve conversion rates we probably wouldn't get on upsells on the backend.

It's a one-click add-on to the order that often gets a 20% to 50% take rate, which is enormous because, depending on the price point, it can increase your average order value by 20–100%.

We've all seen order form bump offers and there's nothing really revolutionary about them. But they're an essential strategy to your success, especially because of the very low take rate on upsells.

There are five basic types of bump offers:

1. **Bulk Discount Offer.** My wife gets these fancy-schmancy shampoos on the order form bump, there's the option to buy two bottles of shampoo and get one free. That's a bulk discount. With a membership website could do something like an additional \$100 to get the entire 12 months for the price of 9. Bumps with bulk discounts work really, really well on order forms.
2. **Offer Upgrades.** When you buy a book, you'll often see something like "Hey, I've got this behind-the-scenes video training of me doing this in my free time, so you get to look over my shoulder and see me implementing the same strategy that I teach in the book." That's an example of an offer upgrade. We've offered six weeks of live coaching, and that upgrade was absolutely huge.

When we were doing health supplements, we made millions with a PLUS version of the product. Think about it—you just came through a major promotion, you're sold on the product, and then you go to the order form which offers you a plus, or enhanced, version of the

product. It's exactly the same product with the same ingredients, plus two extra ingredients.

Let's say you're sold on a joint pain pill and the order form bump is, "Upgrade to the plus version of the joint pain pill. It's exactly the same pill, plus two extra ingredients that help you sleep better at night." If you can offer the same product, but a BETTER version of the one they were already sold on buying, you're going to have a massive conversion rate on that. That was a huge one for us.

3. **Different Format.** Lots of guys do this on ClickBank. For example, if you sell a book, you can offer the audio version. If you sell a capsule health supplement, upgrade to the gel cap version that'll provide faster deliverability. If you sell training, upgrade to an in-person event, like a implementation event where we'll just beat on you until this whole thing is done—very effective because lots of people will sign up for implementation events.
4. **Related Product/Service.** The classic, "Want fries with that?" related approach. We had a funnel selling Facebook ads training and the bump was training for YouTube ads. "You're obviously interested in ads, so why not double the size of the opportunity by adding this YouTube ads tra

I recently got into luxury watch investing, so I bought some training on the topic. On the order form, it said, "You're about to make the best decision ever by investing in this luxury watch investing program. By the way, you can add this luxury car investing training to your order as well." Oh well, I'm probably going to wind up being one of those numbskulls in the Lamborghini here, but what the hell

...

If you sell a keto diet book, a related product might be, "Add this keto diet pill to your order." Perfect, killer bump.

5. **Continuity Offer.** Continuity offers like physical print newsletters on a topic have a very nice conversion rate. You can bump them into membership websites or private communities. We did "done-for-you" services around ads, so the bump said: "How about we create all your ads for you every month? We'll send you 30 days' worth of ads that you can split into different categories that you never have to worry about creating your own ads ever again." The conversion rate on that for people who are advertising.

Another great bump involves Q&A and support. There's a great golf funnel out there that offers, "For just \$69 a month, go out on the course and get your buddy to record a video of your swing. Send it to us and we'll give you feedback on how to improve."

to us. We'll analyze it and let you know whether you need to straighten your back leg, pull back your shoulders, etc. Within 90 days your buddies will be stunned at how good your game has become—all because of our high-level feedback."

And if you're selling something like supplements, there's the classic refill program. "Five days before you run out, we're going to whack your card and send you another refill, so you never run out."

The best order form bumps are simple things you can easily add to your order, click, click, click, click, click, click, click. A good way to think of them is the classic McDonald's drive-through appeal, "Would you like fries with that?"

There's so much in that little statement, including remarkable psychology. It's not some spiel about WHY you should get fries with that. You're not making a life-transforming decision. It's just the nature of that offer that makes so much sense to the purchase that's taking place in real time. That's what makes the right profit center a snap—whether the copy is good, bad, or ugly.



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PROFIT CENTER #5: UPSELL EXIT POP-UPS

If you're an old school internet marketer who remembers the Wild West Days of CPA marketing, then I'm sure you'll know of a network called Clickbooth (now Perform[cb]). It was the largest CPA network on the entire internet and had the highest volume of traffic in the industry, which was massive.

For several years running, my team and I had the highest traffic-receiving and sales-volume-generating offers on Clickbooth. We were doing about \$100,000 to \$200,000 a day with a single sales funnel—doing that kind of volume was a heck of a ride.

During that time, we were spending somewhere in the low six figures per month, split testing every last element of our sales funnels to increase conversions. We had to stay ahead of the competition, which was ruthless and relentless.

The way that CPA networks worked was that the number one guy got 70% of the traffic. The number two guy got 20% of the traffic, the number three guy got 10% of the traffic, and the number four guy never got a single click.

That's the hierarchy of how that industry worked. You were either number one or really struggling. And if you were number one, everyone was biting at your heels to try and get into that number one position.

My team and I were pretty much the kings of that game for several years. And during that time one of the many things we discovered about funnels was that for every 100 people who purchased your frontend product, only 50 of them made it to the thank-you page.

This means that half of your buyers abandon your upsell funnels.

We've retested and revalidated this many, many times over the years, and repeatedly found that a whopping 50% or more of buyers abandon upsell funnels.

So that's obviously a huge loss of potential profit.

As a result, I came to greatly appreciate the power of the simple little upsell exit pop-up as a way to monetize these touchpoints. These little beauties make sales happen that you would absolutely and unquestionably otherwise lose, especially when you consider that 20% to 50% of your visitors simply abandon your funnel without really considering what you have to offer.

That's a huge loss, yet almost no one does these pop-ups.

I'll wager that if you buy into a hundred funnels and try to exit all of those funnels, you won't get one pop-up. Very few people do it. They just accept this result, and they don't even know the sales they are losing.

Now, most marketers think that traffic platforms hate exit pop-ups, so they don't use them. And they're right. Google, YouTube, and Facebook don't allow marketers to send traffic to pages that use exit pop-ups. (You CAN, however, put a pop-up on your page as long as it's not an exit pop-up.)

Having said that—this rule ONLY applies to landing pages (and sometimes order forms).

But later on in the upsell path, there's no problem whatsoever with using an exit pop-up. And when done right, upsell exit pop-ups can boost the sales of upsell products by 5% to 15%.

That's a lot of extra sales over time you'd otherwise lose out on.

There are five types of upsell exit pop-ups that we use and consistently work really well.

Type 1: Warning Upsell Exit Pop-ups

The first type is a WARNING, usually based upon a one-time offer.

"Hey, if you leave this page, you'll never get this product or service at this price ever again. Are you sure?"

Another way to do a warning is with something like, "Hey, are you sure? You really DON'T want to achieve X in half the time?"

For example, I had a book funnel where the book taught strategies. Upsell number one was, "Do you want all the templates necessary to implement this strategy? Because it'll take you a month to go implement this on your own. But with these templates, you can be up and running in the next seven days."

Essentially, that warning boiled down to: “So you don’t want to achieve X in seven days versus thirty days?”

This gets people to reconsider and ask themselves, “Well, do I really want the slow option, or do I really want the fast option?”

Because sometimes people can land on a page and not really understand anything that’s going on. They’re just, “Whatever, I’m out” and leave.

So a pop-up exit warning—letting them know that it’s a unique price point they’ll never get again, or a “slow road vs fast road” option—can be very, very powerful.

Type 2: Classic Discount Exit Pop-up

Type number two is just the classic discount, typically worded like:

“Hey, wait, don’t go—I’ll give you this 25% discount!”

Unquestionably it works, however, I think that it’s a horrific lesson to teach your customers.

Years ago, I lived in Tel Aviv, and when I went to Jerusalem, I’d see these guys selling stuff on the street in the old city section. They’d be hawking something for 100 bucks, and I’d say, “No way.” And in a heartbeat, they’d say, “Well, okay, then just twenty bucks.”

And instantly I knew these guys were thieves.

Another thing I have found is that discounted sales have a much higher refund rate than a normal sale. If someone says no to the offer, and then you immediately give them a 20% discount, in my experience you’ll still have a 30% or 40% refund rate on those orders, whereas you might only have a 10% refund rate on the people who actually bought at full price.

Discounts do work, however, and therefore they’re worth mentioning.

(If you do a discount, only offer a small one. Think about it—if you instantly discount someone 50%, it means that you were trying to rape them a minute ago. That’s no way to build trust.)

Type 3: Payment Plan Exit Pop-ups

The third type is a payment plan. For example:

“Act now and get it for three payments of \$29.”

This is a very common tactic, which definitely generates sales.

On the downside, it also has a higher refund rate. But having a higher refund rate versus losing out on sales that would've never otherwise happened is always a good idea.

Now sometimes you'll get the initial sale, but you won't collect all the payments. Of course, if someone's buying a \$7 book and your upsell is a \$19 audio version, you're not going to be doing three payments of \$6.33, that makes no sense.

Type 4: Objection Handler Exit Pop-ups

These can be very powerful. An objection handler would be an exit pop-up that says something like:

"Hate Facebook Ads? We'll create your ads. We'll set up your campaigns. We'll test, optimize, and do all the media buying for you FREE for 30 days."

Note that this is NOT in addition to the offer. Rather, it's essentially the sexiest version of the offer in a nutshell that you can create. You do this because just as we mentioned earlier, a lot of the time people don't read the upsells.

Think about it. Someone lands on a VSL page with a headline, and they will stay there for three seconds. They don't really know anything about what's being offered. They're thinking, "No, I don't like the look of that." And they'll leave.

It's the same with upsells. Many people will instantly choose to abandon ship without understanding everything going on there. For example, if your headline says, "Upgrade Your Order to Get Advanced Facebook Ad Training," someone might see that and simply leave without even thinking about it.

That's when you hit them with that objection handler:

"Hate Facebook Ads? We'll create your ads. We'll set up your campaigns. We'll test, optimize, and do all the media buying for you FREE for 30 days."

It's like an extra bonus they didn't expect. And it's very powerful if you can get it right.

Type 5: Bribe Exit Pop-ups

Last, but not least, is the bribe.

“Wait! Don’t Go! Let me sweeten the deal. How about I create all of your Facebook ads for free copy, images, headlines, everything?!”

Bribe offers are one of the very best ways to sell anything. In fact, one of the first sales letters Gary Halbert ever taught me was a bribe letter.

Now I’ve taught it to people in the past, and they’ve sometimes told me it didn’t convert.

“Okay,” I’d say, “show me what you did.” And so they’d show me, and their bribes were garbage. No wonder they didn’t work. The secret to success with this is to bribe them with something they actually want. No one wants a dud bribe.

The power of the bribe exit pop-up is that you’ve got to have a killer bribe for it, something that really sets their world on fire—a free trial of another product or another service that you offer.

Whatever the bribe is, it needs to be relevant to what they’re trying to achieve and the offer that you are making in the upsell. A lot of times, the bribes I’ll use are already in the offer anyway.

Because here’s what I’ve discovered—most people who exit don’t even read the offer. They don’t actually understand the upsell.

Whereas people who click the link to officially decline, they fully understand the offer and don’t want it. People who simply exit the upsell typically did not understand the offer in the first place.

So, what I’ll do is take the sexiest, most awesome aspects of that offer and stick them in the exit pop-up as a bribe.

Exit Pop-ups are a Great Strategy

Those are the five types of exit pop-ups that can really move the needle for you. And the beauty of these things is that you can just literally switch them on and watch them work.

What I’ve found is that of the five, the Objection Handler and the Bribe are the most effective for me in terms of what I do. Warnings would be up there as well.

Even though I don’t do Discounts, plenty of people do offer them. They’re pretty common for nutritional supplements and things where you’re offering good, better, best. They can work extremely well, so

I'm not pooping all over them. I just think that discounting is the lazier way to go.

Because what I've found is that unless there's a massive gap between what they just bought and what you're selling in the upsell, price is rarely the issue. It's usually an objection or there's something not in there they want to have.

With books, a lot of the time the main objection boils down to, "Just let me get through the book first, and then I'll be interested in buying some other stuff."

So if you come in with, "But I'll give you like a 20% discount!" Well, the objection's still there. You haven't addressed the objection.

That's why warnings can work instead: "You'll never get this offer again," or "Are you sure you want to go the slower route instead of the fast route?" For that type of prospect, a 25% discount is usually not the answer because it's not really about money anyway.

NOTE: Sometimes we'll do a bit of preliminary research by putting a pop-up questionnaire on the page. If someone attempts to leave, a pop-up appears asking, "Why are you exiting? What's wrong with the product? What's the number one reason why this offer isn't of interest to you today?" And I'll just look to see what these people have to say.

This way, before prescribing a solution, you can find out the actual cause of the problem. Now I don't do that all the time, but it's smart to do so. This is something I've done that I've found to be valuable in some situations, but a waste of time in others.

PROFIT CENTERS #6, #7, AND #8: UPSELLS 1, 2, AND 3

The next three profit centers involve “Upsells”—specifically, Upsell 1, Upsell 2, and Upsell 3. As I’ve mentioned earlier, you shouldn’t think of these as optional parts of a funnel or things you’ve just thrown into the pile to create a “good deal.” It’s crucial that you include them as key to your entire strategy.

Now an upsell differs from an order form bump in that it’s only seen after an actual purchase has been made.

Using the grocery shopping example, the order form bump is the magazine you grabbed while waiting in the checkout line. The upsell would be the kid standing next to the bagger asking if you want a \$10 box of candy to support the High School band program. That kid knows that once you leave the store, it’s highly unlikely you’ll randomly drop ten bucks to support new band uniforms. But at that moment, immediately after you’ve just bought something and still have your wallet in hand, you are definitely someone worth asking.

The vast majority of marketers don’t think they even have to have an upsell product, which is tragic because upsells can mean the difference between a business that works versus one that struggles to barely break even.

Upsells are simply a must-have, but they’re rarely done correctly. Why? Simply put, most marketers have a mistaken belief about the entire concept.

The way almost everybody else approaches upsells is to create a product and then start fretting about the challenge of coming up with multiple backend offers. “What the hell are we going to sell them next? We need a freaking upsell!” It’s because they’re either lazy or simply haven’t thought through the entire funnel intelligently. They’re doing upsells as isolated elements, and it’s very hard to pull that off.

My approach is far better.

How to Design Upsells That Convert Like a Bat Out of Hell

Again, the way most people look at upsells is as a series of different offers, as individual pieces.

I don’t. I try to see everything as just ONE SALE broken out into FOUR PARTS, with a frontend product and then the three upsells.

This is a critically important mental shift. Instead of thinking that upsells represent separate roads leading off in different directions, think of EACH sales component adding up to one logically coherent destination.

First off, I try to figure out the prospect's ultimate goal—what are they trying to accomplish?

Example: to become an Email Super Affiliate.

The first thing you need to do as an Email Super Affiliate is to understand how to build an email list that generates daily sales and profits. Therefore, THAT becomes the frontend product, which is all about the concepts, principles, tactics, strategies, and thinking required to create an email list that generates daily sales and profits.

Next, I would figure out the logical sequence for the upsells based on that ultimate goal and what was offered first as the frontend product. For example, to enable someone to become an Email Super Affiliate, they would need the following:

- Frontend Product – They want to learn how to build out an email list that they can send offers to regularly.
- Upsell 1 – Once they know how to build that list, the next logical step Upsell 1, is that they will need a funnel.
- Upsell 2 – Once they have a funnel, now they have to drive traffic to 1 funnel.
- Upsell 3 – There's traffic coming in, so now they need to know how to close the deal which means they need to know how to sell via email.

ALL four things make them a kick-ass Email Super Affiliate. And with these upsells, essentially what I'm doing is walking them through the realization that I have, in totality, everything they need.

One Product, Broken into Multiple Pieces

Again, it's one product, but it's broken out into individual pieces and offered one after the other.

Each piece builds upon the previous one and sweetens the pot by leveraging factors like simplicity, speed, convenience, bundling, support, and done-for-you. For example:

UPSELL 1 addresses your need to have a funnel. It's an inevitable step to success. If you want to play football, you need a ball. If you want to build an email list, you need an email capture funnel. You can't argue with that, because you can't be an Email Super Affiliate without an email capture funnel.

Now I can do two things: turn it into a simplicity sale or a done-for-you sale. So, I could say:

- “Looks like you need a funnel. How about I give you all my best temp Just switch these puppies on, and you can build it yourself. It’s that si Or...
- “Hey, you just bought this, but you need a funnel. How about I build a for you?”

UPSELL 2 can be a bundle of training on everything they need to know about Facebook advertising, so they can get all the traffic they want. Again, getting traffic’s an absolutely necessary step to achieve their goal.

Now, for this specific upsell offer, we could do speed, we could do convenience, we could do simplicity, we could do support, or we could do done-for-you.

- Speed would be, “I’m going to give you everything you need to hit the ground running as fast as possible: all of my Facebook ad templates, SOPs; I’m going to give you all my checklists for running ads, setting your ad account, and warming up your ad account.”
- Done-for-You might be, “Look, it normally costs \$5,000 to work with a buyer to do this, but I’ll give you my media buyers for four weeks to s your ads and warm up your ad account. We’ll create your ads for you create your ad campaigns for you. We’ll go live, we’ll test, we’ll optim and I’ll give you literally my media buyers and you can work with them on one. You can have as many phone calls with them as you like ove four-week period. Normally costs \$5,000, but I’ll give them to you for

Again, very desirable, AND also in alignment with the first product—it’s all just one product they’re buying, not individual, isolated products.

UPSELL 3 can be a coaching offer. Now we could do a bundle and we could do speed.

- As a bundle, you could say, “I’ll give you everything. I’ll give you my e campaigns. I’ll give you my webinar-promotion templates. I’ll give you product-launch promotion templates. I’ll give you my welcome sequel

(Note: You could also make it a simplicity sale that’s ALL the templates.)

- With speed, you could say, “I’ll give you all that plus a mentor to work to help you implement all this stuff.”

A lot of times I’ll mix and match and pair them up together—I’ll do done-for-you with speed or simplicity with convenience. I try to pair them in a way

that makes them desirable in multiple dimensions.

But the overarching strategy here is to view the entire funnel as ONE product.

How I Typically Approach This Process

Even the top copywriters at Agora struggle with this. Recently, while working with Agora, I was trying to think through how we could apply this template to their financial products.

So, what's a sexy frontend offer that will maximize sales? How can I come up with an offer that will tickle their fancy and get them to act immediately? And then, through the upsells, what are the next pieces that work logically as the legs of the stool to support what they just purchased, to make it a hundred times more powerful than they ever imagined?

There are TWO ways I approach this...the first way is to ask:

“What is the end result they’re ultimately looking to accomplish?”

Because they don't want crypto training. That's a means to an end.

Nobody's looking for a diet pill, that's also a means to an end.

Let's say it's financial freedom and security. Great. Now what are the four steps that someone must take to unquestionably accomplish financial freedom and security?

