



*"You will quickly discover the \*simple-step techniques\* I use to guarantee a sure-fire increase in my yearly proceeds and why I'm convinced almost anyone can do what I'm doing...and succeed!"*

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## **Simple Cashflow Control Chart**

**(this simple chart will put real money in your pockets -- IF YOU USE IT!)**



This easily equips you with  
the guts to always charge  
the right prices

|

You can now find the  
RIGHT target market --  
(These people have money  
and/or are not opposed to  
borrowing some to pay for  
your goods or services)

|

Get the right number of  
these interested prospects to  
see your business -- (Inside  
I'll show you 5 ways to  
identify your best  
prospects).

|

A firm understanding and  
the right use of ALL levels  
of this simple chart will lead  
to the right income for you  
= \$1,000,000's

**Key:** Each stage shows your progress with cashflow control (your main goal is last). **This simple chart is in use NOW by myself, Mike Enlow, Dan Kennedy, Joe Vitale, Yanik Silver, Dan Henderson and others... it works. YOU can be using it, too!**

**Exactly what Cashflow Control is and how it can help you build a multi-thousand dollar business, IN A SHORT TIME!**

**Important for your success:** Everything I'm going to discuss with you from this point onwards needs for you to not only believe in it, but to be certain it's something YOU want to implement as well. If you're ready, lets get started...

To make this concept very simple for you to understand, I've tagged it simply as "**Cashflow Control**". Now, before we talk about what Cashflow Control is, you should know what it is **NOT**...

Cashflow Control is **not** rocket science (that means it doesn't take a genius to use it, thank God.:-), and for the one-man entrepreneur business, it can prove to work so much better than any other pricing system in the world.

You'll be more than convinced by the time you find out everything I know about it! Lets go. What Cashflow Control really is...

The road tested "Cashflow Control" technique is very simple. YOU can use it starting even TODAY.

And if you use it well, you too can get on the path to a high income business -- I'm talking serious incomes in the neighborhood of \$100,000 to over a million dollars in sales & profits... IN A SHORT TIME.

**Cashflow Control:** To get rich as an entrepreneur, \*Effectively\* SELL HIGH-TICKET products or services to your FRESH, NEW (or even OLD, tried and tested) \*AFFLUENT\* prospects -- these are the serious people with money to spend on your HIGH-TICKET products and services and they usually have NO qualms SPENDING money on such packages to get the benefits they want, when they want them!

I'll explain. If you *go after* your \*AFFLUENT\* prospects who don't mind paying a LUMP SUM for your services or to access your information, instead of selling **only** products for \$19.95 profits, you would be setting up for higher profits per sale, and you would be selling your products or services for \$100, \$200, \$500, \$700, \$1,000, \$2,000, \$3,000 or more!

**What happens then? Simple.**

If you use Cashflow Control to price your packages, you'll be *getting paid* \$100, \$200, \$500, \$700, \$1,000, \$2,000, \$3,000 or more -- right up front by EVERY single client!

There's no need to TRAP yourself into selling information and services for a paltry sum! You're probably never going to get rich doing so. No matter what you've been told, you were misled.

Listen. If you make a minimum of 10 sales of your high-ticket package daily, you'll be making 1,000's of dollars ...daily! It's a no-brainer.

When used with the right offers sent out to the right market Cashflow Control is down-right powerful & effective!

## **Why proper use of Cashflow Control can dramatically change your income, even in a short time!**

If you use Cashflow Control to determine your income, you can be making REAL money even in a short time. I'll show you a ton of examples to whet your appetite.

But first, lets get everything clear about Cashflow Control *before* I show you my first proven example.

If you want to set yourself up to be making a really satisfying income, there are many ways to do so. But the way that I've chosen to do this is what I'm going to discuss with you now.

- I've chosen to work on developing products and services for high-end spenders and be marketing only to THOSE people.
- I've chosen to strictly leave the rat-race of price wars, lower-level packages and lower quality information and services.
- I'll only use low priced products and services as front-ends to my visiting and skeptical prospects, the guys and gals who have the money and know they sometimes need to spend real money to be quickly making real money will come to me for my higher-end

packages as I deliver even more higher end information and services to them -- we all win BIG.

- I'll let my competitors scrape the bottom of the dish for the crumbs, as I blast past their income even with only few clients under my belt!

I **AM** serious about what I'm telling you, and in a second I'll show you just HOW serious I am about it! If you want to make real money in the same way, good news... you CAN be doing it too!

I'll show you *exactly* **HOW** in a minute...

## **GET READY TO TASTE CASHFLOW CONTROL... LIVE!**

A High-income information business or on-line service (\$100,000 to as much as \$1,000,000 or MORE in income) may very well sound pretty "unrealistic" to you, right? Well, it's not.

With the endless crap "low mindset marketing" information being passed around the Internet, it's not a surprise that you would be very skeptical of the **power** inside this SIMPLE information I'm discussing with you.

**Fantastic results are very feasible for almost anyone who can understand exactly how to make MORE with less customers and use Cashflow Control -- \*effectively\*.**

The exact reason WHY many people who are already using this technique successfully, use it at all, **is** to **make** a higher profit per sale. Why? Because it all adds up very quickly.

Listen. HIGH-profits add up MUCH FASTER than profits from low-ticket information or services.

And make no mistake about this, people do pay HIGH prices for HIGHER quality information or services ON-LINE as they do off it.

Many marketers have built million dollar businesses out of this simple technique on-line. Yes. I said ON-LINE.

Many others who are savvy and quick to catch up with the most profitable trends are getting closer to the same income each month.

But just so you can see this technique in action, I'm going to DRUM it into your subconscious with SEVERAL different examples of people who are using this strategy (even this very second) to make the kind of money they want.

Lets go!...

## 1. **Yahoo.com** using **Cashflow Control!**

Yahoo!™ offers a much requested service called **Business Express** at <http://help.yahoo.com/help/bizex/>

**How it works is simple:** If you want to get your web site reviewed for "possible" inclusion in the Yahoo!™ directory, you go ahead and pay a full \$199 non-refundable fee for that service.

**That \$199 you pay is for only one single site you submit. So, if you have say 5 web sites, you pay 5 X \$199.. \$995 for the same service!**

Paying for this service does not even guarantee that you will get listed in this "prestigious" Yahoo!™ directory. And I hear it could take ages, to never, to get a response from them if you're going via the free route.

So, your \$199 payment only guarantees a member of the Yahoo!™ staff will review your web site and reply to you with a "yes, you'll get listed", or "no your site doesn't meet up" reply within 7 days.

**Does Cashflow Control work for Yahoo!™?**

Judge for yourself...

People are falling over themselves to pay \$199 for **Business**

**Express**, fully aware that investment just might never yield in anything profitable for them!

If these guys get a modest number of say "10 Business Express Orders" daily, that's over \$1900 in sales (daily). This is a hypothetical figure, they're probably doing much more than 100 times that.

They could easily charge much LESS than \$199 since they don't even offer a guarantee that you'll get listed.

Did they get cold feet and charge less or make it FREE? Nope, they went with a full Cashflow Control mindset. Set a \$200 fee and told you (politely;-), *"If you don't like what you see, please, take a hike!"*

There are millions of AFFLUENT clients who know the value of getting a "review" for that price, they are the ones Yahoo!™ set up to do business with!

By the way, Yahoo!™ Business Express costs \$600 non-refundable, non-guaranteed listing service for adult web sites. You know just how many millions of those exist alone!... 😊

Yahoo!™ is milking THAT fat cow for what it can hand over, with no qualms. *"This is business my friend" says Yahoo!™ "either get serious or.. yeah.;-)... Take a hike!"*

Remember I said they could be making a *modest* 10 sales daily? Well, consider that figure to be what I said it is... *modest*.

Yahoo!™ could never make a measly 10 sales a day of that service, not with their "Yahoo!™" reputation built up over the years and their web site traffic going into oblivion.

So, put on *your* thinking cap. Yahoo!™'s probably packing in hundreds of thousands weekly. All from their behind the scenes, **Cashflow Control-High Profit marketing techniques**.

Now listen carefully...

- They're success with this technique does NOT depend primarily

on the fact that they're *Yahoo!*<sup>TM</sup>

- Their Business Express service really has nothing to do with it either.
- Neither does their heavy web site traffic or Yahoo!<sup>TM</sup> reputation.

They simply KNOW what effect charging HIGH for such a service will have on their bottom line and they go with that mindset full speed ahead. That's it.

If you're still in doubt, there's more...

## 2. Here's **Hotmail.com** using **Cashflow Control!**

**MSN UK** <http://www.mediacentre.msn.co.uk> is charging a full 8,000 British pounds (\$12,800) for a simple *link* on the UK hotmail.com home page.

Before you think only millionaires can afford that kind of advertising, visit them yourself [http://www.msn.co.uk/](http://www.msn.co.uk) and look deeply at the kind of "small businesses" like yours who pay for advertising on that site.

UK Hotmail is big, but that's beside the point. They use Cashflow Control to get paid \$12,800 for every single link advertised on that site.

They could as well charge less to get more people buying, but they know that would only be counter-productive.

They charge \$12,800 and keep some folks out, but still get a ton of serious spenders coming around who KNOW the value of putting up a link on that page.

You'll be amazed the kind of hot prospects that visit UK hotmail.com daily. That market is still mega-untapped for Internet business. Think about it. That source of traffic could very well become YOUR

customers.

If you've got \$12,800 to invest in a direct link on that site, as far as I can tell it's a small investment compared to the *benefits* from it.

By the way, did I remember to add that the \$12,800 fee is meant to be paid MONTHLY? Get out your calculator, punch in some numbers, see how much money these guys are pulling in PER client, PER month.

Take a deep breath. Count to 10 and let your breath out slow. Cashflow Control can be doing the same thing it's doing for Hotmail, for almost anyone who sets up their business to pull in those kind of profits.

### **3. Sendfree.com using Cashflow Control!**

Now we're going a little lower down the ladder (in prices), but nonetheless, it's still a Kick ass way to get paid real dollars upfront per sale.

Just last night, I got an email from Sendfree.com giving me the "news" that for up to \$267, I could easily get 25,295 small business owners (who are currently using the sendfree.com's free autoresponder service), seeing my ad.

If I was looking for something more *affordable*, for just \$147, I could also get a minimum of 14,000 pairs of small business eyes seeing my ad.

Some people don't like paying for advertising at all. I'm not one of those people.

I actually prefer paying for GOOD advertising once I'm **certain** the lists are responsive and I have a hot product that GETS people's attention and draws in not just lookers, but buyers.

With a hot product, I'm really getting a bargain at the price. The Sendfree.com crew knows it. And they charge over \$140 - \$267 for

that privilege.

They could as well shrink in fear and charge measly \$25 for one ad, that way they would make less per sale and take longer to reach their income goals.

With Cashflow Control, the story is completely different. Their sponsor details <http://www.sendfree.com/sponsor.htm>

## 4. **ClickBank.com** using **Cashflow Control!**

Clickbank (<http://www.clickbank.com>) uses Cashflow Control. With over 100,000 affiliates signed up and about 9,000 merchants using their services daily, they charge a bold \$2,000 for one ad you place in their free newsletter.

To have your site listed on their log-in page, they charge \$700 a month, that's for a direct link to you. Or you pay only \$500 with a hop link through ClickBank.

They usually have 65,000 to 70,000 merchants and affiliates hit this page a month. So that's great exposure for the merchant.

Is it worth it? Here's what Dan Henderson has to say in response to that... *"If your product is something that our customers would need, you will more than pay for the advertising."*

Does Clickbank.com get paid \$500, \$700 and \$2,000 for their advertising service? You bet. Many "merchants" have paid up and got back thousands of dollars in heavy returns on investments.

Clickbank could have chickened out and charged small. But they know that if you've got a great product or service and something their audience wants, you'll only end up coming back again and again to pay them just that much to get advertised. It's a no-brainer.

Clickbank.com makes \$2,000 from one ad in five minutes of receiving payment. Some people will never make \$2,000 in a whole 5 years online. Cashflow Control can change all that. Clickbank knows it.

For advertising details with Clickbank, email Dan Henderson at [dan@clickbank.com](mailto:dan@clickbank.com) or call him 208-345-4245.

## 5. **Adobe.com** using **Cashflow Control!**

This is among my absolute BEST examples of how Cashflow Control Marketing can benefit BOTH the producer and the consumer. Read it carefully and learn from it.

**NB:** I learned a few inside tricks while I was re-reading and editing this very example! In the coming newsletters you'll be getting from me, I hope to be able to point out even MORE added benefits of what you'll see below in a second.

Ok, lets get back to ADOBE Software Systems and how they're using Cashflow Control to pack in millions of dollars in sales.

**Exactly HOW are they doing it?** They're using a simple 2-step money making theory that really works...

- They work on creating series after series of state-of-the-art software. Stuff that really packs a solid punch.
- Then they market their software to people who really WANT and/or NEED the kind of state-of-the-art power software in question. *These are their prospects who have a high interest in the said products and the money to pay for them.*

A couple of years ago, I was one of those who rushed to grab a copy of Adobe's \$250 PDF creation software. I wasn't stinking rich. In fact I was FLAT BROKE.

But I immediately saw what a huge amount of TIME would be saved using the software. And the amount of savings in MONEY value that \$250 software would mean for me in the end.

Most especially, the \$\$\$ signs in my eyes couldn't stop me from seeing the POWER behind using a software that made my information

LOOK and FEEL more valuable just because of HOW the text looks after you convert into PDF!

That's not all. I was certain my market audience would be wider since not only PC users can view PDF, but MAC users would never be left out of ordering MY products and being able to read them!

Ordering that \$250 PDF software two years ago was really a no-brainer in savings and future proceeds.

I really did not think TWICE about it and as soon as I had just about enough to order it back then, order it I did!

Less than 100 sales of my first book, and it had already paid for itself more than 15 times in HUGE cash value. I'm using MYSELF as an example here of a sensible Adobe customer, so that all this is REAL.

The exact same things I've told you above (or similar situations) are what make 70% or more of serious information sellers online order their own \$250 PDF software from Adobe, just like I did.

Many of the really serious information sellers who like to use PDF for their own products all use the \$250 PDF software (not the free online service offered by Adobe), but the actual \$250 software.

