

**IT'S  
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My name is Armand Morin, and I want to thank you for downloading this special report. I don't want to waste your time, so let's get right into the reason why you downloaded this.

Let me ask you a question. **Does this sound familiar?**

You've been marketing online for quite some time. You've tried all the various methods. You've tried all the programs. Maybe you've even spent thousands of dollars on programs promising you the world and you still have absolutely no success or at least not the success that you've wished or hoped you would have obtained by now. So the question is:

## **What's The Problem?**

You know others have done it and, obviously, they all can't be lying about their online success. You see it every day. There are people that have been doing this for years and years. I've been marketing online since 1996. That's over 15 years of doing this full time, and I've generated millions of dollars online.

Me saying that probably doesn't make you feel any better, but the fact is it's true. But here's something else I want you to understand. I've taught literally hundreds of thousands of people how to succeed online.



My methods are a little bit different than a lot of the people that you may see on the Internet, because I base my methods off of principles rather than tactics, and that makes a huge difference. So, again, back to our question:

## Why Haven't You Succeeded?

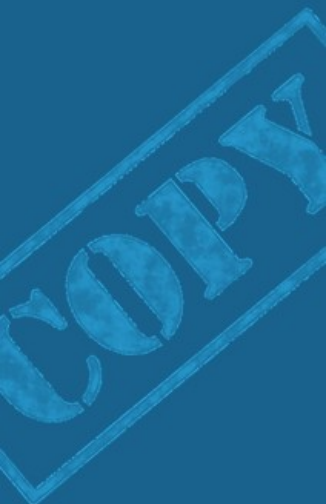
That's the question that I want to answer today.

First of all, I want to be very clear about something. **IT'S NOT YOUR FAULT.** I've thought about this for a lot of time, and it's really not you. That's not the problem. I believe that any person can succeed on the Internet today.

The problem is simple.

**It's not money.** You don't need a lot of money in order to create a successful business on the Internet. Don't get me wrong, you do need some, but the fact is you don't need a huge amount of money in order to succeed. So, money is not the issue as to why you are not successful.

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**It's not connections.** A lot of people think, "Well if I just knew the right people then I too could succeed on the Internet." And you know what? Connections are not the answer either.

How about knowledge? A lot of people say that's what it is. Well, you're getting closer. It's **SPECIFIC KNOWLEDGE** about how to do things the proper way, and I'm going to talk about that throughout this report.

The fact is, after all is said and done and after analyzing why people weren't succeeding, I came up to really one simple answer. **It's the models** that people have been using. Let me repeat that. **It's the models** that people have been using. That's the problem. It's the examples that have been set in front of you that are the problem.

Here is typically what is happening on the Internet today and, quite honestly, I find it very disturbing.

We all see various types of models being promoted on the Internet and typically what a prospect will see is someone telling them that their way is the proper way to do it, but where's the reference point?

When you see a person using a particular model, you don't know if that model is actually working or not. **That's the problem.** We don't know the

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background of that model because no one on the Internet openly states on their website, “Hey, this particular model is working for me and it’s working for me tremendously.”


They don’t put up signs like that, and they certainly don’t put up signs that say, “This model sucks and you shouldn’t do it.” That’s not what happens. We all know that.

## **So, What Do People Typically Do?**

What I have discovered is the Internet is primarily based upon a “me too” or a copycat-type mentality. Meaning, you see somebody doing something on the Internet, your first instinct, your first natural instinct, quite honestly, is to copy what they are doing.

Now, I want to explain something about the copycat mentality, because a lot of you may be reading this, and you may be thinking, “Well, that sounds pretty harsh. I’m not a copycat-type person.” Yes, you are. In fact, I am too, because that is how we were raised.

When you first learned to walk as a child, you weren’t innovative and you didn’t have this creative thinking going on for you. You didn’t just come up with a brand new method in order to walk. No. You looked at what other




people were doing and, eventually, you started walking by doing what they did.

When you learned to eat, when you learned to tie your shoes, you copied what someone else was doing.

When you went to school, you were taught by someone telling you that you should copy the way that they think about how to solve a problem. Or when you learned to read, you were taught how to copy the way a person thought the proper way to read is.

We are brought up in a copycat world. This is how we have been taught to learn. We have never been taught to be innovative. We have never been taught to be creative. In fact, we were simply taught to “do what I do” and you too, will get what I have. That’s the way it’s always been.

The fact is, if you don’t know the results of what you’re copying that’s when you have a problem. The models that are being displayed on the Internet today are the problem, because we don’t know if they work and we don’t know, more importantly, the bigger impact that using these models can have on the long term affects of your business.



Typically, what people will do is they'll see a model. They'll attempt to replicate it. They don't know all the facts, and when they try it, they ultimately fail. Why? It's because the model failed. They didn't fail. They did it the right way. They executed it perfectly, except it was a poor model to begin with.

