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7 of the Biggest Secrets I Learned From 20 Years in the Business Opportunity Market That Have Made Me Millions! *By Jeff Gardner*

In the business opportunity market, there are “secrets” that the publishers and marketers of money-making products, services, and opportunities often use. These “secrets”... these techniques... are used, because they work. Now, I’ve written this report to give you a taste of the best techniques I’ve learned over the last 20 years – from the millions I’ve made in the business opportunity market.

#1: Premium Pricing

It’s incredibly difficult to make millions (if that’s your goal) selling \$10 and \$15 books. **It is possible, but let’s look at the math:**

\$50 Opportunity x 20,000 Customers = \$1 Million Dollars!
\$100 Opportunity x 10,000 Customers = \$1 Million Dollars!
\$250 Opportunity x 4,000 Customers = \$1 Million Dollars!
\$500 Opportunity x 2,000 Customers = \$1 Million Dollars!
\$1,000 Opportunity x 1,000 Customers = \$1 Million Dollars!
\$2,000 Opportunity x 500 Customers = \$1 Million Dollars
\$5,000 Opportunity x 200 Customers = \$1 Million Dollars
\$10,000 Opportunity x 100 Customers = \$1 Million Dollars!

The lowest amount on this chart is a \$50 product. And at that price point, it takes 20,000 sales – to make a million dollars. *If you sell something for only \$25 bucks, you’ve got to make double that many sales... or 40,000 sales... to make your million.* Any marketer will tell you: it’s not a simple task to make 20,000 to 40,000 sales of any product. Plus, when you’ve got 20,000 to 40,000 new customers, you’re going to have 100’s... even 1,000’s... of customer service issues – *which your new legion of buyers will want handled quickly.*

On the flip side, you only need 1,000 customers buying a \$1,000 product... or, better yet, only 200 customers buying a \$5,000 product... to make your million. Even at the higher price point, it’s easier to get 1,000 to 200 buyers... than 20,000 to 40,000. And your customer service problems will decrease dramatically. That’s why most online and offline marketers sell “premium priced” products. Without them in the mix, it’s virtually impossible to pay for all those cool toys... *the fancy new home, the luxury car, the boats, the gadgets and gizmos, etc.* And how are you supposed to take the fun trips – without a sizable bankroll. **The secret:** Selling higher-priced products.

#2: High-Profit Margins

Unfortunately, you can sell high-priced products – and still not “get rich”. If you’re selling a product, service, or opportunity for \$1,000 that costs you \$995 to fulfill, you’ve lost before you started playing the game.

Smart marketers normally mark up their products 8 to 10 times. If your wholesale cost to fulfill a product is \$100, you should sell it for \$800 to \$1,000. If you just coughed and sputtered at the idea of pocketing up to \$900 “profit” from every \$1,000 sale, it’s time for an attitude adjustment.

Businesses are expensive things to run. And entrepreneurs have (let’s be honest) voracious appetites (in many instances) for the finer things in life. So this \$900 “profit” certainly doesn’t all go into the pocket of the business owner. It goes for overhead costs, marketing costs, advertising costs, and what’s left over gets taxed. Then, if there’s anything left, it goes to the marketer. **So the higher the profit margin, the more money the marketer ultimately gets to keep** – after expenses are paid and the IRS gets its fair(?) share.

If you still have a problem marking up something by 800% to 1,000%, then you may have a problem with your product. *Your product needs to deliver more value than the price you’re selling it for.* For example, if you’re selling a money-making course for \$1,000... that takes you \$100 to create... but the buyers feel they’re getting at least \$5,000 worth of value, that’s a perfect scenario. After all, (smart) buyers value things based on the actual VALUE they get from a product they purchase... and not from the actual cost of the paper, CD’s, and binders you’re presenting it in.

#3: Back-End Marketing

The real money... the biggest money... is in “back-end” marketing. You’ve pulled in a customer through your “front-end” offer... the first item you sold to your new customer. And now they have an experience with you and your company. And, if you’ve done it right, they have a “Wow” experience with you. Now is the perfect time to sell them again.

In fact, in my company, we try to sell them a second product as soon as they’ve purchased the first one. And, as long as they remain a customer, we contact them on a regular basis (at least once a month) with new money-making offers.

