



World Internet Experts Series

How to sell high-priced product from the internet and make four times the profit for a quarter of the effort

Featuring Brett MaFall

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Ted: Well, that's it. I am ready, and everybody's been real patient. But here's what I have to ask you to do, Brett. You've got to give us the lead-in as you gave before. Because what we're really interested in is the topic that you announced – how to sell high-priced product from the internet and make four times the profit for a quarter of the cost, a quarter of the effort.

Brett: Yeah, absolutely. I want to cover the reasons why you actually want to do it, for a start.

You don't need a very high conversion rate to make a lot of money on the internet, when you're selling high-priced products. Everybody talks about maybe getting a 1% conversion rate when you send out an e-mail, or a 1% conversion rate from a website. And sometimes, that can be hard on the internet because conversion rates tend to go down. Direct mail is generally double the conversion rate of what the internet is. So conversion rates can be an issue.

So with a high-priced product, that means you can actually have a conversion rate sometimes of maybe .5% or even less. And because you're selling something at let's say \$2,000 instead of \$20, it doesn't take many sales for you to make a fantastic weekly income.

But there's actually another benefit there. It's easy to get JV partners, joint venture partners. Because on the internet, one of the best ways, the quickest ways to actually make some money or to get a business running is to have a joint venture partner who will help promote your product to their database.

If we go to someone with say a \$20 product and trying to make a whole heap of sales with that, and somebody comes along with a product that's maybe \$2,000, you're in a whole different league. And the joint venture partner can see the dollars. They know their mathematics. Doing a JV with you at \$2,000, it's not going to take too many sales to make a whole lot more money.

So it's much, much easier to actually do business when it's a high-priced product, in a lot of ways. And if you want to talk numbers, it's easy to sell one product at \$2,000. Let's say one product a week at \$2,000, than it is to sell 100 products at \$20.

Ted, you've been in direct mail. You know how the numbers work. It's always easier to make less sales than it is to make more sales. And what we try and do is try and up the price rate, so you can make a much, much better income.

Another thing, too, is it's actually easy. Let's say you don't have your own product, at this stage. It's actually easy to find products on the internet which are selling for around \$2,000 to \$5,000. And I'm talking things like products, but seminar tickets as well. You could actually sell those tickets for them for a price cut, sort of a portion of that price.

So it's easy to find products for which the marketing really, really sucks, to be honest. It really sucks. So it's easy to go in there and actually apply some of the techniques I'm going to show you today and start making some

sales for other clients. And then you can start to get experience on how to actually do it for yourself.

Ted: Could I ask you a question? I just happen to be reviewing the sales statistics for the World Internet Summit, the one we did in Sydney, Australia, and I saw several names that I didn't even know. I knew the name, because I'd seen the name. But as far as the person, I'd never met them, never talked to them or anything. And they were selling five, six, seven of these seminar seats that you were talking about, which are going for about \$2,000.

You have to have a lot of connections to make that kind of money on those high-dollar sales.

Brett: That's actually a pretty good example there, Ted, because one of the seminars I'm involved with right now, one lady has come along and she sold three tickets to the event. And a ticket, at this event, is like \$1,749. She's actually paid to come to the event itself. So she's actually going to try and earn some money before the event. And just by telling some friends that she had on her e-mail list, she sold three tickets, of which she got 40%; 40% of \$1,749 for just sending an e-mail.

What I'm going to tell you about today...

Ted: Over \$2,000, by the way. I'd say she's paid her ticket for free.

Brett: That's right. So she's coming for free. But here's probably the greater lesson. She's actually learned the power of selling a high-priced product.

Now, I'm not saying that it's bad to sell low-priced products, because I have those as well. What I want to try and say is the edge, the edge on trying to make more money from the internet with less effort.

If you make just \$2,000 a week, I'm sure you might agree, as a listener, that's an okay income to start off with. Here's a lady who's actually sort of tagged on our sort of promotion and using a few little techniques that we taught her, which is part of the affiliate program, and she's made over \$2,000 before the actual event.

But more importantly, she's learned that lesson about how to actually make money much, much easier because of a high-priced product.

Ted: That's good. That's good. And there does come a change when you actually do it. Doesn't there, Brett?

Brett: There comes a change, Ted? You mean in the way we actually market a high-priced product?