This report is really about models, and what I want to do is talk about the various models that I've seen on the Internet lately — the pros, the cons, the good, the bad and the ugly about each one of them.

You'll quickly see that some models have certain advantages to them while other models have very few advantages to them and, in fact, are very detrimental to your business and can actually harm not only your business but, more importantly, your reputation.

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# The \$37 Model

Let's start off by taking the first model that I see happening on the Internet. I call it the \$37 Model. The \$37 Model works this way, and you probably all have seen this particular model.

You go to a website, and they have a fantastic product. Maybe it's a software. Maybe it's a push button-type of report basically promising you the world. All you have to do is buy this product, because here are examples.

Here's \$400,000 that I made in the last 30 days with this particular product and you can do it too. Then they'll show examples of a bunch of people saying, "This person is great. Here are my ClickBank screen shots." Therefore, you too can do this if you pay \$37.

That sounds kind of fishy to begin with. Do you really think that someone that has made \$400,000 in the last 30 days is going to give you their ultimate secret for \$37 bucks? Probably not; that's really not what it is.

Now, I have bought a lot of these courses out of curiosity because I want to find out if it's really true. Could I be wrong? Well, when I purchased them I found out that the claims were greatly exaggerated.

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In most cases, I already knew the technique. I already knew the method. I knew how well it worked. And I knew no matter how much you scale it, it's still not going to produce the type of results that they claimed, but they got my \$37. In some cases they got even more than that. Let me tell you about the rest of the \$37 Model.

## Here's The Part Which Pisses People Off

After you have purchased that \$37 product and before you can actually get to the product that you actually paid for, what happens is you're presented with an up-sell. "Hey, because you just purchased my product today, I am going to give you this great bonus that's going to do all the work for you that I talk about in this \$37 product. You can get this for \$97."

Then you have a choice. "Yes, I would like to purchase this in addition" or, "No, I do not want to" and, typically, the no is in really small letters that you have to squint your eyes in order to actually see it.

Then you decide you don't want that. So you're taken to another page. "Well, if you don't like that offer, how about we do this for you. I'll take a little bit off this other offer that we just offered you, and I'll give it to you for \$67. Then you read it. "No, I don't want that option either."


Then you click no and you see, “Well, how about this offer? This one is only \$47.” You click no again. “How about this one? This one is only \$37.” No. “How about this one it’s \$27?” No. How about this one? “This is my \$500 a month coaching program.” You’re thinking, “No, no, no, no, no, no, I don’t want that!” Ultimately, in the very end, you finally get to the product that you originally paid \$37 for and you finally get it.

Let me ask you a question. What would happen if when you purchased an airline ticket from Delta, they presented you with 10 or 12 up-sell offers throughout that checkout process. How many customers do you think would leave Delta immediately?

Or what if you went to Wal-Mart to buy something, and you bought the product and paid for it. You gave the cashier money for that particular product. She is about to hand you the bag with your product in it and says, “Hey, before I give you this, would you like to buy all this other stuff for four or fives times the amount that you just spent?”

You’re like, “No, I don’t want that.” “Well, how about this. Would you like to get these other products for a lesser amount? How about this product, or how about this product?” She asks you nine, 10, 12 times if you’d like to

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buy that product. How often would you go back to Wal-Mart if that happened every single time you went? Probably not very often.


Imagine going to a car dealer and buying a car. Then just as you're getting ready to jump into that car they shout, "Wait, wait, wait, we've got a better car for you. I should have sold you that other car originally because that's what you really wanted, but instead what I'm going to do is sell you this car. I sold you that car because, well, it sounded better at the time, but I really want to sell you this car. This is the one you want."

You're like, "No, I'm happy with this car." Then they say, "Well, how about that car or how about this car?" They literally walk you all around the lot trying to get you to buy another car, even though you just paid for the one you got. How often would you go back and buy a car from that place? Probably never again.

In the real world that doesn't happen. Sure, we get some up-sells. For example, I was on a United Airlines flight recently, and I checked in at the kiosk like I typically do. When I put in my flight information they asked me a question right on the screen in front of me.

They said for \$150 would you like to upgrade to first class? And, I said, "Why yes, I do." It was on a trip from London to Raleigh, North Carolina.

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A blue-tinted photograph showing a hand dropping a coin into a piggy bank. The piggy bank is white and has a pig-like face. The background is a soft, out-of-focus landscape.

That's a bargain and a half. I bought it in an instant. Why? Because it had tremendous value to me, and they asked.

So, asking a person is not a problem. I have no problem with up-sells. In fact, when you go to Amazon, they may say, "Hey, people who have bought this book have also bought these other books." That's natural. That's okay, but they don't do it 9, 10, or 12 times before I finish. They give the option. They give the option to upgrade, and it's my choice to upgrade or not.

