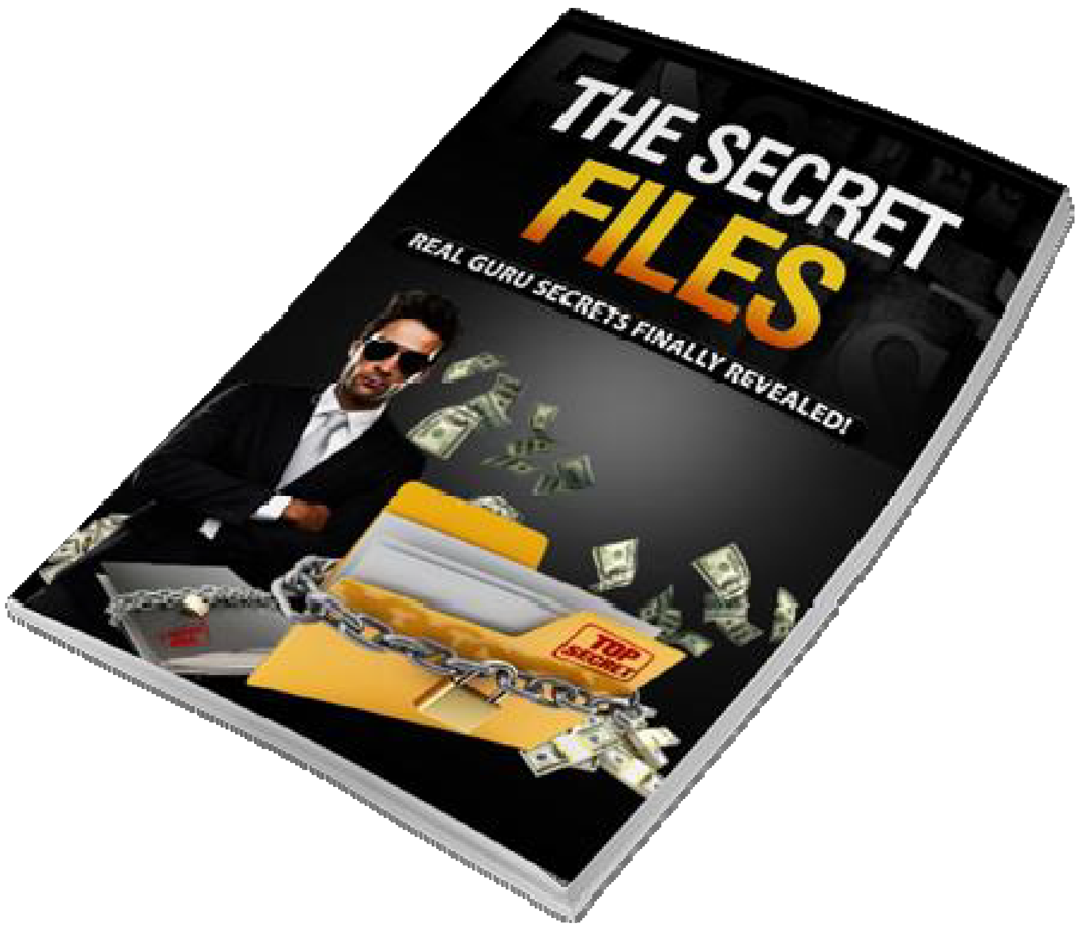
The Secret Files of Barber Doolereze 2011

Documented by ‘The IM-0x7A69’



Real Guru Secrets Finally Revealed!

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INTRODUCTION

WHO THE HECK IS BARBER DOOLEREZE?

Barber Doolereze isn't a real person. He is a work of fiction. But he is the 'code name' that myself and a few others assigned to collected works of ideas, techniques and methods in Internet Marketing that you need to know if you want to make money online.

I regularly have chats with a very select group of people. These guys aren't the big-shot guru names you've heard of who put out course upon course of theory and mystical formulas that when you follow you discover it's hard to make them work for you because you don't already have a few thousand dollars to toss behind the ideas and to make matters worse you're now one of a thousand other drones who have just bought the same 'secret information' and so competition is a thousand times fiercer for you than it was for the genius who invented the system you're trying to follow.

I wish I could claim these ideas as my own but they are collaboration from a series of brainstorms on the phone, by email and chat sessions. The beauty of bouncing these ideas about is that we've been able to refine them as we go and figure out not only what is working but WHY it works.

If you don't want to get burned or spend money you can't afford to lose then this is the information you need to know.

In business, those who are 'in the know' use tricks of the trade that become natural to them. After a while they just 'do' these things automatically – a bit like learning to drive a car.

You may think you know what these trade secrets are, and maybe you do – in theory – but putting them into practice is a different matter. It's like the difference between learning to speak Spanish at school and living in Madrid for five years.

But the key thing here is: It is the difference between those who make money online and those who don't.

I have only recently started considering myself as a 'marketer'. I'd always seen myself as a programmer as that is predominantly what I do. But I soon discovered there is no point in being a programmer if you don't have people to buy your software. The same applies to anything. We all have to be marketers, else we have to let those who are buy our products and sell them at a massive profit.

As a programmer trying to successfully market my programs I didn't realize many of these secrets myself until I stumbled across them. I appreciate all the sales pages you read claim to 'stumble across' secrets, but I really did.

As I had conversations with those who I consider my 'inner circle' it soon became apparent that they knew some key secrets too, and often didn't realize it either.

Now I don't use all the techniques in this book all the time, but I do use SOME of them all the time. I've not added any padding or fluff in this book – I'm going to take you straight to the meat and bones of what I firmly believe can be a life, and income changing read for you.

You're going to recognize some of these secrets – because you'll have seen them in use before. You might even think that some are old and worn out techniques.

LISTEN CLOSELY – You couldn't be more wrong!

There are certain triggers, pushes and manipulations that vastly increase the amount of sales you will make. These are used on the most successful websites in Internet Marketing.

You won't find them on little sites that don't make any money.

But you will **have** to use them to jump onto the wealth bandwagon…and trust me - you will once you see how hugely successful they can make your business, and (let's be blunt) how much money you can make from them.

So with all that said I am extremely proud and pleased to hand you over to the collective wisdom of the crowds marketing genius that is… 'Barber Doolereze'.

THE DA VINCI CODE TRICK.