After all, it’s 100 times easier to re-sell an existing customer, than it is to get a new customer. But many companies (too many companies) focus 100% of their time on selling, selling, selling to new people and building databases they never touch. Generating a new customer is time consuming and expensive. *But re-selling existing customers can be much cheaper and easier.*

Now, I’m not suggesting that you ignore your front end marketing. In fact, you need to have multiple systems generating new leads and customers for your company. However, once those are in place, make sure you’re constantly dripping new offers, new products, new opportunities on your current customers. The longer you go between contacting your customer database, the more your list “ages” and the bond breaks.

Focus a good portion of your time and energy developing and marketing back-end products to your list – and you’ll pocket huge profits. (Need ideas? What about a deluxe course, a live seminar, a seminar on DVD, regular tele-coaching, live group coaching, one-on-one phone coaching, email consultation, a mastermind group, an audio-of-the-month program, a special club or ‘Inner Circle’ they can join. And those are just a few of the ways to cash in!)

#4: Upselling

When you're making a sale, try to make it bigger. If you've ever called to order something from an infomercial, you probably already know what an "upsell" is. You've called in... they have your name, mailing address, and credit card information... and then they want to offer you more "stuff": Rush Shipping... "Free" trial subscriptions to magazines... a discount shopping club membership... a sample of diet pills... and on and on and on.

This is done to increase the average size of each order. While it's normally done via inbound telemarketing (with leads from infomercials), it's also been effectively used in direct mail and online. Online, you may click an order button – and be taken to a page where you then get to select... *The Basic or Deluxe Package... or the Silver or Gold Package.* The owner of the website understands that a certain percentage of buyers will want the BETTER (bigger, more expensive) package. So just by giving potential buyers the opportunity to buy something else insures that the marketer will increase their overall sales numbers.

In direct mail, it's as easy as adding a simple "Upgrade" option on your order form. Normally, the upsell is less than the actual purchase. This makes the upsell seem minor. For example, if you're buying a \$1,000 money-making course, adding on a \$50 item can seem trivial. However, I have seen some instances where a marketer will sell a lower-cost item – and then include an upsell on the order form that is many times the price of the initial product. For example, the main product might be a booklet for \$97, but the upsell is the DVD set of a seminar on the topic for \$997. While the marketer may get fewer upsells, this does 2 things. First, it makes the \$97 product look cheaper, compared to the DVD set. Second, when anyone does take the upsell, each sale adds significant money to cover the marketing cost of the product.

#5: Continuity Income

A number of years ago, I was a member of Dan Kennedy's Platinum Inner Circle. At the time, I spent around \$10,000 or more, every year, to sit in a secret, closed-door meeting... 4 times a year... with about 10 of the world's top marketers – and marketing genius, Dan Kennedy.

I remember Dan saying, during one of those meetings, that he wished he'd known about the power of "Continuity Income" years and years earlier. *If he had, he said, he'd be "retired by now."*

Well, I wish I had taken his advice then. Fortunately, a year or two ago, I implemented continuity offers into my company – and it has changed the way we do business completely. Basically, a continuity offer is an offer where your customers pay for something on a regular basis. Continuously. For example, website hosting would be considered a continuity offer. Every month, the website hosting company charges the credit cards of all of their clients.

Rick Radditz' amazing new service, [Instant Teleseminar](#), is another great example of a continuity offer. You sign up once for his service – and for as long as you continue using it, you're charged a monthly fee. If you want to start offering a continuity item to your list of products, services are always a good bet.

However, you can also charge regular monthly fees for information products. Derek Gehl of the Internet Marketing Center has launched a new membership website called "[The Internet Entrepreneur's Club](#)" for a monthly fee. To continue to receive all of the benefits of the club (coaching, marketing advice, etc.), you have to continue paying the fee. When customers stop paying the fee – they lose access.

Here's why continuity income is so important: It can be time-consuming and expensive to make a single sale to a single customer. However, with a continuity offer, you only make the sale one-time... but you're paid on your efforts, month after month, for years to come.