The first step could be lowering their taxes—because if you can shave an extra \$100,000 off your taxes per year, you can take that money and put it into a passive income-generating thing, which speeds up how much money you make. It's both an opportunity AND a speed angle.

Mixing and matching things is very powerful in an upsell funnel. You could say, “Do you know you're paying an extra hundred grand a year in taxes you shouldn't be paying? For \$997, I'll show you how to make \$100,000 and I'll show you how to keep \$100,000.”

How would you say no to that? Not only are you saving \$100,000, but you're also probably going to make another half million because of the way you're going to put it to use.

Lowering taxes is one of the four steps to achieving financial freedom and security. You'd go on from there.

Another way that I look at it is to ask:

“What are the four steps to accomplishing their goal?”

Now a goal can be different from an end result.

An end result might be financial freedom and security, while a goal might be “I want to become an email super affiliate.”

Determining which is more powerful and relevant to your prospect is definitely part of the equation.

Attaining a Goal VS Accomplishing the End Result

So, am I dealing with four steps to attaining a goal?

Or...

Am I dealing with four steps to accomplishing the end result?

The answer depends on your market and what they’re looking for.

- Consider someone who wants to get into internet marketing. They’re thinking, “I want to have this amazing internet marketing lifestyle.” The goal they want to achieve.
- Compare this to someone who’s 64 years of age and hasn’t saved for retirement. Well, they’re snookered. What’s really on their mind is, “I’m going to run out of cash in retirement.”

It boils down to understanding who your prospect is and where they’re coming from.

Either way, I always try to view it as one product that I’m selling, and the four parts are based on breaking it up into individual components.

This Strategy Creates a Massive Incentive to Buy

By designing and sequencing your upsells in this way, the person going through the funnel realizes, “If I don’t buy this, I’m not going to have a four-legged stool. I’m going to be missing a massive foundational pillar that I need to support my success.”

Indeed, it becomes very difficult for them to NOT buy.

Now, of course there will be people who don’t buy, but the way this plays out is they’re seeing the upsells and saying to themselves, “Damn it, I really do need an email capture funnel. Without it, I can’t even be in business. I’ve come this far, why the hell would I not get the funnel?”

And then, if they get the funnel, now they need traffic. Even more so because they just got the training and the funnel. How could they not get the traffic now?

And then, “OK...I’ve got the course, I’ve got the funnel, and I’ve got the traffic. I’ve got to know how to make money. How could I not now get the last piece? How could I walk away now? I’ve come so far.”

That’s how this all works when you map it out properly.

Important: It's Not Just about "Making a Sale"

The way most marketers approach generating revenue is by saying something like, "Hey, I've got this thing collecting dust in the corner, it costs us nothing to use it as the upsell offer."

Don't do that.

THIS strategy is the difference between throwing crap against the wall when you don't understand what the hell you're doing, versus approaching your marketing with killer, strategic thinking.

Your upsells are much more likely to get purchased, because the way this strategy affects your prospect's mindset is, "I just bought step one, so if I don't buy step two, it'll make step one a stupid idea and I'll look like an idiot."

By doing this, you're serving your customers to the best of what's possible, because you're giving them the complete picture, not isolated random things.

That first upsell truly makes the initial sale better. So much so that if they don't buy, it makes that initial sale pointless. As a result, you've put them in a bind, because now it's more painful to say no than it is to say yes.

"What am I doing buying a product on how to build an email list that generates daily sales if I'm not going to have an email list-building funnel?!?"

Not getting that funnel makes the first step pointless and, as a result, it's now painful to say no.

It's NOT about selling something.

It's about orchestrating a Mafia Offer scenario where they CAN'T SAY NO, because you've made it painful to say no.

That's powerful, high-level psychology. That's the genius of this approach.

As a side benefit, it also reduces refunds. Because why would they refund? Are they going to give up on their goals? Are they going to give up on their dreams? You've caught them in a bind. They need a funnel. They can't NOT have a funnel. So why would they refund?

The only thing that's going to happen is, if they don't buy the upsell but later realize they need it, they'll come back to get it.

If you're committed to accomplishing a goal, if you're committed enough to buy a product, then that means you're committed enough to put all the pieces in place so that you can succeed.

Not everyone will buy the upsell, but it'll have a huge conversion rate. And the people who don't buy can be split into three groups.

1. The first group will never do anything. They'll just give up and that'll be it. They'll just move on to the next opportunity.
2. The second group will realize they need an email capture funnel, so they'll try to do it themselves in one form or fashion. Maybe on their own, or hiring someone else.
3. The third group will come back to buy that upsell from you. And that's where you execute an abandonment campaign with a three-day deadline via email, and/or telephone call to remind them (and remind them, and remind them), "Hey, you need a funnel. You can't succeed without it. You can't have an email list if you don't have a funnel that builds you an email list."

The logic's airtight. This is how you create a funnel that makes a lot of sense and converts like a bat out of hell.

How to Properly Price Your Upsells

There's one line of thinking that the way to price upsells should be based on the frontend product, such as:

- If you're selling a \$1,000 course, then your upsells should be within a range of \$3,000 to \$5,000.
- If it's a \$10 book, you're usually looking at anything from \$30 to \$100.

But frankly, that's pure conjecture.

This is when I want to see what my competitors are doing, and I say this because of something I learned from Jay Abraham years ago, when he said, "I've never lost by being the most expensive guy in the niche." I won't say I've never lost, but in my experience, going with higher-priced stuff has always paid off.

Putting that into practice, however, can get very complicated.

For example, let's say you're in the keto diet niche. If you put a \$5,000 sale in your funnel, you're probably going to fail on price, because they just don't have that money.

But again, the first thing I do is study my competitors to see what they're doing. Then, I'll start out by being more expensive...usually...

Now, if a higher price point on an upsell isn't working for you, you need to be very careful how you assign blame. Higher price points typically get blamed for poor performance, however, even if the price point was significantly less, the upsell might still not be successful. It might convert a little better, but it probably wouldn't be a breakthrough upsell for you.

And the reason why isn't the pricing, it's because the offer is not in alignment with the formula I've been describing. The upsells aren't logical,

they don't make sense, and they're all copy-driven. There's no real tight-knit strategy in place.

Therefore, if you reduce the cost of the upsell from \$500 down to \$97 you'll probably generate a few more sales—and you might think you've got the funnel optimized—but it won't be killing it.

The reason why it's not killing isn't the price point, it's because the logic of the funnel is wrong.

Know Your Niche

In setting your pricing, you really need to understand your niche and your prospects.

When I was in the keto niche, I did a character profile of the average keto dieter. She's 55 years of age, works in an office, and makes \$45,000 to \$50,000 a year, so very price sensitive. Knowing that, I would never put together a \$1,000 information product as a keto niche upsell, that just wouldn't make sense.

In the "Make Money" niche, where I'm targeting internet business owners who want to take their business from \$1 Million a year to \$5 Million a year, that's someone who's got money. That's a person who's psychologically comfortable with a \$5,000 upsell.

The cost of generating leads is also a factor. For niches like internet marketing, it's \$3 a click. So I'm not going to be selling some \$9.97 upsell there. I've got to structure my offer so the math makes sense.

A lot of these issues get solved by reverse engineering your competitor's funnels. You get to see what they're charging and what's possible. If I see one with \$97 as the highest price point in their funnel, I'll attempt to do \$297 or \$397 and see how it works.

And in my case, if I've applied the overall funnel strategy described here, and something isn't converting, then it absolutely IS the price. Because the logic is bulletproof all the way through. So it can only be the price.

But if you're just slapping funnels and upsells together, doing it some other way than I've recommended, there are probably a number of reasons why you're not seeing those conversions. Price typically gets the blame, but it's usually not the issue.

It's complicated. I wish I had one formula to give you, but I think that if I was to say, "Yeah, your first upsell sale should cost this, your second one should cost that," it discredits everything that's being said in this book. Because unfortunately, it's just not that straight cut.

And when I see other marketers saying, "Upsell 1 should cost this, and upsell 2 should cost that," I assume they're just flying by the seat of their

pants and trying to pull the wool over people's eyes.

"The Game Is Won in Research"

If you're getting into the funnel game for the very first time, it's really important to identify the top three to five competitors who are really crushing it.

Here's why...

Imagine you're about to walk through a jungle you've never been through before. It's vast, and you need to get through to the other side. The odds of you figuring out your own path are extremely low, and the risks are high because marching blindly into the jungle is going to get your ass eaten by a tiger or something.

So instead, what you want to do first is identify guys who've made it through the jungle so many times that they've figured out the absolute optimal path.

Because it's not about knocking off your competition, it's about knowing the path. And when I said CRUSHING it, I meant it. Don't waste a moment on anyone who doesn't profoundly understand the customer you're trying to reach and isn't clearly reaping the benefits of doing this right. Because it's about getting the blueprint for success.

You've really got to understand who's killing it and what they're doing, because it's very unlikely that a top-five competitor appeared out of nowhere.

It's much more likely they've been at it for ten years, made every mistake under the sun, tested everything backwards and forwards, and through relentless effort and split testing have finally figured out what the hell works.

Then, when you buy their funnels, you get to see ten years and millions of dollars' worth of testing and optimizing and figuring things out right in front of you. Be sure to screenshot, record, and reverse engineer everything they're doing. (If you're not doing that, you really don't deserve to be successful in this game.)

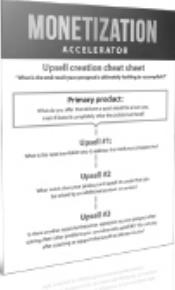
You're not going to be a champion boxer if you don't turn up at the gym every day and do the work.

You're not going to be a champion sales-funnel marketer if you don't turn up and reverse engineer your top competitors.

That's the nature of the game.

Gary Bencivenga once said, "The game is won in research." The game IS won in research, and therefore that's where the big effort has to be made.

So be sure to identify your top five competitors and then reverse engineer what they're doing.



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PROFIT CENTER #9: DOWNSELL OFFERS

When done correctly, downsell offers can be a huge addition to the success of every sales funnel. So let's take a look at why you should strongly consider using them.

When someone hits your upsell offer page, they will either buy or decline to buy.

If they buy, great—more money!

If they decline, you've lost that chance to increase the average cart value for that purchase.

But when you send those folks who decline to a downsell page, you get one more shot.

The Downsell Offer is essentially a further elaboration on the upsell exit pop-up. It's just more copy with a killer presentation of the offer—a page with a different hook, such as the bribe:

"Hey, how about if I do all your media buying for you for free?"

Or you could possibly do a discount, like a one-time special offer. (Note: You've got to give a good, logical, intelligent reason for the discount, so you're not giving people the wrong impression.)

Downsell offers are a very important part of every upsell funnel, yet many marketers have stopped using them because of low conversions. The rationale is that it's hard to get people to buy after they've decided NOT to buy.

On one hand, I agree—but I believe it depends on how the offer is presented.

I know for sure there are marketers, myself included, who generate a lot of extra sales from downsell offers. And having more sales is always better than not having any sales. Even a few extra sales are better than no extra sales at all.

So use them.

PROFIT CENTER #10: UPSELL ABANDONMENT CAMPAIGNS

This profit center is for people who order your frontend product, but when they go to the upsell page, they abandon the process and disappear.

I would say 1 in 500 (if not 1,000) marketers follow up with people who don't order their upsells. That's insanity, especially considering that the vast majority of people who abandon your upsell don't even know what the upsell offer was. They left that page because it confused them, they expected to see something else, or ignored the offer.

If you've designed your upsells properly like I told you earlier—as one part of a COMPLETE packaged solution—then you're losing them before they've had the opportunity to get something they absolutely need, an essential piece of that complete package.

So...don't let them simply disappear into the ether.

Instead, use a combination of SMS, email, and calls to follow up with a restatement of the upsell offer. Easily executed, because by now we have their telephone number, home address, and email.

I personally don't use direct mail for upsells because I almost always have a high-ticket backend offer, and I reserve the big guns for direct mail. That's why I wouldn't use direct mail in this case, but it's an option and you could indeed direct mail a package to someone about an upsell they didn't buy.

But I'll use outbound calls, SMS, and email—and I'll usually make the whole thing take place over a three-day period. (I have done five, but I've found that three contacts perform better.)

During this campaign, I don't go down the road of, "Why didn't you order?" because I always orchestrate my upsells as limited-time offers.

I'll just stack reasons why they **should** buy. "This thing normally costs 500 bucks, but you can get it now for like \$97, and I'm only going to hold this available for the next 72 hours."

So then, all the communications are moving toward a looming deadline, building excitement, answering objections, and giving reasons to buy—all focused on the deadline.

I'll do that for all three upsells.

Keep Them Engaged and Keep Selling

I really don't want people exiting my funnel for a long time, because the longer I can keep them in the various parts of my funnel, the more selling I can do. Dan Kennedy has said that the longer you can keep them exposed to your advertising, the more likely they are to buy.

Now people will say, "This is a buttload of selling. You're telling me that if they don't order upsell #1, you put them into a campaign to get them to buy it? And if they order upsell #2, but don't order upsell #3, there's a second campaign that they go through?!"

And the answer is: abso-freakin'-lutely, yes!

- You think there's no one else selling to them at the same time you're to them?!
- You think you're the only one putting them through a deadline campa
- You think you're the only one in their email accounts?!

Agora figured this out long ago. They'll sell ten different products to the same prospect on the same day.

Now why would they do that?

Because that's the most profitable thing to do.

And if you're not doing it, someone else is doing it.

So yeah, it's a lot of selling. Damn right. And it's strategically designed that way because that's the most profitable way to do it.

The longer I can keep people in the funnel, the more selling I get to do.

Essentially, upsell abandons is just a shortened version of the overall cart abandonment strategy. And it's very effective—you can either buy or buy. You either buy when you go through the funnel, or we'll put you into all sorts of deadline campaigns...and I'll sweeten the deal...I'll stack the offer...I'll help you overcome all your objections...I'll build the excitement until you can't say no.

And I love doing this stuff.

Halbert used to always say you've got to give them reasons to buy. And most copy doesn't have any reasons to buy. It has logic, but it doesn't have any reasons to buy.

"Hey Rob, it's Caleb here. I saw you didn't sign up for X, Y, Z upsell product. Here are 10 reasons why I really think you should reconsider."

That's deadly powerful language.

PROFIT CENTER #11: THANK-YOU PAGE SOFT SELLS

Imagine having a happy customer, still flushed with the excitement of having just made the decision to improve their life by buying something from you, show up at your doorstep eager for even more opportunities for the future...

But then you slam that door in their face.

That's pretty much how nearly every online business treats customers on their "Thank-You" pages.

It's a sad fact that most sales funnel marketers, probably well in excess of 90% to 95%, don't do anything to monetize their thank-you pages. Just a headline saying, "Thank You!" and not much else.

What a massive, wasted opportunity to monetize that moment.

Why This Strategy Works So Well

So why does an upsell bump work so well on thank-you pages? Because it presents a new idea, a new opportunity.

Any page in any of my funnels that is visited by 50% or more of paying customers MUST be monetized. There's just too much potential money going down the drain for you to not do it.

I had a health supplement client doing about 200 sales a day when he came to me to help him scale. One of the first things we did was optimize his thank-you page, which resulted in an extra 16% more sales, which was absolutely enormous.

For another client, we put an upsell offer on his thank-you page that generated \$50,000 in extra sales per week.

That's an extra \$200,000 a month that didn't previously exist in the business. That one improvement added over \$2 million annually that wasn't there just one day before.

Using Soft Offers

Now in most cases, soft offers work best on thank-you pages because the customer has just come through a pretty intense buying cycle.

For example, if you sell a physical product, the thank-you page is a great place to put a free trial of a related product or a large discount on a related product in the form of a coupon. (Discount coupons on thank-you pages really kick ass.)

Now, the way to frame a discount at this point is that it's a bonus, it's a gift, it's a one-time thank you for becoming a first-time customer.

Note that using a discount in this way is different from tossing it into your regular funnel and lowering the price as a downsell offer. You want to use discounts on the thank-you page as a thank-you bonus—and used in this way, they work really well for physical products.

Using Webinars and VSLs

Now, if you sell an information product, then it's absolutely game on. This is my forte and you've got many options, but my two preferred, best strategies are:

1. Soft Pitch with a thank-you page offering a free gift of high value. For example, you could provide a VSL, presenting it as an unadvertised, value bonus. Then, during the VSL, sell something expensive with the of getting people on a phone call.

You'd frame it something like this: "I want to teach you this incredible tactic and strategy I know is going to benefit you greatly." In the VSL you give away that tactic or strategy very quickly, then segue into a pitch for a much bigger, more expensive product. The whole idea is to schedule a call to discuss. This approach can really swing your numbers massively.

2. Free Webinar Presented as a Masterclass. Again, it's positioned as a an unadvertised bonus for becoming a first-time customer. "I want to you the gift of a 45-minute masterclass training to go deeper into this

Now some marketers will allow them to just click the link and watch. I don't like to do that. I like to get them to give me their email address and sign up for something separate, even though I've already got all of their information. So now I can have two funnels playing out at the same time per the customer's request. I like to do it that way, but you can just give it away for free on the actual thank-you page, that still works really, really well.

Bottom line—if you have a higher ticket offer to sell, it works no matter which way you do it.

You can use this tactic to sell anything you want, but the very best use of this is to sell something expensive. You give the VSL/Masterclass away as a free gift, an unadvertised bonus, and get people on the phone. If you're going to watch a VSL, or attend a webinar, it's going to set the context for the call that's pitched at the end.

Then, if you can get that person on the phone, they're getting on the call because they're interested in that opportunity. So it's a vastly different call. It's the difference between calling someone who has no idea that you're

calling versus someone who's already interested, "Hey, I want in on this and I want to find out if I qualify, I want to find out what the deal is and if I can afford it. And, you know, I have some questions that I want to ask along the way."

The difference is night and day, with a close rate of one out of twenty calls versus one out of four. And even the one in twenty who closed, they're crappy customers because they never wanted it, they just got swept off their feet. There's a lot of buyer's remorse because they never wanted it in the first place.

Make Sure You Do This

Putting a pitch for your webinar or masterclass on your thank-you page is going to massively swing the profitability of your funnel. It is not a small thing. It's a big deal.

You can then put people into an email campaign with a deadline, saying something like, "Hey, listen, because of how valuable this one-time, unadvertised gift is, I'm not going to keep it available. I don't want it to get out on the internet. So, you have 72 hours to watch this."

If you sell a physical product or a health supplement or something like that, then do a discount coupon for a related product.

Some guys selling supplements will offer a Webinar Masterclass on the thank-you page. One guy offering joint health supplements had a Masterclass on why you want an infrared sauna, and that was like a \$6000 or \$7,000 sale. That's an example of using a Masterclass/Webinar to sell something beyond supplements. It can be a really big deal that really moves the needle for you massively.

NOTE: About Thank-You Page Activation Calls...