If you're being honest with me there is almost no chance in hell that you read the legal notices before I told you to in the introduction.

Actually there's a good chance you skipped the introduction too and jumped straight here. If you did – go back to the start and READ IT PROPERLY.

The thing is – everyone is the same. We see legal notices and terms of service on web products all the time and in this point and click, get it now era that we all live in, we all do the same thing – we skip that dull, boring crap.

That is great for you and me because in the case of this document I stuck a sentence in paragraph four that says;

'The content of this document for legal purposes should be treated for entertainment purposes only and as a work of fiction.'

Fiction? Hot damn I covered my butt big time.

I've told you in the legal notices that you should treat this as a work of FICTION and that it's for ENTERTAINMENT PURPOSES ONLY. That is potentially a license for me to spout any old crap. I could even lie and have no come back… because I said up front that it's fiction.

But don't stop reading. I've included that as an example and what I am sharing here is the real deal.

In the book 'The Da Vinci Code' by Dan Brown he begins the first chapter by saying 'FACT:' and then listing some stuff which may or may not be true. The bottom line is – it don't matter whether it's true or not, on the back of the book, down by the price and bar code is the word 'FICTION.'

In other words, you are buying a fictional book. Saying in the first chapter 'Here are some facts' means nothing, it's a fictional book they may or may not be true.

Look at the controversy that fictional book created. And all because at the outset he said 'this is fact' and then named some stuff that contained some half truths.

By putting stuff like that in your legal notices or disclaimer gives you the license to say what you want.

Obviously if you just give them a pack of lies you're going to get a reputation for being a right charlatan so don't stuff that in the notices and then deliver 20 pages of total made up nonsense - that would be stupid.

But if you quoted some data that you heard down the grapevine and implied it was rock solid information and it was a little flakey – you have an out.

The bottom line is that all the money making programs that make outlandish claims can all do so because of their disclaimer or small print. I'm not saying it's right – but it's worth protecting yourself in case you screw up and misquote something.

Virtually no one reads terms and conditions, disclaimers, legal notices, terms of service, copyright notices, etc. So take advantage of that fact and cover yourself.

Notice also that in the legal notices there is one word in red text which says 'In Short:' and then there's a cut down version of the same mumbo jumbo but without the line about it being fictional trash.

Even those who read legal B.S. can't help but skip the key stuff to read a 'cut down' version.

'OLD' IS THE NEW 'NEW'

You've no doubt heard it said that 'there's nothing new under the sun' and although I don't always subscribe to this argument it is very much the case in Internet Marketing.

Most products contain information that has been rehashed – a new slant has been put on it and it's been given a catchy title (catchy titles are key these days) but although it might be better written and the links to relevant sites are new – the content isn't.

There is nothing wrong with this.

As a buyer you simply need to be aware that you're not likely to find any new information in a big launch.

You may find information that you've not come across before but it's highly unlikely to be new to everyone that reads it.

This is true of most things in life – the difference is that in Internet Marketing many things are touted as an 'amazing breakthrough' or 'secrets revealed'.

The information contained could still be very valuable of course, but not new.

The top marketers have realized that if they want to sell a product they should put a 'new' slant on it.

It works something like this…

Mr. Author comes up with a product.

Mr. Author sells the product and makes a boot load of cash.

The product gets old.

The product is forgotten about by even those who first bought it.

Then someone gets a hold of it. This could even be the original author.

This Author knows it's an old product, but decides to "re-vamp" it.

An old forgotten product that is still useful gets **re-announced** and made **re-valuable**, as a new product.

In other words, you take a product and give it a make-over. Give it a new e-cover(electronic cover), create a new flashy looking web site for it, make a few changes to the interior of the book, and job-done!

A new, yet old, product emerges that markets well, and can make you tens of thousands of dollars.

It's been remodelled. It's like a run down house – it's been decorated, had a new kitchen fitted, some new carpets put down, the garden tidied up and now it's ready to be offered again.

It's the same old thing of course, but the packaging, marketing and the buzz make it much more appealing.

Of course, this secrets works especially well with Private Label Products. In fact, it works BETTER.

Why?

Well, for starters, you can re-word the entire product if you want to. Give it a catchy new title, stick YOUR name as the author, and slip in all your affiliate links to make the product a "multiple income stream" product.

A multiple what?

What is a "multiple income stream" product?

It's any product that can generate more than ONE source of income.

A one source of income product is one that brings income solely by selling the product.

A multiple stream of income product is one which contains (for example) affiliate links, or links to OTHER products you are selling, so that as well as selling the product itself, you get residual income from the links in the book.

It's an easy process.

First, be sure that you can legally make changes to the product you've chosen to market (obviously if you wrote it yourself you can do whatever you want with it).

If you've bought resell or master resell rights which come in pdf format this is NOT a problem. Just add your own bonus and zip it up with the pdf. I do this all the time and it's one of the reasons I look at people as though they've gone mad when they say resell rights are dead.

I LOVE resell rights. You can usually (check the license) add anything you like to the package and pass it along with the resell rights product you bought rights too. Most people who resell it are too lazy to change the package in any way – often not even looking at it – so they happily pass along your affiliate links, freebies, website adverts without realizing it.

Private Label Rights (PLR) are usually best for this though because you can add your own money making links in the actual text of the document.

Unfortunately the current trend is that some people put weird and wonderful restrictions on their PLR products. Make sure you read the licenses that come with the product and if in doubt, go for **unrestricted PLR**, which means you can do most anything with it.

If it's a 'rebrandable' product (this means there are certain things you're allowed to change in the product) put in your affiliate or other product sales page link(s) as directed by the original author/creator of the product. Usually you can insert a link of your choice in the pdf that comes with a rebranding tool.

Whichever way you do it, just make sure that the product you're creating (or rehashing or rewriting or whatever) becomes a multiple income stream product by adding your own links. Otherwise once you've sold it, that's the end of your income from it, and the trick is to earn an ongoing income from every single thing you sell.

When you're creating a new product from an old one the key thing is that you update it as much as possible, make it your own, and giving it a catchy title. That way it's more likely to get resold and passed on, which of course is what you want.

I always think that Internet Marketing trends go round in ten-year cycles. Look for old products – chances are you can pick up the PLR for pennies.

If you don't fancy rewriting them yourself use a ghostwriter or freelancer to do it for you.