The guys over at [ADOBE.com](http://ADOBE.com) know how to create products that call up a high price and they use Cashflow Control to make hundreds of dollars per sale from people who invariably **ignore the price** and go instead for the **perceived HIGH value!**

By the way, Adobe Acrobat 4.0 is only one of Adobe's software packages I own.

I now have their Adobe Livemotion Software as well (costs \$300). I didn't think TWICE before I ordered that one too.

If you think I'm mad spending that much money on software, maybe I am;-) But then I'm definitely NOT alone as there are hundreds of thousands more who order such products as well.

As for ADOBE, they're milking their \*affluent\* clients for as much money as we're willing to part with.

That's what "Cashflow Control" is really all about: Deliver HIGH value, so you can collect HIGH proceeds.

There's MORE High-Profit software from ADOBE. You'll see them using Cashflow Control with virtually ALL their packages.

Just visit <http://www.adobe.com> and watch how they've set up their business to bring in the biggest profits they can pack in.. PER SALE.

## **6. Goto.com using Cashflow Control!**

Goto offers a hot pay-per-click search engine service. Yanik Silver confesses this is a hot place where he's gotten good "buying traffic" to his Instant Sales letter web site (<http://www.instantsalesletters.com>), so the traffic at [Goto.com](http://Goto.com) is responsive and plentiful.

Below is how Goto's crew is making hundreds of thousands from Cashflow Control...

- To get a premium listing with their web site, Goto offers two separate options where they set up your entire listing for you within 2 business days. For this they charge \$199 for their "Full Serve Advantage" where they go the extra mile with 100 separate search listings set up for you.
- For those who are satisfied with up to 20 listings on that site, they pay only \$99 for Goto's "full Serve" option.

**NB: A third option they offer is for the do-it-yourself marketers. It is still a good example of Cashflow Control for HIGH-profits, even though he prices below are LOW prices. You'll see what I mean later in the report, and you'll see how effective such a technique is.**

- For their clients who choose the do-it-yourself option, you pay \$50 non-refundable fee that goes towards your clickthroughs or minimum monthly spend, and then a \*minimum\* \$20 for each

account you open up with them. Get details of all three options here: <http://www.goto.com/d/about/advertisers/usindex.jhtml>

## **Now, does Goto.com get paid for these various services?**

**YOU** be the judge. You can check their web site traffic by downloading and installing "Alexa" from <http://www.alexa.com> on your computer.

What those estimated traffic statistics will show you is that there are thousands of daily visitors coming to [Goto.com](http://www.goto.com) looking for answers to their searches.

That hefty daily traffic is what **DRAWS** in the companies and other products and service owners who end up paying Goto.com for a piece of the pie!

You can also check how many web sites are actually **paying** for the options above simply by entering a search in the Goto.com search engine.

When you get up results for your search, look through to see how many sites prefer to **PAY** for click throughs to their own web sites.

## **Still, that's not all about Goto's Cashflow Control strategies.**

Look again (even more closely), at the [services](#) they offer. You'll notice something else. Goto.com is not just using HIGH-pricing techniques. They're really savvy with those techniques.

**What do I mean exactly?** Simple. They happily offer \$50-\$200 services on their web site but, also go after clients who plan to spend over \$15,000 to advertise on their website! Get details here: <http://goto.com/d/about/advertisers/usindex.jhtml>

My friend, that's super-effective Cashflow Control in **LIVE** action. Charge \$15,000 upfront, get paid \$15,000 upfront.

# **7. Mike Enlow using Cashflow Control!**

Mike Enlow is doing the same thing with Cashflow Control. People pay him as much as \$15,000 a piece for his marketing secrets revealed via his off-line seminars.

Don't let these all HUGE figures scare you though. I can assure you, Mike started out just as you are now. Charging much smaller fees. As his knowledge base and experience grew, so did his Cashflow Control habits!

## **So, how does Mike Enlow use Cashflow Control -- ONLINE?**

For people who can't afford to see his seminars live, you still get something almost as good.

You can get instant access to his Inner Circle members club. For that privilege, Cashflow Control is STILL in effect.

Mike Enlow will offer (among other things) private access to his marketing information via the Inner Circle club for as much as \$997.

For a limited time he lets people pay only about half that (\$497) for access. Don't be fooled into thinking since he's charging so high, he's "losing" thousands of "prospects" daily.

I can assure you even though many will surf way and not buy (for whatever reasons) Mike Enlow has STILL got more paying customers than many \$27.00 product owners could wish for!

His site where he's selling this \$497 inner circle club membership is at: <http://www.enlowcircle.com> Last time I checked, his web site traffic was ranking with sites like Yahoo!™ and Hotmail.

Lets just assume (for argument's sake) Mike gets only one order a day at \$497 (and that's a VERY weak assumption). In a year, he'll make \$180,000+ in sales. He's easily making several times more than that.

No. It's really not the fact that Mike Enlow is the "Godfather of Internet Marketing" that is making him bags of money (that helps, but is beside

the point).

The reason he's doing so much in profits is simply because he uses HIGH profit packaging to get paid big on each sale. Period.

As far as I know, some of his lowest prices have been around \$200 or so, that was when the Internet was still in its complete infancy over 5 years ago!

See how long ago this simple mindset secret has been packing in hundreds of thousands "silently" for those "in-the-know"?

By the way, remember in my sales letter to you, I told you about one of the "insiders" who's made **over \$200,000 in one day** with simple Cashflow Control? Mike Enlow is the "guilty" one.:-)

Listen. **You don't have to stay locked out of the fun.** It's only a simple matter of making a firm decision about what you want and how you want to get there, and then sticking by your choice.

I'll prove it to you...

## **8. Here's a **self-employed tourist guide** using **Cashflow Control** to pull in **\$2.4m a year!****

Here's a LIVE example of someone I know personally (met him on a short 6-day trip to St. Petersburg a couple of weeks before releasing this report).

He's your average, everyday entrepreneur and he's proved to me that absolutely ANYONE serious enough can be using this technique to get rich.

How come?

He's using Cashflow Control to pull in over \$650,000 every quarter, that's over \$2,400,000 a year. That's not the best part. This is...

- When he actually started using the system you'll read about in a

second, he was a complete \*NEWBIE\* to the information-selling business!

- Even now he doesn't consider himself a "marketer". As far as he's concerned, he's your everyday Tourist Guide! and still..
- He's successfully using the exact same Cashflow Control "secret" in THIS report to pull in more money daily, what most people make in their whole life!

### **How he does it all is really amazingly simple...**

Like I said, he's not even a 'marketer', at least not in the same sense I and probably YOU are.

No. It was just 2 or 3 years ago that he "stumbled" on Cashflow Control and discovered what it could do for him.

Seeing what it was doing for others, he decided to put it to work for himself as well and in his own common place one-man small business.

He set up to sell his own **high-ticket mentoring SERVICE** where fellow Linguists, travel tourist guides, and translators etc like himself can come to him to learn about starting their own small tourism business. And of course how to easily make theirs a very successful one.

Each client pays him \$1,900 for this service. For between 6 to 10 weeks at a time, he takes on a limited number of people to coach.

**NB: At last count he was averaging about 20 - 25 students per "class" (He confesses to wanting to keep the number of "students" in his 6-week to 10-week class to an easily run minimum. Even with the limited number of "students", his income is still over \$38,000 every 10 weeks from this service alone.**

He coaches his students all personally, REALLY taking them by the hand as he shows them all the insider tricks of their tourist trade and how to run a successful small tourism business of their own.

**NB: But, it all gets much better because the above "mentoring service" is not even where the bulk of his over \$2.4M a year income comes from!**

After few months of (recorded) class-room, telephone & email consultations with him, he *\*ALWAYS\** ends up with much MORE than a mountain load of NEW, FRESH valuable information.

In addition to the latter info, he usually compiles new, fresh information also from his hands-on offline and daily-run business.

Next, he re-writes, re-packages and then presents his "mentorship notes" to the GENERAL public (consisting even MORE *\*AFFLUENT\** prospects than he normally handles one-on-one).

He charges them access to his FRESHLY re-packaged information, on a QUARTERLY basis.

That means these NEW *\*AFFLUENT\** prospects pay him a SET FEE once *\*every three months\** for his information -- that's where the stack of his profits come from.

He's tagged his "re-packaged" information something like "Gems from a \$1,900 Hands-On Mentorship" with QUARTERLY access going for a FULL \$650.

That means EVERY 3 months he gets paid a FULL \$650 by every one of his clients (of course this is all without the personal coaching).

Over a period of just 2 years since starting this business, even without much advertising he's successfully gained much more than a thousand ecstatically thrilled \$650 clients who pay him -- quarterly!

That means, with the exact same simple stupid **Cashflow Control technique** I've just revealed to you, this *unemployed linguist* is making over \$650,000 in cold, spendable cash EVERY 3 MONTHS!

This guy is NOT a magician. He simply thinks BIG. Works hard. And makes the money he deserves in return!

Besides all of that, the PRIMARY factor for his success is simply in his PRICING SYSTEM.

He uses Cashflow Control to "determine" exactly how much he's making from his business. It's common (but not so common) sense!

## 9. **Corey Rudl** using **Cashflow Control!**

Corey Rudl was not an Internet marketing master-mind when he got on-line the first time. Still he pulled in over \$140,000 in sales of his first book sold online. (<http://www.carsecrets.com>)

He's another typical example of an everyday normal guy turned internet marketing high-income earner. You can see his Internet marketing web site here: <http://www.marketingtips.com>

The product that actually brought him into the Internet Marketing lime-light was his marketing course *Insider Secrets To Marketing Your Business On The Internet*, which he started off selling online sometime in 1999.

Access to that course goes for a full \$397, with discounts of \$200 for those who "order right away". Since 1999, people have been gobbling this up!

Corey Rudl is also "guilty" of selling software packages for as much as \$600 a piece!...

...Mailloop <http://www.marketingtips.com/mailloop.html> is a piece software which **back in the days (about 2, maybe 3 years ago)** Corey was selling for only \$300 for a single user copy.

To the best of my knowledge, there was no multi-user option added to this software package at first launch. It still sold well.

Now, Corey has gone even HIGHER up the ladder with his pricing system. For a single copy, he now pulls in a full \$379. That's almost \$80 more than with the first release.

There's now also a multi-user option of the same [Mailloop Software](#) available for those who want it. That option goes for almost twice the single copy at a full \$699!

## What does it all mean?

It means that instead of LOWERING his prices from the first launch, Corey Rudl set up to sell the **same software** for even HIGHER profits than what he was initially pulling in! Do you *smell* Cashflow Control.. LIVE? I sure do!...;-)

## That's still not all the Cashflow Control Corey practices...

He's got another HIGH-profit software package he's been selling for quite a while. It's called *AssocTRAC*, and you can find it at <http://www.marketingtips.com/assoctrac.html>

## That's still not all...

This same guy is participating LIVE in off-line seminars that people have paid as much \$2,250 **each** to attend.

**NB: We'll talk about the possibilities of YOU participating up and even setting up super seminars of your own a bit later in the report..;-)**

For now, Corey has gone one further and is STILL milking the SAME information at his off-line London Seminars for an extra \$100 a sale... ONLINE. Check out <http://marketingtips.com/londonvideos/index.html>

## The **BEST** part is still to come...

Corey Rudl didn't start off selling all these pieces of HIGH-end software as his earlier products. Neither did he start off as a super conference speaker.

He started off where I told you -- At the beginning, yes just like everyone else! I don't know about you, but I smell REALLY great news in the latter fact!

## What's the REALLY great news?...

Really simple my friend.

I'm not only **100% convinced** that if Corey Rudl (and the many millions of others just like him) can set up such successful businesses using Cashflow Control even though he did start off as a NEWBIE to the net himself **back in the days**, then...

**ANYONE** with a brain and/or the experience to package and sell can do even better! Very few people were born to win.

You know the funny thing is that well over 99% of those that ARE winning, **CREATED their situations, with their own hands!**

**If that sounds like a bunch o' bull...**

I'm going to **show** you **another** recently self-made success story. He uses Cashflow Control as well. Read on.

## **10. Yanik Silver using Cashflow Control!**

The recent self-made success story in question is Yanik Silver. He's recently released 2 e-report packages that he also gives away the reprint rights to.

He uses these two packages as lead-in packages to introduce himself to people all over the world while he sleeps like a baby doing nothing more than enjoying the fruits of his ingeniously simple ideas.

You'll see the attached Cashflow Control technique in these two packages in a minute.

- Autoresponder Magic <http://www.autorespondermagic.com> was the first of such reports that he compiled. It contains a set of tried and tested autoresponder messages used by other marketers to make money on auto-pilot. He gives away the rights to this compiled report for free with your \$17 purchase.
- Million Dollar Emails <http://www.milliondollaremails.com> where one of my own \$10,000 emails is also featured, is where he's

compiled another set of reports and email sales letters from proven marketers in the field. There are also other kinds of useful email copy like... effective customer support emails etc, that you can swipe from to prepare your own winning emails easily and without breaking a sweat. He gives away the rights to this compiled report for free with your \$19 purchase.

### **Now for the simple Cashflow Control effect he's added on...**

Those 2 reports above contain hundreds of links to hundreds of great packages everywhere online from at least 20 - 35 of the big names with packages that have *affiliate programs* attached to them.

Yanik Silver is milking that added advantage by selling special customization rights to his 2 reports for a full \$199 each!

## **See the ingenious way he's set up to make a bag of money with Cashflow Control?**

He's set up two reports and practically gives them away while allowing YOU to make a few dollars from selling or giving it away as a free bonus to your own visitors.

In exchange for giving you the rights to make money from his own work and keep all the money, he will sell \$199 customization rights to YOU and YOUR clients for each of those two e-reports!

He charges \$199 SEPARATELY for customization rights to two separate ebooks. That means from within each ebook when he gets an order for customization rights, he's making \$200 flat fee, up front!

That's the power of Cashflow Control mindset telling him how to price well to make money from his affluent prospects. This is something ANYONE with a brain can set up -- easily!

**HINT: Instead of charging measly \$10 for customization rights, follow the simple examples of someone who knows how to make real money upfront. If your package is worth the money, multiply those measly \$10 profits by 20, you'll find customers banging your door down for**

**access to the same thing you would have been struggling to charge \$10 for, throwing away more than \$190 per sale!**

Lets say out of all the hundreds of thousands of people who pass these reports around or sell them for the low \$17 and \$19 prices, Yanik gets ONLY 500 - 1,000 people interested in paying further for customization rights to just ONE of his 2 e-reports.