With this \$37 Model, it's still your choice, but they make it feel like after you purchase the original package you could have gotten a better deal. You always want to upgrade. You upgrade, upgrade, upgrade throughout this whole process and that's really what makes people mad.

It's not the fact of selling a \$37 product. I have no problem with someone selling a \$37 product. That's not the issue. I don't even have any problem with going through an up-sell. In fact, I highly encourage that you do.

You may even put a down-sell where after a person buys, you might want to offer them another product. I totally agree with that, but that's about as far as I go. With this \$37 Model what happens is something else, because when people buy from you they were presented with 9, 10, 11, or 12 up-

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sells. Well, quite honestly, you pissed a lot of people off. That's the fact. You pissed a lot of people off in that process, and they will never do business with you again.

## **What Did This Particular Product Offering Actually Cost You In Real Money?**

The fact is that it cost you probably hundreds of thousands of dollars if not millions in future sales, because a large percentage of your audience will never, ever buy from you again. So you just ruled out a large number of people that could have represented a lot of money in future sales.

That's the bigger cost of a \$37 Model launch that I've been seeing a lot of on the Internet. In fact, it seems like there's a whole group if not a whole segment of the market that believes that this is the only way that they can sell a product or service.

These are some very talented people, but I, personally, don't agree with it, and I don't believe that's it replicable. You cannot duplicate this model. You see a lot of people that say, "Oh, they probably made a ton of money." You see, people try to justify their actions with money. That is not how you justify your actions. You cannot justify your actions with money.



You have to justify it by the value of your product, first and foremost, and number two, how you treat your customers.

In this example, the model fails for two reasons.

1. The value of your product is poor to begin with. *(Typically, in these types of offers.)*
2. How you treat your customers. *(I think I've already talked enough about that.)*

When people see the \$37 Model they think it's working, and it does to some degree, because there are people making a lot of money using this model. Is this the correct model that you can duplicate easily and quickly for your business? The answer is no.

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# The Product Launch Model

There is another model that's been very popular over the last few years on the Internet, and there's nothing wrong with it. I want to tell you that right now, but there is an issue with it that you need to consider.

Now, I am all for product launches. You're reading this report right now as part of a product launch for a product that I'll be releasing in the near future. So, like I said, I'm all for the product launch process, but before we get into that, let's talk about the model itself.

If you are not familiar with the product launch formula, I'm going to give you the short version of what it's all about. There are a lot of people that can give you a much more detailed account of this, but I'm going to give you a short version. Typically, a product launch goes something like this.

You might release a report, like I'm doing here, or you might release a video. That will be the first in a series of additional training that you're going to give over the next few weeks or few days. Each time you release something, it gets people to look at it and acknowledge the fact that essentially you know what you're doing.

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So, it builds a lot of credibility and, certainly, it builds a lot of goodwill at the same time, whether a person buys your product or not. So it's great that you're giving great information out to the public.

At the end of this series, it could be three videos, four videos, five videos, whatever it may be, you would ask for their name and email address throughout this whole series. Then you would have a special day where you launch your product.

Well, on that special day you launch the product, you tell everyone that it's open for business. "You can buy it now. You have about a week or so to take advantage of this particular offer and after a week, I'm going to shut it down." That's it. So, it's a launch in many ways.

Typically, the way people launch this type of product is they will launch it for a week and then they will close that product down, maybe for good in some cases and in other cases they may reopen it at a later time, and we'll talk about that in just a moment.

Like I said, the model works. It's been proven. Many people have done it. I have done it in the past, and it certainly does work. The key to this is having a good product to begin with. That's where it all lies in is the actual product itself – value.



The next part is where I have a problem with this particular model. You have to have a high-end, high-ticket product in order to make this work. People are not going to help you promote a particular product if it's not a high-end product. That's a problem.

For you to try to duplicate this particular model, chances are, you probably don't have a high enough high-end product in order to make this model work for you.

## Some People Lie!

The other problem I have with this particular model is that some people blatantly lie to their prospects and customers. Now, you're probably asking, "**What do you mean by lie?**" What I mean when I say "lie" is they say things like, "Well, we received so much traffic yesterday that our servers went down. Therefore, we're going to extend this for a couple more days."

I just have a hard time believing that **EVERY** time a person does a product launch that their servers go down. If their servers are going down with that amount of traffic, then they probably want to rethink how they're running their business on the Internet and get a better hosting account, so I don't believe that. That's one particular case.

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The other bigger issue I have is when people launch a particular product, and they'll launch it for let's say seven days. Towards the latter part of that, maybe the last two-three days, they'll tell you they're going to close on Tuesday and then it typically closes on Tuesday. That's fine, no problem. Where I have a problem is when it's planned that they're going to reopen in three days.

Now, they didn't tell anybody about this, but they planned that they were going to reopen. The fact is that it appears to the audience you lied. Let me explain something, YOU DID! That's the fact. They already knew that they were going to open it up three days after they originally shut the doors.