Most big sellers have a stash of older products to draw from. Think about it – you'd have had to be involved in IM for 10 years to remember the original launch. I WAS and my memory's not that good. I've successfully resold products from five years ago, after a serious rewriting, and nobody's noticed!

Key Points to Remember About 'Old to New products.'

Put your stamp on it. Re-title it, re-write some or all of it, redo the graphics, put your links in.

Sell it.

Take this to heart and **you' ll never be short of products again.**

WELCOME TO THE REAL SCARE CITY!

The 'fear factor' is used throughout marketing in general but is extremely effective in Internet Marketing.

If you believe you may "miss the boat", you're more likely you take <u>immediate</u> ACTION.

This is why we see lots of websites with 'offer ends at midnight' or similar scarcity messages slapped all over the sales page.

That's the point of this one. To Make You **Take Action.**

But, there's far more to it than just that.

It's how you WORD it that really gets people's blood pumping.

Imagine for instance that you have written what you believe to be a KILLER sales letter. Then, when you type up your "call to action" you say. . .

"Hurry. This Offer Ends Soon!"

WHEN the hell is "soon?'

Soon is such a broad definition in terms of time it doesn't sound real or scary enough.

'The Enemy Are Coming!'

'The Enemy Are Coming Soon!'

Which prompts the most action?

Soon could be two days from now, or two weeks from now. It's great for marketers to try and keep their "special offer" alive for an undisclosed amount of time (they make more sales).

But really, it hurts them in the long run by not picking a designated date and time. That's why when I sell products with that come with limited rights, or are time limited, I shut them down **IMMEDIATELY** the deadline passes or the licenses sell out.

You have to have the balls to make sure that when you use the "fear factor" you give your customers a deadline. And **STICK TO THAT DEADLINE!**

The fear factor only works if you make a date and then remove your offer when the date is reached.

You may miss out on a few sales. But think about it this way, the next time you run a time limited special offer your customers will know they had better take you up on it or miss out forever.

When I tell people via email about my latest promotion I make it quite clear what the deadline is and that there will be **NO EXCEPTIONS** to this. I still get a few begging emails full of excuses after the deadline but I hold my ground. If I'm feeling generous I'll hook them up with a discount coupon but never for the deal I offered up until the deadline.

And guess what? Next time I run an offer with a deadline those beggars from last time are first in without fail!

And telling my readers that I'll be pulling the offer as soon as the licenses are sold is a great selling point to. I'm just drawing their attention to a particular fact; that it's a limited offer – but this really does it help sales.

Some copy writers call this fear trigger the 'call to action'. Here's an example:

"Hurry! This Is An Exploding Offer And Will Self-Destruct On Tuesday 14th At Exactly Midnight."

It's even a good idea to throw in a little java script counter to really make them sweat ;-).

With one of these they can see the time to when the offer ends counting down in front of their eyes.

Then finish up with something along the lines of. . .

"If you come back here after the above date, you will NOT be able to take advantage of this offer. You MUST ACT NOW or be locked out forever!"

Of course this is precisely how the "fear factor" is supposed to work. Offer your customers something exciting, put a specific time frame on it (a few days usually works great), give them an unbeatable price for what they are getting, and then rip it away from them like a thief in the night.

This works very well as a fast-cash generator too. Putting a time limit of, for example, a week on the offer makes your reader act within a certain time frame. This means you bank the money within a certain time frame too of course.

This will work when you need to get affiliates on board fast too.

In fact this is one of the best ways to **<u>guarantee a successful launch</u>**. Make it week long then end it. No fluffing about, really END it. The activity you'll see within that week will amaze you.

And once you been good on your word with a genuine scarcity deal your reputation for doing so will precede you and benefit you in future launches.

The other thing you'll discover is that people will <u>STAY</u> on your mailing list more than normal because they become scared of missing out on a deal because they know that when you say the quantity is limited or there is a time limit that you mean it.

It is also far more ethical to work like this. Having 'fake' time limits and deadlines is basically lying to your prospective customers from the outset – not a great way to start a relationship eh?

BARBER'S SECRET FILE #4

PERCEPTION OF VALUE CREATES TRUE VALUE.

'Perceived value' is quite a minefield. But, its one area that as marketers works massively in our favor. Provided that is we understand it.

Would you pay $97 for a book on Amazon?

I suppose it depends on what the book is, for instance if it was a huge glossy coffee table edition, or a specialist trade manual related to your work then $97 might be quite reasonable but if it's a basic book then most people would probably limit its value in their mind to between $10 and $30. It's just a limit most of us have (for real, physical books) in our heads and it's hard to shake that.

But convert that thought to an electronic book, call it a 'special report' and suddenly we're forking out the best part of $100 for a 30 page pdf.

Why?

Because of perceived value.

When you sell an ebook the value isn't in the physical thing – it's in the information it contains. **Best of all, the value of information is impossible to quantify**. For a start information is more valuable to some people than others.

It's not to do with size either – if I offered you a 600-page ebook on how to make money from adsense or a 1-page document containing next week's lottery results which would you go for?

But because e-products (which I'm focusing on because it's what most of us deal with online) can't be quantified it means we must put some value on them FOR our customers. This basically means telling them what it's worth (great business eh?)

Now this isn't as hard as you might think because most people involved with IM know that an ebook can sell from any price between $5 and $1000 (usually $997), but the normal range for an ebook is under $100.

There are some things we can do to improve its perceived value. An ebook of 300 pages is usually (but not always) perceived as being worth more than a 20-page ebook. There are of course exceptions to this; if it's written by someone who's classed as a guru then they can probably charge a little more for it.

But when you're reading down that sales page thinking 'I want to buy this eBook' you already have a rough price in your head. If it comes in between $19 and $47 chances are you're going to buy it. Anything above this range becomes an obstacle and undoes all the work done by the sales page.

In short, the perceived value you give to your book should be the maximum you can get away with without it becoming something that the potential customer has to think about.

In terms of volume you're going to have to get around 25 pages minimum into your ebook. Anything less and it becomes something (you guessed it) that the potential customer had to think about.

We don't want them thinking!

<u>We want them to be rushed along in a sales whirlwind of emotion.</u>

Some of the best selling eBooks and special reports out there run at less than 40 pages. In fact at the moment there seem to be a lot of new ebooks appearing via the Warrior forum that are typically around 10 pages and that's with illustrations, screen shots and fairly large font!