He will make \$199 X 500, or \$199 X 1,000. That's at least \$99,000 and almost \$200,000 from selling simple customization rights alone to a paltry number of the many thousands who already have access to these two hot selling reports. Don't blink yet.

At just 500 customization rights sales from each report ("Autoresponder Magic" and "Million Dollar Emails"), he could very easily pull in a minimum of about \$99,000 - \$200,000...

...From EACH rights package he sells to YOU and YOUR clients!

**NB: YOU bring him in the prospects for FREE, and he closes them off with HIGH-profit sales of his valuable customization rights. That's SIMPLE Cashflow Control!**

Yes. That's someone who KNOWS what the money-making business is all about. And he knows how to simply apply Cashflow Control to easily to pack in \$400,000, possibly more, from a simple as heck idea and he'll do it too, in less than a year!

**But, that's just a tip of the iceberg.** I'm not quite through with the Yanik Silver examples, not by a long shot. You can learn a lot from this guy's simple ideas.

**So, what other proven Cashflow Control tactics does he use?**

If you noticed, he won't ever sell his best packages for those small \$17 or \$19 profits. The latter are just for front end sales.

And even then he has found a way to attach HIGH-profit Cashflow Control to those 2 packages as well.

Now on his major back end, where his real handiwork is up for sale, he charges a full \$127 for access to his Instant Internet Profits package (<http://www.instantinternetprofits.com>), and for good reason. Some of his best information is available as reports in that package.

If he wasn't savvy at all, he would have chickened out and sold that same package for only \$37 - \$49.95 for access, instead he stood up bold and straight.

You either pay him what his product is worth or you move on, don't hold up the queue. There are other serious prospects ready and waiting to pay the full \$127 fee... UPFRONT!

### **Yanik Silver uses even MORE Cashflow Control pricing systems...**

There's one more web site he runs where he smartly uses Cashflow Control. Listen to how he's honed in on millions of AFFLUENT clients happy to pay him almost anything he asks, in exchange for what he gives.

He's not gone after information sellers, or small business owners this time. He's gone after Medical Doctors who want to have more patients to deal with.

Why? Because Medical Doctors are \*affluent\* prospects. According to Careerbuilder.com, a typical Physician working in the United States is expected to earn a median base salary of \$240,169.

Half of the people in this job are expected to earn between \$160,661 and \$298,910...(This data is as of June, 2001).

Remember my definition of Cashflow Control?...

...To get rich as an entrepreneur, \*Effectively\* SELL HIGH-TICKET products or services to your FRESH, NEW (or even OLD, tried and tested) \*AFFLUENT\* prospects -- these are the serious people with money to spend on your HIGH-TICKET products and services and they usually have NO qualms SPENDING money on such packages to get the benefits they want, when they want them!

Yanik Silver is using Cashflow Control here as well.

Now, he's not teaching them how to build a web site and sell information products. He's wiser than that.

He's hit a soft spot these guys need to run a profitable medical business (what they learnt for 8-12 or more years in college).

He's teaching them DIRECT RESPONSE MARKETING (they NEVER learned that in their whole 12 years of college experience, so he's got them ALL very interested now).

He's offered them as he calls it "*a professional marketing system for dramatically increasing the number of cosmetic patients coming to their offices!*"...

...Ingenious!

For this he charges \$697 for Basic Membership to his marketing materials. And \$877 for an Advanced Membership with some extra benefits thrown in.

You can see what's contained in both packages by going here:  
<http://www.surefiremarketing.com/order/form.html>

I'm STILL not done with Cashflow Control examples from this guy. Here's the last one (that I know of. Lord alone knows what else he's been up to)...

He's once offered an "Advanced E-class" (e-mail and telephone

one-on-one mentorship) to people who bought his \$127 Instant Internet Profits package.

To attend his "Advanced E-class", you pay him a full \$1500. He took on 15 people at the time I first heard of this, and I have no doubt all 15 "e-seats" were taken up pretty quickly.

Total sales from an "e-class" like that is nothing less than \$22,000.

By the way, this technique was in use first I think by Joe "Mr.Fire" Vitale among other silent master money-makers.

After seeing how crazily effective it was, that must have moved Yanik to try the same thing.

**Now for some REAL truth...**

Yanik's string of successes didn't all get handed down to him by some rich Direct Marketing uncle.

It all started with his own first few stepping stones and, you can see where firm decisions, peak mindset and strict action have taken him so far.

I'm telling you all this to show you just how come YOU can apply Cashflow Control to almost ANY kind of business idea you're selling.

I have most experience in product creation, and idea marketing and that's what the rest of this e-book will detail.

But, if you're NOT running an information business and you have serious money-spending prospects you can deal with, by now you'd have to be mad to still be doubting what Cashflow Control can do for YOUR business.

Really. I've just shown you how one simple serious marketer who started off online as a newbie himself set up FOUR web sites using Cashflow Control to charge from \$200 to as much as \$1,500 for access!

Remember that I told you...

...it takes nothing more than a serious determination and a hunger for success selling YOUR OWN HIGH-profit packages, and you can easily come up with your own Cashflow Control web sites as well.

Yanik Silver has built up 4 or more Cashflow Control websites in less than 2 years, with the same avenues of prospects open to him as YOU have access to as well. It's worth thinking on.

## **11. Sam Robbins using Cashflow Control!**

Sam Robbins is one of those seasoned copywriters who sat down to re-package his hands-on off-line copywriting experience to sell on-line.

He's been said to charge as much as \$50,000 as copywriter's fees off-line!

And with "credentials" like a letter he wrote that pulled in over \$400,000 in sales for a company like Xerox Corporation, this guy sure knows his stuff and PRICES it WELL at that!

One of his latest copywriting packages is one he sells for \$199 for a one-year membership to an Ad Copy Private Site.

<http://promote.cashflowmarketing.com>

He's got a whole truck load of valuable marketing knowledge as well -- some ranging from \$100 to as much as \$300.

Most importantly, practically everything he sells is in the HIGH-profit range. His main site: <http://www.cashflowingmarketing.com>

## **12. Joe Vitale successfully uses "Cashflow Control" to make \$150 a sale from a simple FIVE-page special report!**

First, I want to ask you a very simple question. A simple question I'm certain 99.99% of people reading this now will answer incorrectly.

## What exactly is a special report?

You'll have your own views on this, but nonetheless I'm going to tell you something you will probably NEVER hear ANYWHERE else.

Something that really states the FACTS that MAKE MONEY for the really sensible information sellers.

A Special Report is an information product you write that contains the core, most important things you want to say about a topic, without any off-point details commonly referred to as fluff and filler information on the Internet.

Yes, a special report can be a simple 1-page, 2-page, or 5-page information product. And yes, it can STILL contain some of the most valuable, most EXPENSIVE information in the entire world... in those *few* pages.

If you're thinking that's bull...

- In 1992, Ted Nicholas auctioned his **ONE-page** hand-scripted (less than 130-word) **special report** for as much \$1,500.
- Joe Vitale is selling his **5-page** special report for \$149. This particular example is LIVE and ONLINE right at the time of writing this report. Check: <http://mrfire.com/Publications/reports.html>.

I could probably find many MORE proven examples of people who have paved the way with this no-brainer technique.

Unfortunately, the majority of information sellers are so CONFUSED and LOST behind the most stupid "Content Is king" slogan. That slogan is your ideal example of mis-information at its highest level. At least for the really serious money-making types all over the globe.

So back to Cashflow Control and how Joe Vitale uses it to make \$140+ from a simple 5-page report. Joe Vitale could as well sell his

5-page special report for just \$19.95 or \$29.95, even \$39.95 if...

- (a) If his mindset was **not** at its absolute PEAK!
- (b) If he was looking for "price-shoppers" or...
- (c) If he was looking to sell his valuable, confidential brain-food for peanuts **JUST** to be certain he MAKES AS MANY SALES as humanly possible! (that's how most low mindset people think anyway), But, he didn't do that.

Instead, he chose to earn more per sale of that report simply using this precise "Cashflow Control" technique! He's **controlling his own profits PER sale and selling to those with money!**

He's selling to the people who want the secrets in that \$150 report and those who can afford to part with that kind of money upfront and discover new valuable information.

What this guy is doing is...

- He's using Cashflow Control to determine his own price based on his own assessment of what his clients can AFFORD.
- He's not going through time-and-profit-wasting **price wars**.
- He's charging what he values his own information at, and he can CHEERFULLY sleep like baby after that.

The people who want his kind of information will happily part with their hard earned money for it.

It's really a no-brainer to riches. **Cashflow Control is making MORE money for Mr. Vitale per sale, probably with even LESS customers than many people selling \$17.00 products!**

What he's doing is not magical. It's simple. Unfortunately not so obvious to the majority of people.

Here's how to do what Joe's doing and make it obvious to your target market/prospects that you're not in this business to *fool around*. (IF you have VALUE-ADDED product packages).

Like Joe Vitale, you've got to make your serious and sensible prospects realize this is business. Nothing personal -- just business.

## **"Cashflow Control" is all about Valuing yourself HIGH, so that your prospects will, too!**

The 'secret' to succeeding with Cashflow Control is simply understanding that your "success" is all about two things...

1. Naming your own price (without you *looking at* your competition before you do so),
2. Not feeling shy or afraid that people are pricing their own information or services for peanuts, so you should follow suit!

Listen VERY carefully now. Contrary to popular opinion, you can and should be naming **your own price determined from your own labor, and according to the VALUE you're giving!**

**It's a FACT you simply must come to terms with because this is exactly the way all those RICH "gurus" are thinking. Believe me. This is IT. Nothing more. Just THIS.**

You did the work, you're selling your own brain or service. You should be making much more in return for the "secrets" or "valuable services" you provide to your clients who either SAVE thousands of dollars or MAKE thousands of dollars from your knowledge, experience -- or both!

## **How you value your product/service is how your sensible prospects and clients will value it, too!**

If you value your services LOW and at rock-bottom prices, *just to BEAT the competition*, then your prospects who actually HAVE the money to spend and are happy to spend money will simply go to YOUR more serious competitors to spend their money.

**NB: Charging really rock bottom prices for really valuable products *just to be beat the competition* is really a falsified state of mind, since**

**you're cheating no one but yourself out of REAL money PER SALE when you do this.**

On the other hand, if you value your packages HIGH, your sensible clients will be only too happy to part with almost whatever you ask as long as you DELIVER what they want.

**NB: In case you never thought of this or you just did not know, I'll tell you now -- there are millions of people out there who want to SPEND more for HIGHER quality -- I'm one of them.**

## **Have you ever noticed THREE things about HIGH-spenders?**

- The people going to "super conferences" and other off-line "seminars" and "workshops" that cost HIGHER fees, don't go there for their health.
- They go there because HIGHER quality is being passed around.
- They want to have some of that higher quality, and happily PAY as HIGH as savvy marketers ask just to get in!

I'm talking spending 1,000 british pounds to as much as \$15,000 USD and more for these packages!

## **Why the heck would anyone want to spend MORE money?!**

If you're wondering what the psyche is behind this kind of "madness in charging and spending", it's really VERY simple...

- Doing REAL business with your serious clients means you'll end up making or saving them serious money (or both).
- They automatically feel very SECURE about the perceived value of what they're getting from you, and would believe themselves "crazy" to turn down any such great offers!

## **The people who see what Cashflow Control is all about already KNOW this...**

Instead of fighting for the crumbs with their so called *competition*, they re-package (or right from the word go), package their services to kick ass and provide optimal value. Doing so easily brings them in optimal cash proceeds PER SALE. It's simple Cashflow Control.

### **A sure-fire way to really beat your competition hands down!**

Most entrepreneurs have experienced failure selling low ticket items and I've known several who have actually quit the business because of competition.

There's no need to quit something you love doing because of competition.

If there are too many small time marketers banging everyone's doors for \$20 profits, YOU go a step higher, set a sales price for your unique information or service for high end spenders.

You can hardly miss if you offer something people REALLY want.

And since you're not looking to sell to every single prospect on the market, you really are NARROWING down your target market till you have only the truly perfect customers you want.

Remember NICHE MARKETING? This time your niche is... high-end spenders!

If you can perfect using this technique, you'll increase your income for sure and that's what your business is all about -- profits.

Sell high, make higher profits. It's simple.

### **What if you're currently selling low-ticket packages, should you DUMP them in favor of**

## high-ticket packages only?

No! I've **not** written this special report on pricing just to *dissuade* you from offering LOW-ticket items in your business! You don't have to be selling **only** high ticket items on or offline. In many cases, that would actually be stupid of you IF you did!

No. If you're really good at what you do anyway, you'll already know that you *should* have low ticket items people can pay for without having to do too much reflection before they make a purchase.

That's why you see savvy businesses offer products and services FREE and for low prices ranging anything from \$1.00 to as much as \$49.00.

So, just so that you **do not misunderstand** using \*Cashflow Control\* in your own business to mean *sell ONLY high-ticket offers and forget low-ticket items*, you can have low ticket items up for sale.

But, to really get rich selling information or simply running a service, a sure-fire faster method is to offer products that make you a high profit PER SALE -- *A la your super high-ticket offers!*

By the way, every single savvy business owner I've come across to date, sells low ticket items or offers FREE products as well.

They then sell their HIGH ticket packages as **BACK END** offers to to the same prospects. These are the people who would rather TEST the waters with something less expensive before making any further "more concrete" investments.

## Now, here's something you don't hear often...

Sometimes, I've seen people sell their HIGH-TICKET packages as as **FRONT END** offers upfront to their affluent prospects who can immediately afford to pay more for higher value.

**PS: That means some marketers don't even waste any precious time offering FREE or LOW-TICKET products to the latter prospects. It's**

**SERIOUS** business right from the word go!

## By the way, Front Ends & Back Ends -- what's the difference?!

Now, what's *really* the difference between **Front end offers** and **Back end offers** anyway? And, how can you **best profit** from using either option?

### **FRONT ENDS...**

As far as many direct marketing experts are concerned, **Front end packages** are what you offer your prospects as the **FIRST** or **FIRST SET** of products or services they ever receive from you.

Normally, your **Front End products** would be your **FREE** and low-priced products that your prospects get from you as a sort of trust-building **FIRST** contact with you.