Another tactic is doing activation calls on a thank-you page, where it's, "Hey, thanks so much for ordering. An email with your logins is on the way, give it ten minutes, check your spam folder, etc. By the way, schedule your activation call to get started in the fastest way possible."

Lots of guys do that. And I've done it. But I'll never do it again.

Why? Because you are essentially getting someone on the phone who has NO clue as to why they're on the phone, therefore they have no intention to buy. It's the hardest call to convert and the closers hate it.

It's the equivalent of walking up to someone on the street, tapping them on the shoulder, and trying to sell them into a \$5,000 or \$6,000 package.

There's no context, there's no pretext, there's no understanding of why they're even really on the call.

Lots of guys do that, but it's really a very poor strategy.

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PROFIT CENTER #12: LIVE CHAT ON ORDER FORM

For those who don't know me, among other things, I'm widely considered one of the top webinar marketers and webinar conversion experts online. In fact, according to Rich Schefren, the man who many say invented the webinar: "I've never seen the kinds of conversions Caleb was able to get with webinars."

I say all this not to brag about my webinar skills, but to let you in on what I consider to be one of the biggest secrets to conversion and why my webinars convert like crazy...

Using LIVE Chat on the order form.

Not using Live Chat on your order forms represents a huge, missed opportunity.

Remember, the vast majority of visitors who wind up on your order forms DON'T buy.

Sorry, but that's just a fact of life. It doesn't matter how they got there or how well you prepared them for that moment of decision—sales page, webinar, VSL, book funnel, whatever.

It's ALWAYS the case that the vast majority of order form visitors do not buy, and typically for one of these five reasons, which we also discussed in Chapter 13:

- They have an ISSUE.
- They have an OBJECTION.
- They have a QUESTION.
- They have a problem making the PAYMENT.
- They have issues with TECHNOLOGY.

And because of any one of these reasons, they turn down your offer. So they miss out, you miss out, everybody misses out, and those sales are lost forever.

But what if, instead of succumbing to one or more of those reasons and abandoning the funnel, there was a live person who was instantly accessible from that order form page—a person thoroughly trained to answer your questions and close the sale?

When you want to have the right system in place to convert order form visitors into paying customers, then live chat on the order form is absolutely huge.

By adding this feature, we took one of our own order forms that was converting at 8.7% and generating \$2.6 million in sales...to 18% and \$5.8 million in sales!

That's more than a doubling of revenue, just due to order form optimizations. There aren't many things you can do to have that great an effect on your sales funnel.

So if you have a sales funnel at 70% ROI, by optimizing your order form you could be at 140% ROI in a very short period of time and by just doing this one thing alone!

Yet very few people know about this stuff or do it.

How We Figured This Out ...

Back when we were doing direct mail and newspaper advertising, having people call in, we found that 40% of those who called in ordered—that's a 40% closing rate. But then, when we tried doing this online, we dropped to a 7% close rate.

Most internet marketers just accept 7, 8, 9, 10% as the norm. But we were going, "What the hell?!? We're hemorrhaging money!" We went from 40% to 7% and were freaking out, couldn't sleep at night, because this internet thing wasn't working for us.

So, we listened to our call recordings, and that's when we discovered the five reasons people don't buy that I have been discussing in this book: issues, objections, questions, payment, and technology. So we added some solutions to see if we could raise our closing rate percentage:

- We started putting a live chat feature on the order form, which took a to dial in.
- And we quickly learned:
- The chat box needs to pop up within the first second and be enormous eye-catching. (You need to get into someone's face immediately, so they understand they have the option to talk to somebody.)
- It also needs to let people know that there's a LIVE human being there to assist with the buying process. Having a LIVE human is huge because chat boxes use bots.
- It needs to be friendly as well as user-friendly.

So we restructured our pop-up chat box, and opened with this:

"Hi, my name is Caleb. I'm a real person and I'm here to help you order the x, y, z product. Whatever questions, problems or concerns you have, let me know. I'm here for you."

We realized that too many chat boxes make the customer enter info like name, email, and phone number. That's WORK. And not only that, it completely distracts the customer from the sale. We got rid of all of that.

And what did we find? Using LIVE chat on our order forms made a huge difference. Instead of abandoning the order form, people were using the chat, asking questions, getting technical help and most importantly buying the offer at record rates!

Three Key Phases of Planned Interaction

To improve response even further, we created a three-phase system of planned interaction.

PHASE 1 – ASK QUESTIONS: What are people's problems? What issues are they having? What are their objections? What questions do they have? Are they having payment or tech problems?

A Phase 1 interaction might go like this:

CUSTOMER: *"Hey, your order form's not working, the button isn't working"*

CHAT: *"What device are you using?"*

CUSTOMER: *"Oh, I'm using an iPhone 4."*

There's immediate back and forth and feedback going on. And now we know it's tech and any tech issues get passed straight over to our tech guys. So now all the tech issues get wiped off the table.

Then there are payment problems. For example, a lot of people like PayPal because it lets you break a large purchase down into 6 monthly payments, where you don't pay any interest. For example, on a \$2,400 sale, you'd pay \$400 a month for 6 months.

A lot of customers are asking for PayPal today. We discovered this through live chat sessions. Customers wanted to buy, but they wanted to use PayPal. So we added a PayPal option on the order form.

Live chat enables us to discover and categorize the issues, questions, objections, etc., and work to resolve them.

PHASE 2 – SUPPLY PRE-WRITTEN RESPONSES: We work to create really good "copy and paste" answers agents can use in their chat conversations.

For instance, imagine we are offering a product that teaches you how to create an income using Facebook groups. Someone clicks through to the order form and via live chat writes, “I lost my ad account on Facebook,” or “I can’t do this thing.”

If they really believed they couldn’t do it they would have never visited the order form. This prospect desperately wants their concern to be resolved so they can move forward. And, to their great fortune, once we discover customers are posing this question we have a pre-written response the agent can simply copy, paste, bang, another sale!

Then we track each objection issue in question, tracking sales to the rebuttals. We’ll roll each rebuttal out to maybe 100 people and check to see how many recipients of that rebuttal follow through and buy.

Let’s say we find that 20/100 will buy. We’ll formulate a completely new rebuttal, and then we’ll let that run 100 times and maybe that will get 32/100 people to buy.

We’ve just optimized that whole journey there.

Notice how we’re doing this—we’re not just answering questions. When someone says, “Hey, I don’t have an ad account,” we don’t just give an answer. We give an answer that moves people into the sale.

Because if you just give an answer, you’ve left the decision in the prospect’s court. We don’t want that. We want to encourage that person and move them into the sale. For example, let’s say their objection is:

“Hey, I lost my ad account!”

Then our response might be:

“No worries! We’ll resolve that problem with you. If you have a spouse, a son, a daughter, a sibling, or someone who has a Facebook ad account that’s not using their ad account, we can essentially work with you to use their ad account. We’ll set it all up for you and do so in a way where you won’t lose your ad account again. In fact, we’ll actually get someone on the phone to work with you one-on-one to make sure that A) You get an account and B) you don’t lose your account again. So don’t worry about that. We’ll solve that one for you.”

You can see there’s one or two calls to action by letting them know, “You can feel confident in going ahead and completing your order.”

Now that would be one way of doing it, another way we’re testing is to ask, “Is there any other issue stopping you from ordering right now?” We haven’t got numbers on that yet, but this is essentially like answering an objection and then moving someone to order.

Because if we say, “Hey, don’t worry about it,” the person might buy, or they might not buy.

But if we say, “Hey, don’t worry about it, we’ve got you covered, so you can complete your order with confidence right now.”

Now they’re more likely to move forward and buy.

To recap...

In Phase 1, we ask questions to find out what the issues are.

In Phase 2, we develop strategic rebuttals and solutions to the most common issues (and even some more obscure ones).

PHASE 3 – SPLIT TEST: In Phase 3, we split test the different rebuttals identified and created in Phase 2.

And now for anyone who hits us up in chat, we’ve got dialed-in solutions for any issue that may arise.

But that’s not everything we do to optimize the system. For example, we’re always trying to get people on the phone, so the conversation might go like this:

CUSTOMER *“Hey, I lost my ad account.”*

:

CHAT: *“Do you want me to call you on your phone right now to help you get to the bottom of this asap?”*

And the customer will either say yes and we’ll jump on the phone, or he’ll say no, and we’ll do it over chat. We have a much higher closing rate over the phone, with far fewer refunds.

It works because that person comes away feeling really good, really confident. You’re not just some order form anymore, you’re Sally from Caleb’s company.

This all adds up to a very different approach than you might have seen elsewhere, especially because most people selling chat on order forms are trying to sell some sort of bot technology that takes care of it for them.

Look, it’s a fool’s errand to try to get those bots to do anything right. Yes, you’re using an online, digital order form, but you’re inviting them to interact with a LIVE operator standing by—and we know a live operator far out-converts a digital order form.

Even if they’re not ready psychologically to speak to a live operator, having one available from the order form is a nice hybrid where they can feel safe. The interaction’s on their terms, when they’re ready, and only because they’re frustrated or have a question they want answered.

It's the best of both worlds in that it's safe and not as scary as talking to a live person, yet you've got the live person standing by and interacting with them in order to help improve conversions.

I know that it works to the tune of millions of dollars in extra sales.

Doing it in the way I've explained here really matters. And no one does it. Even the guys out there teaching conversion don't do this stuff.

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PROFIT CENTER #13: CART ABANDONMENT OUTBOUND CALL CAMPAIGN

When someone puts an item into their shopping cart, but then fails to complete the purchase, what are your options?

1. Chalk it up to bad luck or bad karma and let them go off on their merr
2. Do something to save the sale.

Most people take door #1, probably figuring that it's just too much trouble for too little reward.

In reality, you're letting money go down the drain. There can be dozens, if not hundreds of reasons why someone abandons a cart—they got distracted, the internet went down, they couldn't find their card, whatever.

Now there ARE some who do follow-up in some way, perhaps with a couple of emails or even maybe a text in the hopes of setting up a sales call.

While definitely better than doing nothing, just sending a text to someone randomly after they've abandoned a cart on your sales page or whatever, and trying to get them on a sales call, generally makes no sense. It's still a cold call under almost every circumstance and it wouldn't be effective.

But here's how and where a well-timed text CAN work...

Follow-Up After Webinars

With webinars, the idea of capturing phone info and then sending a reminder text five minutes before it starts was groundbreaking for that game, because the number one issue has always been attendance.

And if this person has attended the webinar, heard the presentation, seen the offer and call to action, and gone to the cart—they're warmed up. They've already spent more than an hour listening to this presentation. You don't have to start from scratch with this call.

And when they see the outbound text, it's not a cold text because they were getting texts to remind them to be on the webinar. In this context, it makes sense. As Dan Kennedy would say: You're now a welcome guest instead of an annoying pest because you've built up a relationship with them. So they'll see that text and go, "Oh, I need to respond to this because it's Caleb."

Follow-Up with Free Book Funnels

You'd think there wouldn't be much of a bond in place with a book funnel or something like that.

But let's say they got a free book or free plus shipping. When I order something, it makes sense that somebody might need to contact me about that order. It doesn't happen often, but every now and then there are outbound calls. It's normal with a book funnel to have these outbound calls and certainly a text beforehand is going to improve results.

A slightly different strategy is to text them and say, "Hey, this is Robert from the shipping department, I got your order for the free book. I just need to verify the shipping address because it's not coming up on my computer. Could you give me a call back?"

Which then creates an inbound call to your call center.

Be Sure To Capture Information

Depending on the type of offer, a book funnel will usually capture information before people go to the order form. Just be sure to include phone and email in that information.

With a webinar, obviously you get everyone's email address, but you can then get about 65–70% of people's telephone numbers.

On order forms, if you have live chat, you can use that to capture the telephone number.

With VSL campaigns, where it's just a VSL and an order button that takes you straight to the order form, we've found putting an email and or telephone number capture pop-up on the order button actually increases response.

For example, back when we were doing book funnels for digital books and someone clicked the order button, a pop-up appeared saying, "Where would you like us to send your book download instructions?"

That's how we captured email and we found it actually increased response on the order form because it assumed the sale. It essentially said, "Hey, we assume you're going to buy, that's why you're visiting the order form. So where do we send your download instructions?" So anybody who entered that information, entered it with the frame of mind of "I'm going to buy," which increased conversion rates.

We've also done this with telephone numbers.

And here's another reality regarding cart abandonments: Using SMS is more powerful than email. So if you can only capture email or phone, you're better off capturing the phone for SMS.

Here's how we'd get the phone number on the pop-up:
"Where would you like us to text your order receipt?"
Or,
"What number would you like us to text your order receipt to?"
Or,
"What number would you like us to send your download instructions to?"
All of which get me their phone number.

These techniques are only for situations in which you don't naturally capture contact information. They not only serve as a way to capture the desired information, but the way in which they do so captures it while also increasing conversions on your order form—because the language assumes the sale.

We've got marketers blowing off the roof with this, and I absolutely love this strategy.

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PROFIT CENTER #14: CART ABANDONMENT EMAIL/SMS CAMPAIGN

When someone abandons your cart, you can't just let these folks slip away. You might be thinking it doesn't really matter that much, but you have to plug every hole, fill every gap, in your quest to monetize every prospect.

Don't let hot leads go down the tubes.

When the shopping cart gets abandoned, most think they're already doing something by sending out a cart abandonment email. In my experience, however, probably 80% of people are not doing anything at all.

If they're doing anything, it's basically a reminder campaign like, "Hey, I noticed you came to the Order Form and you didn't buy, here's the link to go back and complete your order." So, they'll do two or three of those types of reminder emails.

A small percentage do this with a bit more sophistication by creating a special offer and a deadline. I had a health supplement client who used to send an email saying, "Hey, listen, I saw that you were just about to order, but something went wrong. I don't want you to miss out on this. So if you go back in the next 48 hours to the order form and buy, here's a 20% discount code."

The discount was only available for forty-eight hours and then all the messages shifted to, "Hey, this offer is expiring, yada, yada, yada."

Other guys outside of the supplement space who don't discount might create a bonus and say, "Hey, I saw you were on the cart. You didn't sign up. Do you really think this is the best decision you could ever make? What I want to do is give you every incentive possible. So I've got this other thing [X] and I'm going to give it to you. It's worth \$1 million dollars and you'll get it when you order in the next 48 hours."

And then the whole campaign is a deadline, which works depending on the offer.

That's not bad on its own, but you can still do better.

A Better, More Systematic Approach

I always try to figure out the truth of what's actually happening...because once you know the truth, you can then design specific strategies based on reality rather than conjecture.

First and foremost, people don't buy because they have specific issues.

"I'm going to be on holiday when the product arrives, and if I'm not there, it's going to be sent back and it's just going to be a mess. So can you please send me the product after I return home from my vacation?"

That's an issue.

So knowing that individual issues are why individuals don't buy, I'll start a three-phase follow-up push. Instead of just letting them go, here's the system I recommend you put into place, involving outbound calls, email, and SMS text messaging.

Phase 1

First off, I'll use an SMS strategy that's all about getting cart abandons into a conversation to find out their reasons for not buying. I'll spread out the SMS messages over time.

- I'll send one SMS immediately.
- Another SMS in 15 minutes.
- Another SMS in an hour.
- Another SMS in four hours.
- Another eight hours after that.
- And then after that eight-hour period, I'll send another one in four hours.

The message, again, is to start a conversation that basically goes like this:

"Hey Rob, I saw you were on the order form. You didn't sign up. Did anything happen? Do you have a question? Do you have a problem? Do you have an issue that you need help with? If yes, hit reply to this email. I'm here waiting to speak with you, or here's my cell number, call me right now."

Then, over the next forty-eight hours, I'll send emails, SMSs, and even try to call them, in order to better understand their reasons for not buying.

"Rob, I haven't heard from you. Is it because you're going to be on vacation and you're worried that the product is going to arrive when you're not there? Hit me up about an answer to that."

Many times people will respond, "No, that's not the issue at all." And that's great because they've now responded. We're communicating.

Another powerful option is to simply send a text message where I let them know that I will be giving them a call. The message would say something like:

"Hey Rob, it's Bob from Caleb's office. I saw that you were just on our cart, and something happened. I'm going to call you in five minutes from this number."

Now, when you do this, one of three things will happen:

- Dead air (nothing) – I’m going to call anyway.
- “Great. Chat with you in five minutes.” – Perfect, I’ll make the call.
- “Hey, don’t call, I’m busy right now, I can’t take a call.” – Then my next message is, “No worries. Are you available in 60 minutes?” If they say great. If they say no, “Okay, when are you available?” And I schedule

All focused on getting them on the phone.

This process, this small simple thing, absolutely blows up the number of people you get through to. And the more people tell me their specific issues, the more people I can close by creating a specific solution to their unique problem.

So that’s the first two days and if I can’t get through to anybody or I can’t close people, I’ll move them into Phase 2.

Phase 2

Here I want to add excitement and overcome major objections—I’ll send them SMSs, I’ll send emails, and I’ll share case studies.

All of this happens over a three-day period. I’m sending emails twice a day, and over a three-day period I’ll send six unique emails, each designed to create excitement around buying the solution, overcome objections, and give reasons to buy. It’s a very powerful sequence.

Remember, every email has three jobs:

- Make sure it gets opened.
- Make sure links get clicked.
- Control the frame of mind the person has when clicking.

That last one is extremely important and often overlooked. For example, if I sent you an email that read, “Hey, Rob, check this out, link, cheers, Caleb.” You’re going to click that link, but you have no idea what’s on the other page as you don’t have any frame of mind toward it whatsoever. Then, when you land there, you’re as cold as cold can be. You have no idea if this is a benefit to you, how it’s going to work, and if it’s even relevant to you. You’re very unlikely to buy or take any action because you weren’t prepared. You’re not in the right mindset.

But you can put someone into the right mindset with copy that demonstrates that what’s on the other side of the link has true personal value.

So send these six emails and make sure they're all followed up with SMS during that same period of time. The SMS strategy is a punchier, shortened-down replica of the email campaign. I just take each one of those six emails and condense it down into a 150-word SMS. The only difference really is that it's shortened, and it's just made punchier, but it's delivered from one person to another. That's what makes it effective.

Phase 3

If people haven't bought by then, I'll pull out what I call the bomb strategy, which is a multiple deadline campaign where I keep adding bonuses to bribe them:

- special offer, deadline, shut it down,
- another offer, deadline, shut it down,
- another offer, deadline, shut it down.

That's the bomb strategy and it's done along with everything else going on—outbound calls, SMS, emails—and if you're smart, there's even retargeting going on.

This is truly high-level stuff used by the savviest marketers. Here's how it would play out:

- First Deadline: "I really want you to go and get this thing, so I'm going to give you this bonus. Here's the deadline. Order now or miss out." And that's deadline one.

Then I'll give it a day and try again.

- Second Deadline: "Hey, I just got this testimonial from Mike. And Mike said that he's accomplished these great things. And I was just thinking the best thing better than having Mike accomplish these things is if you were to accomplish them as well. So what I've decided to do is reopen the bonus that I gave you yesterday, plus give you this other bonus and you can have all until the deadline."