We could all try to pad out our books and get them to 100+ pages with a view to trying to sell them for $97 but what's the point? I personally have far more respect for my customers, and want to provide (no fluff) quality information, but mostly because I know they're (you're) not stupid.

People looking for quality information can spot padding a mile off and it doesn't go down well.

Besides, if the information is that good then even 10 pages can sell for $97 or more – but that can be a hard sell for the less experienced marketer. So initially work to 20 pages as a minimum guideline.

If you need some help improving the perceived value of your product which will also ensure it sells, you might want to do some or all of the following:

- Sell it at an 'industry standard' price – up to $49

- Make it over 30 pages if possible, but don't increase the price based on page value alone until you get over 100 pages and then only providing that is 100 pages of quality information and not a book packed with filler.

- Don't make the pricing or (low) page number something that causes your customer to stop and think rather than buy.

Being different can be a real selling point when marketing your product but if you're going to do it, make sure your product is flawless.

For example I've sold a five page report for $37, but it was a list of resources that were almost impossible to find elsewhere, which is why people were more than willing to pay for it.

Marketing legend Joe 'Mr Fire' Vitale used to sell a 5 page set of 'notes' for $147, in fact here is a link Here's a link to the 'way back machine' that shows the report on sale back in 2003.
http://web.archive.org/web/20031018004413/http://www.mrfire.com/reports.html

The other way to quickly increase the perceived value of your product is to pile on hot bonus items.

How to find things to use as bonuses that won't cost you a lot (if anything).

Is there a tool or utility that has saved you a load of time? Write a short page of information about any of these tools and where to get them.

Have you collected a lot of 'free' material that's related to your subject matter? Contact the authors and ask for permission to use it if you include their resource box. Clip it all together into a single document. Instant bonus!

Bonus items can be almost anything. A piece of free software. It does not matter that they could have gotten it free, it's more that you've gone to the trouble of locating suitable tools and handed it to them on a plate. Make sure the tools you give really are excellent though.

Write a couple of simple two – four page reports on related subject matter. Give them hard hitting 'headline' titles. Quick and easy bonuses that boost the perceived value through the roof.

One author I know collected seven e-books that were being given free on the web. They contacted the authors and checked it was OK to use them, put them all into one zip file. Seven great bonus books which became named as 'The Instant Business tool kit'.

Someone else I know discovered a product they could get un-restricted private label rights for. The rights cost less than $100, they snapped it up and had a killer bonus item that really was worth $27 a copy (and was being sold for that much elsewhere).

One sale of their product covered the cost of acquiring those rights. Good deal eh?

Go look around the web at people who are selling info-products. Nine times out of ten you'll see a list of bonus items, and in most cases those bonus items are things that will have cost them next to nothing.

The important thing is that you end up giving good value. **Everyone must come out a winner.**

THE MASTER KEY.

Let me make this really clear: Presentation isn't just important it's possibly the **MOST important** thing you can learn to get right.

The top marketers online understand this concept but they rarely talk about it because it really is a key to making the big bucks online.

Take a look at any of the most recent best selling Clickbank books on marketing. Some of them have really high price tags but they are big sellers. Most of them aren't even good products, in fact some of the reports that people have gone wild about have nothing new in them at all, it's the same old regurgitated fluff, filler and shit.

'But didn't they do well because they got good affiliates behind them?' – well that's partially it.

But how did they get the affiliates? The same way they get people to buy. **PRESENTATION.**

Years ago I worked in sales for a big software company. We did specialist database stuff for the medical industry, we sold over-priced software to consultants, surgeons and the like. We had a couple of competitors in the field and their software was quite frankly better than ours. Theirs actually worked for starters.

But we outsold them month after month. We charged more for our software than they did and the only thing we had going for us was… **presentation!**

Our regular company cars were bulk standard, nothing flash saloon cars but the sales director had a couple of really nice cars and when we had a big presentation we booked one out and off we went. We also wore one of the companies Rolex watches and put on a decent suit.

We looked the business.

When you pull up to a top medical consultants office or house in a flash car and you go in looking like you're made of money – it's an easy deal. **They buy on the presentation.**

In our office parking lot, as well as the two nice cars there were also six really flash looking cars dotted about. None of them were ours. The boss gave free parking to executives of nearby office blocks that didn't have much parking – but only if they drove a real nice car.

Most of the companies own staff had to park around the back or down the street because the boss wanted to make it look like everyone working there was driving a top end car.

That company is still going strong today. But having told you their software sucks and how they cheat clients I won't name them – I don't need a law suit.

Here's another anecdote about presentation…

A friend of mine lacked confidence; he was overweight, balding and at 28 hadn't got lucky with a lady in over eight years. I convinced him to stick six hundred and fifty bucks worth of good clothes and accessories on his credit card. He wore some of those new clothes and we went out.

Suddenly he was naturally more confident, he looked good and he actually had women coming up to him. The women made the first move!

Why? **Presentation!**

Let's get this back to how it relates to selling digital information on the Internet because I'm pretty sure you're not reading this report to find out how my friend got lucky by sticking on some decent clothes.

Question: What really makes a digital product sell well?

Answer over the page!

Answer: <u>Presentation.</u>

You can have the best product of its type, offer it at the best price and yet if your sales page sucks donkey butt you're not going to sell many.

It starts with great sales copy.

Those who are good at writing effective sales copy are some very highly paid people online. The 'gurus', and top marketers know this.

The way that you present a product on its sales page is critical.

I bet you've seen good sales pages. You know the ones; they're so well thought out and written that it's actually hard to resist clicking the order button and handing over your credit card information.

They're the ones that create an urgency to buy right NOW. They seem to relieve you of all risk by offering a money back guarantee and quite often the visitors to that page don't even read the whole letter – they begin to read it, get excited, scroll down and buy.

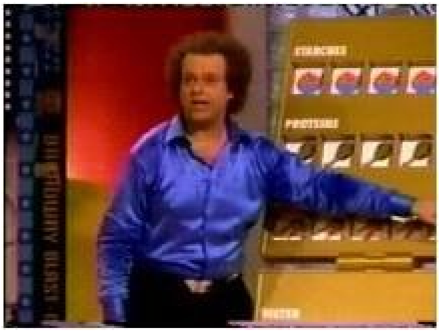
Are you getting this?

Presentation is everything!