### **BACK ENDS...**

**Back End offers** on the other hand are what you send to your **ALREADY** converted prospects as continuity packages they can order from you after the first contact has already been established, and your trustworthiness and productivity has been cemented in their minds.

**NB:** The latter prospects can also be referred to as your **WARM** or **HOT** prospects or clients.

However, there are **two notes** I've made myself after several years of hands-on testing...

**Important Note # 1:** People claim the latter set of prospects are easier to sell to. Not always true. If you do not follow the two simple points I'll show you below, you'll find out yourself that this **CLAIM** is not always accurate. I'll show you **WHY** in a minute.

**Important note # 2:** Your **FREE** and low-priced packages can serve as both **BACK END** & **FRONT END** offers. Vice versa with your

high-ticket offers. There's NO SET RULE. Yes. It doesn't matter whether you offer a particular product or service as a FRONT END or BACK END package, as long as you get TWO POINTS straight...

## What are the **TWO** most important **POINTS** you always have to get straight to guarantee a sale is made?

This is really so simple but you hardly hear it (if ever) from anyone. It's the only super-logical way to do business and really PROFIT, so make a note to attach it quickly to your own marketing system as well.

**Point # 1:** Whenever you make an offer to ANY prospect, make COMPLETELY certain that you're offering them something really HOT that they can't resist (whether FREE, low ticket or super-high-ticket) and...

**Point # 2:** Since you always want to close the sale easily and many times without breaking a sweat, make certain also that you're offering HOT products to the absolute RIGHT SET of people. The people who are NO DOUBT super-interested in your offer or who can be well-educated enough by YOU to become super-interested.

### Trust me when I tell you...

You **do not** want to offer HOT packages to uninterested people. No matter how HOT your offer is, and how many times they SEE it, they just won't feel a single tingle.

In which case, YOU LOSE no matter what else you do or say, and you definitely do not want that.

- Follow the latter two points when you make any kind of offer to ANYONE (whether as a front end offer to NEW prospects or as a back end offer to your OLD clients).
- If you develop and present packages to your prospects keeping these two points in mind, you'll ALWAYS be guaranteed 100% to

**GET WHAT YOU WANT** from them -- whether it's **MONEY** or simply any other kind of positive reaction.

## **3 ways YOU can begin using "CashFlow Control" -- right away!**

Choose and apply **one** strategy below to be using Cashflow Control right away...

**Strategy # 1:** Simply **INCREASE** your current prices if you're already delivering Kick-ass, mouth-watering value in your products or services.

If your package is **ALREADY** worth more than you're currently asking, and you're **CERTAIN** you do not need to make any further additions to it to boost it's current value, then... simply raise your current price!

If you choose to raise your price on a currently low-priced package, remember the one simple law of direct response success...

When you decide you want to raise your price, you must be confident about the change. If you're not, your prospects will not believe your product is worth what you're now asking, no matter if it is or it isn't.

Without **YOU** being completely confident in your price increase, your prospects will just never believe it either. How is that so? Simple. If they even **FEEL** slightly deceived, they'll just **NOT** buy -- at **ANY** price.

You've got to remember that many times people can tell when you're feeding them with B.S., so unless you **BELIEVE** your product **REALLY** deserves a price increase, don't do it.

### ***Here's Strategy # 1 in LIVE action...***

A while back, Dan Kennedy introduced a lady to me by name of Roseann Higgins. With Cashflow Control she forced her income from \$100,000 yearly to over \$800,000 yearly! And she did nothing more than *apply* **Strategy # 1**.

How did she make an EXTRA \$700,000+ with Cashflow Control? Simple. She runs a match-making service of her own off-line and currently boasts around 100 clients and 39 marriages under her hat. That's not the best part.

Each of her clients pays her \$275.00 to be "listed" as a client, and \$8,000.00 each for the actual match-making service! According to Mr. Kennedy, this lady is STILL "underpricing" her service!

He's probably right because just a year or so earlier, she was charging only \$75 to be "listed" as a client, and around \$1,000 for the actual match-making service. People were buying then. Even after the massive price jump, they still are! As a result her income is well over \$800,000 already.

You can be enjoying the same kind of success.

If you like you can take the first strategy and use it RIGHT AWAY, just go to your web site now, check your product, are you under-pricing just to close the sale? Stop it. You're losing money and sales, I'll prove how come I know that to you in a bit later.

For now just drop what you're doing (or finish reading my report, should take less than an hour;-), then just go to your web site and up your prices, if you like you can WARN your prospects, if you like just do this as a TEST.

If your package is really being under-priced, a price increase will make you at least double what you're making from it right this minute.

Are you selling a \$19.95 product you could be selling for far more? You don't have to keep scraping the bottom of the pot to make money, you'll probably never make much \$19.95 sales anyway.

Up that price to by \$40.00, if you're ALREADY offering VALUE for their money, your sales could very well double and your income will have gone up THREE times per sale, with just this one change!

**Strategy # 2:** INCREASE your current products' value so that you can

INCREASE your price and be making **MORE MONEY per sale.**

[Click here\\*\\*](#) to see how another of Dan Kennedy's clients used Strategy # 2 with his own products. With Dan's advice he was able to turn a \$50 product into a FULL \$1,250 package.

**Strategy # 3:** Start developing \*NEW\* high-value products or services so that you can be easily charging equally HIGH-TICKET prices that your affluent and interested prospects will pay for upfront. (I give some insider hints on how to start doing this later in this report).

### ***Strategy # 3 in LIVE action...***

This special report you're reading right now, and the Open-Door marketing package I attached to it are perfect examples of using Strategy # 3 effectively.

Neither using Strategy # 1 nor Strategy # 2 was possible for me when I actually first discovered "Cashflow Control", so what did I do? Simple. I moved on to the third option.

I'm simply creating NEW products and services that I can attach Cashflow Control to and until I reach my set goal in profits this year or early next year, I'll simply continue creating new products like this one.

When I hit my set goal, I'm taking a LOOONG well deserved vacation using the money I make from simply applying Strategy # 3!

It's a no-brainer (if you know your business well)!

## **Why HIGHER prices mean MORE sales!**

I have proof from my own personal hands-on testing of why a price increase could mean more sales and a price decrease or underpricing-fever could mean low to zero sales.

Here's how I discovered that even ONLINE there are prospects who want to spend more money to make more money.

Yes, even if it's just a small \$10 difference, for a great majority of

serious marketers that I have personally come across, that "little" \$10 difference could be what determines if a sale is made or not.

Here's what my price tests showed..

It's been my experience that price reductions work and fail in different circumstances. Psychologically, price reductions can trigger off either positive or even negative reactions from your buyers.

What I've learned from personal experience however is that to your prospects, lower prices could sometimes mean lower quality information. If that's case, you will end up losing sales -- guaranteed.

The latter is not always the case, however you really can't argue with real life test results.

## **How low-pricing FAILED me -- Example # 1...**

Some real life examples of where low prices have failed to work for me was a full 5-week period of zero sales from my web site when I ducked the price from \$39.95 to \$29.95, for some crazy reasons, people just STOPPED buying.

I was shocked myself at the "drought" in sales since I was convinced a lower price offer would BOOST sales, not KILL them!

When I raised the price back to \$39.95, the orders started coming in as usual. Strange? Wait till you see this next test...

## **How low-pricing FAILED me -- Example # 2...**

With this pricing test, I was selling the customization rights to my ebook "7 power steps to making money online"

<http://www.adtwist.com/7powersteps.exe>

I started off with a **\$25** offer for those rights. For weeks nothing happened. At first I thought my sales copy was poor (the letter you'll find here: <http://www.adtwist.com/ebookcsutomize.html>).

But instead of tweaking it, I changed the price to \$40 to test if the old pricing problem (which I'd experienced earlier in example # 1) was in effect again. Still, no orders came in. I was really in despair.

I was about to completely DUMP the idea when a friend, Dale Reardon of <http://www.businessmarketinginformation.com> emailed me to suggest I try something in the region of \$67 for the same rights.

I figured I had nothing to lose and so changed the price again this time to \$67. Within an hour of that change to \$67, the first order dropped in -- "God bless Australia!" I screamed (my friend is from Australia.;-).

Now listen carefully, that order didn't come from Dale or anyone who knew him personally. This was some off-handed surfer who stumbled on my site.

Anyway, not longer after making the change from \$25 to \$67, more than 100 people trooped in (almost like on agreement) to grab those rights at the HIGHEST price I'd dared to charge!

*"People are crazy!"* I thought. I made the price low and affordable and they just ignored me, they must have psychologically felt insulted by my offers.

When the price went up, sales went into hyper-drive. Are people crazy? No. They're just reacting to the feelings YOU transmit to them over the Internet.

It's been my constant experience that many people know it when you're trying to offer them something LOW-priced just because YOU feel they can't afford higher.

Offer them the same thing at a higher price and you'll be possibly be shocked. I'm not through with these real life examples from my own tests...

## **How low-pricing FAILED me -- Example # 3...**

There was another time I offered access to one of my products at two prices to see which price people would go for. These two prices were offered simultaneously, side by side, right on the same sales letter.

The first offer was for \$29.95, the other slightly higher by \$10 at \$39.95. The \$39.95 offer contained some extra bonuses that the first option didn't have.

Out of every 100 sales that came in, about 70 people went for the higher price of \$39.95. Amazed yet? That's what happens when you TEST.

When you TEST like this, you can tell what will work for you since over 80% of your prospects who get a sales letter from you will react to your copy the exact same way. That's a proven fact.

How come?...

## **Why you MUST test your market for the perfect prices -- HIGH or LOW? And how much so?**

When it comes to direct marketing, many people think and react exactly alike on their emotions. If you WORK on that advantage and price accordingly, you'll make money.

**Some food for thought for you:** Why else would ONE sales letter work the same way on THOUSANDS and THOUSANDS of different kinds of people? And, close several hundreds of thousands in sales?

The latter is just something for you to think on as you go about your daily direct marketing business. Well over 80% of YOUR well targeted (well defined) prospects will act just the same to almost ANYTHING you send their way. You can USE that to your advantage.

Here's how come this similarity in character can help your business and making TESTING accurate... and a breeze.

Now, as a rule, I hardly ever order products with a price that is too low in direct comparison to WHAT the author offers in his bullet points.

Why not?

I feel certain that the information or service is of LOW quality or the author does not really VALUE his own information or service.

So, why should I value it? If I don't value something as worth my time and money, I don't order it, not even for all the discounts in the world.

Think about this for a minute. Why else would you UNDER-price a GREAT product just to close the sale?

If your product or service was really GREAT (and REALLY worth what you're asking), and I was still reluctant to buy, you'd simply tell me to go look elsewhere for LESSER cost... and LESSER value.

If you don't do that, and you UNDER-price for me just to take my money, I'll know it. That means... you just lost a client.

Listen. That's just the way I spend my own money. My above tests have proven that many people spend their own money the same way as well.

## **Now for the other side of the coin...**

However, I also know from constant experience that higher prices don't always fit every kind of package.

So, I'm not going to cloud your eyes with any one-sided talk. I'm going to also discuss the other side of the coin as well.

## **How TESTING Helps To Determine Your BEST Price... Example # 1:**

Around December, 2000 Yanik Silver at <http://www.instantinternetprofits.com> was offering his package on that site for about \$177 for the electronic version and \$297 for the print version.

Now, the price has gone down by about \$50 for the electronic version

to about \$127. It's been stable at that price for several months.

Why drop the price? And isn't that contrary to my own earlier test results? Not really.

What's happened here is simply an experienced marketer going about his business the RIGHT way. In doing so, he'll end up packing in the MOST profits.

How come? He's TESTING!!!...;-)

You see, he's either TESTING the price for that package, or may have infact already completed his tests, and discovered that a slightly lower price (instead of \$177, now \$127) will sell MORE copies of his own package.

There's nothing wrong with such a decision (and anyway, he's till pulling in well over \$100 per sale).

What Yanik is doing is a very savvy way to KEEP making the MOST money. No matter what any expert tells you about pricing (even yours truly, Dan Kennedy, Ken Evoy, etc).

If you really want to keep making the MOST profits (that you really deserve), the bottom line is that you have to KNOW what you're doing. No offense meant, but, you're NOT a zombie and should not expect to be spoon fed every possible benefit.

Your business may be *similar* to many others in that it is a direct response run business. But, in the same light, there are differences in every product, every service and every audience.

One size does not always fit all in this business. You MUST KNOW what you're doing with YOUR pricing system. To KNOW what you're doing, you have to TEST.

Right below is another LIVE example.

## **How TESTING Helps To Determine Your BEST**

## Price... Example # 2:

Allen Says at <http://www.privatesites.com> offers his Internet Marketing Warriors for \$49.95. He has sold thousands of copies at that price.

There was a time Allen threatened he would raise the price to about \$149. That threat must have done its job and pushed many MORE people to order who might have been stalling.

However, Allen never did change his price in the end. Why do you think he didn't carry out his threatened \$100 price increase?

I'll give you a hint. Since his package is very well accepted and rated very high by many, the threat of a price increase by \$100 was enough to close as many thousands of sales as he could at the \$49.95 price.

Last time I checked, the threat had been pulled and the price is STILL \$49.95. People are STILL buying daily. As far as Allen Says is concerned, the current \$49.95 price is just perfect.

My own thoughts on the same conclusion. It's certain that if Allen ever does change that price to the threatened \$149, he'd still sell the package in its hundreds but very well possibly at about 40% less than he normally does at the current \$49.95 price.

It all depends on his prospects and how he presents the same package to them at those 2 different prices (\$49.95 and \$149). Bottom line is that his price is still \$49.95 after 4 or 5 years.

## How TESTING Helps To Determine Your BEST Price... Example # 3:

I've been holding an ungoing almost 2 year price TEST at <http://www.adtwist.com>

I started off charging \$18.00 for access to that web site. Then I moved the price up to \$29.95 and then to \$39.95, \$39.97, \$67 and finally to \$69.95.

The current TEST is a price threat increase from \$39.95 to \$67.00. From the results so far, the most orders have come in at \$39.95.

If I ever decide to raise the price to \$67, it will only be a TEST to see just how much more sales I'll make or how much less sales will come in as a result of the increase.

For now, I'm getting a constant flow of orders at \$39.95 and will not mess with that web site for a bit. If I do change the price it will be abruptly without warning and THAT will give me my best results as always.