Three days later they open up the doors and here's what happens. They send an email out saying, you know we had a few people refund so what we're going to do is open it up for another two days and then we're going to shut it down for good.

I know the model works and I know people get sales from that, but for me it's blatantly lying. Let's call it what it is. **You're lying to your customer.** You've had this planned. If you would have just come out and said I'm going to open it up for seven days, and we're going to see how sales go; if

we have enough space or if I feel we can get a few more sales, I'm going to open it up again for a couple more days.

I mean that would at least be honest, wouldn't it? I think people would appreciate it if you were just honest with them and said, "Hey, I'm shutting this down, we're going to calculate the sales and then we're going to open it up for two more days in a couple of days. If you're still interested in this, stay tuned, because we may open it back up in two days for a few days."

**People would love that.** People appreciate honesty. I know I do! That kind of integrity would be a breath of fresh air.

The major problem I have with a launch-type model is the fact that **it is not a business.** I know people do it a lot, but it's not a business. It's a method. It's a tactic. It certainly is strategy, but **it is not a business.**

You can't repeatedly do product launches every day or even every month for different products in the long term. It just doesn't work that way, because it's not only your time and effort, it's other people who may be promoting your products and services and eventually they're not going to want to promote anymore because they're all promoted out. So, this is not really a true business.

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**It's a great launch strategy**, and I absolutely agree with the fact of doing it as a product launch and spreading awareness very quickly, but it is not a long-term business model. It's a periodic business model, meaning you bring it out once a year.

You could even possibly do it every six months, but even then if you do it every six months, that becomes very predictable. In my opinion, once a year is plenty. Yes, you can absolutely make a fortune during the timeframe of your launch, but again, it's not a long term business model.

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## The \$27 Model

The next model is the \$27 Model. Now, this model has existed for a long time, as long as I can remember, where people would typically produce an eBook. For the most part, the eBook is the type of product that people would promote using this model.

The product cost is \$27. No problem, pretty clear, and understandable.

You get an eBook in return for the \$27; it's straightforward. The problem lies in this. It's tough. When you're just getting started on the Internet, you have to look at what's going to bring in the best results for the time and energy that you put into it. Let me ask you a question.

If you wanted to make \$100,000 a year in your Internet business — and that's a great goal for most people — how many \$27 products would you have to sell?

**3,703** — that's a lot of sales.

I know there are people doing this on the Internet. In fact, with every single model we're talking about, you can find people that are doing it very successfully. The question is, **is it duplicable?** The answer is no. You

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see, with a \$27 Model, you have to sell a lot of product in order to make this work. The other part on this to remember is, if you have other people promoting the product for you on an affiliate basis, you're typically getting only half of that. You really have barely enough money left over to advertise!

Here's a small fact for you. After doing a lot of research as far as advertising on the Internet, I've come up with a very simple solution. **You need to earn at least in \$13 to advertise and earn a small profit.**

\$13 is the absolute minimum you need to earn. I've tried to it with less and in every case, I ended up losing money because I didn't have enough profit to work and to advertise with.

**You need that extra money.** You need more money coming in. If you used a \$27 Model and paid half of it in commissions, you have \$13.00 left over for advertising and hopefully a small profit. That's not very exciting at the end of the day. You make a sale and you can count that you're putting \$2.00 in your pocket. It just doesn't work at all.

Yes, people can make money with it. Yes, you may think that it's easier to market a \$27 market, but let's just stop right there for one moment.

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As I said, with a \$27 Model, you may THINK that it's easier to market, but the reality is that it's not. It's just as hard to sell a \$97 product as it is to sell a \$27 product. You still have to advertise the same amount. Your conversions at the end of the day are going to be about the same.

If we go by averages on the Internet, your conversion rate will be about 2% to 3%. You're going to have the same conversion, whether you sell a \$97 or a \$27 product.

The difference is obviously value. If you're selling a \$97 product, you're going to need more value in order to make it worth it to people. So, with a \$27 Model you are doing the same amount of work, except you're receiving a very small portion of the returns because you just didn't price your product high enough, or you didn't spend the extra time to create enough value in it.

Yes, there are cases where I think it's appropriate to have a \$27 product. I think every now and then if you come up with a low-end product, you'll get the people who couldn't afford a \$97 product. I do believe you should have products at various price points, but if you're trying to build your entire business around \$27 products, you are going to have to face that it's just not going to work.

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## The PLR Model

The next model is the PLR Model, the Private Label Rights Model. I actually like this model. I think this is amazing because you can go online today, and find products that you can buy for between \$7 and \$10. And for that, you'll get the product and the website.

In some cases, they're good products. You simply need a hosting account, a payment processor and you can start marketing that product almost immediately. So what's the problem then?

### **If this is such a fantastic model, what's the problem?**

Well, it's the fact that because everything is done for you, no one wants to put any work into the product. You can always make a product better and with a Private Label Rights product. I don't believe that buying and reselling it should be the end game.