When that deadline comes, it shuts down. And I'll wait a day, and then open up a third offer.

- Third Deadline: "Hey, listen, I can't sleep thinking that you're going to miss out on this. The only reason why I can think that you haven't signed up is either you're insane or it's a money issue. So what I've decided to do is break the payments down into a 3-part payment plan and you can get the first part payment plan now for the next 48 hours."

You have to do this. Because even though they're interested in buying and they go to the order form, life just gets in the way, and they forget why they were there. That's why you keep telling them how Mike achieved this amazing result, and you keep spiking excitement, overcoming objections, and giving reasons to buy.

Don't Let Them Get Away

So you think that there are three individual things, but in reality, they're all one big cart abandonment campaign.

You have these smart strategies as part of the sale where you're capturing the email address and their phone number. And then, you try to get them on the phone.

And then, at the same time you're doing an email campaign that has three phases. One is focused on getting them on the phone, second is to present them with the six emails over the course of three days, and then finally an offer that they can't refuse to get them to take action.

And then you mirror that as well on the SMS side.

And those outbound calls, call abandonment emails, and the SMS work together in order to make each of those pieces a whole lot more powerful than the sum of the parts.

You're being relentless in going after these people.

Because another thing that matters is this: What happens when you see a random number on your phone? You're probably not going to answer. But say you get a random number calling you five times, six times, eight times. You know that that person really wants to speak with you.

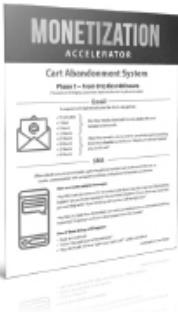
So there's a higher likelihood of you thinking, "Okay, it's somebody that really wants to get through to me." And especially if the companion SMS is like, "Hey Rob, this is Caleb from Caleb's office. We have a problem with your order. I'm just trying to call you. This is my number. Are you available to pick up?"

So the combination of the same phone number calling multiple times and text messages going along with it, calling your name out, giving unique little reasons. "Are you available to talk? I just need two minutes of your time." That compounds over time.

And you'll get five times more people on the phone if you call ten times than if you just call once or twice. But it's in combination with SMS and emails also. The emails are like, "Here's my number. I'm going to be calling you from this number. You'll also receive a text message from me."

So one is in combination with one another, and the prospect is completely informed as to what's happening so they're in control, and

there's a compounding nature to this that makes it very, very powerful.



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PROFIT CENTER #15: WELCOME CALL

Let's say you've got a book funnel with a \$50 Average Order Value (AOV). You're getting 50 sales a day on cold traffic, but you can't scale because, if you want to go to 100, it's going to cost you \$80 to \$100 a sale.

But when you do it the way I'll be talking about here, you end up with a \$200 AOV—so now you can afford to pay \$150, or even \$200, to acquire a sale.

So now you're not at 50 sales a day, you're doing 200 sales a day and you're doing it at a profit.

That's the power of putting the system I'm about to describe into place. It's especially effective when selling information products, but there's no reason the system couldn't be leveraged for other kinds of products and services as well.

It Starts with a Phone Call

When someone purchases your product, you want to give them a call to say thank you and welcome them to the family. By doing so you're opening up significant opportunities in terms of the relationship and future sales.

These are outbound calls that either you're making yourself, or you're having a mentor or coach reach out to them. You send them an email that says something like,

“Hey, my name is Rob and I’m from Caleb’s office. I’d love to schedule a call with you to create a plan for how you’re going to succeed in the fastest, easiest way possible with the product that you just bought.

“Here’s what’s going to happen on the call. I’m going to find out your goals. I’m going to help you develop a plan for accomplishing those goals.

“I’m also going to help you schedule time on your calendar to implement this strategy, so that you get the fastest result possible

with this. And I'd love to be there to answer whatever questions you might have to get you going as fast as possible. Schedule your call by..."

And we then follow up with them. We're getting about seven out of ten of our customers on the call, which goes like this:

"Hey Rob, it's Caleb, it's a pleasure to talk to you. Thanks so much for ordering the x, y, z product. And thanks so much for taking the time to be here today. Tell me, Rob, why did you buy? What are you trying to accomplish? Mm-hmm. <affirmative> because there's two things that motivate people. They want pleasure and they want to avoid pain. So, I want to know what your pleasure is...why did you order and what are you trying to accomplish?"

And then Rob will say,

"Well, you know, I want to get out of this crappy job, and I want to work from home, and I want to spend more time with the kids, and this sounded like a really awesome opportunity, blah, blah, blah, blah, blah."

And then the agent will say,

"That's awesome, Rob. So what's going to happen if you don't accomplish that?"

And Rob will respond, probably with:

"Well, I'm just going to be stuck in a dead-end job. The kids are going to grow up and they'll be off to college before I know it, yada, yada, yada."

Then we'll confirm the decision, which slashes our refund numbers, by saying something like:

"Rob, I am really excited to hear you say this because that's exactly what this product is designed to do. It's designed to help people like you accomplish exactly what you just mentioned."

Because one of the main reasons why people refund is they don't think that it's the perfect solution for them. They don't think it's uniquely catering to their specific needs. So we find out what their specific needs are and then we confirm, "This is exactly for you—all of your specific needs, all your wants, wishes, desires, fears, frustrations, this is precisely for you."

So that's Phase One, which slashes refunds.

Phase Two of the call is essentially getting implementation going.

"You know, Rob, this is probably going to take two hours a day, five days a week. Do you have that block of time? Tell me what your schedule is like."

Rob responds:

"Well, I'm up at whatever and I go to work at this time and blah, blah, blah, blah, blah."

To which we say:

"You know what, it sounds like you probably don't have a two-hour window all in one shot. But it does sound like you could do 30 minutes in the morning and 30 minutes in the afternoon. And you could do an hour, after the kids go to bed at 8 o'clock, say from 8:30 to 9:30, right?"

And we work it into their schedule so that now they've got blocked off time to do this. Then we tell them:

"So here's what you need to do. Step one, step two, step three. So then on week one, week two, week three, here's what you need to be doing, yada, yada, yada."

Whatever it is that's relevant to the solution we're selling.

And THAT is the real value provided on the call, and now the person is thinking,

"Wow, this call was actually awesome. I've now installed this into my life. I'm jazzed, I'm excited, I'm pumped, I'm ready to rock and roll."

They now believe they can actually do it. There's psychological momentum. We've switched this person on, and we've slashed refunds. We've put in motion the opportunity for this person to really get the desired result out of the product they just bought. And we've bonded with that person. We've let that person know that these guys actually care because they just took the time to build out a plan.

So that's Phase Two.

And then – Phase Three is a soft offer:

"Rob, thanks so much for your time. This call has been fantastic. I really appreciate the opportunity to get to know you and your goals. Now, before I go, I want to let you know that Caleb is putting on this private thing. It's not for everybody. You're not going to hear it advertised anywhere else. He's looking to work with about ten people who want to achieve X and are looking for a lot more of a personalized approach. I don't have an order form. I'm not going to push you to get in on this in any which way whatsoever. But if you want it, what I can do is I can have Jana on my team send you an SMS in the next five minutes, and you two can have a quick chat."

There's ZERO hard selling here, nothing of the sort.

"If you do want to get in on this, then I can have Jana send you an SMS in the next five minutes and you can jump on the phone and have a chat with her, or you can schedule a time to have a chat with her. And if not, that's no skin off anyone's back. I really appreciate the opportunity to learn about you and your family and what you want. So let me know, are you interested? Will I have Jana message you?"

And that's the call to action, "Will I have Jana message you?"

Because it's not like, "Hey, take your credit card out and hand me \$6,000."

The call to action is, "Would you like me to have Jana message you?"

And we're closing about 5% of those guys into \$6,000 things.

It's a huge deal.

Your team member has that lead source now, so now they can circle back every two, three weeks to touch base:

"Hey Rob, how are you doing with the training? How's it going for you?"

Because often Rob hasn't done anything, even though you've built it into his life. Rob hasn't done anything. And then, in Rob's mind, he's failing.

"Hey, have you done X, Y, and Z?"

"No, I haven't. I'm behind."

And now that's a reason to jump in on the bigger support opportunity.

All from an email, inviting them to get on a welcome call, sent IMMEDIATELY after the sale.

Note that there's a lot of different selling activity going on at the same time, but in different ways.

So, it's not five offers clogging up your inbox. You're getting a direct mail package, there's an activation call, you joined an unadvertised bonus masterclass. These are completely different modalities, completely different vehicles, all selling the same thing.

They're not different offers, they're all the same offer. They build upon each other. They contribute to each other. They compound on one another.

Because someone might schedule their call for three days later, while in the meantime, they've watched the masterclass. And if they haven't watched the masterclass, they'll hear about it on the call. But if they haven't bought, then they get a direct mail package in the mail.

It's relentless and it compounds across these multiple channels.

Then, a week or two later when Jana texts them back, they've watched a webinar, and they've got your direct mail package—so that text has even more impact.

This flows into a much bigger topic on how to scale. Because ultimately what we do is create a thirty-day funnel where even if you haven't bought from one of those three things, we're still going to get you. Because there's four more campaigns coming your way throughout that thirty-day period, and they're going to be presented in a number of different ways.

The whole idea is within that first thirty days you make seven or eight attempts to get them to buy. And you take those seven or eight attempts and compile it all into one Average Order Value (AOV).

All from one simple welcome call.

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PROFIT CENTER #16: DIRECT MAIL WELCOME PROMO

When it comes to making an impact upon a prospect who doesn't already know you, there's plenty of options nowadays—Facebook ads, YouTube videos, PPC driving to your website, SEO, email, and on and on.

The challenge with all of them is that you're just one of many faces in the universe.

For example, let's say you send an email to your 100-person list. If you get twenty people to open it, that would be pretty darned good. Get five out of those twenty to click to see what you have to offer, it's pretty darned good.

So, by using email, getting five pairs of eyeballs out of 100 onto your pitch would be really good.

But if, instead of email, you send a direct mail sales letter (i.e., your pitch) to 100, you'll probably get 80–85 of those people to open that letter, go through it, and consider your pitch.

That's the logic of why direct mail makes so much sense.

My results demonstrate using online only will NEVER produce the kinds of sales that direct mail will get you. Every time you add a new channel to your marketing, you'll get sales that you would otherwise not have gotten.

Marketers VASTLY underestimate how many people completely, utterly ignore them. If they get a 20% open rate, they naively think the other 80% saw the email and just decided not to open it. In reality, the other 80% never even saw that email.

People don't get how real that is. They just don't see it.

And even if they see your email, they might not be in a situation where they can engage with it, for an infinite number of reasons. The kids are screaming. They're at the office. An argument just broke out in the coffee shop. There are infinite reasons why they wouldn't engage.

But when you send a direct mail sales letter, they've taken time to exclude all other activities going on in their life to visit the mailbox. It's a 100% dedicated, committed experience to the exclusion of everything else in life.

I live in a high-rise building. To get my mail, I've got to get into my elevator, go all the way down to the first floor, exit the elevator, and walk across the lobby to my mailbox. Then I've got to get out my key, put the key in the lock, open the box, and pull out the mail.

That is a dedicated experience. People simply don't give that type of attention to email.

Direct Mail Provides SPECTACLE

First and foremost, let's start with the understanding that direct mail is remarkably effective and profitable, especially today.

Why? Because things like email, social media, online videos, and the like have now become so commonplace they hardly get noticed anymore. PPC ads, social media, and so on still work. But as their costs have increased, their effectiveness has decreased.

While at the same time, because it's not used nearly as much as it once was, direct mail that's physically delivered to someone's mailbox has essentially become "something new."

There was a time when people had the same level of disdain for receiving letters in the mail as they now do when receiving offers via email. But those days are long gone because if you send a direct mail package to your customer's home address, you're probably the only one doing that.

I remember Halbert saying that as a kid, when the phone rang it was an EVENT—the house shut down, kids ran in from outside, and everyone would crowd around the phone.

A simple phone call created a spectacle. It was a big deal. Nowadays, direct mail is exactly like that for the vast majority of internet prospects if they've never received a direct mail sales letter.

I've sent direct mail sales letters that have been raved about on social media. I sent a dollar bill letter and people have told me they even framed it.

How many of them ever bothered to print out a VSL and frame it?

Very few.

How many print out an email and frame it?

Very few.

But people will frame a direct mail sales letter because it's such a spectacle.

Yes, direct mail costs money, but who cares?

People are always telling me, "But I'll be paying \$10 a lead." And my response, "Okay, but how much is the lead worth?"

Because I'd gladly pay \$100,000 a lead if those leads were worth a million dollars.

Again, the logic of direct mail is that it's an event, it's a spectacle. You have no competition, and you get infinitely more eyeballs on your offer than you do by sending an email.

Another consideration is that people unsubscribe from email, but they don't unsubscribe from their home addresses.

If a thousand people buy from you, and you're actively emailing them, by the end of the year you'll have maybe 60% of those people still on your email list. But you'll still have 100% of them on your direct mail list.

As that loss compounds over time, you'll end up with a list of buyers you can always tap into, who'll never unsubscribe or go away—making your direct mail list one of the most profitable lists you can own.

How Direct Mail Can Totally Change the Game

Direct Mail also offers an easy way to significantly alter the math and profitability of any sales funnel. All you need to do is send a direct mail "Thank-You Package" to every customer that comes through the door.

For example, when you buy from us, you'll soon see a follow-up sales letter in your mailbox. And 100% of the time, that sales letter will include a gift. The gift is important for several reasons.

1. It bonds you to your customers.
2. It's a gift, so it creates reciprocity.
3. Done right, it's also a welcome to the clan.

We'll send a ball cap with the word "alchemist" printed on the front, along with a letter saying something like this:

"Many moons ago I used to work with a guy named Gary Halbert, who taught me the principles of alchemy.

"He taught me how to combine raw materials in a way that created something of immense value, almost magical. I'm sharing this because what you're about to discover inside my training, which you just signed up for, is pretty much the very same thing.

"You're going to learn how to become an alchemist.

"I'm going to give you tools, I'm going to give you resources, I'm going to give you materials, and I'm going to show you how to combine them in a way that will create something of enormous value for you and your family.

"So every time you sit down to work, I want you to put your hat on, and I want you to get into the space of understanding that what you're doing here is alchemy."

That ball cap and letter takes them way beyond just studying yet another course or product. Now, when they put on my hat, it creates a kind of “thinking cap” that connects back to me and to something magical.

Now they’re getting into the zone. Now they’re realizing that, “I’m not just taking a course here, I’m learning to be an alchemist, and I’m learning to do something that’s going to create tremendous value for me and my family.”

There’s a lot of subtle emotions going on there, working together to accomplish a number of things.

- It lowers refunds by getting rid of buyer’s remorse.
- It drives higher engagement in the training.
- It creates a stronger connection between my customers and myself.
- It also gives a more visceral, exciting understanding of what it is that doing, instead of just going through some training program you bought online the other night after a few beers.
- But more than anything else, what it does is lower defenses for the sales message that’s coming.

It’s the old car salesman’s trick, when you step into the showroom and he says, “Hey Rob, you like the car? It’s a lovely car, isn’t it? Yeah. Listen, let’s have a chat and I’ll buy you a coffee. Do you want a coffee? Can I get you some water?”

It’s pure street-level psychology and what it does to your subconscious is, “Ah, you’re gifting me something.”

Remember, the minute you first come in contact with a salesperson, your defenses go on high alert. No selling can take place—you’re resistant, you understand this person’s out to get you, and you put up your fists. That’s why the salesman’s first job is to get you to lower your dukes, so selling can take place.

A gift is a really good way to do that. When someone turns up at your door with flowers and chocolates, it’s hard to NOT like that person.

So, the ball cap sets up the sale. They get a little package with the hat and a one-page letter that talks about alchemy, the hat, and welcome to the program. AND...there’s a number 10 envelope in the package too...

Obviously, this is a huge curiosity element because they’re thinking, “What’s inside the envelope?”

Without question, that envelope gets opened, and voila! It’s a sales letter.

Now, we tested this and found that if you just stick the sales letter in the package, their response was like, “Okay, that’s just a sales letter.” But if you

put that same letter inside a sealed envelope, people wonder, “Hmmmm, what’s inside the envelope?”

And now they’re opening it with curiosity, just like a child opening a Christmas present, which increases conversion rates.

Now, what you put inside this sealed envelope is a direct response sales letter to sell whatever’s the most expensive, absolute bullseye hit for you—the biggest, baddest, hairiest, most expensive thing you have to deliver.

THAT is what you want to include with that direct mail package.

Imagine this, for every 100 customers you take in the door, you get five of them to order some \$5,000 or \$6,000 training from you. That’s a major profit center in the grand scheme of things.

What you’re doing with this gift is not only giving them something, but you’re also helping them see themselves as a different and better person. When they wear this hat, it’s like a kid wearing a Superman cape. They feel like they can run faster and they’re darting back and forth through the yard because now they ARE Superman.

The gift helps them to feel better about themselves; they feel more empowered, confident, and ready to invest in themselves.

And that’s their mindset when they open that envelope to read that sales letter, which is offering them your most valuable, helpful product—something that can have a massive positive impact on their business and their life.

This combination of factors enables you to totally transcend digital marketing. Because you can’t send a hat via email, a webinar, or a video sales letter.

The Basics of Formatting a Direct Mail Letter

The direct mail sales letter is essentially an eight- to twelve-page letter version of your high-ticket killer offer.

- It’s printed front and back.
- Text font should be Times New Roman.
- Headline can be whatever size, but body copy should be size 12 to 14.
- Subheads can be font size 15 to 17.
- Every page must finish mid-sentence to carry readership over to the following page.

Best case scenario with a high-ticket offer is to get people on the phone. If you can get them on the phone, those guys convert like nothing you’ve ever seen or heard of before.

The minute a customer buys from you, the very next day, that person should be shipped a thank-you package via first class mail and with a stamp. You do NOT want to use first class presort, you want it to look like your mom just sent you a letter, handwritten with a real stamp.

The font on the envelope should use a handwritten font.

And that letter should come with a gift, but if you can't figure out a good gift or it's a hassle, just send the direct mail sales letter. Just sell. Because having that letter in your thank-you package is going to make you a hell of a lot more money than not having it.

Now certainly, rolling in something like a hat or a gift will make things even better.

A NOTE ON PRINTING AND MAILING: If you're sending direct mail letters in low volumes, go to a printer and get 5,000 printed, folded, inserted into an envelope, stamped, and with a return address in the top left-hand corner. Have them shipped to your office, and then get your assistant to handwrite the customer's address for each mailing. Mail out letters every single day.

That's low volume. If you're doing a thousand sales a day, you obviously need to work with a letter shop to handle mailings.

Copywriting Tips

In terms of writing the copy for the letter, you can probably borrow content from one of your upsells, or a webinar, or some other promotion. Take that content and put it into a sales letter format.