Ted: No, I mean this lady has now seen that it's possible. I'm not saying that she ever thought it was impossible, but I'd say a lot of people, when they make their first real money online – and surely, a quick \$2,098 is real money – then they believe that it's real.

Brett: Yeah. Often, the biggest barrier is believing that you can actually sell something for let's say \$1,000. That can be a really big barrier to you mentally.

I'm here to tell you, you can sell products on the internet for much, much higher prices. I've tended to sort of drift that way because I've had clients come to me, and they're obviously challenged about selling products for \$2,000, \$3,000, thinking that it can't be done on the internet.

It absolutely can. Forget all of the sort of myths that you may have heard about. It is absolutely possible. And, in fact, I believe you can make more money that way than any other method, very, very quickly.

Here's why. The principles still apply. I'm going to talk to you about some things a little bit later on in this interview. And Ted, if you don't ask me the question, I'll certainly try and remember to bring those up. But there are certain principles that we're going to apply on a website, which work no matter what the price is.

So if you can take these principles, get good at them, you can start to move up the chain from the lower-priced products and move up to a \$100 product, to a \$500 product, get your experience up, and then move on to \$2,000 products because the same principles apply. And that's what's exciting.

Ted: That is. And I want to approach you now, Brett, as a "newbie," someone who hasn't gone beyond the \$100 threshold because I think most people begin that way. What do I do next? How do I do it?

Let's say I'm selling a course on covert hypnosis. In other words, hypnotizing people and they don't even know it's happening. It could be anything, but I've been selling it for \$97. And now, I'm listening to Brett McFall and I'm getting fired up about selling this. You've been throwing figures like \$2,000 and \$3,000. What can I do to do that? What type of products do I have to have? Can I still deliver them digitally? And what if I'm not all that big of an expert, etc., etc?

Brett: Okay. I'll try and answer a few of those questions there for you, Ted.

Say you have a product, and let's say it is a \$100 product. Maybe it's a \$97 product, a hypnotic product. There are many things you can do to actually sell it at a higher price. I'll talk about the product first, then I'll talk about the marketing.

In terms of the product, you can do things like adding to the product. Let's say that it's a manual. Or perhaps it's a downloadable audio file, or something like that. What you can actually do, if it's an audio file, you can do little techniques like this. You can take every word of the audio file and have it transcribed, which means you have someone actually type every word on the audio file and turn it into a separate manual.

Why would you do that? Because some people like to listen, but also some people like to read. And if you leave those guys out, you could be losing like 30% of your market by just having an audio product but not having it written down in a transcribed form.

I've actually done that with many products, where I actually just interview an expert for one hour. I have that interview then transcribed into a manual. Now, I can effectively double the price, if not more, just by adding the manual. But the interesting thing is the actual cost on my side, for creating that product and producing that product, is maybe an extra \$5. If we were talking in direct mail term, physical product, it might cost me an extra \$5 for the extra manual. But yet, I can actually double the price of the whole package.

Ted: If we're talking digital terms, you might include, in addition to the recording, you might include a PDF for an e-book of the document.

Other than getting it transcribed, which could cost a couple hundred bucks, you don't have any expense, do you?

Brett: This is the thing. This is why I start with direct mail first, because that's where most of your costs are. So it's like the conservative environment.

Take it to the internet, and suddenly it costs no more to provide that extra document to download the transcribed version of an interview. But it doesn't stop there.

Ted: It still has perceived value, though.

Brett: It still has perceived value, because every single word is captured. That's right. But it doesn't end there. How do we get people to pay \$1,000

for a product? Are we ripping them off? That could be a valid question. Are we ripping them off?

All we're talking about here is about value. You can do things like you can create extra little bonuses to go with the product. There's nothing stopping you from exploring every single angle of your product, in order to add bonuses to it.

For this hypnotizing product, there's no reason why the person producing the product couldn't actually ring up some people who have actually had the actual course for a while and ask them what their thoughts are, what they've learned about it, what they're doing now because of the course.

It would be easy to create an hour interview like that, with just some past customers of the product. Again, there's another added bonus. It could be an audio, which then would be transcribed as well.

Then, there's nothing stopping you from adding to it by actually interviewing some other experts about it and getting their opinion on it. You may just be offering a product with one view of hypnotherapy, and these guys may have another view of it. And it's all interesting to the customer.

