

Selling The Secret Sauce

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How A Lazy Guy Like Me Outsell Every Other Player In My Industry Using An Age-Old Secret Without Using Tones Of Traffic No Army Of Affiliates No Heavy Advertising Budget No SEO Mumbo Jumbo No Outsourced Slaves And Definitely No Expensive Copywriters! If You Are Tired Of Getting Bread Crumbs Sales and Being Paid Peanuts, Then This Technique Will Work Like A Charm... All You Need Is Some Common Horse Sense! If you want to get more sales every day, but dont want to slave away your time to earn it, then what Im about to share will make you rich. You may know by now that millions of dollars exchange hands on the internet every day - even during the recession. Information marketers make a killing online because they keep nearly 100 of profits selling directly to the consumers. Yet, they pay almost nothing for overhead and only a percentage of sales to affiliates. Yet, if that is true, why do you have a hard time selling your own digital products? You create a product write a sales page push some traffic and you get 2 sales?! Does it look to you that the only real way to make big profits with information products is to sell how to make money information or to become a Guru? Well, I got news for you! If you considered abandoning your niche market to enter a new one, then you might be choking the goose before it lays your golden eggs. Youre probably very close to success and missing just one key ingredient. It took me years to discover this, but if you use this, you might be able to make a fortune in your niche market and retire a wealthy person. The Secret To Manufacturing Deep Desire Which Compels Your Customers To Pay A Kings Ransom! Its a known fact that you must sell information which people really want. But what you might not know is this desire can be manufactured in just about any niche market, regardless of how small or big the market is. But heres the caveat You cant just sell any kind of information, you have to sell SECRETS! Human beings have an insatiable desire for information that is unknown, hidden, even stolen from them. Once you associate those secrets to your products, you own the unfair selling advantage because your customers will always fall victim to wanting something they could not have. Now if youre still reading, you are one of the 10 who really understands the potential of the information above. Most people never get it, but the few who do understand this key insight have the power to print money. Heres Proof! * Victor Schwab, the famous veteren copywriter of the early 20th

century, made a list of profitable headlines before he died. Out of 100 of his best headlines, 41 of them implied hidden information which the common reader knows nothing about. Victor Schwab was known to sell millions of copies of Dale Carnegies How To Win Friends And Influence People and made it a best seller in 1930. * In 2006, the movie The Secret started a global phenomenon. The book sold 4 million copies and almost 2 million DVDs of the film by the same name. Not only has it become a huge hit in the self-help industry, revitalized the New Thought metaphysical industry, but it has also been referred to as most successful viral marketing case study of all time. There are many other examples that I can quote but I believe you got the idea. You can make a killing just like the people above by repositioning your product and selling it as a secret. Heres the bad news though Its not enough these days to just call your product a secret to make money. If it was that easy, everyone would sell a product by abusing the word. Done incorrectly, it can even create confusion. You cant yell Secret throughout your sales copy just like you cant say Limited Time Offer when you still have 6 months to sell the goods. People will feel your product is full of hype and think its full of empty promises. But theres another way to add the secret sauce using a more covert and subtle approach. In fact, almost no one recognize this tactic being used on them until they made a commitment to buy. And the best part is Not only am I going to teach you how to sell your information products but after you read this page, youll know how to use this to snatch your prospects attention, reduce refund rates, increase your prices, and make your customers take that leap of faith to buy your products. Introducing Selling The Secret Sauce! Selling The Secret Sauce - This product is NOT about techniques which requires you to spend more money - This product is NOT full of information found in your standard copywriting course - This product is NOT a large curriculum that take days to study - This product is NOT difficult and impossible to implement - This product is NOT for people who are not bothered to even test the techniques Selling The Secret Sauce is a condensed compilation of proven tips and strategies you can use immediately to position your products for better sales, higher profit margins, and greater perceived value. Heres A Sneak Preview Of What You Will Get: How to get ahead of other information marketers using this truth which no one talks about openly. 4 types of subliminal devices you can use immediately to grab attention keeps your customers so intrigued they can never sleep until they buy your product. 22 ways to induce a buying trance in the first 4 seconds 18 suggestive words to paste into your copy and watch conversion climb as you use each one. 14 secret techniques to make your prospect excited with anticipation and ready to bolt across the room to buy your product. 19

tactics to turn on your customers greed glands and make them go into a compulsive buying frenzy. How to take any mundane ebook and turn it into a confidential report packed with insiders information within 10 minutes. Top 13 things you can say to intensify your prospects desire makes them want your information even more. 11 ways to tempt your customers to buy no matter how skeptical, sophisticated, or cheap they may be. 16 ways to influence your customers buying decisions in a split-second suppresses buyers remorse and even makes your customers think it was the wisest investment they ever made. And much, much more

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