## **How TESTING Helps To Determine Your BEST Price... Example # 4:**

There's another ungoing price test I'm holding at <http://www.peakmindsetmarketing.com>

The test is simple. To see how many more orders come in or how much less the orders will be.

To determine this I've set up the threat to increase the price from \$100 by \$99, to the final price of \$199. When I have my FINAL results. I will have a final price. Either \$100, \$199 or something in between.

You will be kept updated on THIS price-test if my promise of Open Door marketing was extended to you AFTER your order for "Pricing 4 BIG Dollars" came through.

**Many other marketers TEST price daily in the same way, this is something ANYONE can do easily...**

Go back to the examples right inside this report of people like [Mike Enlow\\*\\*](#), [Corey Rudl\\*\\*](#), and [Sam Robbins\\*\\*](#). Visit their current product offers as I have linked you to.

When you're there at each site, scroll down to where each author

either offers a price decrease or threatens an increase in price.

You will immediately see how they implement their own ongoing price tests. Many have been on for several years.

The length of the TEST is not important. It's the results and what kind of profits you're making from each test that determines if you're on the right track.

All these people know this and use it as often and as long as they deem necessary.

That's how a profitable business is run. With constant TESTING -- a search for the BIGGEST profits at the BEST price.

## **What you MUST always remember about pricing for YOUR OWN products and services!**

In closing, in the "real world" (offline) people do shop for low prices. However in cyber-space, higher prices may mean higher value and thus they will be more interested in the latter.

Many web sites with products that offer a big promise, and slightly high price (from \$100 - \$250 or more), usually command a lot of respect as well as daily sales margins that go pretty high.

Lastly note that you must of course TEST your own product or service prices against your own prospects, this will give you the absolute most targeted results.

All products and services are different, though many rules apply, appropriate TESTING is your best answer to making the most of any circumstance in YOUR business. Remember that.

## **Identifying your IDEAL high-end prospects!**

To effectively be using "Cashflow Control", you need to fully understand the kind of people you will be selling your HIGH-ticket products to.

This will help you avoid wasting time trying to sell HIGH to low-end prospects.

To illustrate who will buy your high-ticket packages, see below for the three top qualities of high-enders prospects.

1. Your high-end prospects have money and are not afraid to spend it to make money in return.
2. Some of your high-end prospects may actually not have the money in hand, but are not opposed to borrowing money (e.g. getting a bank loan or paying HIGH-fees by credit card) just to get your package.
3. Your high-end prospects NEVER "bicker" or "haggle" over price with you. They can read between the lines and many times don't need much convincing to invest what you demand for the quality you will give them in exchange.

When you can identify your own prospects with one or all of these three factors, those are the people that you SHOULD be selling to if you want to use "Cashflow Control" to get rich, or make a VERY comfortable living from your on-line or off-line business.

If you're delivering REAL quality (REAL value for money), the type of prospects I've described to you will be happy to pay almost any amount you ask for you delivering what they want.

To make REAL money using "Cashflow Control", simply BUILD your business AROUND these people!

## **"Dan Kennedy's \$80,000 INCOME SLACK ADJUSTER"**

Take LIVE examples from Ken McCarthy's, Micheal Kimble's and Dan Kennedy's LATEST direct marketing escapade below.

Just as I was finishing up my sales letter for this package, I got a most intriguing, simple email message from Ken McCarthy (Dan Kennedy's personal editor and close friend) and Micheal Kimble (Dan Kennedy's

long-time business partner).

The email was so interesting and had EVERYTHING to do with "Pricing 4 BIG Dollars" that I would have been completely CRAZY to NOT include it in this report for you.

Enjoy it, and keep in mind when you read this report below, how Dan, Ken and Micheal sniffed out and found their high-end clients that helped them pull in \$80,000 in cash in a few days only.

## **SPECIAL REPORT: HOW HIGH IS UP?**

Jay Abraham once asked a question that stopped me in my tracks: "How high is up?"

In other words, if people will buy the book for \$19.95 and the audio tape course for \$295.00 and fly across country to attend the weekend seminar for \$1,995.00 - where does it end?

As he pointed out, there is only one way to find out: test it! This applies to EVERY business.

Super high ticket sales are essential for maximum profitability, but too few entrepreneurs give them any thought. They're satisfied to sell their widget for \$9.95 and hope to sell a million of them.

They might get to that million a lot faster - and even surpass it - with a little creative packaging.

How about an economy ten pack of widgets for \$79.95? How about discovering a brand new, specialized use for your widget, making some minor modifications to it and selling them for \$49.95 each as "widgets for dog owners" or "widgets for weekend sailors" or whatever.

The only limit is your mind and your creativity (i.e. mental elbow grease.)

The \$995 cup of coffee: Dan Kennedy calls these kinds of high profit sales "slack adjusters" and brings the whole concept down to earth with a simple, every day example.

Buying a cup of coffee in a cafe, he noticed espresso machines on the wall on a shelf just behind the cash register. Price tag: \$995.

"Do you sell many of those?" Dan asked. "A few every month," replied the owner.

Think, counsels Dan, how many cups of coffee that cafe owner has to sell to equal the profit on a single \$995 espresso maker? And what does it cost him to have a few around? And what would it have cost him, if he never had the idea.

Slack adjusters - every savvy business owner needs them.

An example of a slack adjuster worth studying closely:  
<http://www.kimble-kennedy.com/fieldtrip.html>

How I found my slack adjuster: One of the advantages of studying the masters is they do all the hard work and outlandish risk taking for you.

For example, who would have thought that I could get 18 people to pay \$4,995 each (less some Dan Kennedy-issued discounts) to attend a weekend seminar about Internet marketing.

But I did. And guess what? Of all the events I've ever put on it was not only the most pleasant for me as the producer, it also received the highest level of customer satisfaction of any thing I've ever done.

I got the idea for my Internet Marketing Lab from Dan Kennedy's publishing partner, Michael Kimble of Group M. Michael is a marketer's marketer and, like a lot of my marketing colleagues, I study his every move very closely.

<http://www.kimble-kennedy.com/fieldtrip.html>

Michael had the insight that there are a lot of people who are serious about marketing, especially direct marketing, who need to SEE a direct marketing business as it actually operates before the whole concept becomes totally REAL to them.

I know I'm that way myself. I can read and attend seminars and think and plan and scheme, but there is nothing like seeing a pro DO IT for cementing the concepts and giving me the extra boost I need to make my ideas happen.

So Michael and his colleague John Alanis, along with their special guest advisor Dan Kennedy, take a group of students (16 max) for a weekend and personally show them, step by step, how a direct response info marketing biz really works. Not theory. Not ideas. But the day-to-day reality that makes the cash register ring.

Michael rings the cash register pretty good. \$10,000 product sales days are not uncommon at Group M.

Now with his "Field Trip" program, he's got a slack adjuster par excellence. And, interestingly enough, he's developed a service that has received rave reviews from his clients.

Originally attempted as a "let's try it and see what happens," they've sold out two "Field Trips" and are planning to make the experience available to more people.

Dan has some interesting insights into Group M's Field Trip phenomenon here: <http://mastermindseries.com/danfield.html>

Maybe this is an idea you can use for your business.

Ken McCarthy  
Editor, Dan Kennedy's No BS E-Letter

**To subscribe: mail to [mail@dankennedy.com](mailto:mail@dankennedy.com) and say "subscribe Kennedy". To learn more marketing secrets: <http://www.dankennedy.com>**

## Discover the three secrets Marlon Sanders uses to win with Cashflow Control...

Marlon Sanders is an on-line marketer using "Cashflow Control" very successfully. He likely makes MORE money a week than most other on-liners make in their whole year.

Here's what he's doing. Since about 2 years or so, he's been successfully offering a \$497 product ON-LINE which he calls "The Big Course". You can find it at: <http://www.amazingformula.com>

He also has a handful of other HIGH-ticket products he sells on-line, mostly in the \$100 and higher price range.

The idea behind his success remains the same. He KNOWS that HIGH profits per sale is what will make him REAL money. He therefore uses that knowledge to pack in heavy profits EVERYDAY for himself and his affiliates alike.

You can see much of his other products here:  
<http://www.amazingformula.com/comparisonchart.html>

But don't just visit his web site, if you like order some of his products and look inside, you'll be surprised to see he's selling -- information, yes like you're doing. The difference is he's adding more value to his packages by understanding three things.

Marlon Sanders knows...

1. Where to look for prospects who have money or can afford to pay him HIGH for higher value, and most importantly they don't bicker over price with him.

The ones that do worry over price can have his lower priced products or don't bother to become his clients -- there are a million other people out there that ARE willing and ready to become his clients. He knows that.

2. How to successfully present (or market) his packages at HIGH-TICKET level to his high-end prospects, and succeed doing so.

3. Most importantly: He knows how to successfully develop hot-selling ideas into HIGH-value packages so that he can happily charge HIGH-TICKET prices for them and sleep like a baby!

If YOU can MASTER all 3 points above, you too stand a better chance of constantly making more money than what many "shy marketers" are making in their whole year!

## 5 ways to find **affluent** prospects that will make you rich!

**1. The SELF-TEST:** The self-test involves using YOURSELF as the first testing point for developing an idea into a high-profit package.

If you are yourself a price-shopper, chances are your mindset will never allow you to even understand HOW to build products you can charge high for.

And you may never understand exactly HOW to find people who will buy such products and BE ecstatically HAPPY doing so.

It's like everything else in life, if you can't or outright decide NEVER to buy high-ticket products yourself, don't expect anyone else to part with their money for similar things from you.

If you get lucky this might happen. But, my friend, our kind of business doesn't depend on luck. It depends on skills, honesty and truth.

People know when you're feeding them with nonsense. If you yourself know that what you're saying to them is crap, then of course the people who are reading your words will know the same thing.

You will only be hurting your sales if you put high prices on your products even though YOU would never pay a cent more for the same type of products you're selling -- there's just no way around the

## SELF-TEST.

# **One reason The SELF-TEST works is because your well-defined prospects act just like you would act in given circumstances!**

More than 80% of your TARGET audience THINKS, BREATHES, DOES VIRTUALLY EVERYTHING in business and even in their personal lives just like YOU would do in yours!

How come? Well, if you're selling something you know about, and love talking about, you'll be selling it to people who would like to know more about the same thing and wo of course love listening to and finding out about what you'll be telling them.

What that means is that you guys HAVE a lot more in common than you think.

How else do you think you can write a sales letter, send it out to 1,000 people and pull in 250 sales in less than 24 hours?

You can do that because if you know your business well, then you'll know your prospects' hot buttons.

You'll know what they like, what they don't like, their passions and their fears - in many cases all those emotional traits are very similar if not identical to yours.

That's why this is your most reliable way of finding hot prospects that will happily pay for your HIGH-TICKET products and services.

If you fall into the category of people who do know they've sometimes got to spend some good money to make some good money, your natural self will automatically put you in the company of such people.

You'll be able to find them even without so much effort. Here's where some physics laws do not apply -- Like *does* attract Like in the real world, and that's your best bet to making money with Cashflow Control.

If you're honest and straight and only want benefits and win-win for your prospects as you would for yourself, you will find more paying customers than you can handle. And many times without much effort.

Remember many of my already discussed examples in this report, many of those people won't lose much sleep to trying to attract money-spending clients. Why not? Because they've used the SELF-TEST and it's worked.

The SELF-TEST is your one major way of finding the money -- through yourself! First be honest with yourself. If you can't pass this one, you're likely going to fail using Cashflow Control.

**NB: There are many dishonest and selfish direct marketers who really do not give a hoot about their clients. In the end, this attitude usually comes back to bite them in the ass. You wouldn't like to be one of them.**

**2. The Computer Owner Test:** Most Computer owners have money, that's why many of them are your ideal prospects.

If you're working with people who can afford to buy a computer for use at home or work, these people can likely afford to part with fairly high-fees to get what they want.

Why is that? Computers don't go for chump change!

A new state-of-the-art PC would go for nothing less than \$300 - \$500 (in many cases more -- \$1,000 - \$3,000).

People who can part with that kind of money for fun or to make work easier and faster for themselves know the value of paying for REAL quality.

If you're reading this, chances are you have a computer yourself. If you do, it will be only too easy to find other computer owners (not just computer users, but REAL owners who have invested their money in their own computers), so that you can do business with them -- provided you and they are interested in the same things of course.

Another thing I've noticed over the years is that people don't always HAVE money to spend. Many times they BORROW it... from banks, family or friends.

If they are even anything like you (and you've passed Test # 1 above), many people won't even be spending their own money to get what they want -- They'll use credit, and only pay that money back after the month is over.

Too many success stories started out like this -- so don't even sweat it when you think that maybe people can't afford something from their own money -- many will happily BORROW money to get what they want from you, if it promises to solve a pressing problem or fulfill a pressing hunger for something else they want.

**NB: 5 years ago, I was a student living away from home, I had ONLY \$2,000 to spend (as pocket money) for a couple of months. My first computer cost \$2,000. What do you think I did? Yep. I went ahead and grabbed that computer -- spending every cent I had. Crazy? We entrepreneurs usually ACT like we are..;-)**

I know many of the people reading this will be only too much like me, if you have even a drop of entrepreneur blood flowing through your veins, you'll understand exactly what I mean.

Someone like ME is your perfect target, even if I don't have money upfront, I don't mind borrowing or starving myself a bit just to fulfill a dream.

Ask people like Dan Kennedy, they'll tell you these are likely among **their** most common prospects. Your own prospects fall into the same category.

Be on the lookout for these people -- they will happily spend HIGH (just like they would on a computer) if you can promise to deliver (just like their computer does -- 100% guaranteed or their money back...😊).

**3. The "HIGH-GAIN/HIGH-RISK Individual" Test:** Look closely at the information or service you're going to sell. Who exactly have you

created it for? Is it for people who have a lot to gain with your package or lose without it?

1st Set Of Prospects: Are you planning on selling to people who think earning \$100 a month is FAT income?

2nd Set Of Prospects: Or are you planning on selling to people who go for incomes of \$10,000 to \$50,000 a month?

I think the answer is pretty obvious.

If you want to make money selling HIGH-ticket products, you won't go looking around for people with a small vision (the 1st set of prospects). You want people who have a big appetite for success (the 2nd set of prospects).