You could have a terrible product and still make a killing if the sales copy is great. And many people are doing exactly that – making a killing with a crap product.

Do you remember Don Lapre?

He used to be on those late night infomercials all the time. His infomercial was a great presentation and people would phone in and hand over $40 in exchange for a few pamphlet size 'books', a terrible video and an audio tape. The whole product was junk (but looked flash) and its sole purpose was to hook you into buying more crap off Don.



What about that Richard Simmons? I can't stand that guy, but he's gotten rich selling utter tut to fat losers who are too stupid to follow a simple diet that they could download off the internet for free.

But he sells his stuff because he does a good presentation.

And don't get me started on that big mouth Anthony Robbins. I admire his genius, he's selling 'NLP' & 'Positive Thinking' information that you can read in a $9 paper back book (or find for free on the web) for hundreds of dollars. But he can because he understands <u>PRESENTATION WINS</u>.

The Lesson here…

Regardless of whether you have a great product or a terrible one – if you get the presentation wrong it's not going to make you any money.

HARD FACT: You must learn to write good copy or pay someone else to write it for you.

As well as the copy you'll want graphics that zing. Again if you can't do these yourself then pay someone to do it. The small outlay for having a set of site graphics and covers done will easily be recouped by the extra sales this presentation boost will give your product.

YOU REALLY CAN MAKE MONEY FROM "MAKING MONEY"?

Yes – you really can.

Those that have it want more.

Those that don't have it want some.

And of course, everyone NEEDS it.

I don't know how many people come online each day trying to find a way of making money, but it's a lot.

I know I did.

Did you?

Through some luck and a fair bit of hard work I found out how to do it.

I now make money online, in fact it's what I do full-time. Therefore I am qualified to teach others how to do the same.

But the problem comes when you don't know who is giving out true information and who's is just plain bogus. The new saying 'fake it 'till you make it' is a very real concept online for many marketers.

There are ways to get into the 'how to make money' niche without actually making money, and more importantly without scamming anyone. Offer a free master resell rights product just for joining your list.

Once you've found your online money making method it gets easier – far easier – to make more because you can share with others how to do it.

This is ONE of the biggest Master Keys to earning money online

WRITE ABOUT YOUR OWN MONEY MAKING METHODS AND SELL 'EM!

If you can find a foolproof method of making $50 a day from some technique or strategy than people will pay you FAR more than that to share it with them.

$50 a day?

Surely that's not a big enough 'secret' to sell?

Of course it is, because creating money from a PC and Internet connection is nothing less than alchemy to some people – it's like creating gold from lead.

…..and if you can make $50 a day online, you can replicate the process and make MORE.

That's what people are buying when you sell your technique in an ebook – not $50 a day but **potential…. they're buying the possibility of becoming rich.**

And all you need to do is undertake your normal $50 a day process, write it down, take screenshots and sell it.

Camtasia or Camstudio (software) now provide the tools you need to make simple videos of your technique to sell. You've probably seen the ones – they show what you're doing 'live' on your PC while you narrate the process.

These are very popular (or we're told they're popular) and some say they'll replace ebooks. Personally I doubt it but they are a great way of putting together a product quickly and effectively.

Should you be afraid of revealing your money making secrets?

No.

Chances are, only a handful of people that buy your guide will ever put the information to ANY use. Sure, they'll read it. Maybe even get excited enough to take a few baby steps towards beginning down their own money-making path. But very few people ever complete this process. You can't fight human nature, which is quite a relief for us marketers!

Some clever marketers even give away their techniques for free, holding just one thing back – the TOOLS needed for the job.

Nothing wrong with this – it's a standard marketing technique.

For example if you write a book about how to make $1,000 a week from your mailing list, and to undertake the process ALL the reader needs is some list-building software.

Guess who's selling the list-building software for $200?

You don't have to limit yourself to selling just ONE "How I Make Money Online" product. Methods change or improve over time. So long as you are still learning new methods you remain qualified to write another information product on the subject.

This is one of the biggest tricks of the trade – I'm giving you the Master Keys to open the Internet Marketing money pit here.

Once you find a genuine way to make money online, you'll make MORE money selling the method of how to do it than you will using the techniques.

That's also pretty much the definition of a guru.

SCHIZOPHRENIA CAN BE POSITIVE FOR BOTH OF US.

Did you know that many successful Internet Marketers suffer from professional split-personality syndrome?

Ever heard of a guy known only online as "The Rich Jerk"?

I thought you might have. 'Old and past it jerk' now eh?

Fact remains it was one of the most impressive marketing campaigns in Internet Marketing. Perhaps by accident.

You'll probably fall into one of two 'rich jerk' camps. You'll either love him or loathe him. He doesn't care which because either way he wins.

If you love him you've probably bought the book. If you loathe him you probably bought the book to see what all the fuss was about.

And if you DIDN'T buy the book I'll bet you've added to at least one forum thread to give your opinion on this genius/muppet.

You (we) have been royally marketed to by the rich jerk. He was headline news in IM land. He got it SO right and his bank account will tell you the same story.

Since the birth of the "Rich Jerk" many an online marketer has tried to follow suit with their own "jerky" persona.

They're only doing what the gurus say we should do -

And that is, to take what already works for other marketers and improve upon it.

The problems arise when there is no foreseeable way to improve upon what was previously done.

Rich Jerk worked because he was the first. The emotions he sparked ranged from anger to devotion.

People see the same technique coming a MILE off now and won't give it the time of day.

The people who jumped on the bandwagon mostly only managed to make people feel indifferent towards them, and that's the kiss of death in marketing. If you're going to innovate then **INNOVATE** – don't be a follower.

This is SO hard to get right. In fact most people who DO get it right aren't exactly sure why it went right in the first place. It's like throwing mud at a wall to see if any sticks.

If it does, great – if not you're just left with a pile of mud and a dirty wall.

Why is why if you're going to try an innovative method of marketing, you might be better doing it under a pen name, or a 'rich jerk' type name.

Because if it doesn't work you could tarnish your real name for good.

Most successful marketers write under more than one name. They don't make it widely known but it happens.

Working from behind your PC screen means that you can be anyone at all. You can develop different personalities for different aspects of your marketing. There's nothing wrong in this.

Famous authors do it.

Gurus do it.

I have done it.

If you're trying something unusual or away from your usual brand, think about using another name to do it with.