I believe that you should take a look at it and see how you can add more value to it because they're written very generically most of the time. If you can add more information to it, and possibly get together with an expert who knows a little bit about that topic by either paying them for their time or interviewing them, that would make the product better.

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The biggest mistake and number one thing I see with this model is they keep the name of the Private Label Rights product that they bought. The second reason why this is a difficult model for people and they can't make it work is because they don't spend enough time on the marketing side of it, meaning the website look and feel. So, your product is named the same as thousands of other products out there in the market.

### **What Makes You Any Different? Nothing.**

Therefore, whoever has better rankings in the search engines or whoever advertises the most wins. Again, not a very good idea.

When you get a Private Label Rights product, the first thing you want do is change the name of product, then see if you can add more content to it and finally redesign the website to make it look unique. If you did those three things, you would have a much better chance at success with this model. Because it's a Private Label Rights product, depending on the product it could have a big price range. You could have a \$27 product or you could have a \$100 product or even more.

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I believe in this model greatly, but the execution is the issue. People just won't execute or have not executed it very well; therefore, they don't succeed.

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## The FREE Model

Another model we want to talk about is the Free Model. We see Free Models work all the time. We see Facebook, we see a lot of things free... free, free, free, free, free, free, free, free. Blogs, free...free, free, free, free.

I think the Free Model is really a wave of the future if done right, but what most people don't understand is that by giving away things for free, you train your list to want more free things. Therefore, when you ask them to buy something, they rebel against you. That's a big potential problem.

We can't just offer everything that we have for free, of course. A business is about turning a profit, so what we need to do is mix that up – a Free Model with a paid model. Maybe offering something free on the front end is fine, then on the next page offering them a paid product; that's okay too. That's very typical online. It's not a big mind shift by far.

If you put a lot of things out for free, you may want to do things like that in order to build a list, but also give them the option. Inside that free item, give them a way to buy the paid product. You see, the Free Model can be done, and it works very well if you have a way to monetize it on the back end.



So whenever you're thinking about a Free Model, it shouldn't be the end game. The Free Model should be the first step, but the question you need to ask yourself in using this Free Model is what is that next step. How do I monetize this Free Model? That's the question. That's what we need to know about. That is how we profit from this.

The Free Model is awesome. It's amazing, but again, it comes back to the execution. We need to ask the first question, how do we monetize it, then we can go back and look at the Free Model to see how well it works.

These are just a few models, and I could probably think of more models that we could work with, but after seeing all these different models coexisting at the same time across probably millions of websites, it's no wonder why people like you just can't figure out which way to go.

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Even with these models, the overall problems are really broken down into three points. Three points as to why people do not succeed on the Internet.

**If you ignore everything else that I'm saying in this report, do not ignore these three things.**

1. Wrong price points
2. No value
3. Wrong Marketing

**Let's look at all 3 a little more closely.**

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# 1. Wrong Price Points

Typically, the average person prices their product too low. That's the problem. Like I said, in the \$27 Model if you price it too low, you don't have enough profit to work with in order to advertise it properly. Also, people think that a lower price point means higher conversion, and that is not necessarily true. Granted, it can be true in some cases, but it's not always the case.

So, we need to look at price points and the amount of time and effort we have into it. In some cases it's not a matter of going from a \$27 price point to \$97, but could you go to \$37? Could you maybe even go to \$47 for that exact same product without even changing it? In many cases, you can.

For example, if you're reading this right now and you have a \$27 product, how would you like to double your profits overnight? Well, it's very simple, double your price. That's it. That's all you have to do is double your price, and you will make more money and your conversion, I dare say in most cases, will not be affected in any way, shape or form, especially if your product is priced under \$100.

If you double the price of your product, and it's still less than \$100, I would guess that you will not be affected by a decrease in conversion. In fact, in



some cases you may even have an increase in conversion because people will put **more value** on that product.

Also, people believe that there is some secret and magic formula for coming up with price points on the Internet. Let me explain something to you right now.

### **There Are No Secrets With Price Points!**

It's a simple solution. Let me tell you how to price your products.

First of all, do you have any competitors? Yes. Great, how much do they charge for their products? Well, competitor number one charges \$27, competitor number two charges \$37, competitor number three charges \$47 and competitor number four sells it for \$37. We have one at \$27, two at \$37 and one person at \$47, so what price point should we be in?

We could go to \$27 and be the wimp, or we could go to \$47. Well, I'm going to tell you right now. The simplistic answer to this is just to simply go somewhere between the \$37 and the \$47 or be at the \$37 or be at \$47. Why do I want to be on the upper realm of the pricing on this?

A factor we need to consider is conversions, how many people actually buy at the various price points. As in any marketing environment, you need to test price points to find the one which works best.

Sure many people will go by which converted more. Conversions are not the only factor. You also have to consider profit and refunds.