If you come across the 1st set of prospects (that's not going to be anything you can avoid), don't break your back trying to sell what you have to them, because they won't buy it.

If they can't see the point in parting with what you charge for what they can *gain*, or protect themselves from *losing*, you shouldn't waste valuable effort, time, energy or money trying to CLOSE them. These people are NOT your target.

Your target is the 2nd set of prospects. You want to sell to people like yourself. They see things the same as you do, and have dreams and aspirations similar to yours.

To them, a \$50,000 a month income is good income and not only that, it's reachable and not only that, they believe it's reachable by them. This is your target with high-ticket, high-value packages.

If you go strictly after the 2nd set of prospects, you will be FULLY determining your buyers and virtually how many of them you will have.

In writing this very report, my target is for people who WANT higher income, believe they can get it, are ready to work towards getting it, but never realized the one simple technique for doing so. Cashflow

Control.

Cashflow Control REALLY helps such people determine their receptive market so that they can earn HIGH profits per unit sold of their packages. That's my target.

I'm not bothered to sell this product to people who are content with working affiliate programs for \$200 a month income.

That's for sure the WRONG person to talk to about this kind of information. No matter how hard I try, they just won't see the point or be able to use it.

So, what do I do? I ignore them as prospects and go after people like myself who have a vision, and can now use Cashflow Control to get there.

**How successfully identifying HIGH-GAIN, HIGH-RISK prospects made one guy over \$400,000 in profits he would NEVER have seen!**

While writing this report, I stumbled on a nice write-up by my good friend and associate Klaus Dahl.

He's a professional reviewer and has reviewed hundreds of hot selling information packages (mine included).

While surfing his web site I found something he wrote up on Dan Kennedy's "How to make millions with your ideas" book.

Since I live way out here in Russia getting my hands on such literature has proven to be impossible so I haven't read that book.

But Klaus had, and in his review mentioned something similar to Cashflow Control. I was thrilled to hear what he had to say and immediately devoured every word.

He had a re-written story of just the perfect example of someone who KNOWS his target market for Cashflow Control and can milk that

market for a lot of money in exchange for the valuable information he sold to them.

I asked Klaus for permission to add his version of the story from "How to make millions with your ideas", and he graciously gave it. The story is below.

**NB: Besides seeing just how Cashflow Control worked for the guy in the story below, I want you to pay the most attention to the TYPE of information he was selling, to WHOM he was selling it, and how come what he was initially charging was a truly unbecoming price.**

Also pay attention to what he began charging later and how come he got MORE clients because of his price change. I want to use this story to illustrate to you exactly who "**HIGH-GAIN/HIGH-RISK**" Individuals are. I have taken the story word-for-word with permission from Klaus.

I can't abstain from mentioning one of the points Dan hammers fast. Dan shows how many infopreneurs fail due to pricing their information products way too low. He tells about a client he had some years ago. This client was an ex-thief, and he was expert in all of the ways that some employees in stores often steal from their employers. According to Dan, this information could easily save a owner of a store \$25,000 in three to twelve months.

The thief, who had now left his earlier criminal lifestyle, had instead tried to make his living in a decent way. Consequently he had written a little booklet and recorded four audio tapes. He sold the booklet and the tapes for \$50. Then he met Dan S. Kennedy!

And Dan advised him to enlarge his course and split it up in two larger manuals, two six-cassette audio programs with a reference booklet, a video series for employee training plus some more stuff delivered in a seminar. Now he had a whole course! And he sold this course for \$1,250!!! But could he sell his course for so much?

Dan S. Kennedy says: "In the first year, his sales jumped from

about \$30,000 to \$500,000. He was grossly undervaluing and poorly packaging his information. Simple corrections made a \$470,000 difference."

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**Reprinted with permission from Klaus Dahl at <http://www.klausdahl.com/> Visit [Reviews of Direct Marketing books, tapes, courses, secret sites](#) for more in-depth reviews on new and old hot sellers alike. There are titles from the freshest on the scene to the most experienced.**

The main reason for using this example like I said is to illustrate that Dan's client was selling to people who stand a high risk if they don't buy and implement the advice from this information. These are people who HAVE a lot to lose.

The ball is in their court once you have developed and presented them with the information they need to make or save thousands and you may not even need to convince them much before they jump on your offer and demand access.

They have a lot to either lose or gain and they know it. So, these people are your ideal market.

- Just create the product or service,
- Put a befitting price on it ( a price that does not scream AMATEUR selling for peanuts, but PRO selling for top value),
- And I guarantee you -- 60% and probably MORE of your prospects will already be instantly sold.

This simple 3-step has been proven year after year after year for the past several decades.

### **Bottom line...**

Use this 3rd test to determine whom YOU want to be working to create information or services for. Are you targeting people who stand

to LOSE a lot, or GAIN a ton?

Or, are you running after people who couldn't care less if they made much this month, or lost a bunch more of it the next month WITHOUT *your* professional advice and opinions? That's some food for thought for you.

**4. Take advantage of your prospect's buying history:** If such customers have a history of buying such products as yours at high-ticket prices, they're your prime market.

If I were you I would be looking in on how to get involved in profitable JV's with marketers who have a proven track record of HIGH-end clients. Go to Mike Enlow for details on becoming an expert JV negotiator: <http://www.enlowcircle.com> Still, though it's a great advantage, succeeding with this for everyone who tries it, is not always feasible.

It's not a must to partner with anyone to use this 4th strategy, there **are** better, more sure-fire stealth marketing methods that are even more GUARANTEED to work.

**Here's one:** A sure-fire way you can FIND money-spending high-end clients is to go out and invest in joining clubs, private sites and other pay-to-access communities where these people already hang out.

These people ALREADY paid high-fees to get into those organizations. They are ALREADY tried and tested, ready and waiting for YOU to present them with similar and effective packages which you can comfortably place your high-profit prices on.

They'll be no need to bicker over price with these people since they already know the value of such investments. Your only task here is to DELIVER as expected and your success is almost 100% guaranteed.

To make this really successful, here's exactly how it works. Join a club, be an active member, get to meet people and let them get to know you.

Before long, you'll become a known name among their ranks. Whether you're a pro or not doesn't make a difference.

If you share in a heart-felt manner those people will share in return with you. I know a guy who used this no-brainer to go from no-name to guru in less than 6 months.

He's an active member of several "inner-circle" private sites online. I should also point out that he was pretty much a novice when he started at Internet Marketing.

What he did was make the investments of \$200 to as much as \$500 or so to join these sites. When he learned something HOT and new, he would immediately put it into practice and be seeing results.

Before long his serious attitude to using their information caught the eye of the many gurus who had previously sold him access to their own information.

His serious efforts to succeed really grabbed them by the throat and kept their attention on him.

Later, well over 7 or 8 of these already successful gurus picked him up right about the same time and freely and heartily endorsed his products and services to their own high-end clients.

He's been invited to interviews and to participate as co-speaker at several off-line seminars, conferences and workshops where he gets even more fame and recognition, and where he makes new powerful contacts all over the world.

Even though he started out as a "newbie" six months earlier, he was quickly making high-income and profits from it all.

He simply used this stealth marketing technique to go all the way. It's something you can use as well.

### **Bottom line...**

Getting into the company of prospects who already spend this kind of

money is a great way to FIND a serious money-spending market without breaking a sweat.

Also I've told you that getting into the good books of the actual people who sold the information to these high-end clients is a sure-fire way to get noticed and make money.

Unlike looking everywhere for JV's with people who don't know you, this is a more proven and easy to implement stealth marketing tactic.

Why? You are already PROVING that you're serious, you're eager to learn, eager to implement what you're taught and you have what it takes for them to endorse you. Everyone likes to work with serious-minded individuals.

Everyone who teaches other people their own tactics for making money or doing anything else in life love it when someone uses that knowledge, succeeds and reports back to them -- this is the fuel that keeps people like us going.

So, naturally when you do this, you catch the attention of your mentors. Many will be more than thrilled to help you get even farther in your business by introducing you to their own contacts and clients.

Use this to find YOUR OWN high-paying clients, it's a no-brainer.

With this simple technique your business will break its bounds in less than half a year. It's proven and it works.

Here's another guy who used a similar stealth marketing technique to sell his \$1,000 product for a total of about \$29,000 in 48 hours. He sold this software to already tested clients (many I'm certain were not even his), and the funny thing is -- he was not even selling the FULL version of his package.

**Here's what he's doing:** He's set up a 2 page web site to sell his hot new software package for about \$997 and says he's only looking for about 20 or 30 beta-testers for this product. The beta-testers would pay \$997 now and give him their feedback of his software.

Later when the product is fully ready, these lucky few would of course be at the top of the ladder benefiting from numerous bonuses available only to his pioneers.

To line his pockets with the necessary \$27,000 investment and get his SERIOUS beta-testers, besides sending promotional emails to his own customer list, he also contacted some of the biggest shots in the direct response world, made them an "insiders" deal to send this short email message to their mailing lists about his software.

Since this guy has already proven that he knows his business well and is serious with his products and services, his offer was of course snatched up and sent out without costing him a dime and getting his \$1,000 package in front on thousands of already proven HIGH-end clients.

You can see his web site in action. At the time of writing this, his offer was the one mentioned above. It may have changed.

<http://instantprofitspublishing.com/sw/>

**5. Use referrals and affiliates to SPREAD the word:** This is yet the simplest and most effective no-brainer of all that I've mentioned.

When you have your first set of clients, let THEM go around and publicize your business for you while you pay them a commission or give them discounts etc for doing the work for you.

I can't presume to teach you everything about using affiliate programs effectively. But I know someone who can. He's a master at using SIMPLE systems to make thousands of dollars.

He's simple systems for getting powerful affiliates for your business, actually WORK and not only for him. Go here for details:

<http://www.instantinternetprofits.com>

Jeff Paul: <http://www.instantprofitspublishing.com/sw/> above will be using affiliates to sell his new software as well to high-end clients as soon as his package is ready.

Marlon Sanders already uses a hot selling affiliate program to make \$600 a year in fees for a similar software service he runs at:

<http://www.automateyourwebsite.com>

By visiting and checking out how these guys run their business both inside and out, you will pick up more techniques to make this fifth technique work well for you too.

## The Simple Recipe For Making \$100,000!

How can you make \$100,000 easily online? Offer a HOT product or service that's in high demand, but low supply, but that's not all...

**Sell it for AT LEAST a \$100 profit margin!** (you can sell it for more!)

By now you know -- "Ideas" rule the world (IF They EVER Get Exposed!). I just gave you one very hot one.

Now, YOU are only ONE more Big idea or Big dream away from a certified \$100,000 or more yearly income!!

**IF you're serious about your income**, and if I can do this (I live in Moscow, Russia, I'll just say this... it ain't easy running an online business out here). If I can do this, you can, too! 100% simply -- almost anywhere you are on the surface of this earth.

Here's my own time-tested simple plan for making \$100,000 this year, selling a product with only \$100 profit margin! You can develop ANY plan of your own. But, like I said, this one is a sure-fire, time-tested one.

**Step # 1:** Reveal a technique that people don't know about AT ALL, or which they do something about, but REALLY are dying to find out even more and more about!

Usually, A BIG SECRET among the experts is a totally hot topic for this. For example, my cashflow control report reveals a technique that really kicks your profits from measly \$1,000 a month to as much as 10 times that amount or more -- with a simple mindset technique.

In a minute I'll tell you how to FIND hot topics -- as hot as this Cashflow Control technique, or hotter...;-)

If you're in a hurry to discover this technique, just jump to: [How I FIND hot topics that I can sell as HIGH-ticket offers!\\*\\*](#)

For now, back to Step # 1. You need to pick something out of the MILLIONS of **trade secrets** the experts only share with each other.

Do your research on it, or simply write from experience like I do. I use both methods. When you're done, attach hard to refuse offers to your new product and sell it via a direct response web site. Don't forget to add on Cashflow Control to your direct response package. How? Charge from \$100 upwards (like I'm doing), and follow step # 2...

**\*Very Important Point: The secret is NOT just selling any kind of information at any "low-prices". The secret is selling really hard-to-find hot-selling information or a really high-in-demand, but low-in-supply service to people who are ready, willing, eager and able to pay you \$100 or more for instant access -- immediately!**

If you build any hot "idea" (that people really want or know that they need), you will be making more than 1,000% what you're making already. I guarantee it.

There are a million and one examples of how people are using this simple step # 1 to make 100 times what they would usually make. I've shown you one already with MY example at <http://www.peakmindsetmarketing.com>

Now, I will show you just THREE more to whet your appetite...

1. Go to <http://www.pushbuttonletters.com> and watch how this guy is using a simple, silly "idea" to charge **\$100** for an online form -- people are buying. He's also attached one sure-fire offer people just can't refuse, see if you can spot it..;-) It normally costs \$500.

2. Then check out this guy selling his own package for \$127 at <http://www.instantinternetprofits.com>

His package contains separately written REPORTS. He put them together as an e-course, set up a direct response web site, used Cashflow Control, and BAM... Another hot product people are scrambling to buy at over \$100 for access.

By the way, he's ALSO offering bonus offers his interested prospects would be crazy to turn down. Visit his web site, see if you can spot them and how well he's done so.

3. There's another guy doing this exact thing. He just released a product that's supposed to teach affiliates how to earn \$100,000 in affiliate commissions (hmm, pretty steep, but his market is out there).

Telling people how to make money with affiliate programs is not *new*, telling them how to make \$100,000 from it, might be slightly new, but then there was already *Winning The Affiliate Game* by Declan Dunn.

Now besides all this, this guy who's proven to make bags of money for himself didn't choose to do make even MORE money *in any other way*, but to follow this exact simple recipe for making \$100,000 from HIS own products.

How? He's set up to sell a hot topic on something many people love doing -- selling ONLY affiliate programs (much to my personal dismay, but they love it nonetheless).

Anyway, he's charging not, \$19, not \$27, not even \$67, he's gone straight for those who see dollar signs in his headline, his copy and his benefits. Those people are ready to pay him what he's charging \$100 for Instant access.

He'd taught the same information to others in a 2-day seminar for at least 19 times that much at \$1,900+. With just 1,000 out of the super hungry resellers out there...

Michael Campbell will do \$100,000 for himself in only weeks selling "hot", not necessarily "new", but HOT information on how people can make \$100,000 selling only affiliate programs -- pretty ingenious millionaire stealth marketing.