If John Johnson, writing as 'Dixie Lacaloof' delivers first class info that I can use to boost my online business, I don't care which name, or even gender, is correct. It's the content that matters.

As long as you don't do anything criminal or run off with anyone's money, a pen name is certainly an option.

Yes, I do know the true identity of the "Rich Jerk", and it's not hard to do a little research to find it, but that was initially part of the hype – who IS the Rich Jerk?

Pen names – other personas - are common place in many industries. Gambling tipsters use them – rock bands use them to play small gigs – writers obviously too.

It's a personal decision as to whether you're comfortable producing products under different names. But whether you're comfortable with it or not, it's a good thing to be aware than many big Internet Marketers have more than one identity.

It gives you the scope to try out new ideas.

Don't dismiss using different personas because you think there's something morally 'wrong' about it. There isn't.

There is no governing body in IM – no rule book and no referees. Try things out – get crazy – get brave – get drunk – whatever it takes to free up your idea monster.

Pen names give you the chance to be who you want to be. In 100 years this won't be possible.

But regardless of what 'pen name' you choose to use, always maintain the utmost of ethics, offer and always abide by money back guarantees and always give the very best customer service.

GIVE YOUR PRODUCT A STORY...

Everyone loves a good story.

To make a lot of money online you need to turn yourself into a master storyteller.

Your product won't do much if it's just another 'how to make money online' product. But if it has a story – for example 'Pregnant Abandoned 19 year old almost lost her home UNTIL she found this amazing money making secret'

Now THAT's a story albeit disguised as a sales page (or is it the other way round?)

It's corny – it's hype – **but it still sells**.

People need to empathize with you. They need to find common ground with you, because it makes it easier for them to justify to their 'inner voice' why they should buy your product.

I'm not going into the psychology of it all here, but every person who reads your product sales page is having an inner discussion with themselves. They're looking for the 'catch' in your sales letter but at the same time they're also trying to convince themselves why they should buy it.

My advice is to listen to your emotions the next time you read a good sales page. It's like being a child again, listening to a fairy story. You know that it's not all true – but you want to believe and all you need is a good reason to believe and you're hooked.

That reason is <u>personal empathy</u>.

All the best sales pages try to 'connect' with you in some way. That's why the rags to riches stories always work – the 'used to be in debt but now earn $100,000 a month' stories work.

Because you are or have been in a similar position, and you want the same lifestyle as the person in the sales copy. They ARE you, in your imagination.

Try split testing your products. Put a sales page that just focuses on the features and benefits of the product on one site, and the exact same sales page, but with a personal story attached.

Watch which one sells better.

That's why earlier in this book I said that once you've learned to make money online you'll earn far more teaching others how to do it.

Because you can tell (sell?) them YOUR STORY about how you learned to do it.

Gurus use stories to great effect. Read the sales pages of the guru's big launches. Empathy – personal stories – things the reader can relate to.

It's a huge selling trick.

Are the stories real?

Only the guru knows.

Personally I ensure the stories I tell are true and every claim I make is too. I suggest you do the same as being ethical in marketing may on occasion reduce your earning potential but long term you will build a following of customers who trust and respect you.

Not only that, but those who lie and bend the truth usually get found out. I came across a big launch recently which was full of blatant BS.

Is it a bad product? Not really, but the pitch is nuts. It slags off products of a certain type and then reveals itself to be one. The guy claims he is living and speaking from his luxury home but if you watch the video and you look around the base of his shirt and his shoulder you see the phasing effect that you often get when you do green screen/blue screen super imposing.

Why do something so obvious? If he really lives in some luxury villa then record yourself there for real.

BUMS DO EARN MONEY. . .ON THE INTERNET!

Bums.

What is your first thought when you think of this word?

A person living on the streets begging for money?

If you're British you might think about arses.

In the offline world both of these are fairly accurate!

However when you think about 'bums' online there's now only one thing it really means – BUM MARKETING.

Marketing 'bums' are folks that elect to take the easy way to earning profits online. And here's how the real bum marketers do it…

A Marketing 'bum' will either write their own, or rewrite another author's 300-800 word article in several places such as free article directories, or on their own web sites including blogs.

(In case you wondered blogs are a great place to post articles.)

But, within the articles, they tuck away a few different money making methods such as Google Ads, affiliate links, and links to their own select web pages that are designed to sell ONE product at a time (any more than one product and most people get confused and leave the page)

Cleverly – all those little money-making methods are related to the topic discussed inside their article.

So for example an article on viral marketing would include a link to an affiliate product about viral marketing (if you buy it, the bum marketer would get maybe 50%).

The web page links in the article would link to another product on viral marketing – perhaps one actually written by the bum marketer.

The google ads displayed would also link to viral marketing products and the clever bums would also have an opt-in link to a 'free viral marketing newsletter' just in case you didn't want to buy anything instantly so they can mail you later with offers.

What's really cool about Marketing bums is the fact that they do next to nothing besides writing up short little articles and offering them for free to anyone and everyone who wants to read them, and still manage to make pretty good profits.

Here's the Master Key Secret…

It's the people who use their articles that do the work for them – they're the ones who spread the articles, and therefore the reputation and LINKS of the bum marketer.

After the money starts to come in they can even outsource the article writing (paying $20 for an article to be written) so they don't actually have to do ANY work themselves. Genius.

So, effectively they earn money from giving away free information. Beyond that, they also build up their reputation as a person of value to others by providing such valuable information for free.

It's a win – win situation and that's exactly why the gurus give out so many free reports.

It's not because they're nice people or want to help you with free info – IT'S BECAUSE THEY MAKE SO MUCH MONEY FROM DOING IT THEY'VE ABSOLUTELY NO DESIRE TO STOP.

Obviously this method isn't "new", but it IS a method that brings positive results to those who use it.

I often wonder how many people just don't realize how powerful this method of making money is. We all pay lip service to bum marketing and how great it is, but who actually uses it?

Well I'll tell you now I do.

Because it brings me tens of thousands of dollars a year.

Of course, everyone will earn a different amount.

Some will earn little. And some will earn a lot. It all depends on the effort you put in.

If you only release, or publish, a handful of articles sprinkled with your money making devices, then you can only expect to see a small return from your efforts.

If you get the process as automated as possible using freelance writers you stand to make a lot of money. A ton of money.

The more bum articles / viral products you have out there, the more money you'll make.