You're using this for your high-ticket backend offer, so you need to turn that offer, that webinar, that VSL—whatever sales pitch you have—into your direct mail sales letter.

You want to have all of the usual proof elements, credibility elements, and testimonials in written form.

Take whatever your big kahuna backend offer is and turn it into an eight-to twelve-page direct mail sales letter.

Even if a prospect already purchased this big ticket upsell, go ahead and send them this letter. So what? It will just confirm that their purchase was a great idea—for those buyers, this direct mail package becomes a stick letter.

And then for everybody else, it's a sales letter and you absolutely need to send it.

Creating a Total Mental Shift

By using the home address information that you can easily capture, with direct mail you can change their mind about who they are.

Because all too often, the sale isn't really about whether your product works or whether you deliver what you promise. It's about whether they believe they can do what you've led them to believe they can do. And if you can help them change their mind about themselves and see themselves in a different way, you can get incremental transactions that you'd never otherwise get, but for that aspirational gift that you delivered to them.

My results have shown, to cap it all off, that you'll get sales from direct mail that you absolutely and unquestionably won't get from email. And including the hat, when done right, makes direct mail so much more than a gimmick—it's truly inspirational.

What I've learned is that if you want to get somebody to do something, motivation is extremely short-lived. It's a poor source of fuel for succeeding at anything. It burns out quickly. You can motivate someone to take action, but they'll inevitably lose that motivation because it's just a spike in energy.

Inspiration, however, provides slow-burning fuel that lasts much, much longer.

And goes way beyond gifts and hats ...

And this is true from the in-house team side as well as the prospect side. You've got to have a good team that's motivated and feels they are all contributing to the success of the company.

Ages ago, my brother John relabeled everybody's job description in our team. So, you were not a "Customer Service Agent," you were a "Client Success Specialist." This job-title shift reframed everything our client support team was doing, and took them from, "I just answer calls and emails," to, "I help people grow. It's my job to help this person succeed."

As a result, instead of taking the perspective of, "I've got to deal with this idiot and respond to his email," the attitude became, "I have tremendous responsibility in this business. It's my job to ensure that this person succeeds." It was a total reframe, and I remember thinking at the time, "This is freaking brilliant!"

And that's what we're doing by mailing that hat.

Your prospect didn't just buy a course; they're not just going through training. It's much more far reaching than that. This is enormously valuable. This is going to transform the lives of their family. It's an inspirational activity. It's not, "Hey, here's a gift." You're rallying the troops. You're inspiring this person to commit to your product, your training, your vision.

So utilizing the potential of direct mail, which requires having their home address, is an opportunity you don't want to pass up.

The amount of money being left on the table by NOT collecting home addresses is monumental. I hear excuses from marketers all the time about their order form or merchant account or whatever not being able to capture this information. You need it.

How to Capture Home Addresses

Here's what I recommend and it's what we have done for a long time...on your thank-you page, include wording like:

"Congratulations and welcome to the training. Right now there's three actions for you to take. Action number one is make sure you check your email for the logins. If it's not there, check your spam folder and whitelist our email. Action number two, go sign up for this masterclass [the pitch we want people to take]. And then action number three is please enter your home address below. We have a beautiful gift we'd like to send you as a way of showing our appreciation. Plus, this is a gift that's going to massively increase your likelihood of success with this training."

And then we just ask them to put their home address in the form. And that's that.

We usually get 70–80% to enter their home address. For those who don't, we follow up with an email or two, to say:

"Hey, we see you haven't sent us your home address. We really want to send you something lovely. It's actually something that you can hold in your hand and have with you that helps increase your likelihood of success with the training. Therefore we feel it's very important. Plus it's 100% free. It's our gift to you."

And that's how you capture home addresses if your order form itself doesn't capture them.

The gift could be a hat, a coin, a lot of different things—but the key to making the gift work is that it comes with a story that's aspirational and turns them into the hero, creating for them a new persona.

Gary Halbert used to send a dollar bill to everybody who bought his newsletter, with a note saying:

"Hey, I'm sending you this dollar bill, but I don't want you to spend it. I want you to get a picture frame, and I want you to put the dollar bill in your picture frame. And then I want you to hang that picture frame in your office where you will see it every single day. And then every single time you see that dollar bill, I want you to understand that this is the first

of millions of dollars that you have earned as a result of signing up for my newsletter.”

He was using that dollar to set the stage and turn on their belief, “You’re going to earn millions of dollars from what I’m going to be sending you.”

So later, when that first newsletter arrived, they’d open it up.

And like Pavlov’s dog, they’d look up at that picture frame and remember that dream.

He had a slightly different way of doing this, but nonetheless, he created a whole spiel all around it that made the moment very, very visceral.

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PROFIT CENTER #17: DIRECT MAIL WELCOME PROMO – TWO-PART FOLLOW-UP

This is one of the foundational direct mail strategies taught to me by Halbert many moons ago...

Keep mailing the list until it's no longer profitable.

Keep sending that offer until there's no more money in it. It's based on the understanding that for every person who buys, there are five to ten more who intended to buy but didn't get around to it because life got in the way.

Here's a story of something I bought that really brought this home to me. (BTW, you've got to be a buyer if you want to sell, and you've got to go through the actions of being sold to if you want to learn how to sell properly.)

I'm a dad of a four-year-old kid and I dedicate time every week to just the two of us. We spend Friday afternoons together and I'm always jazzed up and ready to go.

I've realized, however, that I just don't have too many great ideas on what to do week after week. So I did some research and found a product called WonderDads. I went to their website, gave them my email, and just as I was about to buy, my brother John hit me up on Skype, "Hey, we got this issue. Can you join a call?"

Yeah, okay. I put down the credit card and jumped on the call, which took my attention away and I didn't order.

A couple of days later, I was about to go to bed and looked at my phone and saw an email from WonderDads. "Oh gosh, yeah, geez, I'm supposed to order that freaking thing." But I'm already in bed and it's a hassle to go grab my credit card. "Whatever. I'll do it in the morning."

Morning comes around and of course, I've forgotten all about it.

A couple of days later, while at home, I got another email, "Oh my God, yeah, I really need to buy that flipping thing." But then I think, "Ah, geez, I left my credit card in the office."

All of this is a real story, I'm not making this up. I intended to buy this thing five or six times and I eventually did buy it, but it took me about three weeks from when I'd made that initial decision.

That's the reality. That's how life works. For every one person that buys, there are five to ten people that intend to buy, but never get around to it because life gets in the way.

THAT's the power of follow-up.

The Classic Three-Step Campaign

The classic Dan Kennedy way of doing this is to send you a sales letter.

That's attempt number one.

And attempt number two will be the exact same sales letter, but this time it comes with a blue cover letter. And the blue cover letter has "SECOND NOTICE" at the top, and says:

"Hey Rob, it's Dan here. Time is running out. This offer is expiring. I saw you didn't reply to the first letter, so I'm just giving you a second notice that you need to go and sign up for this because the offer is going to expire."

That "SECOND NOTICE" goes out two weeks after the first letter.

Then, two weeks after the second letter, if there's no response, he sends the same spiel again. It's exactly the same original letter with a cover letter, except this time it's red and it says, "FINAL NOTICE" at the top:

"Rob, get off the pot, this is it. If you don't order now, then this is the last you'll ever see or hear of this. And it's time to order now."

He'll keep sending his different colored cover letters until it's no longer profitable.

Dan's no fool. He does it because it's brilliant and it kicks ass. He talks about inventing this strategy while facing bankruptcy when he noticed bill collectors would send a sequence of demand letters, each referring to the one before and using more intense and demanding copy.

He figured if it could work for a bill collector, it could work as a marketing strategy. And he discovered that with sequential follow-up mailings, you could sometimes double the initial response received from the first letter.

For example, let's say you made \$100,000 on the first letter. You might make \$50,000 or \$60,000 the second time. And then if you do it again, you might make \$30,000. So, the sales from the two follow-ups can double the frontend.

If your first direct mail sales letter doesn't get ANY sales, there's no point in continuing. But if your first attempt kicks ass, then absolutely try the second notice/final notice strategy.

Now, I've personally found that using a DIFFERENT hook and headline each time can get really great results. You can actually compound and increase sales using different hooks and adapting the letter.

Almost everything about the sales letter stays the same. It's just literally the first half of the first page—the headline, subhead, and intro that can be revised. You may need some minor tweaks to align the hook throughout the letter as well, but it can be 90% the same sales letter—just a different hook, headline, and intro. You still use the classic Dan Kennedy second notice and final notice cover letters.

Now I haven't split tested it and proven it beats Dan's approach. I do believe, however, that my approach is superior, and combining those two strategies is a very powerful thing to do provided the numbers work. (Again, if that first letter bombs, you don't flog a dead horse.)

By doing different headlines and different hooks and targeting different people on the list for different reasons, I've seen more sales from the second letter than the first. And you can, in fact, generate even more sales with the third letter than the second letter. Just keep repeating the process again and again, making sure you're targeting different groups of people for different reasons.

I've tested this approach with other media. For example, I've repeated webinars to the list and they've generated fewer sales, but when I've repositioned the webinars they've generated more sales.

(By the way, you can get it wrong, you can generate fewer sales. I've done that too.)

Meat and Potatoes Marketing Still Works

So many marketers keep chasing after sexy marketing technology—like it's some high-class martini cocktail—while direct mail is boring old meat and potatoes.

Well, it's that meat and potatoes that make your funnels work.

What's interesting is that when people actually figure out direct mail, IT becomes the martini. It becomes the sexy thing. I remember Frank Kern saying, "Oh my God, I just did direct mail. It's one of the most awesome things I've ever done. Results are off the charts."

Probably the reason direct mail's never worked for them before relates to mailing LEADS, whereas we're mailing customers. We're direct mailing people who've already gone through our funnel process, seen our sales presentation, and were motivated enough to make a purchase—and only THEN are we sending that thank-you letter/gift/upsell offer.

The framing is totally different; it's now considered a useful, important, and welcome outreach that builds the relationship.

Remember, don't think of direct mail in isolation; it's part of a symphony of activities that all compound, one on top of another.

- There are elements of the online funnel that increase conversion rate the direct mail side of things.
- There are aspects of direct mail that enhance other areas of the funnel

There's an X-Factor quality to this when it all comes together that seems hard to grasp, but when you have a funnel doing all this stuff, you've really built something phenomenal.

My whole monetization system is based on the old-school approach to things. These old-school guys figured out stuff and proved it through decades of testing, to the tune of trillions of dollars' worth of sales.

And the smartest way for you to build and scale a significant business—and be in a position where you can spend more than everybody else to become bigger than everybody else—means you rely on just one funnel. You HAVE to roll multiple profit centers up into one AOV, and that now becomes your new ad spend to acquire a customer.

The idea is to create a thirty-day funnel of multiple attempts at making money and compile them all into one AOV. Let's say it equals \$300. That's how much you can spend to acquire a sale and break even. And when everybody else is only working with an AOV of fifty bucks, you're going to completely dominate the market.

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PROFIT CENTER #18: BACKEND HIGH-TICKET OFFER

The logic of having a high-ticket, backend offer seems obvious, but let's discuss it anyway.

There will always be about 15% to 30% of customers who can afford and want a bigger, better service.

I figured out long ago that I don't want more information. Given the choice between a \$2,000 course or a chance to work directly with somebody for \$5,000 a month, I'd pay the five grand in a heartbeat.

And I'm not alone. People associate high-ticket solutions with better quality, better value, and a faster path to achieving their goals and dreams.

There's a company in the health supplement space selling joint pain pills. On the backend, they sell a single-person, infrared sauna for \$15,000 to get rid of inflammation.

I have personally tested nearly every freaking funnel strategy in existence, and I've never found anything more effective and more profitable than selling high-ticket stuff on the backend. As a result, I'd never get involved in a business without first cracking the code on what to offer as a high-ticket backend.

Without a high-ticket backend offer, you're basically taking a lame horse to the race. You're going to struggle to achieve the two things everybody needs to achieve in business: financial freedom and financial security.

The minute you crack that code, you've also cracked the code on making a lot of money very quickly.

I'll cover these in a lot more detail in Part IV, the next section of this book.

PROFIT CENTER #19: BRAND AWARENESS CAMPAIGN

Here's a strategy to get you sales that represents probably the most profitable advertising dollar you'll ever spend. Nothing will yield a higher return for you.

Want proof? Presuming you've already been doing online advertising, try this to see just how powerful it is:

1. Go to the Google keyword tool.
2. Type in your name/product name/business name.
3. See how many people are actually searching for you, your product, or business name.

If you have developed any kind of following at all, you'll discover there ARE people who've been searching for you, your name, your product name, or your business name. Those people are absolutely and unquestionably the closest people to buying from you out of all of the advertising you have out there.

People who aren't looking for you don't care and they're NOT buyers.

But people who ARE searching for you, they're as close to buying as possible. These people are thinking, "I want to buy, but I need to know more to make sure that this person or this product is legit."

Back when I was running a particular evergreen webinar, I remember going to Google and finding out 900 people a month were searching for a specific product name—that's nearly 11,000 people a year. And the only place I promoted that product was during webinars. Thus, these searches came from webinar viewers who were watching my webinar, and then searching on Google for my product.

And once you realize those 11,000 are BUYERS, then you understand the magnitude of the opportunity.

When you get to a place where your funnel is doing daily sales, people are going to start doing searches on your company name and your product names. They will start looking up your personal name on different social media sites to see what they can discover.

That number might feel small until you realize these people are BUYERS doing a bit of investigation before they buy. They are already

motivated to do business with you. So doing a little work in this area can have a **HUGE** positive impact on sales within your funnel.

That's why you need to run a Brand Awareness Campaign, which is essentially a Google Ad campaign designed to do one of two jobs.

Job #1: Get People to Go Back and Buy

Let's say you have a book funnel called Caleb's Book. When people see your funnel, they say to themselves, "Let's check out Caleb's Book on Google and see what we can find." And they go to Google, search for "Caleb's Book."

And there, because you've created a Brand Awareness Campaign, they see an ad all about Caleb's book.

The very fact that they've gone to Google, searched for the book, and then found that book advertised on Google creates credibility. Your ad would then just direct them straight back to the sales page that sells the book. (NOT the order form, just the book sales page, the pitch page.)

With this strategy, you will get sales at rock-bottom ad prices.

I've done this with webinars that sold \$2,500 products and gotten sales at \$50 a pop.

The most profitable ads you'll ever run are Google brand awareness ads.

You should absolutely and unquestionably try this out—all it takes is to create a Google ad back to your sales page. You will end up getting sales there for pennies on the dollar.

Now you might be wondering, "How the heck do I scale this?" The bad news is you can't, it'll never be scalable. The only way that you can increase results is to increase the ad spend on your funnel.

So, if you're spending \$100 a day on your funnel, doing a brand awareness campaign won't generate that many sales. But if you're spending \$1,000 a day advertising your funnel, then your brand awareness campaign's going to generate a lot more sales.

So scaling is the only real challenge with it, but it will generate practically free sales for you.

Job #2: Increase Your Credibility

The second thing you can and should do with a brand awareness campaign seems counterintuitive, but it's cheap and you can test it for just \$100:

Create an ad and direct the traffic to a different, highly credible source.

For example, if there's an article about you on Forbes, create an ad and direct the traffic to that article on Forbes. Now you might be thinking, "Are you insane? Why the hell would I pay to send traffic to Forbes?"

Because if they see you on Forbes, they're coming back. You've taken on Forbes' credibility. And now they're going to buy from you, especially if you're then also retargeting them with different ads.

If you were on a podcast, send traffic to the podcast.

If there's a blog article, a YouTube video, or even a blog post on your own website—something amazing that might presell you or the product that you have to offer—sending traffic in that direction is very powerful.

NOTE: You can track sales by using UTM codes. A UTM (Urchin Tracking Module) code is a small bit of text added to the end of a URL to track the metrics of your campaign. (Just Google "UTM Code" to get all the details.) Let's say I send you to Forbes. With a UTM code, when you click the link, I can track you back to ordering my product later on down the line. "You were one of the dudes I sent to Forbes. You came back and bought my product later on." Or "You clicked on my Google brand awareness campaign to my article on Forbes, and then you came back, and you bought."

Making this work all boils down to understanding that the people searching for you are BUYERS, because they're looking for more information about you.

So if you have a blog article, a podcast, an article on Forbes or Entrepreneur magazine, or anything at all that would prequalify them for the sale, or add credibility to you, the minute they come in contact with it—because you sent them there—they'll say to themselves, "Hey, this Caleb guy is legit. Now I'm going to go back and buy."

Small Tweaks Can Lead to Big Numbers

A Brand Awareness Campaign is especially powerful when combined with retargeting ads. And these are almost free sales, but they can cumulatively add up to become massive.

Initially with our evergreen webinar, we weren't making all that many sales. But by the end of the year, it was producing six figures in revenue, all generated from extraordinarily small enhancements, including retargeting. Our CPA was \$50 a sale for a \$2,500 price point, and we were getting multiple sales a week throughout the year.

Now, of course, everyone's results will be different. But it's practically free money.

The reason this works so well is because out of all the people who visit your site, there are only a few who'll buy on their first visit. The others, for whatever reason, just weren't yet ready to buy. Some may have had some hesitation about you, others might be concerned about your company or your product. Whatever the reason, they just moved on and forgot about it.

But later on, when they see a retargeting ad, they'll think, "Let me check that person out."

And while you might not think people are searching the web for your product—because perhaps you're only targeting a certain group or whatever—there's still going to be a significant percentage of prospects who HAVE been exposed to you and want to check you out.

Most marketers think about this in terms of search engine optimization. They want to use lots of keywords, they want to have a lot of inbound links, they want to have a lot of pages pointing to their site, all of which is just fine.

But along with that, placing even a few simple ads on Google can have a very positive effect on a prospect's ability to find you.

When they search for you, your product name, or your business name on Google, it's far better to be managing this yourself, rather than some Google Pirate advertising on your product name and driving the traffic to his own promo instead.

This strategy can be a huge, inexpensive way of making sure that when somebody searches for you, they find your ads at the top of those search results—leading them to your products and credibility pages. Rather than letting perfectly good prospects wind up on some random page Google serves them, you can lead them back to your funnel and through your sales path.

And because you are bidding on your own name and your product names, those bid costs are going to be extremely low compared to trying to bid on some related, generic keyword. The name of your personal injury law firm on a Google search may only be a nickel or a dime per click, but trying to advertise for a car accident attorney is going to be \$20 or \$30 per click.

This is a VERY efficient way of capturing Google traffic that is already searching your name and your products.

It's really important to make sure someone on your team takes care of this.

Everything Working Together Can Pay Off Massively

Here's something else to consider...

Properly leveraging ALL the profit centers allows you to generate more money from your funnel, enabling you to scale, and resulting in your brand

awareness campaign getting even more sales. And once your brand awareness campaign is getting a lot more sales, that will allow you to scale your funnel even more.