And don't worry, you can see it happening LIVE, just go to <http://www.small-business-home-business.com>

**Step # 2:** Market your products using the BEST direct response techniques on the Internet. If you're serious about your business, and monthly you can make only 100 sales of your \$100 package, you'll be making about \$10,000 every month. In 12 months, you will have made \$120,000 in sales. Not bad.

If this sounds TOO simple -- it is. It's not easy (ask me, I should know;-), but it just SOUNDS that way because it's working for so many thousands of people every year;-)

Still, if you're determined to succeed this and every year -- I just revealed the 2 little "secrets" to \$120,000 in sales this year (selling a product with only a \$100 profit margin).

You can make this even simpler. Sell a product for \$900 to ONLY 100 lucky clients. If you do so, your income will jump from a few dollars monthly to over \$90,000 in a year.

Look at Jeff Paul: <http://www.instantprofitspublishing.com/sw/> again, he's smart enough to know that the way to be making really HEAVY profits quickly, is to sell his software not at \$300, not even at \$600 but at a full \$997 for just the beta-version!

At this point you would have to BLIND not see that simple mindset marketing and cashflow control is what the experts use to make 100 - 1000 times and more what others make as well.

- First decide how much you want to make.
- Then use the simple 2 step recipe above (I'm using it myself) to get the right number of money-paying clients.
- Get as many of them as possible to hand over the cash.
- To do this you MUST market far and wide till you get your set number of buyers.

- You can be almost certainly guaranteed of a \$100,000 income, 5 years before you'd otherwise have learned this!

**NB:** I know marketers who do double and even triple that much easily online, so this is a very reachable goal. If you have the right product or service and you **MARKET** what you have well so it brings you in the kind of money you want to be making, you can be doing the same easily.

## Why making **REAL** money is a **SIMPLE** **\*numbers\* game!**

This business is a numbers-profit business, get the numbers right and anyone can get rich off the profits. Here's what I mean: I've set this very "Pricing 4 BIG Dollars" business up to make me a minimum of \$100 a sale.

Soon that price will go up to about \$200 a sale. If I have the time, I intend to send up the product's value to eventually pull in a maximum of about \$400 a sale. It's simple Cashflow Control in action.

If I get the numbers I need, about 500 - 1000 sales within the next few weeks, the minimum I can make off this product is \$50,000 from just 500 sales.

Though that's a pretty **SMALL** number, some people will never make that much in their whole years online.

With a High-profit business, selling to the **RIGHT** market -- people with the **HIGH** interest and the **ABILITY** to afford my high fees, I can make 4 times that much in less than 6 months.

I know a guy online who recently pulled in 500 sales of his \$18 product in a few days. His profit is less than \$10,000.

With only **this** product, I will end up making **5 times** that much with the exact same number of clients. It's simple **\*Cashflow Control\***.

I want to make **MORE**. So, I set up my business so that it earns me

MORE per sale. I sell to the ideal client (hungry for what I have to offer, and someone who has the ability and the mindset to pay me what I ask).

I get the right number of interested prospects to grab my offer (500 - 1000 minimum). I deliver and my business is done. That's between \$50,000 - \$100,000 from a simple implementation of a time-tested Cashflow Control technique.

You can do this as well. Just increase your product's value. Get a hotter topic than what others sell. Package it to deliver high quality in money value. Simply get the "numbers" right.

Sell to the right number of people (like yourself) who have the money and the interest in your hot topic. You can quadruple your income easily. I'll leave you with a quote to chew on...

*"Most marketing is [simply] common sense. It's a numbers game. So the more [interested] people you tell, the more [guaranteed] business you'll get."* Dave Pattern, author of "Successful marketing for the small business" said that, and when he did he really hit the bull's eye!

**My friend, million dollar ideas are everywhere!  
Here are 8 sources (Many of which I use) that  
you too can use NOW to find hot topics you can  
sell as HIGH-ticket offers!**

If you don't have ideas that will sell, it's really easy to get hot ideas. For starters, investigate your surroundings and I guarantee you WILL find someone or something you can develop their knowledge or experience into salable information? A unique service? Whatever!

Below are just some ideas I and many other successful Internet experts you know today use -- every time!...

**Brain Storm Source # 1:** Jump straight to Forbes Magazine Online at <http://www.forbes.com>. Start going through the stories of successes and even failures in there.

Except you're not fit to be an entrepreneur, you're bound to find inspiring, thought provoking stories over there that will jolt those thinking tools in your head and get your wheels turning. **It's either that or forget this business, and GET A JOB!**

**Brain Storm Source # 2:** Did you ever think there may be someone in YOUR family with enough experience you can package and sell in any way you like? Listen, this is a sure-fire way to get moving fast on a million dollar idea of your own even if right now, you haven't got ANY hot ideas you want to sell!

You can package their knowledge as a one-time product in audio tape, video tape or even written text formats. Want to know how I'd run an idea like this in your shoes? Simple.

Someone in my family for instance is a 30-year veteran educationalist and over 12 years as a real world (VERY successful) entrepreneur. She owns and runs a private school of her own.

There are gems in this woman's head worth millions dollars in hard-to-find, first hand success tips, tricks and insider information.

I could turn her 12 years experience into "How To Set Up & Run YOUR OWN Very Successful Private School To Turn Out The Best Students In The Country!".

We could sell a yearly subscription for between \$400 - \$600. If I wanted, I could make it really prestigious and very easily pull the price up to over \$1,000 yearly.

Incomes from properly set up and run private schools are anywhere from \$500,000 a year to several million dollars. \$1,000 yearly is a drop in the bucket for the kind of hands-on knowledge I'm talking about here.

So how can YOU do the same? Simple. Look among your own friends and family for someone with a skill or set of skills you can market. Sit around with them. Brainstorm together and see what you come up

with.

**Brain Storm Source # 3:** Grab a copy of the Yellow Pages or other Business Guides in your country, flip through to the high priced services or even low-priced services, can you model a million dollar business out of anything in there? Chances are, you can. Even the most simple sounding ideas can be built up into this.

**Brain Storm Source # 4:** Take it a step further, tweak any ideas of the already profitable businesses you see everyday on or off-line and set up something that goes along with something you enjoy doing as well as something that will sell as a business and you can build up a hot million dollar idea of your own.

Set up to sell access to your information monthly, quarterly or yearly membership as a form of a valuable continuity product.

**Brain Storm Source # 5:** Hold small seminars in your part of the city or country where you can share your knowledge with the people in your neighborhood or surrounding locations.

Holding seminars is not only for the top experts. Absolutely ANYONE with the valuable knowledge to share can and should be selling attendance to their own profitable seminars. Is this you? Then go for it!

**Brain Storm Source # 6:** If you like you can set up a one time payment for a valuable unique service people in your neighborhood or line of business need.

It could even be your very own mentorship program. Mentors are people just like you and me.

If there are people you can take by the hand and teach them something they would love to learn -- Start your own high ticket mentorship program!

**Brain Storm Source # 7:** Combine the knowledge and experience of others to pull in hefty profits for yourself! Ken Evoy of sitesell.com

uses THIS very idea to make hundreds of thousands yearly. Now, for the first time online, YOU can discover it and use it too!

## Did you notice?

To my knowledge, the only 2 really successful ebooks for sale Ken Evoy ever wrote on his own were his first ebook *Make Your Site Sell!* and one of other ebooks titled *Make Your Price Sell!*

After the successful hit with his first ebook *Make Your Site Sell!*, most of the other titles he's sent out were written in collaboration with friends and colleagues of his.

Many of the people he's worked with like this I'm certain never even KNEW who he was (at least not PERSONALLY) before he made them an offer to co-write THREE best selling ebooks with him.

He has since used the same idea to make more money than even people with experience in the SAME fields he co-wrote ebooks in!

The first co-written ebook he made was with Monique Harris. She didn't know him personally. She got an offer to co-write *Make Your Knowledge Sell!* from Ken (probably after he had silently checked her out and found he would like to make a go with her VAST knowledge in the infoproduct creation business).

He would mix his netwide celebrity with her not-so netwide celebrity but strong experience in product creation and sales.

They would come up with a really hot ebook on writing your own information products that sell. They would co-title it *Make Your Knowledge Sell! by Ken Evoy and Monique Harris*.

In doing so, they would neutralize one another's disadvantages with each one's advantages. It was a simple JV idea. It only looked really complex since it was only being done by two really "top dogs".

## Did it work?

Ask Ken Evoy. He did it again with Joe Robson when they co-wrote *Make Your Words Sell!*, and then a **third time** with Sydney Johnston when he partnered with her to co-write and co-present his latest ebook *Make Your Net Auction Sell!*

## So, did it work?

It worked. And it worked so well that he's now known as a PRO in those three fields even though HE was not the main writer but just the compiler of resources!

## Ken Evoy is not alone using this insider tactic with HUGE success...

Mark Joyner has succeeded in doing even more successfully what Ken Evoy has done. His own co-presented products go into the tens.

Besides his many software products and an ebook he wrote a few years ago, he's co-presented more than 10 titles. All written initially by someone else (probably off-line).

He then approached them and asked for an online version to be made or simply got the rights to sell their products online.

And before you could say "ebooks are hot!", this guy was the successful "co-author" of some of the hottest, best selling topics by some of the hottest and best selling authors from here to India!

This technique really works, below are just a few of his co-presented e-books and other e-products...

- *Hypnotic Writing 1 & Advanced Hypnotic Writing* by Joe Vitale, <http://www.hypnoticwriting.com> and <http://www.advancedhypnoticwriting.com>
- *Create Advertising That Sells* by Joe Vitale, <http://www.createadvertisingthatsells.com>
- *Killer Copy Tactics* by David Garfinkel,

<http://www.killercopytactics.com>

- *Guerrilla Marketing for the New Millennium* by Jay Conrad Levinson, <http://www.guerrillamarketingforthenewmillennium.com>
- *Negotiate Your Way to Riches* by Peter Wink, <http://www.negotiateyourwaytoriches.com>
- *Trash Proof News Releases* by Paul Krupin <http://www.trashproofnewsreleases.com>
- *Branding the Net* by Dan Janal, <http://www.brandingthenet.com>
- *Computer Buying Secrets Revealed* by Helen Cho, <http://www.computerbuyingsecretsrevealed.com>
- *Free Money for Entrepreneurs on the Internet* by Matthew Lesko, <http://www.freestuffforentrepreneursorontheinternet.com>
- *Psychological Triggers* by Joe Sugarman, <http://www.psychologicaltriggers.com>
- *Power Positioning* by Michel Fortin, <http://www.powerpositioning.com>
- *Ezine Adrenaline* by Kate Schultz, <http://www.ezineadrenaline.com>
- *Magic Words That Bring You Riches* by Ted Nicholas, <http://www.magicwordsthatmakeyourrich.com>
- *Marketing On Steroids* by Jay Conrad Levinson, <http://www.marketingonsteroids.com>
- *24 Techniques for Closing the Sale* by Brian Tracy, <http://www.24TechniquesforClosingtheSale.com>

That's 16 titles!!! 16 titles all being sold by ONE person! You've got to be thinking...

*"Why the heck can this work so well for Mark Joyner while YOU grope about searching for ideas and products that will make YOU money?"*

This is good news then... It doesn't have to stay that way at all! Listen, you're the author of your own future. Mark Joyner I remember started off groping in the online marketing dark just a few years ago himself.

He had some relatively succeeding businesses (as every average serious business owner does), but his really big hit came I think when he sold out a software to some company that paid him \$4m for the rights to his software package.

Since then it's been downhill all the way for Mr. Joyner. What that means for YOU is... Once you can manage to hit YOUR first big success, the others will just kept lining up -- IF you KNOW what the heck you're doing!

Mark Joyner started out just as every other Internet marketing newbie, but THAT did not keep him from achieving success with this technique (as you see above).

## **Recent success story Yanik Silver is using this exact technique as well...**

Yanik Silver is using this same tactic to make thousands of dollars.

His best-selling Autoresponder Magic ebook is a compilation of many other marketers' tested sales copy and free reports written by people like Jim Daniels. Only some of Yanik's own work is displayed in that book. Yet Autoresponder Magic is a best-seller.

If you've heard of Autoresponder Magic, you know already just how successful this idea is when used well.

While I was writing this report, Yanik was in the process of sending out yet another ebook compiled in the same fashion.

The ebook "Million Dollar Emails" was fully released sometime early in June. Among many other successful marketers, some of my own work

is displayed inside it as valuable content.

Yanik Silver will end up making more money than many of his contributing friends and colleagues.

Is that wrong? No. It's smart. It savvy. It's simple, but ingenious at the same time.

Can YOU copy it for high ticket packages or services? Of course you can. If you're an action-marketer and can think well on your own. This kind of thing is a no-brainer to riches!

## **There's more...**

I'll give you a few more instances with this same idea.

My own first Internet product was to be an ebook containing interviews and works of people like Joe Vitale, Dan Kennedy, Allen SAYS and others. This was very early in 1999.

My friend to whom I confided this idea and offered to work with on it discouraged me off the path then two years ago claiming the people I wanted to interview were rich and super-successful people and that they would never work with us.

What NONSENSE! Talk about POOR mindset marketing, I was really in a rut back then! As a result, the discouraging remarks from my "friend" put me off such a fantastic idea.

Having been totally discouraged, I later dug into research myself and came up with my first self-published ebook -- *It's Time To Kick Butt & Make Money!*

What happened with my friend? She later used the same idea in this report (and one which SHE had FULLY talked me out of using), to create her own first product! But...

Before you call me "sucker!" listen to why this was good FOR ME..;-)

In her ebook there are interviews from almost everyone she was

initially *afraid* to approach. People like Allen SAYS, Terry Dean and many others. The book she compiled was quite successful in its own rights.

Was I offended? Not really. After all, it had been proven even without MY participation that my brain food was not only doable, but was actually done and was successful. That was soothing enough in itself.

## Yet another REAL LIFE example for you...

I had planned to team up with another off-line friend of mine to write, and market a book on "*How to influence people and get what you want!*", even though I have experience doing this, I do not have enough to write a book.

Meanwhile, my friend has over 20 years experience doing this. His brain is a gold-mine of working ideas. If time permits, he has promised to get busy with me and write this book. I'm confident it will be a hot-seller.

## Yet another example...

Ken McCarthy is my final example of someone using other people's experience and knowledge to smartly make a pile of money.