There's more to bum marketing than I can cover here but here's my point.

Gurus DON'T give away freebies because they've 'earned more than enough money and now it's time to give something back'

They're not like that. They may have made enough money but they want more. Much more.

Get hold of every 'free' bit of information issued by the gurus and study it carefully. Then copy the exact same method but use different information.

If they have a report about adsense that links to two websites and an affiliate program, write one about blogging that links to two websites and an affiliate program.

Put your links in the same places as they do – word the links the same. Look at the introduction, the way in which they distribute it, where they give it away for free etc and DO THE SAME with your subject.

It's basically a master class on Bum Marketing provided free of charge for you by the guru.

Use it. Most people just look at the free material, maybe read it and that's that.

FORGET the free material. Look at the method.

Copy it.

It could earn you a LOT of money.

That's the secret they DON'T want to give away for free – without realizing it's exactly what they ARE doing – you just have to know where to look to get it…and now I've just told you.

SQUEEZE PAGE SECRETS

Squeeze page – a weird term.

You've probably heard the term a few times and not quite understood what it means.

Me too.

Most of the people who talk about squeeze pages only have a slight grasp of the concept – it's just a term after all.

Here's the important bit – this is what a squeeze page should do, and here's how I think it works best.

1. Set Up A Mailing List Subscription Page And Make It The First, And ONLY Page Your Website Visitors See When Arriving At Your Site – so don't distract them with sales offers or adsense ads or links to other pages. You want visitors to do one of two things (hopefully just one) – either sign up to your list or leave.

2.Offer Some Free Information Of VALUE

3. Get them to give you their email address and name, and verify (double opt in) if necessary.

4. Build Your Mailing List

By doing this you build your list and as discussed earlier, INCREASE Your Chances Of Earning Money Over & Over again.

There's a lot of fuss made about list-building and it **is** important, which is why in my opinion you should have a squeeze page, if not several as discussed earlier, for your different lists.

There are different ways to use squeeze pages, all of which should end with one result – the customer signing up to your list.

Here are a few variations on squeeze pages. . . .as used by gurus and not-so-gurus.

1. Use it as your front, or main website page and only offer a freebie or newsletter. They only get the freebie, or access to your newsletter after they've subscribed. This is simple, useable and people know what it's about – they know what to expect from a set up like this. Suits both parties. I'm a fan.

2. Get them to sign up AFTER they've bought something from you. This in effect means they can only get to the download page after they've paid AND given you their email address and name. I don't like this method – and resent it when I buy something and have to go through this. If you give the option of signing up on the download page then that's fine but you shouldn't bully paying customers.

3. Use it in giveaways. Have a pile of freebies and give them, away in exchange for an opt-in (someone signing up to your list). This includes JV giveaways run by other people. You offer a freebie and get sign-ups in return.

4. Use the squeeze type page to let your visitors 'see' if they "qualify" to be added to your mailing list to get special deals and notifications of upcoming special deals or offers. I think this insults the intelligence of your subscribers. Of course everyone will qualify.

Those are just a few different ways to use the squeeze method. Some good, some bad. ALL are used. There are more ways. One is requesting an opt-in before even being taken to the sales page. That bugs me.

Again I prefer the <u>straightforward</u> method.

The principle is easy if you're honest about it. Offer something of value in return for them subscribing to your list

The hard work is in keeping those subscribers AFTER you get them on your list.

Long and boring books have been written on how best to keep subscribers.

Some would say you mail them every day with an offer – others that you don't mail more than once a month.

I have a rule of thumb that works for me. I look at those lists that I choose to remain on (and there aren't many) and work out why I haven't unsubscribed.

Then I copy the methods.

I'll say again: **You' ll learn FAR more by watching what other marketers do than you ever will buying their products.**

Squeeze page building is such a huge deal, and rightly so, there are a plethora of products that were created just for this process. All designed with ONE goal in mind. . . .to help you build a great squeeze page.

I don't think you need anything except a bit of care and attention to build a large, responsive list.

Offer a good service or product for free in return for the visitor trusting you with their email address and name. Remember this is like a marriage – once you've got them signed up you can't afford to take them for granted – you have to offer them quality freebies and content as well as trying to sell them stuff.

It's a fine balance – sign up for some guru lists and you'll quickly learn how to do it (and how to NOT do it).

Your list is worth thousands of dollars to you each and every month – look after it.

THE SEO MYTH

98% of SEO is crap.

What little part of it works is so tenuous (search engines change their rules all the time) that it's hardly worth the effort.

There are far easier ways to get traffic.

This is just my opinion and experience. Others in my inner circle discussion group don't even agree with me on this one but they don't have much evidence to back up what they claim and I do.

Many experts out there will tell you SEO is where its at (most of them are also trying to sell you backlink packages).

Try SEO. If it works for you come back and tell me.

I'm still waiting to hear from anyone to take me up on this challenge yet.

When SEO first started out, it was all about using specific keywords, and an abundance of them, throughout your pages to get you a higher rank in search engine placement.

Now, it seems to be all about using those specific keywords and adding MORE specific keywords inside your website pages generating "long-tail" search strings.

Eh?

Yeah. It is a bit confusing. So let's start by explaining what, exactly, SEO is.

SEO stands for Search Engine Optimization. It's a method of using keywords and phrases which you put throughout your website pages (including meta tags) to try to get YOUR website pages listed as close to the top of the page in searches that people make on engines such as Google and yahoo as possible.

In essence, SEO is a method where you try and get your website listed on the first page of any search engine search(because when people do internet searches they rarely go past the first page)

The position on the page? If you're inside the top 5 or 6, you're doing pretty well.

But, if you're in the top 3, well, you're doing extremely well.

And being inside the top 3, or even striving to be number one, is the main goal of SEO.

So, the "myth" is, if you got yourself at the number one position of the search engines, then you would most definitely increase your traffic, thereby increasing your profit margins.

What **IS true** is that if you were ranked number one, you <u>MIGHT</u> see an increase in the amount of traffic, or visitors, to your website.

What is MYTH is that just because you would get those visitors you would earn more money.

Think about it rationally – you could have a thousand visitors a day but if your web page isn't doing its job properly, you're not going to make much more money.

Getting people to your website is only a small portion of having a successful, money making website.

There are other factors at play when trying to earn money online. SEO is only one of those.