Let's look at an example...

You have 100 people come to both websites. The \$27 price converted at 4% and the \$97 price converted at 2%


At \$27 you earned \$108. Not bad.

At \$97 you earned \$194. That's \$86 more profit even though it converted 50% less than the \$27 price point.

In order for the \$27 price point to beat the \$97 price point, it would have to convert at 8%, or 400% more than the \$97. Is it possible? Sure. Is it likely? Probably not.

Another factor is refund rate.

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What we didn't talk about is the rate of refund for various price points. It's a known fact, that people who pay less money for your product will tend to refund more than people who pay a higher price. It's true. So your lower end \$27 product now is not really converting at 4% at the end of the day. It will probably net only about 3%.

But you also have to consider why more people will buy at \$97. Yes I said, MORE PEOPLE will buy at the higher price.

People will also value my product more if I charge more. Let me give you an example.

Now ladies, you'll probably get this. Men, you may or may not understand what I'm about to say, but let's say there are two purses. My wife has gotten better than she used to be on this, but it seemed like every time I turned around she had a new purse.

I never ask how much a purse costs. I don't believe my wife pays huge amounts of money for her purses, but here's the fact. You have one purse, and it's sitting there. It looks okay, and it holds whatever it is you ladies have in there. You have another purse that looks very similar, except it has a stamp on it that says Gucci.

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Well, that purse sells for 10 times the amount as the first purse does. What's the difference, a label that says Gucci? Is the purse really 10 times better? No. It has a brand name, certainly, and that's valuable.

What else does it have? Does it carry it better? No. Is it lighter? Probably not. Does it have more pockets? Is it more organized? Can you do more with it? I wouldn't say 10 times more things, but because of the fact that it has a logo that says Gucci, we tend to value it more. So the other piece to this is valuing the product.

In summary, the best way to price your product is to look at the whole market. Look at all of your competitors first. Once you've looked at all your competitors, make a list of all the products that they're selling that are competitors to yours and then range them. You want to be on the upper end of that range.

It's no secret. I don't spend a lot of time pricing products. I've made mistakes in pricing products, but the fact is I always want to be on the upper end of it. I don't always want to be highest price point, even though people do equate value with price, but I do want to be on the upper end of that. Sometimes it's the highest price, sometimes it's not, but I want to be on the upper end of that area.

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## 2. No Value

People have no value in their product, meaning they don't give enough to make the product worth the amount of money that they're charging. This is a really big problem I see that exists in many products. Let me tell you what I call the tale of two products.

I saw two particular products launched, and they were on the identical topic. They both just happened to be about \$37. I know that sounds kind of funny considering how much I talked about \$37 products, but they were both \$37 products.

The one product I bought was horrendous, meaning I logged in to this particular membership site, all the product wasn't even there. To this day, it's still not finished. Half of the links don't work on the back end site. There is a bunch of offers for other things that I didn't really care about. The main product that I spent my money on was not complete in any way, shape or form.

The second product was the complete opposite. This person should have charged 10 times for what he gave. The second product had multiple videos, several different sections of the product itself broken down into short video segments. It was well-organized. It was well-detailed. It was

# VALUE

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just an amazing product. I was so happy with that product, and I was so impressed with the amount of detail that this person put into it. I just really couldn't say enough about it.

I went and literally told hundreds of people about that product. Not because I was getting paid, because I wasn't. I told them, you should just buy this product because it's a great product. Every time someone asks me about that topic, I tell them to just buy that product. Why? I was so impressed about it, and I felt that not only did I receive equal value to the amount of money I spent, but I feel truly to this day that I received 10 times the amount of value that I was originally promised.

The value proposition that you have to have is great. Now, there is no magic number. For example, in this product you need to give this amount of content. That's not really what this is about. It's the promise you made to begin with. What is the original promise you made to these people, did you explain in detail and did you fulfill every piece of that promise?

If the answer is no, then you have to go back and fix it. You have to rectify it. You have to add more value to it. You have to add more content. You have to make sure that people understand your product completely. The other piece I would add to this is what can you add to the product to create even more value? So, let me just give you an example.



Let's say you had an eBook that was 50 pages. What could you do to increase the value of that? Well, you could sit down and record the eBook in our voice and give them the recording of that.

You could take the eBook, break it down into multiple bullet points and put it into a PowerPoint presentation and sell a video of that product, as well. Bundle it all together and charge a decent price for it, maybe \$97, because now you have a video and audio.

If you have the video and an audio already, why not allow them to download that and put it onto their iPod. What about making your videos iPad compatible? That would add extra value.

What if you had a simple strategy session that you recorded with some of your initial customers and answered a lot of their questions and you gave that away for free to future customers? That would be another piece of value that you could add to it.

What if you offered great customer service? I mean it sounds sad that I have to use customer service as a way to add value, but the fact is that very few people provide great customer service. I believe that my company has great customer service. You contact us, we contact you



back. It's very simple. We try and answer your question as best as we possibly can.