With all of these things, it's a symphony of persuasion allowing everything to be integrated and influential on one another. All these tactics work together to help you scale your funnel in so many ways.

The SEO guys have figured out since the beginning of AdWords that you get more sales when your ad appears on page one for a search term. It's just as simple as that. If you're getting ten sales a month from a search term's organic ranking, you'll get at least ten more sales when you run ads to that search term as well.

And the more you're out there, the more this stuff adds up.

Running a Brand Awareness Campaign is in complete alignment with your retargeting and follow-up strategies.

Unfortunately, what I see a lot of guys doing is putting out a funnel with zero retargeting and zero follow-up. Then, when that funnel doesn't work, they throw in the towel. They fail to understand the business, thinking that everything should come from the funnel. But the funnel's just the starting point, you need to have all these other avenues set up so that everything can combine and work together.

Follow-Up Is King

Follow-up is king, it's absolutely everything.

Gary Halbert was once asked at a seminar, "If you only had \$1,000 to start a business, what would you do?" His answer was, "I would run a newspaper ad—'Free Report Reveals...' I'd give away a free report, I'd get the leads, and I'd mail those leads until they bought."

Just build a list and follow up until the cows come home. If you want to succeed, that's how to do it.

Dean Jackson (whom I love), talked about a company doing inbound and outbound telesales. They had been doing it for ten years, for hundreds of clients, across every major money-making niche in existence.

After ten years, they compiled all their data and discovered several truly profound things:

FIRST: One in two prospects are buyers. Now this doesn't mean they'll buy from you; it just means that they WILL buy from someone. So, if you have 1,000 people on your email list, half of them—500 people—are going to buy something. Amazing thing to consider.

SECOND: Only 15% of buyers buy within the first 90 days. Yet that's where 99% of the competition operates, everyone's trying to convert that

15% within that 90-day window.

THIRD: The buying cycle is 18 months. Once someone decides to buy a solution, it's an 18-month cycle and 85% of those buyers will do so sometime between month 4 and month 18. But no one has any real kind of 18-month follow-up in place, yet that's where 85% of the sales come from. There's no competition during that time frame.

FOURTH: The companies that won the most business, succeeded to the highest degree, had the most financial freedom and security, were those who educated the prospect over an 18-month period.

Because the business that educates the prospect the most wins the most business.

In other words, 18 months of follow-up is the smartest strategy for success in business.

Very few people know this.



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PROFIT CENTER #20: BACKEND OFFER TO LEADS

This one is simple: Start promoting your backend offers to your frontend nonbuyer prospects.

Here's why this works: In many cases, while you might be unlikely to buy a \$2,000 training from someone, you definitely might want to hire them to work directly with you.

That's where I am psychologically. I don't have time to consume twenty-nine hours of video content and training. I want to just get straight to the point and that's that.

Remember, there are different categories of buyers, and they all want different things from a solution.

- Some want direct access and to have it done for them.
- Others want to learn through group coaching.
- Others just want to consume an information product and then implement themselves.

Each type of buyer is attracted to a different way of receiving and utilizing the information you are selling. And what I've found is that even though there are people who won't buy my six-week, \$2,500, group coaching program, they'll sign up and buy my twelve-week, \$15,000 coaching program.

Let's say I have 1,000 customers and 50,000 prospects.

I advertise my high-ticket backend solution to my 1,000 guys and get fifty sales.

Then I take that same offer, mail it to my 50,000 prospects, and get another fifty sales.

Now the conversion rates are obviously crap, but who cares about conversion rates?

If you're selling a high-ticket thing, if you're able to get fifty sales at \$10,000 on the backend from customers—and another fifty sales at \$10,000 from your prospects—it's a "double your business, double your backend profits" strategy.

And that's exactly what I've found since I started doing it.

Promote Your Backend Offer Right from the Start

I never custom-create a backend offer to ONLY my buyers. It's a waste of opportunity. What I do instead is create a backend offer that works for frontend guys as well.

Because with any piece of advertising I create, I want to leverage it in as many different ways as I possibly can.

I learned this from Dan Kennedy, who talked about how you'll get bored of your advertising long before your market ever will. He said something like, "If I write a winning direct mail piece or a winning newspaper ad, I will knock that thing off 1,000 different ways, for 1,000 different jobs, for 1,000 different niches, for 1,000 different prospects, for 1,000 different clients. Because if it's working, it's working."

So, if I'm going to write a backend offer, I want to position it in a way where I can also send it to my frontend nonbuyers. And I've found that sending my backend offers to my prospect list can give me double my overall sales.

That's the strategy in a nutshell. There's no magic to it. And yet it can double your backend profits.

So again, boring stuff can profoundly affect the math, because if you can double your backend profits, what do you think that does to the math of your funnel?

It's a tremendously powerful strategy, especially since most prospects will almost never otherwise get the opportunity to see your massive, big-ticket offer because they didn't make it past the initial frontend offer.

But there are a lot of prospects who may be in a different place and might be completely willing to buy your backend product, even though they weren't interested in the frontend.

Using a direct mail sequence to offer that to them doesn't take away from the other email campaigns and upsells and calls you're already doing. You want to do this the minute the nonbuyer completes all the follow-up campaigns and retargeting for the frontend offer. Then, straightaway—BAM—hit them with the backend offer.

My Deadly Effective, Go-to Strategy to Drive Backend Sales

I remember Gary Halbert seeing everyone doing 32- to 48-page magalogs in the mail and he'd say, "Eight pages is all you need." And he was mopping the floor with guys doing 32-page, 48-page, magalogs with an 8-page, number 10 envelope, black ink, and white paper. He was cleaning up.

My go-to strategy is always a twenty-minute VSL to get them on the phone, then a three-day deadline email campaign.

You crunch people into this very tight deadline because, if you do a seven-day campaign, you can lose people's interest. But when it's three days, it's like, "Oh, BOOM!" You hit them hard, create this huge buzz, and dangle a fast-loomed deadline. There's magic in that.

You could do a longer webinar, but I would still do some sort of twenty-to thirty-minute VSL. You don't need more than that.

All of these years later, what I'm finding is the twenty-minute VSL, the one some call the "Dirty VSL"—just black text on white slides—mops the floor with the other approaches. If I was to do a sixty-minute VSL or something similar, it wouldn't convert anywhere near as well.

This is my bread and butter. It's fast, it's easy, and it's deadly effective.



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PART IV

THE MULTICHANNEL MONETIZATION MACHINE

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Chapter 17

The Best Multichannel Marketing Strategies

“When Henry Ford decided to produce his famous V-8 motor, he chose to build an engine with the entire eight cylinders cast in one block, and instructed his engineers to produce a design for the engine. The design was placed on paper, but the engineers agreed, to a man, that it was simply impossible to cast an eight-cylinder engine-block in one piece.”

Napoleon Hill

Feel like you are drinking from a fire hose yet? I know it's a lot. A lifetime worth of hard won experience distilled into a few hours of teaching for your benefit and convenience. My pleasure, you're welcome!

I've already delivered several truckloads' worth of business-building secrets in this book. Any one of these could completely transform your marketing from a loser to a runaway success. You've discovered how to:

- Identify the biggest breakthroughs in already profitable markets.
- Spend less on advertising by focusing only on the buyers within any market.
- Create Breakthrough Positioning that distinguishes you from all the competition.
- Make all the marketing you create more effective through a profound customer understanding.
- Leap into market domination by creating an offer your customers can't refuse.
- Use the twenty profit centers that exist within every customer acquisition funnel to increase return on ad spend by 130–413%.

Together you can use these to completely transform your Average Order Value (AOV) so you can afford to spend 2X, 3X, and even 4X to acquire a new customer!

Most people who pick up this book will find one or two tactics they can implement, see immediate improvement, and go on to live happy lives.

But for a few, this part of the book, Part IV, will reveal a completely different life and business lifestyle.

Think of it this way...

In Part I, I used the transformative capability of an automobile as a metaphor for the Multichannel Monetization Machine. Automobiles have transformed our society, so it's an apt analogy. This is what a Multichannel Monetization Machine can do for you.

Part II demonstrated the best ways to use your automobile. It explained the rules of the road, how to navigate traffic, and what to bring along on your journey.

Part III described all the components of your automobile: the tires, engine, steering wheel, accelerator, and brakes. Each is a critical component that enables the automobile to function.

Within the marketing world, this is where most people stop. But, in this section, I'll pull all these pieces together into one system you can use for attracting customers, increasing lifetime value, and scaling a successful business...

Part IV will teach you how to drive the car: how the gear shift works, how much pressure to apply to the gas pedal (marketing spend), when to use the brakes to move you through turns efficiently, and how skillful steering can get you to destinations you may never have dreamed possible.

When automobiles were first mass produced in our society, their potential unlocked enormous opportunities. But...only for those who understood how to drive. Being aware that cars exist, knowing how they are used, and understanding how they are built only gives you so much power —any ten-year-old with an interest in cars can take things this far.

But when you understand how to **drive** a car, the whole world opens up to you. You're no longer constrained by how far or fast you can walk, no longer dependent on another driver to cart you around—instead, you now have practically unlimited freedom and capabilities to travel vast distances on a whim.

The same is true once you understand how to implement your own Multichannel Monetization Machine.

An automobile takes all its moving parts and structures them together to create a complete transportation system. The Multichannel Monetization Machine does the exact same thing to your marketing campaigns...and I'm going to reveal exactly how it works to pull all the elements together so you can run your entire marketing platform as a single, high-performance machine.

Now with any system, understanding how each component works doesn't mean you know how to use the machine. You may understand what a steering wheel does and how it works. But, that doesn't mean you know how much pressure to apply to navigate your vehicle safely down the road.

Ask any teenager, it's scary to figure out. (Or better yet, ask the person riding with them as they try for the first time to merge into rush hour traffic.)

As you read the next several chapters, what I'm describing may seem impossible. You may even decide that what I'm proposing is not applicable to your situation.

Be aware, however, that—just like the automobile engineers who told Henry Ford that his vision for an 8-cylinder motor was impossible to build—sometimes expertise can get in the way of progress.

Please understand that without implementing what you'll find here in Part IV, you may build the equivalent of a "brand new, powerful automobile" that never gets driven. Don't let this happen to you. Don't leave this opportunity idling at the curb.

This system transforms you from a pedestrian into a race car driver, now in command of one of the most powerful and fastest cars ever built. Because when all the parts come together into a Multichannel Monetization Machine, the results are MASSIVE!

If you are ready to put pedal to the metal, then buckle up and turn the page...

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Chapter 18

This Old School Scaling Strategy Works Better with Modern Marketing Strategies

“The greatest thing in this world is not so much where we stand as in what direction we are moving.”

Johann Wolfgang von Goethe

The world has changed. And more importantly for marketers, internet marketing has changed. The number of people going online to start a business has created a tsunami of new competition. The industry is literally bursting at the seams.

These new online marketers create more online advertising buyers, driving higher ad rates.

Plus, costs are set to keep rising year-after-year, like they always have. (In case you’re unaware, once upon a time you could get highly profitable traffic from Google (and lots of it) for a penny a click. Today, it’s common to pay \$6, \$15, even \$30+ per click in certain niches.)

In addition, conversion rates have steadily declined...and will continue to decline (like they always have). This is due to oversaturation in the industry. There’s now so much advertising online that people are becoming increasingly resistant to it.

The reality is, it’s getting harder and harder to be an acquisition marketer—someone whose income primarily relies on frontend sales from new customers. I believe we’re entering into a new era of internet marketing. An era where you’ve got to grow via monetization...and not just acquisition...or else, you’re toast.

Here’s what I mean...

Let’s say you’re a typical acquisition marketer. You have a sales funnel with an average order value (AOV) of \$80...and...your cost

per acquisition (CPA) is \$50.

| | |
|-----------------------------|---------|
| Average Order Value (AOV): | \$80.00 |
| Cost Per Acquisition (CPA): | \$50.00 |

At a \$50 CPA, your business generates 50 sales per day. At 50 sales per day, you generate \$1,500 in daily profit (\$30 profit per sale x 50 sales = \$1,500). That's \$45,000 profit per month.

50 sales a day x AOV of \$80.00 = \$4,000.00
50 sales a day x CPA of \$50.00 = \$2,500.00
Profit: \$4,000 revenue less \$2,500 ad costs = \$1,500.00

Not bad, right?

Well, there are two problems with this.

First, you are capped at that. Why? Because when you try to scale to 80 sales per day, your CPA goes to \$75, because scaling requires you to target a larger audience, which can be more expensive. This means your daily profit plummets from \$1,500 to \$400 (\$5 profit per sale x 80 sales = \$400). So now, instead of making \$45,000 profit per month, you make only \$12,000.

Hacker Growth is Capped

Increase marketing spend \$4,000.00 to \$6,000.00.

Number of new customers increases from 50 to 80.

CPA increases $\$6,000 \div 80 = \75.00

Your profit decreases as you grow the size of your business:

80 sales a day x AOV of \$80 = \$6,400.00

80 sales a day x CPA of \$75 = \$6,000.00

Reduce profit: $\$6,400 - \$6,000 = \$400.00$

That's not good. It means you can't grow past 50 sales per day. If you do, your profit disappears. So essentially, you are capped.

And second, you're a sitting duck at 50 sales per day. Why? Because, as we discussed, the cost of traffic is always going up... and...conversions are always going down. That's inevitable. So it's only a matter of time before your CPA creeps up to \$60...then \$70... then \$80...and more. When that happens, it's game over for you.

This is the problem with being a Hacker. And even constantly innovating on your ad creatives will not enable you to squeeze free from this vise.

But you know what?

This exact problem has existed since the dawn of direct response marketing.

That's right. The old school guys knew this. They had this figured out decades ago. And, they are all laughing at the new wave of marketers who think they know everything.

The old school guys knew that being a Hacker was a losing strategy. It's a ticking time bomb that will always—eventually—blow up in your face. And when it does, the feast disappears, and you go right back to famine mode and have to start all over again with a new funnel.

Remember this lesson the next time you see a marketer on stage, being recognized for their latest and greatest revenue-hacking accomplishment. You should never be impressed with how many commas of revenue someone earns.

The money they take off the table and put in their pocket is the only money that counts.

But now, let's say you're a Monetizer.

And you, too, have a funnel that generates 50 sales a day...with an \$80 AOV...at a \$50 CPA. This means, you too are making \$1,500 profit per day.

Average Order Value (AOV): \$80.00

Cost Per Acquisition (CPA): \$50.00

50 sales a day x CPA of \$50.00 = \$2,500.00

Profit: \$4,000 revenue less \$2,500 ad costs = \$1,500.00

Except, in your case, you have the Multichannel Monetization Machine in place (as outlined in this and the previous chapter) and it's generating an extra \$5,000 from those customers. That means you're earning an extra \$100, over six months, from each customer.

This means, in total, you're generating an average of \$130 in profit from each day's 50 customers, \$6,500 in profit...over six months. That's a 433% increase. All thanks to shifting from being a Hacker to a Monetizer.

| | |
|-----------------------------------|------------|
| Average Order Value (AOV): | \$80.00 |
| Cost Per Acquisition (CPA): | \$50.00 |
| 50 sales a day x CPA of \$50.00 = | \$2,500.00 |

Plus, additional sales over next six months from these customers: $50 \times \$100.00 = \$5,000.00$

Profit: \$4,000.00 initial revenue + additional \$5,000.00 revenue over first six months, minus \$2,500.00 ad costs = \$6,500.00

Original profit of \$1,500.00 compared with Monetizer profit of \$6,500.00 = 433% increase.

So now, instead of your business making a \$45,000 profit per month...it ultimately makes \$195,000 (50 sales per day that generate \$6,500 over six months x 30 days in a calendar month).

Original monthly profit: \$1,500 per day x 30 days = \$45,000.00

Monetizer profit: \$6,500 per day x 30 days = \$195,000.00

Pretty cool, right?

Well, hold your horses. It gets better.

That's because you're no longer capped...or...at risk of going out of business. Now, you've got a whole bunch of extra profit to play around with—profit you can do a LOT of things with. Like, for example, reinvest into acquiring more first-time customers.

Here's what I mean...

Let's say you want to scale to 80 sales per day, which increases your CPA to \$75. Like we discussed, this leaves you with just \$5 profit per sale which reduces your daily profit from \$1,500 to \$400.

Huge loss, right?

Wrong!

Why? Because your Multichannel Monetization Machine makes an extra \$100 per customer over six months. This means, at 50 customers per day, you make \$6,500 per day...over six months. But at 80 customers per day, you make \$8,400.

So now, by scaling to 80 sales per day, and reducing your frontend daily profit from \$1,500 to \$400, you actually increase your overall monthly profit from \$195,000 to \$252,000 (80 sales per day that generate \$8,400 over six months x 30 days in a calendar month).

Monetizer Experiences Freedom from Growth

Increase marketing spend \$4,000.00 to \$6,000.00.

Number of new customers increases from 50 to 80.

CPA increases $\$6,000 \div 80 = \75.00

Monetizer profit increases as revenue grows:

80 sales a day x AOV of \$80 = \$6,400.00

80 sales a day x CPA of \$75 = \$6,000.00

Plus, additional sales over next six months from these customers 80 customers x \$100 = \$8,000.00

Increased profit: $\$6,400 - \$6,000 + \$8,000 = \$8,400.00$

Thanks to monetization, you've scaled your frontend customer acquisition by 60% (from 50 to 80 sales per day)...and...you've exploded your overall monthly profit by 560% (from \$45,000 to \$252,000).

Monetizer Scales Profit

Original monthly profit: \$1,500 per day x 30 days = \$45,000.00

Profit increases by 560%: \$8,400 per day x 30 days = \$252,000.00

See how this works? See how being a monetization marketer is such a superior strategy to being entirely focused on acquisition? I sure hope you do. Because guess what? What I've shared with you here is only a taste of what putting your focus on monetization can do for your business and your personal income.

Would you like to see exactly how the Multichannel Monetization Machine works?

If so, keep reading.

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Chapter 19

The Single Most Important and Profitable Strategy to Implement In Your Business

“Ultimately, the business that can spend the most to acquire a customer wins.”

Dan Kennedy

Gary Halbert often talked about whispers and screams. Whispers were things that would make a very small impact in your business; screams were things that could transform everything that you're up to.

This is a scream. This is probably the loudest scream imaginable for internet marketers.

The scream you need to hear is CUSTOMER LIFETIME VALUE (LTV).

I grew up in the offline marketing world, and I moved online, while all my younger competitors grew up in the online marketing world and missed (or ignored) the entire history of our industry.

They grew up on the internet, not knowing that BEFORE the internet, direct response marketing had been around for forever and a day—and the internet only came along ten minutes ago.

As a result, there's this massive gaping hole in their understanding of how to make their businesses work. Failure rates and the struggles that people suffer through as online marketers have just gone through the roof.

This Multichannel Monetization Machine is the solution to many problems that affect modern internet marketers. That's why I'm so excited to be sharing this with you.