Currently, in my business, we have a growing group of valued clients who we sell into our continuity programs. And every month, the amount of money we make... automatically... continues to grow. ***Soon, the automatic profits from our continuity offers will be generating more income than the marketing efforts from our one-time sales.***

#6: Irresistible Offers

A lot of people stress about writing hot-selling sales copy. They buy books, go to seminars, sign up for copywriting membership sites, and ask countless people to review and critique their work. I will admit that it's important to be able to write great sales copy, but recently I stumbled onto a quote by Gary Bencivenga, a world-class copywriter, that hit me so hard, I had to write it permanently on my dry-erase board. The quote is:

“A Gifted Product is MORE IMPORTANT Than a Gifted Pen!”

I've written many, many sales letters that have generated \$500,000 to \$2 million dollars. And I believe, in the business opportunity market, I'm one of the top 5 copywriters. Of course, it took me 20 years to get to that point, but I've been well paid along the way.

However, even with my 20 years and millions of dollars worth of experience, I've discovered that sometimes it's incredibly easy to write a sales letter for a product or opportunity... and at other times, virtually impossible. Sometimes the letter “writes itself” (as my Chief of Operations says) and at other times, I struggle to find the right words.

When I have to struggle, I almost always re-assess the project – and either scrap it or re-vamp it. And when it's easy to write, well... it's almost always a winner.

The key is to create irresistible offers. Create an offer that your prospect simply can't turn down. Make them salivate. Get them so excited, that they can't wait to finish reading your letter to buy. Just like the old Ron Popeil infomercials where you get the full set of knives, a second set for a friend, the cake decorating kit, the pocket fisherman, a “handy” recipe guide and...

“But Wait! There's More!”

How do you create the “irresistible offer”? There are many, many different ways. Here is just a quick sample of a few of the better ones:

Add a “Free Bonus”. Pile on the bonuses. Make them valuable bonuses people will hunger for. Give a strong risk-free guarantee. Multiple guarantees. A better-than-risk-free guarantee. Give them a high-value package and drop the price. Steeply. Cut the price in half. Then half again. Find a way to make it “free”. Make it super easy. Deliver a “Magic Pill” that gives them the result they want with virtually no work or effort.

If you spend your time crafting an irresistible offer, you'll find that writing the sales letter or ad to promote that offer will be much, much easier. And you'll convert more prospects into buyers. And put more cash in the bank.

#7: Become a Student of Marketing

All great marketers are like sponges. They're students of marketing, constantly soaking up new information.

Unfortunately, many people who want to become successful marketers find it difficult to step out of their shoes as a "consumer"... a "buyer"... and transition into the shoes of a "marketer". Instead of dissecting how they're being sold... investigating the business model used to take them from an initial contact... to a front-end sale... to multiple-back end sales... with upsells and cross-sells... and continuity offers... and on and on...

...They continue to act and re-act like buyers.

If you truly want to make millions, you need to start watching what other marketers are doing – “look past the sales pitch” – to the mechanics of the marketing. You can even do this without buying a book or course. Simply watch how you're being sold... step-by-step... and you can discover a company's or individual's marketing model.

Once you understand the basic marketing models, you can plug in your own products, offers, and opportunities – and generate your own windfall of profits.

The key is to never stop learning. Keep your eyes and mind open – and you can discover amazing techniques that can help you make more money in a month... than you've made in an entire year.

Jeff Gardner has spent the last 20 years researching, developing, and sharing wealth-building strategies and secrets with clients all over the world. An entrepreneur at heart, Jeff started his own business with only a few hundred dollars – and since then, has generated millions of dollars in sales, promoting everything from information products to Internet advertising.

Today, Jeff is a “Financial Freedom Coach” whose main goal is to help his clients discover fulfilling, enjoyable ways to make money – and create the lives of their dreams. He's focused his time and energy to help people find their passion – and turn that into real wealth.

Jeff has been featured on TV, radio, and in magazines. Recently, Jeff was featured in the books, “How to Get Rich on the Internet” (Parthenon eMarketing Inc.) and “Walking with the Wise Entrepreneur” (Mentors Magazine). Jeff is also a highly acclaimed professional speaker who has taught his financial freedom philosophy to audiences all across the United States. He has shared the platform with many well-respected wealth-building experts, including Dan Kennedy, Ron LeGrand, Russ Von Hoelscher and many, many more, and is founder of the Seven Figure Seminar Series.

For more information on Jeff Gardner's newest Seven Figure Seminar, visit his website at:

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