The fact is that value is what's going to allow you to succeed. If you're giving people tremendous value, they will always remember you and will always buy from you, because they know that their money is safe. If you're asking for a certain number of dollars from them, they are guaranteed to not only receive equal value to the money that they've spent, but probably multiple times of a return in value for the money that they've spent.

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### 3. Wrong Marketing

Now, you're probably wondering, what do I mean by this. It's simple. They're advertising the wrong way, and I'm going to use Google as an example because it's a very easy example for me to use.

Most people today try to avoid Google like the plague, because they may have had their account banned. That's a possibility, and there are a lot of reasons for that. They may have had bad results or poor results from advertising on Google, and there are a lot of reasons for that too. They may have heard no one is using Google anymore, therefore, they're not going to use them either. This is just foolish, because no matter what anyone says, Google is not going anywhere and they will be here for a long time into the future.

#### **What do I mean by wrong marketing?**

Let's assume that you're going to advertise on Google. Most people advertise on Google like it's 2003; they really do. The techniques they're using are old, outdated and they really haven't kept up with what Google is actually doing. In fact, many of the Google AdWords courses that I find on the Internet are completely out of date.

# GOOGLE

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As an example, when you advertise on Google you have a campaign and you have a Google Ad Group. The short version of what these both are is a campaign is the overall name of a campaign that you're running and an Ad Group is kind of like a folder within that campaign allowing you to be more organized; it's very simple.

What's the problem? Well, a long time ago when people used to advertise on Google, they would use typically what I call the Shotgun Technique, which means they would grab a bunch of keywords, put it into their Ad Group, run an ad and see how much traffic they could generate and, you know what, sometimes it actually worked.

In fact, when Google first came out, it worked, but that's not how you advertise on Google today. The way you advertise on Google today is to be very targeted. So, for example, let's assume that I was advertising a diet product. Now, what would be a keyword that someone would type if they were looking to buy a diet product? Well, let's just pick one — "lose weight fast." How do I target market those people?

The way I target market them is by doing a little bit of research. First of all, I don't want people that are just searching for diets. If a person goes to Google and types in the word "diets" are they really serious about diets?

# GOOGLE

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No, they're just looking, but if a person went to Google and typed in the words "lose weight fast in seven days," that's a pretty targeted person.

They have an urgent reason to want to lose weight. They want to lose it in the next seven days. Now, whether or not that's possible is a whole other story, but the fact is that they are very interested in losing weight.

### **When? Today!**

What I would do is take that phrase "lose weight fast," and I would go to the Google Keyword Tool and type in the words "lose weight fast." I would check the box underneath it that says something to the affect of "only show closely-related results," something to that affect, and I would search.

That would return me all keywords that have the term "lose weight fast" in it. That's important. That's very important. So, now what I do is I look at the keywords and find the ones that have some kind of urgency behind them like "lose weight fast in seven days," "lose weight fast for summer," "I want to lose weight fast." I would take those keywords, and I'd probably find maybe 10, 15, or at the most 20 keywords. The most any Ad Group should have is about 15 to 20 keyword phrases. Now, that's the first piece. We're not even done yet.

# GOOGLE

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The next piece is to take that root keyword phrase and our main root keyword phrase which in this case is “lose weight fast.” Well, I would want to have an ad that has “lose weight fast” in the ad, multiple times if I possibly can. That would make my ad targeted. So, now my keywords are targeted, my ads are targeted and then the third piece for this trifecta is our landing page.

Typically, most people just don’t create the proper landing page in the way that Google describes it in their documentation. Your landing page should have the phrase “lose weight fast” in it. I could go into a lot of detail about landing pages, but I’m not going to do that here. I’ll save that for a video that I’ll be releasing shortly.

The fact is that with Google, if you have “lose weight fast” and then you have “lose weight fast” in the Ad Group, all the keywords have the phrase “lose weight fast” in it. If you have the term “lose weight fast” in the ad, and you have the term “lose weight fast” predominantly on your landing page, then Google is going to treat you well, because the only thing that Google is looking for is consistency. They’re looking for relevancy. Is your ad relevant to what people are searching for?

Another one of the biggest mistakes that people make on Google is using broad match. In Google, if you enter a phrase like “lose weight fast” you

have to put quotes around it. This is an absolute must. If you do not do that, your ad may come up when a person types in the words “lose your money fast.”

Well, because it had the word “lose” in it and it had the word “fast,” your ad would come up. Or if your ad had “don’t lose money at casinos” and someone typed that into Google your ad would come up, even though it had nothing to do with losing weight, because you’re using a broad match, which means that any time someone typed in individual words of your phrase, your ad could come up.

Always use at least the phrase match in advertising, because that’s going to give us the most targeted groups of people. There are a lot of other ways to do this, but the fact is that most people just don’t advertise properly. They’re not target marketing their prospects, and then they’re wondering why they’re advertising doesn’t work.