The Multichannel Monetization Machine combines **and automates** the best direct response marketing strategies with

advanced sales funnel tactics to maximize LTV by fostering loyal customer relationships. All with an economics model that enables you to become the single largest business dominating your niche.

And, I really do believe in my heart and my soul, that THIS is the single most important and profitable strategy for you to implement in your business. The impact you see will be monumental.

Modern internet marketers try to generate profits from customer acquisition funnels.

Monetizers are instead focused on LTV.

LTV is the single most important metric for scaling, profitability, personal income, and ability to step away from the business and have others run it effectively.

LTV is the line in the sand that separates Hackers from Monetizers.

Everything in this book has been focused on increasing LTV. The Fail-Proof Multichannel Marketing, the twenty profit centers, and the Multichannel Monetization Machine work together to make your LTV grow like mad.

Plus, Monetizers focus on growing LTV because it revolutionizes how you approach your customer relationship.

Monetizers understand, if you're not working to increase your LTV, you're wasting your energy. You're not building anything of merit.

The goal of the Monetizer is to spend more to acquire a new customer than your top competitors.

This enables you to become the #1 market leader in your niche.

The Multichannel Monetization Machine does this in a ***fully automated*** manner by offering a ***never-ending supply*** of products and services for your customers and prospects to buy.

Note the emphasis here on **1. fully automated** and **2. never-ending supply**.

Why You Need to Be Fully Automated

The more automated your monetization is, the less stressful your business becomes, the more time off you can enjoy, and the greater your financial freedom and security become.

Many of the seven-figure internet marketers who approach me for consulting are absolutely burnt out. They're totally fried, and they come to me because they're juggling 101 different balls, constantly scrambling, and working around the clock. Their wife or husband is usually pissed off. They have problems at home. They're unable to be present with their kids because they're totally stressed out and maxed out.

It's all because they haven't built a fully automated monetization model. As a result, they're constantly hammering their lists with one-time promotions that cannot be turned into an automated system... promotions that cannot be repeated again...all in an attempt to make sales now and bring in some money today.

They're not building anything that creates any kind of foundation for future success. There's no systematization taking place in their business. The amount of work that they've done in January, needs to be done again in February, needs to be done again in March, needs to be done again in April. It's a constant scramble and they never get off the hamster wheel.

And because the game is getting more and more complex, instead of getting ahead of the schedule, they wind up doing MORE work in February than they did in January, then more work in March than they did in February.

As a result, they just end up burnt out. They just end up working sixty or seventy hours a week and not getting anywhere.

And then they have to do it all again the next month. All because they haven't figured out how to automate monetization. They haven't figured out how to employ a strategy where the work they do today reduces the work they have to do one year from now. They are not building their way out of their business. They are simply digging their own grave.

But automating your monetization IS building your way out of your business. It's a way to ensure you will have a lot more time off down the road, and a heck of a lot more financial freedom and security too.

Why You Need To Be Never Ending

Offers = Money

Therefore, the more offers you make, the more money you make. And so, if you want to make a LOT of money, then you need to offer a LOT of products and services. This means you need to be constantly selling. All day. Every day. Every damn day.

It's as simple as that.

However, when I tell my clients they need to be constantly selling—that they need to offer a never-ending supply of products and services—I get all kinds of resistance.

- “But creating backend offers *takes a lot of time, energy, and effort*,” *they complain*.
- “*Constantly selling makes people unsubscribe from my email list*,” *they complain*.
- “*My time and money is best spent creating frontend offers*,” *they complain*.

The truth is, these are the objections, fears, and beliefs of marketers who constantly struggle...and never dominate their niche.

Because here's a fact: The guys who offer the most products and services (i.e., those who are constantly selling) are the most successful guys in every niche.

So, if you want to be among those guys, then you need to step up to the plate. You need to stop playing marbles...and start playing chess. You need to become a Monetization marketer...and not just an Acquisition marketer.

Keep reading if you're ready to join the ranks of the elite marketers in the game...but also...if you want to discover the solutions to those commonly raised objections.

Chapter 20

Three Essentials Monetizers Use To Maximize Customer Lifetime Value

"If you do not know where you are going, every road will get you nowhere."

Henry A. Kissinger

The Multichannel Monetization Machine maximizes LTV by fostering loyal customer relationships using these three essential elements:

Essential Element #1: Superior Content

First, you want to deliver free content of superior quality in the form of emails, articles, reports, videos, and or social media posts.

Yes, it's true that if all you do is sell, sell, sell...people will exit your list.

On the other hand, if you provide too much content with very little selling, you won't make anywhere near as much money as you should. I know so many guys that give a ton of free content and do very little selling. And when I look at them, I think, ***You guys are so naive, the amount of money you're leaving on the table here is shocking.***

What I have found is that when you create a scenario in which you give away lots of killer, superior quality, free content—while you are very aggressively selling—then you get the best of both worlds.

Your customers love consuming your content so much they can't be without it, and they don't leave.

And because you're relentlessly making offers, you end up making the most amount of money.

This strategy creates the best of both worlds.

This is what the Multichannel Monetization Machine is really built around, this strategy of providing lots of high-quality content while aggressively selling and monetizing.

So this Multichannel Monetization Machine relies first and foremost on free content of superior quality, delivered in the form of emails, articles, reports, videos, and/or social media posts—because it's a game of securing, keeping, and leveraging attention.

Essential Element #2: Deadline-Oriented Offers

The second thing this Multichannel Monetization Machine relies on is deadline-oriented sales promotions delivered via automated-video sales letters, webinars, direct-mail sales letters, and free-report-to-video sales letter offers.

Deadline-oriented sales promotions are the highest performing type of sales funnels.

A classic example is the seven-day webinar. There's a webinar promotion, webinar presentation, and an offer with a deadline.

Customers must either buy within the offer-deadline period or lose out on that opportunity forever.

By incorporating a limited-time deadline in your offer, you generate three-to-five (and often more) times as many sales than by not having a deadline attached.

Monetizers use deadlines. Hackers who don't believe they can use deadlines in their offers are missing out on anywhere from 300–500%+ more sales and profit.

Monetizers incorporate deadline offers into video sales letters, webinars, direct-mail sales letters, and free-report-to-video sales letter offers. Within the Multichannel Monetization Machine, we alternate between these four different strategies.

When you mix and match these things in the way that I'm going to teach you here, it becomes very powerful.

Essential Element #3: Multichannel Marketing

The third essential element of the Multichannel Monetization Machine involves using multiple communication channels including email, SMS, ringless voicemail, and outbound telemarketing to generate maximum awareness, engagement—and ultimately sales—from customers and prospects within your tribe.

In the past, internet marketers only relied on email. While email remains a powerful channel, SMS has emerged as the new sheriff in town.

When used in the way I'll show you here, SMS generates even more traffic than email these days. And when you have both email and SMS working for you, you'll consistently make way more money. Combined with the other channels I mentioned, you'll make the maximum money possible.

The reason Monetizers utilize multiple points of contact is that they understand people are busy. Quite often they don't even see your advertising.

For instance, if you send your email to 100 people and twenty of them click to see your deadline offer, that's great—but what about the other eighty? What happened to them? Where are they?

The biggest reason they didn't open your email is because they haven't seen it.

You gotta understand, the vast majority of people aren't paying attention to any one channel 100% of the time. So, if you're just using one channel, you're absolutely missing out.

That's why Monetizers use email, SMS, ringless voicemail, and outbound telemarketing.

All of these channels combined provide the greatest reach into our audience. So, if we're not using all of them together, then we're not making anywhere near as much money as we could be. On top of that, our message is not having anywhere near the level of impact that it could have, because we're not getting our solutions into the hands of the people that need them the most.

So these are the three essential elements of the Multichannel Monetization Machine and why they are so important:

- Superior Content
- Deadline-Oriented Promotions
- Multichannel Marketing

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Chapter 21

The Seesaw Secret to Maximizing Engagement, Increasing Lifetime Customer Value, and Building a Growing Tribe That Loves What You Deliver

“Take us out of orbit, Mr. Sulu. Ahead, warp factor one.”

Captain James T. Kirk

Now, let's put your Multichannel Monetization Machine into action.

The Multichannel Monetization Machine generates maximum engagement and sales by alternating one week of delivering valuable content, followed by a weeklong deadline offer promotion.

It's like a seesaw: back and forth, back and forth.

The value you deliver makes your customers say to themselves, “There's a lot of sales promos but I can't leave. The content is too good!” As a result, you're able to maximize sales while minimizing the number of customers who opt out of your promotion lists.

THE MULTICHANNEL MONETIZATION MACHINE IS BASED ON THE FOLLOWING STRATEGY ...

- One week of giving value in the form of content.
- One week of promotion via deadline funnels.

Once you build a system your tribe members love, it's game on. Now prospects and customers will accept all the aggressive

advertising you're gonna do, but they won't leave your list because you're giving them so much valuable content.

As a result, you've got far more people being exposed to your advertising, and instead of being resistant to it, they're far more accepting of it.

The Multichannel Monetization Machine is based on the following strategy ...

One week of giving value in the form of content.

One week of promotion via deadline funnels.

On the value-giving weeks, all communications should include a superscript that promotes either higher-priced or lower-priced offers. A superscript is a brief block of copy included below the salutation, or email postscript, that offers a product or a service.

Most of your content delivery will be via email. Within these emails, deliver great information that members love and include a brief, lower-priced offer with a superscript at the end of the email.

This offer can be for any lower-priced product you have, but it works best when you use a lower-priced subscription offer.

Subscription offers generate substantial recurring revenue over time, can be structured to be easy to fulfill, and customers love them. Growing recurring subscription revenue has a powerful positive impact in your business.

During promotional weeks, implement a multichannel marketing strategy to ensure maximum reach into your tribe and maximum conversions.

Ultimately, you'll want to automate a six- to twelve-month Multichannel Monetization Machine. But to get started, set a goal of creating a thirteen-week Multichannel Monetization Machine.

Within those thirteen-weeks, there will be six value-giving weeks and seven promotional weeks. Plan to run eleven separate campaigns throughout those seven promotional weeks.

Want help growing your business? Check out these resources that we recommend...

1. The most effective **hiring & team-building** training we ever invested in... [click here](#).
2. The #1 **email marketing service** provider with the best delivery rates (in our experience)... [click here](#).
3. The advertising agency we personally use to get **new customers** on a daily basis... [click here](#).
4. The only guys we recommend if you need **business loans** or **working capital** to grow... [click here](#).
5. The publicity company we used to get articles about us published on websites like **Forbes**, **Entrepreneur** and **Business Insider**... [click here](#).

During the six value-giving weeks, plan to deliver eighteen to thirty pieces of content your members love, together with soft promotions within the superscript included in each email.

For people new to the Multichannel Marketing Machine, that may feel like a lot of promotions. But remember, the purpose of your business is to build long-term relationships with customers and generate revenue. This seesaw approach is the most effective (and lucrative) way to keep the most people in my tribe.

This is too repetitive; my customers will complain!

Some business owners express concern about being repetitive; however, we are never repetitive because we are constantly changing the strategy (VSL/Webinar/DM letter, etc.). Plus, we are also constantly changing the hooks/titles/appeals/targeting.

However, to streamline your fulfillment and simplify your business, all of these offers sell the same product.

As I'm wrapping up this book, I just completed a great example of my strategy at play. I ran two campaigns...back-to-back.

The first was a seven-day webinar that talked about a hot new niche that's taking the internet marketing community by storm. The day after that promo ended, I launched another promotion, similar to the one I'll reveal in the next chapter.

In both cases, I was selling the exact same product. Same exact offer and price point. But I used two different hooks and two different strategies (webinar vs. mini group).

The first promotion generated \$180k in up-front sales...and...the follow-up promotion generated over \$200k.

If I had just promoted the webinar and concluded that I had pulled all the sales out of my list I would have lost out on \$200k.

Simply Powerful

When you get this thirteen-week Multichannel Monetization Machine in place, the transformation your business will go through will blow your mind. It'll blow up your bank account and literally transform everything you do in your business.

Your revenues will increase, your profits will grow—and most importantly, you'll be able to pay more for a new customer than any of your competitors. Thus, you'll be in a position to become the single largest competitor within your niche.

Automation is key. This means that every prospect and every customer that comes through your door goes through a multichannel marketing autoresponder series—they are delighted with excellent content for one week, and then the next week they experience a campaign with a deadline offer.

Done right, your customers will absolutely love you more after experiencing your Multichannel Monetization Machine for thirteen weeks than they did the day they became your customer.

This is the solution for scaling your business.

This is what enables you to grow beyond your current customer acquisition cost limitations.

This is absolutely the most important thing for you to focus on during the next few weeks.

Even if you don't yet have new customers in your business today, your Multichannel Monetization Machine will enable you to spend more to **get** new customers.

The Multichannel Monetization Machine solves your customer acquisition problems from this point forward.

WARNING: One of the most damaging emotions in this business is arrogance.

Many marketers think they know everything, they don't want to believe they need to do the work necessary to implement a Multichannel Monetization Machine within their business.

Recently, I was approached by a client selling health supplements. He came to me because he needed to optimize his frontend conversions by 20% so he could scale.

He'd been working for a full year, trying to optimize a new customer acquisition offer. He'd invested hundreds of thousands of dollars on split testing, copywriters and agencies...but still needed that extra 20% bump.

I asked him, "Have you ever thought of building a Multichannel Monetization Machine in your business?"

He told me, "Oh no. I'm too focused on the frontend."

Now I'd learned that his business was a revenue yo-yo, where it typically took nine to twelve months to get a new customer offer working and making great money. But then, the conversion rate on his offer would drop and profits would dry up.

So I challenged him, saying, "You already have new customers coming in the door on a daily basis. Why not build out a twelve-month Multichannel Monetization Machine? That way, not only will you be able to scale, but when your conversion rate ultimately drops off down the road, you'll have twelve months of automated offers generating revenue for you. This will keep your business and personal finances secure while you're working to get another offer up and running."

He said, “Nah, not interested. Honestly, I just need an extra 20% on frontend sales. If I can get that, I can blow this offer out of the water.”

But what he didn’t understand is that his way of thinking forced him into a “feast-or-famine” business model that was high stress, high anxiety, and required a massive output of hard work and money on his behalf. That’s a recipe for a heart attack down the road.

Unfortunately, this guy was exclusively an Acquisition Marketer... and nothing I could say to him would change his mind. Plus, he also had a “get rich quick” mindset. He was constantly focused on finding instant wealth...rather than slowly, but steadily, building his fortune over time.

As a result, he had blocked all his own exits. He was destined to work himself to death while never making anywhere near the kind of money he could earn. And even if he did “get rich quick” along the way, he’d lose it all during a “famine” phase trying to get a new offer to convert.

It was such a poor strategy, and not how the real players roll, that’s for sure.

Monetizers recognize that implementing a Multichannel Monetization Machine sets you up to scale, sets you up to make the most amount of profit, and sets you up for long-term financial freedom and security—without you having to work around the clock.

If you’ve decided you are going to be a Monetizer and implement your own Multichannel Monetization Machine, congratulations! Because I’m now going to break down the details of how to structure it to maximize your revenue.

The next and final chapters of this book outline a thirteen-week Multichannel Monetization Machine. After the first thirteen weeks, you’ll duplicate the machine with either the exact same offers, or—if you have additional products—you’ll repeat the same pattern with a different collection of products.

There’s a lot of details here. You’ll have to find ways to adapt this plan to your own products and market, but, I’ll also show you what’s worked best in my businesses and for the many clients I’ve already implemented this for.

Are you ready? Okay, let's break down the entire Multichannel Monetization Machine, week by week...

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Chapter 22

Your 13-Week Multichannel Monetization Machine

“Everything should be made as simple as possible, but not simpler.”

Albert Einstein

While the Multichannel Monetization Machine is elaborate from a marketing standpoint, you'll only need three products to build out the entire thirteen-week funnel.

In fact, creating too many products is one of the biggest mistakes marketers make. Customers become overwhelmed too easily.

It's better to keep your product offering simple and help customers recognize the extensive value your products deliver.

Now, let's dive into week one of a thirteen-week Multichannel Monetization Machine.

Multichannel Monetization Machine Week #1:

What you'll be doing:

Activation Call Promotion

- Confirm the sale (***Why did you buy? Here's what you're going to get.***)
- Access details/How to consume/ Support info
- Create a plan to implement (Schedule time/Steps to success)
- Soft pitch a better version (DFY/ DWY/Faster implementation)

Direct Mail Promotion

- Send day after sale is made
- Send via first class mail
- Gift + sales letter

In the first week after your customer makes an initial purchase with you, you'll start your activation call promotion and direct mail campaign.

Activation Call Promotion

Call your customers and confirm the sale. Ask them, "Why did you buy?" And say, "Oh, I'm delighted to hear that, because here's exactly what you're going to get with this product..." This will help slash refund rates and increase customer satisfaction.

How do you get them on the phone? Contact them via email and SMS to let them know about the activation call, and tell them you want to ensure they can access the product and create a unique plan for them to achieve success with your solution in the fastest time possible. With follow-up, you should get about 70% of customers on the phone this way.

Chat with them. Offer to help them use the product you are delivering.

If you are shipping an actual product, let them know when to expect it and how to use it.

If you deliver digital products, have them login and walk them through, tell them where to begin and what to focus on to get the fastest results.

Then, make sure to give them your support email, phone number, and let them know that you are there for whatever they might need.

You've now created an implementation plan where the customer knows exactly what to do, exactly what's coming, where he's charged up and ready to rock and roll. When customers know you're taking their success seriously, they'll step up, take action, and get results. Again, this lowers refunds and increases customer satisfaction.

Then, you're ready to soft pitch another solution. Say, "Hey, I can see you're serious about accomplishing your goal...before we hang up here...I just want to tell you that we have this other product that could

really fast-track your success.” Then tell them what it is, how it works, and how they can get it. With the right offer, you’ll have a very high take rate which will ultimately skyrocket your profits.

Direct Mail Promotion

The minute someone buys from you, send them a direct mail promotion that pitches your higher-priced solution. This direct mail letter could easily be taken from sales copy in your webinar or VSL.

Send this letter via first class mail because it will arrive within three business days (speed of delivery is important).

Create a welcome package with a gift and a sales letter in it. It could be anything, a physical gift or something like a postcard with a URL that provides access to an unadvertised free bonus.

Why? Because it will bond customers to you, reduce the number of refunds, and also get rid of buyer’s remorse, which is a huge cause of refunds. In addition, people will feel compelled to reciprocate via purchasing whatever it is you have to offer.

Direct mail promotions generate huge ROIs.

Multichannel Monetization Machine Weeks

#2/4/6/8/10 & 12

What you’ll be doing:

High-Value Content (Video/PDF/Article, etc.)

- Send 3–5 pieces throughout the week (standalone or presell).
- Include a superscript in every email.
- Promote low- to high-ticket solutions in your superscripts.
- **TIP:** Highly recommend that you promote low- to mid-ticket continuous offers.

