

## Warning: The interview you have just received has the potential to *multiply* your profits if you use it correctly.

How much profit do you make from a typical set of articles or blog posts? Most bloggers I know (including me!) would be happy to make a few dollars a month from each article or blog post we write. That's before the ad publishers, PayPal, Clickbank, etc. take their cut!

Yet, Ben sold a PDF document for \$197, generating over **\$40,000** in sales while selling just 250 copies. You can make a similar PDF document from a series of articles, or do what my friend (described in the sales letter) is doing – writing a series of 52 short articles, putting them in Aweber as an autoresponder, and selling access to the autoresponder series as a small monthly fee!

In other words, there are *many* new ways to make a lot more money than you are currently making from writing articles or blog posts.

That's why the concepts in this interview – while seemingly deceptively simple – are the secrets that top Internet marketers use to make a real living online.



### Ben's Successful Marketing Rule #1: Don't call your ebook an ebook. (Same goes for membership sites!)

What's the perception you have of an ebook? Probably, a cheap PDF document consisting of a few pages, likely poorly formatted, and sometimes containing grammatical errors. The perceived value of an "ebook" is low.

Ben suggests calling your product a "system" instead of an ebook. A "system" has a much higher value. That value is implied because a "system" gives you a roadmap to success.

Other words to use include "report", "formula", and "manual." Use words that drive the *perceived value* of your product higher.

*What's your perception of an ebook?*

## Ben's Successful Marketing Rule #2: Develop your story.

Your ~~ebook~~ system should have a pain point behind it. It's better if that pain point is something you or someone you know has personally experienced. For instance, the pain point that Ben chose to address with "Think Two Products Ahead" was seeing his sales diminish and having to constantly create new products to keep up his revenue stream. So he developed a system to help other content creators not have to continually struggle for revenue.

Create a story that your readers can visualize. We can all visualize the pain of having to create new products because our current products are a one-time payment. Write your own story of pain with passion and connect with your readers in your sales page.

## Ben's Successful Marketing Rule #3: Find out which story you want to tell.

There are two primary stories that successful marketers tell:

1. My product has wonderful benefits that are difficult to achieve, so pay us and we'll do it for you.
2. There's something totally easy you can do to [make more money; gain more business]...if only you know what to do! There's a "secret sequence" you're missing to how to make money, and we have the manual for your success.

There are benefits to both markets, and one is not necessarily better than the other. Which market are you? Take a moment now and think about this, and write your answer here:

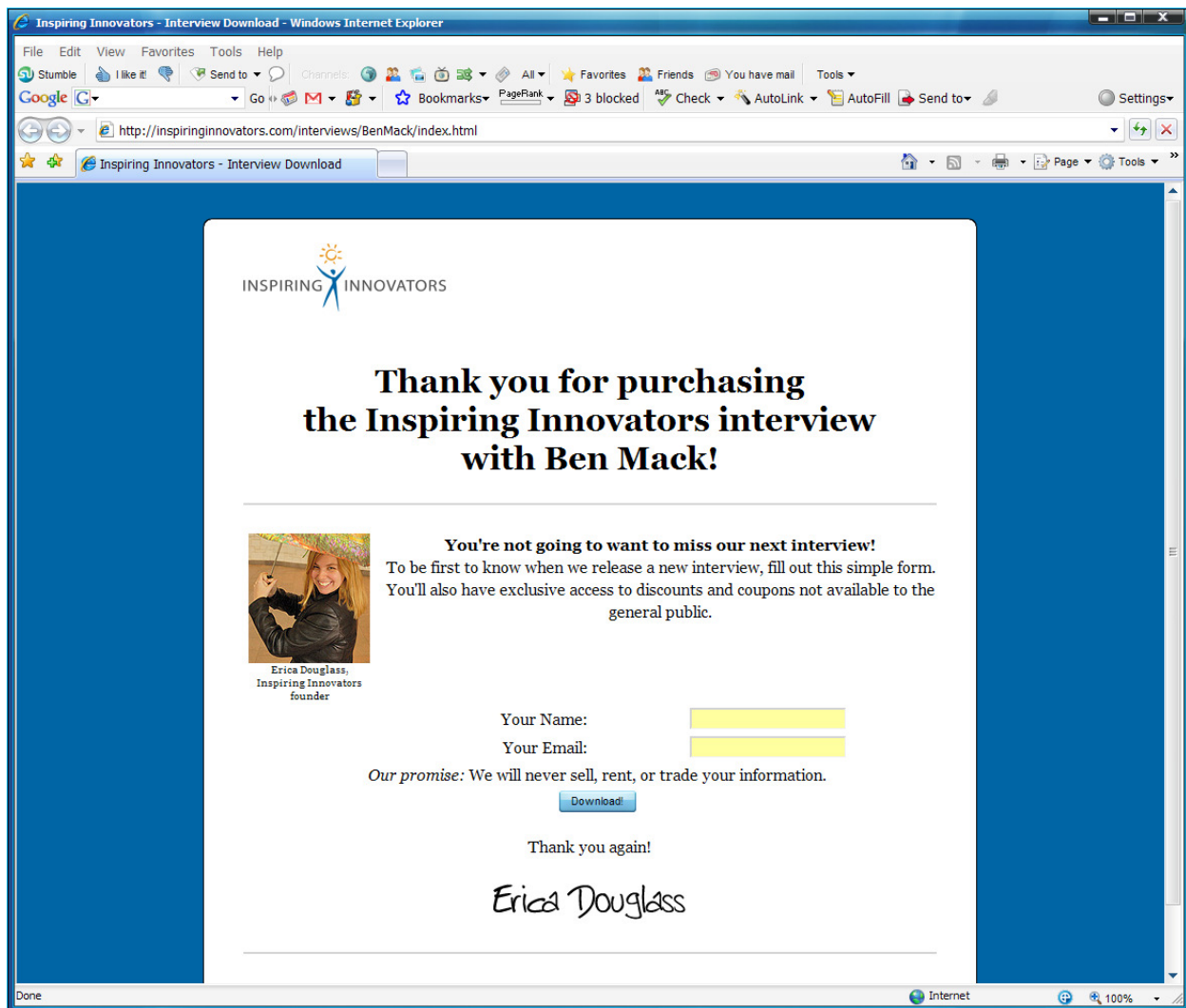
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If you wrote something like "My product has elements of both markets", that's a *good* thing. Believe it or not, that answer means you have the seeds to a second product in the wings. Your first product should be the "manual" product – teaching your customers how to do something themselves.

Of course, some of your customers may not want to do everything themselves. That's your opportunity for an upsell. Simply create your next product around doing the thing they hate doing – for them. Build software and/or train inexpensive labor to do the job for them. Systematize it as much as possible.

## Ben's Successful Marketing Rule #4: Always have your next product in mind.

How do you find the customers who want the upsell? First, it's key that you put an opt-in form on your download page of your product so you can stay in touch with your customers. I don't recommend forcing your new customers to opt-in to receive your product. Make it optional.



*Here's an example of the optional opt-in form we use here at Inspiring Innovators. You don't have to opt in to download the interview, but we encourage you to.*

Then, I recommend giving a free small bonus to those who answer a quick survey. Mail it to your list a day or two after they purchase. (Use your mailing list software's autoresponder feature to set this up.) Your bonus can be a short report delving a bit deeper into a topic you covered, or a personal story of how you solved a related problem.

Make your survey *short*, and emphasize in your autoresponder email that it will take only a few minutes to complete. You want their name, email address, and answers to a very few questions. Try these questions or create your own:

1. Now that you've had a chance to review [product name], what other questions do you have regarding [problem you created your product to solve]?
2. What was your favorite part of [product name]?

3. What one additional feature would you like to see in [product name]?

You don't even have to ask all of these questions – but here's what each question/answer combination does for you:

1. "What other questions do you have?" gives you additional product ideas **that you can sell to the same person now that they have bought your first product**. This is probably the most important question to ask!
2. "What was your favorite part?" gives you additional ideas to tweak your sales page, and may also potentially lead you to new product ideas.
3. "What one additional feature would you like to see?" gives you additional profit potential for the same product. For instance, if you're selling a \$27 product, fulfilling those additional feature requests in the next iteration of your product may make your product worth \$47...*or more*.