So what you're doing is just adding and adding and adding. Now, the fantastic thing about the internet is you're not actually adding much cost to your package at all. Because it's downloadable, the cost is virtually zero.

But the perceived value, when you're actually selling the item, is a huge package of products. It's very simple to diversify. Looking at it from all different little angles like that is how you actually increase the value of the product.

Let's talk about the marketing now.

First thing I want to tell you is here's what you need on your website, guys, if you want to sell something at a higher price. You need what we call a sales letter. A sales letter. And I just like to call it a letter because here's the thing. Believe it or not, a letter to your customer will sell better and more effectively than an ad to your customer. We don't like ads, but we don't mind letters. And I'm talking like a letter, it just reads from like you to a friend, from you to a brother or sister; a simple, nice, understandable letter on a web page. And I'm talking so basic here, Ted. And you've seen some of the things that I've sort of been doing lately. And you know what is happening around the world as well, with some of the experts.

A basic letter on a page, it even has like a dark border around the outside, and that is it. It's just simple communication. And that is the system that you need to use if you want to sell a high-priced product.

Why do you need a letter? Because a letter is simply selling in writing. Your letter is basically like a salesperson walking up to the front door of a person's house and trying to sell them the pots and pans. That's really what it is.

So what you need is a full sales argument, and a letter will talk them through it.

So if you're selling a product for \$1,000, you're going to need a little bit of explanation there to your customer, or your potential customer, in order to get them to justify the \$1,000. Right?

So a letter takes them through why it's important to them, what they're going to get if they do buy it, all the benefits, all the features. And then it would talk to them about how the actual purchase is risk-free. It might actually show them some proof of what other people have done with the product.

And on the marketing side, that sales letter is the key to selling anything at high price. It is absolute gold for you.

You could have a sales letter, and I've had one working for me for the past two and a half years, that has made me \$248,000. One simple, eight-page sales letter. And people come to me and they say, "Do these sales letters really work?" They just cannot see how it works. They see them on the internet every now and then. They might receive a letter through actual direct mail. The same principles apply. And they're asking, "Does it work? Who's going to read all that stuff?"

Well, the point is not everyone is going to read a letter on your website. But here's the thing. We work off percentages of say 1%, which means 99% of the people who see the letter don't buy. And that might sound terrible to the uninitiated business owner. But we're only focusing on 1%,

who actually will read every single word you write because they are in your target market. They are hot for your product. You've targeted them properly, so they're getting the message they really want to hear, because you're going to the right people. And that's another important part of the marketing. But they're going to read every single word.

So if you ask me, "Does everybody read this stuff," no, they don't. But 1% do, because they really want to – and they buy. And 1% of any sort of database, selling something at \$1,000 or \$2,000 can make huge dollars for any businessperson.

Ted: I agree. I agree. Hey, you brought up a couple of good things. Number one, first of all, as you know, many people are on the webcast. Do you have a website or two where people could look at a long-form sales letter like you might be talking about?

Brett: Sure can. I'm glad you brought that up, because examples just make it concrete. Would you like to go to a website which has made over \$85,000 in the past three weeks?

Ted: In the last three weeks?

Brett: Yeah. Would that be okay? Okay, here's where to go, folks. You go to www.AmazingMum.com. AmazingMum.com. That's not AmazingMom, for the Americans, it's AmazingMum.com.

We've virtually done very little with that site whatsoever, other than let a few databases know via e-mail, Ted. And on that site is a basic sales letter.

Everything I've talked about up to now is on that site. It hasn't even got any of these audio tracks on there.

I have dumbed down that site to its absolute essence, which is the actual sales process on the actual website, on the letter. There's no audio. A lot of people talk about audio, and I have no problem with audio. I actually use it and I think it's fantastic to bring the site alive.

But I wanted to prove to people how simple this can be. That one has made over \$85,000 in three weeks, and we haven't even started really using that letter to its full potential.

Ted: That will be great. I can't wait to see what it does, whenever you do start to use it to its full potential.

Brett: Sure. Would you like another one? Would you like one that made about \$1-million in about six months?

Ted: Love that.

Brett: I'm preaching to the converted here. Okay, here's where to go, folks. Write this down. I'll read it first, and then I'll actually go back and do it letter by letter. It's Vital-Link.com.au/event2.htm.