The idea is that you’ll have one week of promotion and one week of content/value giving, and seesaw back and forth.

So, the week of value giving is the same for weeks 2, 4, 6, 8, 10, and 12.

If you have excellent content, you're going to have people's maximum attention. And if you have excellent content and attention, you're going to have excellent conversion rates. So, you need to look at your **value-content weeks** as being equally as valuable as your **promotional weeks**.

High-value content can be delivered via video, articles, PDF reports, social media posts—any format you want. While video is king because you get to bond a lot more powerfully with your prospect, it's best to diversify your content delivery across many formats.

The greater the value given within your content, the stronger the bond will be with your prospects and customers, and the greater your conversion rates will be when you start selling.

After videos, PDFs are the most important because they're like gifts, something tangible that creates reciprocity.

Make sure you send high-value killer content, and remember that your content can be used to presell. Standalone content is valuable too, but it has to be a bullseye hit for what your prospect is interested in.

Recently, I promoted a training on how to become an email affiliate marketer. Throughout my content week, I talked about the top ten most valuable niches in which to build an email list, the hottest affiliate offers to promote in those niches, plus the best traffic source for building email lists. Then, the next week I promoted a webinar that pitched a \$2,500 training program all about how to become an email super affiliate. In this way, my content week presold people on the opportunity that was coming. This sends conversions soaring.

But don't employ that strategy all the time because people catch onto it.

What you should do is standalone content on one value-giving week, and then on the next value-giving week use presale content.

Include a superscript in every email—it is a powerful tactic.

Eventually, what happens is that marketers who employ this strategy for twelve-plus months often find they earn as much personal income from their continuity offers as they earn from their business overall. It's a powerful financial accumulator over time.

Multichannel Monetization Machine Week #3

What you'll be doing:

Free Report to VSL Promotion

- Four-day deadline “free gift” campaign (email + SMS + ringless voicemail)
- Three-day deadline campaign to opt-ins only with “Buy Now” CTA
- Two versions of VSL (first + second visit)
- First visit VSL strategy
- Outbound call + SMS order form abandons

So there's two campaigns total: One for your audience at large and another for those who opt in.

The first campaign promotes a free gift that's only available for a short time. You will use email, SMS, and ringless voicemail to get people to opt-in.

So, on ringless voicemail, for example, say something like, “Hey it's [your name] from [your business]. I'm just calling to say I created a hot new report for you. It's 100% free and I really think you should download it today because [insert benefit & reason]. By the way, it's only available for the next [24/48/72 hours]. To get it, just go to [www.website.com].”

Those who opt in get a second deadline campaign.

This campaign is a “buy” campaign. The main difference between this campaign and the previous one is the introduction.

The VSL is used in both campaigns, and it's almost exactly the same with only slight variations. The first is an opt-in version, the second (a three-day deadline campaign) is the buy now version.

The main difference between the two is the introduction.

Now if you get this wrong, only about 20–25% of people who land on this page will click, “play video,” because they'll realize it's just a sales message.

So, how do you do it right?

When people opt in and land on the thank-you page, the video headline should say, “Watch this video now to get your download instructions.” There should be a picture of the report on the first slide of

the VSL, so you're presenting it as if the video gives them the download instructions.

Now, 85–90% of people who land on that page are going to click the video.

Here's an intro script for the beginning of the video:

Format into a box or graphic:

VSL INTRO SCRIPT:

Hey, it's [Your Name] here and thanks so much for signing up to receive a free complimentary copy of my new report/book called, "[Title]."

Right now, as we speak, an email is making its way to your inbox. In that email is your download link for the report/book. It should arrive in the next 10 to 15 minutes. If it does not, kindly check your spam or promotions folder.

Now obviously, since you just signed up to download a report/book called, "[Title]," that clearly means you're interested in achieving the benefit promised in the [title of the report/book].

And since that's the case, I'd like to personally introduce you to what I believe to be the most extraordinary opportunity in the world right now for [prospects] who want to achieve [X]...

Watch This Short Video For Your Download Instructions



By doing things in this way, you've gotten the maximum quantity of people to watch the video, disarmed their defenses, and created a psychological bind in which they absolutely and unquestionably have to be interested in what you are about to say, and that leads them into watching the rest of the video and the sales message.

This will be one of the highest converting campaigns for you in the grand scheme of everything you do in business. And the beautiful part about this campaign is that the same VSL can be used, all you have to do is just change up the report on the frontend. So, you could potentially have five different reports, five different intros to the video, and the same VSL—and now you have five different campaigns.

But here's how you use multichannel marketing to maximize your sales.

Require opt-ins to capture their telephone number so you can send them SMS, because this generates more sales than email. Some may tell you that asking for phone numbers will reduce your opt-ins. But if you do this right, your multichannel follow-up will outsell anyone who is trying to maximize leads by not asking for phone numbers.

About ten to fifteen minutes after opt-in, send the SMS to ask if you can call them. If they say yes, great; if they say no, ask when would be

a good time; and if you don't hear back, call anyway and ask if there's anything you can help with, if anything happened that made them not sign up.

This way, a member of your team can get on the phone with your prospect to maximize closed sales. For every buyer online, there are many more who would buy if they had a chance to speak with someone to get their questions answered and help them to feel confident that your offer is everything your marketing says it is.

But this is just the beginning. Follow up with email, SMS, and calls.

You need to go after anyone who visits your order form because those are the people who are going to be easier to convert. It's absolutely worth the time, energy, and effort to follow-up with these leads.

Multichannel Monetization Machine Week #5

What you'll be doing:

Seven-Day Webinar Promotion

- Three-days of promotion (email + SMS)
- Day of Webinar (DOW) = One "like live" and one encore (email + SMS + ringless voicemail)
- Last day close (email + SMS + ringless voicemail)
- Outbound call + SMS order abandons

Direct Mail Promotion

- Send via first class mail
- Put a ten-day special offer in it (Don't mention a specific date)
- Direct people to an order form or opt-in for an evergreen VSL or webinar
- Use short, simple links (e.g., MonetizationResearch.com/free)

- Outbound call + SMS order form abandons

Seven-Day Webinar Promotion

Webinar promotions are and will continue to be a great and easy way to make money. And, the seven-day webinar promotion is a beast.

You're going to send three days of promotions via email, SMS and ringless voicemail. These three days will be all about why they should attend the webinar, while encouraging them to sign up.

On the day of the webinar (DOW), you'll do one "Like Live" webinar at around 2pm EST, which is prerecorded but appears like it's live, and later on that same day (usually 8pm EST) you'll have an encore that you'll promote via email, SMS, and ringless voicemail after the 2pm webinar ends. Encores usually generate an extra 20–50% more sales.

Then, you'll have two days of webinar replay starting the day after the webinar day, letting people know that if they missed the webinar, they can watch a replay that will only be available for a short time. You'll promote the replay via email, SMS, and ringless voicemail until the last "close out" day.

On the last day—the close out day—you'll send multiple emails, SMS messages, and ringless voicemails encouraging people to order before the midnight deadline.

This promotional strategy, in combination with outbound calls and SMS to follow up with people that abandon your order form will greatly increase your conversion rate, sales, and profits.

Direct Mail Promotion

Send it via first class mail and make sure you put a ten-day special offer into it, but don't mention a specific date because mail can arrive at different times and people can open it at different times. Don't let people know when that tenth day is, so when they open the envelope they'll feel encouraged to act fast and order now regardless of its arrival date.

Direct people to an order form or to opt-in for an Evergreen webinar or VSL. I've done all three and they all convert like crazy. Just make sure you use short, simple links to make it easy for people to go to the

web and visit your page. People don't want to have to type in a lengthy or complicated URL. Forcing them to do so will lower conversions.

And, as I said earlier, following up with order-form abandons will skyrocket the profitability of any and all funnels you promote.

Multichannel Monetization Machine Week #7

What you'll be doing:

Straight Pitch VSL Promotion

- Five-day deadline campaign (email + SMS + ringless voicemail)
- Outbound call + SMS order-form abandons

This is not a content-giving promotion, it's a go-for-the-jugular pitch. All you have to do is put a hard-hitting VSL pitch on a page with a headline over it. When someone visits the page for the first time, set up the order link to load and appear at the moment when you make your first call to action in the VSL. However, on the second visit, if they abandon and come back later, the order link should load instantly.

This will be a five-day deadline campaign using email, SMS, and ringless voicemail on the last day of the campaign. If you want to use a countdown timer, put it on the VSL page on the very last day to increase urgency and boost sales. A lot of marketers put countdown timers over their VSLs throughout the entire promotion. In my experience, I have found that this gives people reason to delay buying. So I only put countdown timers over my VSLs on the final day.

Multichannel Monetization Machine Week #9

What you'll be doing:

Free Report to VSL Promotion

- Four-day deadline "free gift" campaign (email + SMS + ringless voicemail)
- Three-day deadline campaign to opt-ins only with "buy now" CTA

- Two versions of VSL (first + second visit)
- First visit VSL strategy
- Outbound call + SMS order form abandons

Direct Mail Promotion

- Send via first class mail
- Put a ten-day special offer into it (don't mention a specific date)
- Direct people to an orderform or opt-in for an Evergreen VSL or webinar
- Use short, simple links (MonetizationResearch.com/free)
- Outbound call + SMS order form abandons

Free Report to VSL Promotion

During this week, you'll repurpose the same VSL, but implement a different report, and a different email campaign.

You'll use the exact same intro for the VSL, too...but the report title and image will be different. Essentially, it can be exactly the same promotion, or else, it can be for a different product.

All the advertising can be different, or it can be a different email campaign, a different report, a different squeeze page, and a different intro. And then, the VSL and the offer, and the product you're selling could be the same.

Something you need to keep in mind is that when you promote an offer to your list and you get X number of sales, that's not all the sales. You can change the positioning, your target audience, and use the exact same product and offer, but change the reports. So, you'll have multiple email campaigns, SMS, and ringless voicemail campaigns promoting it. And, you can generate anywhere from two to five times more sales by doing that.

You can send the same offer to your email list, with a different headline, a different hook, and a different intro—and make an absolute

killing.

Direct Mail Promotion

This can be for the same product or for a completely different product. It's all automated, this is a multichannel marketing autoresponder series—all happening in a timed manner, in combination and with your direct mail house.

So, every time you get a customer, you'll send the first piece of mail on day X, thirty days later you'll send the second one, and then thirty days later you'll send the third one. You can time it however you want, but you give the autoresponder sequence to the mail house and the mail house then executes the sequence.

Multichannel Monetization Machine Week #11

What you'll be doing:

Seven-Day Webinar Promotion

- Three days of promotion (email + SMS)
- DOW = one “Live” and one encore (email + SMS + ringless voicemail)
- Two days of replay (email + SMS)
- Last day to close (email + SMS + ringless voicemail)
- Outbound call + SMS order form abandons

This will be either a different webinar or a repositioned webinar. You can reposition webinars until the cows come home—change the hook, headline, title, intro, and email campaign for exactly the same offer.

You can reposition a webinar that's killing it for you because by now, it's been weeks since the last webinar.

The way to win at this is to identify different prospects on your email list and send targeted emails showing how and why product X is specifically going to solve their unique problem. So, you'll be activating X number of prospects and getting X different conversion rates.

Remember, if you use one linear approach, you will only activate one category of people in your email list. So, repurpose and reposition the advertising to target different groups of people from your email list in your tribe.

This will be extremely lucrative because by repositioning, you'll be able to build killer six-month funnels with just three to five products.

Multichannel Monetization Machine Week #13

What you'll be doing:

Straight Pitch VSL Promotion

- Five-day deadline campaign (email + SMS + ringless voicemail)
- Outbound call + SMS order form abandons

Direct Mail Promotions

- Send via first class mailPut a ten-day special offer into it (don't mention a specific date)
- Direct people to an order form or to opt-in for an Evergreen VSL or webinar
- Use short, simple links (MonetizationResearch.com/free)
- Outbound call + SMS order form abandons

This week, you can also use a different VSL, or it can be the same exact one, as long as you change the first ten minutes.

Then, all the promotional materials will be completely different. And, again, you'll use direct mail promotion this week.

So, you have seven weeks of deadline-oriented promotions that come in the form of activation call promotions, direct mail promotions, free report to VSL promotions, webinar promotions, and direct VSL promotions that you will stagger with six weeks of content giving.

During the content-giving weeks you'll send killer stand-alone or preselling content, and at the bottom of every email, there'll be a superscript promoting lower-ticket continuity offers.

Then, you'll duplicate this for twenty-six weeks.
Within the first thirteen weeks, this will transform your business.
Your goal is to have a twelve-month Multichannel Monetization
Machine in place. It will transform your life, your income, your marriage,
your family life, and the amount of time you have to work.

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Chapter 23

Puts the Multichannel Monetization Machine into Action

“Success is due to our stretching to the challenges of life. Failure comes when we shrink from them.”

John Maxwell

The Multichannel Monetization Machine incorporates the best direct-response marketing strategies together with advanced sales funnel tactics—to maximize LTV by fostering loyal prospect and customer relationships using an economics model that enables you to become the single largest business dominating your niche.

I've just given you the keys to the Ferrari of business. Plus, I've revealed how to navigate your car, how to operate the vehicle, and now how to drive it like a Formula One champion.

No one else is doing this in your niche. It's time to distinguish yourself as the only person willing to do whatever it takes to ethically become the LTV champion.

Now some readers may object to doing everything I'm suggesting. Here are a few of the concerns I've heard when speaking with my clients:

- ***“Isn’t this too aggressive? Won’t people unsubscribe?”***

Firstly, you must understand, if your tribe isn't buying from you, they're buying from somebody else. When a person decides to buy something, that generally kicks off an eighteen-month buying cycle. During that time, they buy lots of different solutions. So if you're not constantly selling, they're buying from other people and you're losing out. Secondly, you must also understand that whether you're aggressively selling to people or not, you're going to lose them anyway. So to make the most amount of money, you must monetize as hard as you can...and as fast as you can. And thirdly, the combination of killer value giving offsets aggressive advertising. If too many people are unsubscribing, then you need to focus on

providing better value. But one thing's for sure, regardless of what you believe, the more aggressive marketer is making more money than the less aggressive marketer within this context.

- ***"This requires a LOT of products and a LOT of work."***

The Multichannel Monetization Machine is about quality, it's not about quantity. You just need three solid products for the entire thirteen-week funnel. Creating too many products is where many go wrong. It overwhelms customers, and we don't want that.

Keep it simple. Focus on showing the true value of what you offer. Remember, this is a big game, not a small play. There are more competitors out there every day, costs are going up, and it's getting harder to make a sale. Gone are the days when just having a good sales pitch was enough.

- ***"There's a LOT of advertising needed for this."***

Remember that you are repositioning a lot of your content...so...you'll only have to create 20% of the content as new—the hook, the introduction, and the promotion.

- ***"How much time and energy should I put into this?"***

If you are generating a steady stream of frontend customers, then 80% of your effort should be put into your Multichannel Monetization Machine and 20% should be put into everything else. Let's say that you're getting 100 sales a week from Facebook traffic. You're going to make way more by focusing 80% of your attention on building out the backend to monetize the leads that come through Facebook on a weekly basis than you would by focusing on getting to 200 sales a week. With that said, once you have a twelve-month Multichannel Monetization Machine in place, you'll make way more by scaling frontend sales to 200 a week than you would by focusing on anything else.

- ***"What about leads versus customers?"***

For nonbuyers, since you won't have their addresses, you can't send them direct mail. Plus, since they haven't bought from you, you can't put them through the activation call promotion. Other than that, you can (and should) put them through everything else. They'll get exactly the same content on content-giving weeks, the same VSLs, webinars, free reports to VSLs, and so on.

So now you've seen the entire Multichannel Monetization Machine and by now you should realize it's the only possible path in front of you.

You understand the direct response essentials outlined in Part II. You've probably heard of some of these ideas before; however, I've tried to simplify them to optimize the time you'll spend generating the breakthrough insight, offer, and product that generates the sales you deserve.

You know more about building a sales funnel than almost anyone in the marketing world after reading Part III. And no one has ever revealed the twenty profit centers described in this book.

And, you've seen how the Multichannel Monetization Machine breakthrough grows your business by maximizing LTV.

While everyone else in business struggles to scale, caught in a world of high (and increasing) ad costs and decreasing conversion rates and customer lifetime value, now you can quickly 5X (or more) your profits while increasing your sales and revenue. All while your competitors will see decreasing profits as they try to scale their new customer sales.

Now it's time for a decision:

Will you become a Monetizer and implement a Multichannel Monetization Machine?

At this point you have three options:

Option #1: Do absolutely nothing and stay exactly where you are right now.

Look, if your funnels are scaled up on cold traffic and generating monster profits on a daily basis...and...your overall business is churning out massive profits without you having to work around the clock for it...then...maybe you don't need this Multichannel Monetization Machine.

But if that's not the case for you, and you're sick and tired of constantly struggling to succeed...and never having the time, the money, or the freedom to enjoy life on your terms...then...Option #1 is a bad idea for you. You need to focus on either Option #2 or Option #3.

Option #2: Hack your way to success.

There's plenty of people promising breakthrough success with their agency, tools, courses, seminars or coaching programs. What's more, it's true that knocking off big winning funnels does lead to short-term success for some Hackers.

But the truth is, most Hackers spend their entire lives going through feast or famine mode. You're up one minute. Down the next. And what you

earn while you're up, you spend while you're down (if you haven't spent it while you're up). It's a tough hamster wheel to be on.

As a result, it never leads to financial freedom. It never leads to financial security. Plus, it never leads to long-term success. You can also rest assured that—as a Hacker—you'll never get out of the game. You'll still be hustling in your old age, when you should be playing golf or sitting by the pool.

I've been playing this game for nineteen-plus years. I can tell you from experience, I don't know any Hackers that succeed long term. Only true players—the guys and gals who decided to roll up their sleeves and master this business—succeed long term.

So if you're ready to join the ranks of the elite, then Option #2 is not for you. Option #3 is where it's all at.

Option #3: Let Monetization Pro help you build your Multichannel Monetization Machine.

Put the proven Multichannel Monetization Machine to work for you in your business.

If you want a breakthrough result, you have to put in a breakthrough effort. If you're not doing this, you're setting yourself up for failure. The purpose of this business is to make you so much money that you don't have to be in business anymore.

Are you ready to put the power of the Multichannel Monetization Machine to work in your business and your life? Will you become a Monetizer?

Only you can decide.

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Puts the Multichannel Monetization Machine *Into Action*

To accelerate your implementation, I've created ten **Monetization Accelerator** worksheets. Two of these worksheets include Google Docs with prompts you may copy to help you stay quick and effective as you implement. And, they are yours **FREE** as my gift to you.



Download worksheets here:
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MONETIZATION

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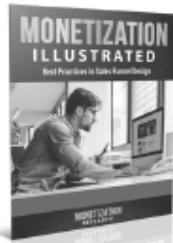
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