Best of all, this survey is unobtrusive, since it's optional for your customers to complete, and sets your customers up for a win-win situation...they get free bonus content for giving up a few minutes of time, and you have a treasure trove of answers potentially worth thousands of dollars for no additional R&D cost.

From this, you can create your next product.

## **Ben's successful marketing rule #5: The difference between a \$7 ebook and a \$197 system is...**

How much it's going to make you.

And how you market it.

But what if you're not a two-time American Marketing Association national winner? Don't worry, you can still write great copy. What is your audience's largest problem, how has that problem affected you, and how does your product solve the problem?

Be engaging and personal, but don't be self-deprecating. Adopt the attitude of "I had this problem and I figured out how to solve it. Here's my solution." If needed, find experts and interview them about how they solved this same problem –having other names attached to your product can also help you.

Ben says, "Everything in the framing, everything in the description is either contributing to or detracting from somebody's likelihood to give us money." By the end of your sales page, your customer should be confident that not only with this system help them, but that you are a trustworthy person. Focus on that!

## Ben's successful marketing rule #6: Start with something that has been proven to make money.

What other products are out there in this market? Don't just look at web pages about the issue – but what are others *selling* in this market? Check Amazon.com for published books, ClickBank and PayDotCom.com for other ebooks on this topic, and check out what's actually selling. That's what Ben calls "the relevant truth."



*"Virtually everybody is open to the possibility of feeling better."*

## Ben's successful marketing rule #7: Make your customer a hero.

One of Ben's most successful marketing products was a company called Yomega. They had invented a new yo-yo technology. Instead of selling the technology, however, Ben helped Yomega create a series of videos that showed kids in playgrounds demonstrating the new tricks that the yo-yos made possible to learn in a fraction of the time.

Your system will likely be a problem that you've solved and want to help others solve. How were you the hero in that situation? Think about that, and then reframe it in terms of how your customers can become heroes. Don't talk about technology or features; talk about how your customers will feel once they buy your product. Will they have more time? More money? More freedom? Will they feel better? Articulate these feelings clearly as part of your story.

Ben says, "Virtually everybody is open to the possibility of feeling better. To the extent that you are able to get your prospect to see themselves as being successful, is the extent that I think you're likely to make a sale."

## Ben's successful marketing rule #8: Determine what the purpose of your site is.

Do you have a website simply to show that your company has a web presence, or is your objective to make a sale? Perhaps your objective is to educate customers. Each of these sites will have a different look and feel – from a typical corporate site, to a sales letter, to a blog and/or social media presence. Clarify your goals *before* you set up a site.

## Resources

If you're feeling the pain of a poverty-level income writing articles, you're not going to want to miss your chance to get more help from Ben!

- 1) **Free Nitro Quattro video:** As mentioned in the interview.  
<http://inspiringinnovators.com/go/nitrovideo>
- 2) **Aweber:** Use this to create your autoresponder series.  
<http://inspiringinnovators.com/go/aweber>
- 3) **What do Coca-Cola, Jeep Cherokee, Krispy Kreme and Michael Jordan all have in common?**  
Find out in "The Relevant Truth" -- the only place you'll learn the TRUTH about what kind of products sell...

Thousands of dollars of value (31 MP3 audio files and 7 PDF documents), priced so low I can't even mention it here. If you are serious about never wanting to work again, and creating income streams from your ebook, this is what you want!

But don't take my word for it. How about T. Harv Eker...multi-millionaire and best-selling author?

"Ben Mack will teach you how to turn every first sale into residual streams of income with products and services that literally compel a second, third, and fourth purchase."

**T. Harv Eker , #1 NY Times Bestseller, "Secrets of the Millionaire Mind"**

Create an amazing living from just ONE ebook...do not miss out!  
<http://inspiringinnovators.com/go/relevanttruth>

Best wishes!

*Erica Douglass*

P.S. Don't waste any more time! Go to <http://inspiringinnovators.com/go/relevanttruth> and get **7 specific** ways to create continuous desire for your products -- so you don't have to keep creating new products!