He gathers experienced people together and interviews them or gives them an outline of what he wants them to talk about that would interest and greatly benefit *his* (Ken McCarthy's) audience.

These experts hide away and come back later with the Gold. Ken McCarthy compiles it all in one package and is successfully selling this package at <http://www.mastermindseries.com>

**Brain Storm Source # 8:** Here's another VERY BIG SIMPLE "SECRET" technique I use to get hot-selling topics almost without breaking a sweat.

This exact same tip is in use NOW by people like Joe Vitale, Dan Kennedy, Jonathan Mizel, Ken Evoy and many others (for the

exception of Dan, you'd be hard pressed to hear many "experts" confess this is how they come up with their own hot-selling topics as well;-)

## **Lets go...**

So, how do many of the current "experts" get their hot-selling ideas that they turn into high-ticket and low-ticket products and services?

## **The real truth...**

The fact is that they hardly (if ever) INVENT new things. No. Why bother with the time-wasting, gut-wrenching exercise of INVENTING something that may or may not work, when you can cleverly develop better, much more efficient systems.. much more simply?

## **So, how do I come up with really HOT topics to sell for HIGH-ticket prices?**

Simple. I call it my "FINDING-TECHNIQUE". How do I use it exactly?

- I watch succeeding people closely.
- I scrutinize their systems, their styles.
- I scrutinize their Before & After sales materials etc

If I see a technique that's making them money (A LOT OF MONEY), and something they're most likely not sharing with anyone but their close friends, then I know for a fact that the same thing is what will make me real money as well.

It's a no brainer, proven and time-tested over hundreds of years!

## **What do I do when I discover a "new" "little talked about" topic?**

After finding "new" really hot topics I can write about, I do my research

to make certain I'm on the right track.

I develop my own working parts to the same technique, mostly from hands-on experience or other "insider" knowledge you can only discover if you LOOK hard enough at what's working really well for someone else.

## What's next?

I package up **my own** version of the information as unique money-making (or other) information that people would really scramble over themselves to get.

Do people always scramble for this kind of information? You bet.

Why? Because we're human, we like to be sure we're not left out of anything FRESH or that appears to be working for everyone else.

If I have the info, there are people out there with the money always ready to pay to access it. That's what always happens.

If you're wondering if this technique works. Below are a couple of ways to prove this to you.

## Exactly how I use the **"FINDING-TECHNIQUE"** technique!

**Product 1:** In 1999, I used this "finding technique" to write my first and successful infoproduct -- *It's time to kick butt and make money!*

It's a book about motivating and instructing people on how to write their own information products that sell.

At the time when I started writing that book, almost NO ONE else was talking about product creation as the HOT technique they used to make money - they were hiding it.

I found it out. Did my research and turned out the hot-selling kick butt ebook. By the way, back then if I had known about this simple

cashflow control technique, I'd have used it myself to make double, triple even 10 times what I made off selling that book.

**Product 2 and other coming products:** I used this precise "finding" technique again to build THIS product. So, it works.

Yep. I used the same technique to write this product you're reading now. How did I do it exactly?

Very simply...

I actually "stumbled" on this simple idea when I saw that I simply kept on being "trapped" in the measly \$10,000 income range, I wanted to go higher up, and faster too, without having to sell 1,000,000 copies of ANYTHING I create.

That was when I found (by chance) someone online doing business with a new product he was selling for \$1,000. The product hadn't even been tested! I grabbed my calculator and BAM! It hit me like hot air!

If he sold just 10 copies of that package, he'd had \$10,000 in his pockets from 10 copies. If he sold 100, that's \$100,000 with just 100 copies sold.

Lets push that figure by just 10 times more -- If this guy found the RIGHT market for his hot new product, he would have done a full \$1,000,000 in sales from just 1,000 copies sold!

If you're selling the hottest \$37.00 product online, to make the same \$1,000,000 in sales, you would have to sell 27,000+ copies.

Probably not hard for some, but I doubt selling 27,000 copies of any \$37 package is that easy -- online anyway. The small package sellers are too many.

To make that kind of money from a \$37 product would have you doing 1,000 times **overtime** and putting in 1,000 times the effort the \$1,000 product "experts" are doing! Trust me. That's the way it is.

Now, I'd heard about price control before, but until something really

hits me myself, like it did with my first product, I probably won't see it.

Why? The experts before me never talk to you like I have in a report like this.

Why would they? This is like revealing their complete success secrets, telling you the way they think to make 1,000 times what you're making.

Some people have talked about this topic, but not in the same way as I have.

The best part is that I can actually count (on my fingers) exactly how many other "pros" have ever discussed this Cashflow Control secret online. I still have a couple fingers left on my first hand.

That's what makes my product different. That's what makes it hot.

If you start building your business with Cashflow Control after reading this report, and you're serious and determined, you'll be in the \$100,000 income range in a short time from when you start.

I wrote this report to show anyone interested that there's just no need scraping for \$10,000 or less, when you can make 10 times more with less marketing effort and in a shorter time -- all online!

I also know that after my sensible readers are through, they'll KNOW that there's no longer ANY need for to refer to other marketers as being the \$100,000 or \$1,000,000 income range.

I've shown every "Pricing 4 BIG Dollars" reader the one sure-fire way they can get to the latter income range FAST. This as you know, is not what other "experts" would happily discuss openly.

If you're serious, your next goals will be different from what they were BEFORE *you* read my HOT new report!

**Bottom line...**

My "finding-technique" works. You're READING an end product from

it, even now..;-)

Using this same "finding-technique", I will be releasing a other products on different hidden killer and money-making strategies over time. Be on the look out for these income changing revelations!

In the meantime, I'll show you how other pros are using this exact same "finding technique" to make millions of dollars with or without Cashflow Control and on or off line...

## **How other pros use this same "FINDING-TECHNIQUE" ...**

There's no one "expert" who doesn't look at what Successful others are doing in this or other industries before they can adapt it to interest YOU, place a price on it, and then send it to you with the words "get instant access, now". This is the way it works.

Every information seller does this. EVERY one of them. Many of them may try to look like they're geniuses but geniuses are rare, you either learn by trial and error or you study other people and watch their techniques for success or... you pick up a book and learn. Grab a movie and watch it. Look, Listen and Learn.

That's what all these "experts" are doing. Trust me. There's NO other "finding-technique"! This is IT.

### **Bottom line...**

Any service can be developed from these simple ideas. The sky as they say is the limit of your imaginations, feel free and let it run wild.

Almost every step in my life is used in this way and when you do it for a great cause -- for your future and your own success there's almost no way you can lose.

If learning to be successful sounds "boring", for some people it might be. However, for all the successful people YOU KNOW, it's not, it's actually fun.

Why? Because you end up KNOWING a whole lot more, and with KNOWLEDGE you go higher up the ladder to success - it's an unbeatable technique and works 100% guaranteed -- every time!

## **Why YOUR high-profits lie in YOUR mindset!**

One thing you MUST have is the right mindset for this. You've got to believe you can do it and be ready to take action. It's not much more than that.

If you sincerely believe you can't build anything that will sell and bring you in anything more than what you're making now, that's what you'll really keep making.

I've heard from some so called marketers that positive thinking does not work. There could be no more misleading information than that.

There is no marketer that I have mentioned in this report and especially no one successful entrepreneur that you read about, that does not use the power of positive thinking.

Let me tell it to you straight. Without the power of positive thinking and without the RIGHT mindset, you will never make a success of any business you run and you can quote me on that anywhere, any place, any time.

Right now I'm going to demonstrate something to you most online "pros" would find hard to relate to.

## **How the richest welshman in the world uses positive thinking to make 2 billion dollars...**

Terry Matthews: The Richest Welshman in the world (according to Forbes Magazine) is using the power of positive thinking right NOW (at the time of writing this report) to close off a new Internet and E-commerce business he's trying to set up.

Terry is an entrepreneur just like you are. A bit on the highest ranking

levels since he's worth at least \$2bil at the time of writing this. But the idea is the same.

He works for no one but himself, and he built his riches from setting up businesses that turned huge profits which he later sold out to other buyers.

Matthews has founded about 60 companies since becoming an entrepreneur, only 3 of those have failed. He's still moving ahead.

Want to know what all this has to do with you exactly? It's all about **POSITIVE THINKING THAT TURNS PLANS INTO MONEY!**

Let me explain. This guy's net worth is about \$2bil. Right now he's dropping about \$330mil into some new projects and "plans" he's working on.

The shaky part is that these projects are insecure. The possibility of success is slim. Does that bother Terry? Not a bit.

It's not because he's already stinking rich. If you think money is all that matters when you take business risks, you're making a big mistake.

Terry's confidence lies in his hopes that ANOTHER success is worth the HUNGER for that success. It's worth the money he'll pull in if his "theoretical plans" work out.

His power of positive thinking should teach you a good lesson. Here's what he said to a Forbes reporter...

*"I'm convinced this is the right thing to do, and that's why I'm investing at a time when many others are cutting back," Terry says. "Either I'm a complete idiot or you'll call me back next year and say, 'Terry, well done. You were right.'"*

The Power of the RIGHT mindset. Positive thinking. Terry Matthews has personality and drive as factors for his success.

Aiming only for gold and going for what he wants exactly when others are bailing out with all sorts of excuses.

Matthews knows he faces technological and other challenges that come with trying to break into a new industry. But that's exactly what excites him!

Listen. I'm exactly the same when I get going with my "kick butt" ideas and money-making systems. Does this kind of attitude really work?

You bet it does. Listen, I'll be 100% frank with you. This Matthews guy may not always be right. Who ever is?

But, out of 60 super-successful companies he founded, only THREE failed. Are you willing to take a lesson or two from his actions?

## **My simple 4 power steps to a million dollar income -- on or offline!**

1. **You need HOT ideas:** The most important thing you need to make this work right away is a hot idea that you will turn into the product that you will charge a high price for. I'm talking in the region of \$100 to as much as \$1000 OR MORE -- And, it should be worth it. Still, it does not only have to be information, it can be a service (even offline), remember [Rosseane Higgins](#)\*\*? Then there are people like John Kremer.

John Kremer <http://www.bookmarket.com> charges about \$300 for a yearly subscription to an off-line version of his free on-line newsletter. He calls it "Book Marketing Update". I got a february issue once and the letter was filled with valuable tips and information on getting free publicity for book writers. However the whole thing wasn't more than 12 pages long and people were happy to be paying \$300 a year for it. They still are!

Hot product and service ideas are all around YOU! For ideas Research successful people (they're all around you, in success magazines, and even silently off-line & ON-LINE). Take a look at Forbes <http://www.forbes.com> There are more inspring stories in there to get those flash bulbs lighting up!

**2. You need a HIGH-PROFIT product:** Develop your own HIGH-TICKET products or services out of any hot selling ideas, experience or knowledge you can convert into hot salable items etc. When you see something someone has done successfully, ask yourself this...

- What exactly are they doing to make money?
- Does it go with YOUR passion or experience?
- Is it something you either love doing or talking about?
- Have you also been able to gather a heap of helpful SALABLE experiences in the same field?
- Can YOU sell your own variation of the same ideas or something in the same business but remotely or even completely different?

**NB:** You'll surprise yourself with the many **million dollar ideas** you can build up on your own. Your hot selling product or service ideas can be from the most SIMPLE stuff YOU already know, or can definitely learn more and research more about. No one's going to do this for you though, you've got to do it yourself.

If you don't have ANY knowledge you can sell right away, partner with someone who does have the knowledge but inadequate experience or resources to sell their brain-food. YOU go ahead and create or re-create the product and market it for both of you. You simply split the proceeds.

**3. You need the RIGHT market:** Sell to a market that's already proven to shell out money for what you have in mind. This goes without saying. Don't market HIGH-END products to "price-shoppers" and "freebie-only prospects" (there are more of these everywhere -- much more than you will care to meet). Listen. Everyone likes a freebie, and there's nothing wrong with that. But...

..the latter group want ONLY free or cheap stuff. They will rarely or never buy ANYTHING from ANYONE (talk less of paying you for your

quality high-end packages). Really I shouldn't have to say this but now you know. **Don't waste time selling high-end products to low-end prospects. They WILL NOT buy.** Forget them.

Sniff out the guys with money. This is your TARGET market. **Present your package to as many of these people as are willing to buy.** When I go out with an idea like this, I'm thinking that in a market place of 100,000 or more money-spending prospects, a small 1% of that market will become mine. 1,000 people who will PAY you real money really is a SMALL number. Many people get much more than that with HIGH-end products, nothing's stopping YOU from joining the fun!

**4. You need the RIGHT mindset & ACTION:** The most important thing to remember is that the people already doing this don't have any more brains than you do. YOU can sell a high priced product or service to people ready to buy (online or offline) and make your first \$1,000,000. All it needs is for you to put on your thinking cap and TAKE ACTION.

## **Why a 6 or 7-figure income is feasible for YOU, simply using Cashflow Control!**

Most people try to build \$100,000 - \$1,000,000 incomes selling \$10, \$20 and \$30 products. It's not impossible to build a steady flow of income on this kind of profit margin, but it's that much harder to earn yourself really satisfying six or seven-figure incomes.

Trust me, there are smoother, more sure-fire ways you can make real 6 and 7-figure incomes than struggling to do so with \$5 and \$10 profits.

The technologies in my report show you the one thing you must understand, which is HOW to quickly get to the \$100,000 mark, so much easier than doing what everyone else is doing.

One guy I know sent out an online mailing for a software package with a price tag of \$1,000. His chances of reaching \$100,000 in 2 weeks are more realistic than for someone selling the same package at just

\$30.

It sounds crazy, but this is what other "experts" are silently doing and not revealing to you for fear you'll think it's hype.

It's not hype to want a successful 6 or 7-figure business. And it's not hype when others are buying new houses and new cars all over the world using the exact same tactics in this report.

If you think being "realistic" means settling for less because it sounds and looks achievable, you're right.

If you think being "realistic" means being a successful wealthy online merchant selling high-profit packages and living the kind of lifestyle the people I've shown in this report experience, you're also right.

If you'll discover the power of *using* these techniques, if you'll implement what you've seen and succeed with it is the only thing YOU control.

I hope for your sake, you'll take the bull by the horns and use Cashflow Control to boost YOUR income this and every year!

*Cheers,*

**Kunle Olomofe**

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