The fact is that an Internet business works just like any other business, online or offline. You have to target market these people. If you don’t target market, your ads are just not going to work.

That’s like running an ad for losing weight in a fishing magazine. Yes, it could work. I mean I’ve seen a lot of fat fishermen, but the fact is that it’s

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not going to work as well if I'm putting my ad in front of people that are picking up a magazine to specifically lose weight and they see my ad there. That's going to be a more targeted person. Does that make sense?

So, I want you to think about the three key points that I just went over.

- Wrong price points
- No value
- Wrong Marketing

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## Very Important Information

I have a lot of great information that's coming up in my video series that will be released very soon.

You're probably wondering why bothered writing this report? Well, let's be honest. As you can probably guess, I'm doing it as part of a launch. I already mentioned it earlier. I want to be totally up front about this. I am launching a product in the very near future called **Internet DOTS** and the reason why I call it Internet DOTS is because it's going to connect the dots to you in a way that you've never ever seen before.

This report is part of my **awareness campaign** for this particular launch, but it's much more than that. Over the course of the next few weeks, I'll be releasing several videos detailing not only existing problems that exist in the marketplace and in the world of marketing your products and services online today, but I'll be revealing the solutions to these problems, which is what your business really needs. Your business needs solutions, and that's what I'm going to be providing in these videos, so you absolutely don't want to miss this.

If you downloaded this report from our website at **InternetDots.com**, then you're already on our notification list for the videos. If you did not

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download this report from our website, then you're going to want to go to InternetDots.com to get on the notification list so you can see the tremendous videos coming soon.

**Get On The Notification List at:**  
**<http://InternetDOTS.com>**

Continue Reading for a **SPECIAL INVITATION!**

**You're going to LOVE what I have to say NEXT.**

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## SPECIAL INVITATION

Right now what I want to do is extend to you a very **SPECIAL INVITATION**. Like I said, this report is part of a launch. Typically when a marketer launches a product you're the last to know about it.

Does this sound familiar?

You wake up one morning, you go to check your email, and all of a sudden you have 10 emails from 10 different people all saying the exact same thing because someone just launched a product. You've probably seen that before and if you haven't, well you've been fortunate.

The fact is that when someone launches a product, we get tons of emails from people telling us about that product in hopes that we'll buy the

product through them. Most of the time, you're the one buying and spending and typically not making a dime off someone else's launch.

Sure, when I release Internet DOTs, **I want you to buy it** — there's no doubt. In fact, the offer that I'm going to make you is going to be so crazy you're going to feel compelled to want to buy it.

## InternetDOTS Is Unlike Anything You've Seen!

What I'm doing has **never been done before**, although I'm sure after I do it everyone else will be doing it soon as well. I can't tell you about it right now so don't even ask, but let's get back to my point.

Like I said, this is your **SPECIAL INVITATION**. When I launch, you can make money too.

### Here's How You Make Money...

I don't want to have any secrets. Like I said, this is part of a launch, and I'm going to be paying out some **huge commissions** on this product that I'm about to release. So, if you sign up for my affiliate, program you can get your specially coded links to drive people to InternetDOTS.

We're going to hard code your affiliate link in every email message that we send them to make sure that **you get paid**.

All you have to do is send people to our site, and I'll do the rest of the work. Just send people over to the website through emails, ads, Twitter, Facebook. **I'll even give you samples** that you can start using today to do this. Then when they get there, I'll take over from there. I'll follow up with them. I will make sure that they get all this information just like you're getting it.

## Just Send Them Over... I'll Do The Work!

On top of that, on the day that we launch and for the week that we launch, you are going to get paid for all the people that buy because you referred them over to us. You could possibly **make thousands of dollars** literally on day one of this launch. I'm telling you, this is going to be a special launch unlike **anything you've ever seen**.

In fact, some of the tools we have are pretty incredible. I'll even give you a **branded version of this report** you're reading right now that you can use to send people to. You can even post it on your blog, because we'll allow you to brand it with your affiliate ID in every specific section that we have a link coming back to InternetDOTS. We've thought of everything for this.

SPECIAL INVITATION

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## Sign Up For Our Affiliate Program

<http://ArmandMorin.com/affiliatesignup>

If you go to this link <http://ArmandMorin.com/affiliatesignup> you'll be able to sign up for our affiliate program and get the tools that you need in order to start marketing immediately. Start telling people about this and start building up your list of people that have opted in to receive our message about InternetDOTS.

Within the next few days, we're going to be sending a notice of our first video, and I can guarantee you absolutely don't want to miss it.

**Don't wait on this; get all the information that you possibly can!**

We'll help you every step along the way. We'll help you build this program. So, don't wait. Go ahead. Do it right now. I look forward to seeing you, and stay tuned for **June 8, 2011**.