The fact is: <u>**You could be getting thousands of visitors a day and not selling a thing.**</u>

Your website could have top ranking and be the crappest website in the whole history of crap websites. <u>You won't sell anything</u>.

And of course just to complicate things, the rules of how to optimize your web pages change more frequently than the weather.

Ok.

Now, this is exciting…

This is that "trick" part – and it's one of the only ways in which SEO is worth the time and the effort.

You don't really need to know much about SEO to implement this.

Instead of using one keyword over and over again on your pages, and of course, possibly getting kicked out of the search engine ranks for doing it, the trick now is to use "long-tail" keywords.

I hear you saying; **'What the hell is a 'long-tail' keyword?"**

A "long-tail" search is one in which a specific phrase (comprised of a few keywords) is used by a searcher to find what he's looking for on a search engine.

Say, for instance, someone was searching for "gravy recipes". That would probably bring back too many results and so the searcher would have to do more searching.

But, if this same person added the word "chicken" or "brown" to the other keywords "gravy recipes", then they would get more specific results presented to them.

So, the phrase "chicken gravy recipes" is considered a "long-tail' search phrase.

What's powerful about "long-tail" search phrases peppered throughout your web pages is that they will naturally rank higher in the search engines.

Naturally?

Yes. Meaning you won't have to do any work to get your pages closer to the top bracket. It will do it all by itself without any extra effort from you.

The search engine does the SEO for you.

So, maybe it's time you went back and tried slipping in a few extra specific keywords to give you that "long-tail' search string and boost your rank.

Be specific about what your website sells or does and you'll naturally climb up the rankings. How it works is beyond me but it works.

So if you have a site about blogging, you could be on page 59 of the 34.7 million results that a search for 'blogging' produces.

And chances are that the person searching isn't interested in your site because it about 'blogging techniques for dolphin chefs'.

But if you use the phrase 'blogging techniques for dolphin chefs' which is quite specific, you could well end up at position 1 for this particular search.

And just because it's specific (a niche even) doesn't mean that only a few people will be interested. You might be able to sell your book about blogging techniques for dolphin chefs to 1500 people.

And at $27 a go that's not bad.

So if you're going to use SEO use long tail keywords and let the SEO do the work on its own.

It's easier and more effective that way.

Barber's Secret File #12

High Ticket Suicide.

How many times have we been told that in order to make it big in IM is to sell 'high ticket items'?

There is a massive inherent problem with high ticket items.

They cost too much!

It's almost impossible for someone who's just starting out to sell a product costing $997 with any conviction.

Big ticket items are intended for people to buy as they're caught up in the emotion and hype of a new launch.

Rarely do people go back to an item after 6 months and buy it at full price. Either it's been hugely discounted after the launch or it's now free or comes as a bonus in a membership site.

But rarely does an item for $997 – a big guru launch – cost $997 three or six months after it's been launched.

The info hasn't changed – so why not wait and pick it up for peanuts after everyone else has lost interest. I sure wouldn't want to be trying to implement a new money making system (that cost me $997) at exactly the same time as 1000 other people who bought it are trying to do the same thing.

It's insane!

However lower priced items will keep their value and quietly tick away pushing sales into your Paypal account day after day week after week for as long as you look after them.

You may make thirty thousand dollars (probably a lot more if we're being honest) as a guru launching a high ticket item. You certainly won't as a nobody (as most of us are).

Start building good information product sites that sell for small prices and you could find that your monthly income exceeds $20,000 with no trouble at all – and what's more it will continue to do so for as long as you want it to.

People are happy to pay $27 for the convenience of having information compiled and laid in front of them in an easy to read convenient format. They aren't willing to pay $997 for it.

Best of all, by using Clickbank or some other affiliate system you can have people go out and sell your small priced products for you for 50% of the profit. Get 10 of these products on the go and suddenly you're able to quit your 9-5.

The guru model of doing things is flawed. It either works supremely well (for a very small few) or doesn't work at all. YET this is the model we're all sold, day in day out by big marketers.

Why?

Of course it's because they make money by selling us the methods (we discussed this earlier in the book – more money from teaching others how you make money than actually using the methods you sell!) they use.

Once again you should look at WHAT they do rather than what they tell you to do!

Use the rarely revealed tricks in this book and establish a way of earning online. Once you've done that (again using the secret guru methods in this book) you can hop onto the gravy train, quite legitimately.

And of course, with low ticket items, people can handle the 'risk' better. Put $1000 on a credit card and buy an Internet Marketing course – you'll know the REAL meaning of the phrase 'my heart was pounding!'

$27 is expendable. $1000 isn't.

Think about this, most of the "gurus" will tell you to "Work Smarter, Not Harder" to earn your money. Meaning, you need to sell far fewer high ticket items to make the same income as selling low ticket ones.

The ONE factor they do not count on is that most people don't have that much to spend.

But, those same people have a LITTLE to spend. Those are the people you are going after.

If they're trying to get into Internet Marketing, they want to spend money on something. I did when I started out. If they can afford $997 it doesn't mean they won't spend $27 on your product. **In fact it means they're more likely to, because they don't have the option.**

The people who CAN afford $997 may also decide to buy your product (what's $27 after considering a $997 product?) especially if the sales page follows the guidelines we discussed earlier.

And of course the BEST reason. If you manage to sign them up for your list after they've bought you'll have FAR more subscribers than the one or two or bought the $997 for the same profit.

After all profit of $1994 is only two sales (therefore two subscribers) at $997 per product.

If you make $1994 selling $27 products you could end up with 73 subscribers, all of which you can send offers to time and time again.

Conclusion

It's a game.

Internet Marketing is a game – an ongoing game. You need to see the funny side of it and not take it too seriously.

If you use the tricks – secrets – whatever you want to call them, in this book then you should have successful product launches, and an ongoing successful business.

The main thing – the BIG info is this:

Stop buying products from other marketers because you want to learn how to make money.

Instead buy products because you want to know – inside out – the methods that these gurus use to SELL the products to other people. You're not interested in how they say they earn money online.

Watch how they DO it not what they SAY they do… **There's a big difference.**

Once you've done that use these same methods to earn money online yourself. It doesn't have to be big amounts, just a gentle repeatable income.

Then write up the method and sell it.

Congratulations – You're on the money train.

Be honest – provide good information.

Keep the ability to laugh at yourself (this is vital).

To Your Success!