That letter, which is on that site, has made well over \$1-million in the past six months alone. And the exciting thing about that one is that will keep on making it, as long as it's seen by people. It will just keep on ticking over and over. Pretend it's like a McDonald's franchise, sitting on the corner of a busy street. It just ticks over, on and on and on.

Isn't that an exciting thing to have? It might just be 2,000, 4,000 words, but it's absolute gold. It's like a treasure chest. It just keeps on working and working.

Ted: That's a phenomenal thing. You're telling us about how to work and make a lot of money with high-dollar products. But what you're really also saying – and, of course, it would be natural from you – is it's the power of words, the amazing, incredible power of words that converts people to spend that kind of money.

Brett: Yeah, absolutely true. You can talk about products all you want. You can talk about your JV's all you want, and all the other internet marketing strategies. If you do not have the words on your web page right, it's all for nothing. It is that important. It's that powerful.

I tell people, and it's actually true as well, you can absolutely earn as much money as you want in your life if you learn how to write sales messages. It is the most exciting and powerful skill you will ever develop.

How would you like to be able to write yourself a holiday to Disneyland? How would you like to be able to write yourself a brand new Mercedes Benz or write yourself a new house? That's what can happen, once you know how to be able to sell on the internet, via words, but also selling higher-priced products. That's when everything really goes in your favor, when you're selling high-priced products. And that's the power of it.

Ted: Incredible! Let me ask you one other thing, though, that you were talking about, that came up from what you were saying. You were talking about targeting and getting your message in front of the right people.

Today, I would like to get your opinion on spam.

Brett: On spam? Did you say spam, Ted?

Ted: Spam, as in like too much spam on the internet.

Brett: Oh, yeah. Okay.

Ted: And really, of course, I'm relating to the effectiveness of a message. What is your opinion? You're actively involved, and I know you are not spamming. But how does it relate to being a target market and why is it not working? Clearly, spam is not working.

In addition to being now illegal, it just isn't effective. Is that not correct?

Brett: Well, here's my thoughts on it, Ted. I think that, actually, spam is effective in a funny way. It is effective for the scumbags out there, the gutless people who actually want to spam and send e-mails to millions of people who have no idea they're supposed to get it, have no desire for the product. But you know what? The old percentages start to kick in. If they get .2% of people that actually take them up on their offer, I believe they actually do make money.

So in terms of dollars, yeah, I think it must work. But here's the deal.

What are the consequences of doing that? Yes, it's illegal, but it's just not right to do for a start. And it is terrible marketing.

The consequences could be you end up in jail. That's the worst it can get. But it's just so bad. Why would you spend so much effort offending millions of people, when you don't even need to talk to those people. You can just talk to as little as maybe 50,000 people of someone else's database or you might actually have to place a little ad.

So when someone does a search for your word, Las Vegas real estate might be something you're selling. When someone types in that word, your ad comes up on a search engine.

Then, those people you're talking to are the ones you want to. You're not breaking any rules. You're not offending anyone. You're just talking to the people that want to hear you.

It's just good marketing, to make sure that you target it right. It will take less effort, it will take less money, you'll make more money, and you'll never be in danger of doing something illegal and getting in trouble. You can get shut down. You can get shut down, no matter where you are in the world. Your business is like gone.

Here's another thing about the internet community. If you start doing something wrong on the internet, it travels like wildfire. And if you're sitting here trying to work ahead to sell a high-priced product and you dare

go into those sort of waters, it's going to be all over the internet about what you're doing and you will not get a single sale.

So it's dangerous territory, and I thoroughly never, ever recommend it.

What we're talking about here is getting the marketing right and finding the people first; finding the people who are right for your product or service.

That's when your response goes through the roof. That's when you make real money – real money you can take to the bank. And it's all yours to keep. No having to pay fines, just keep it nice and clean.

Ted: So to find those people, you have spoken of joint ventures as being a primary tool. So how do we go about finding those joint venture partners, which seems to be a logical question?

Brett: Yeah, very easy. You can do many things. A) You want to get on the databases of some of the people in your market. One of the biggest ways to market yourself on the internet these days is to have your own e-zine, which is a newsletter. So a lot of the guys who may be your competitors or in your market, may actually have their own newsletter. So you want to get on their database and find out what those guys are doing and just listen to them. Because once you understand them, it makes it much easier to approach them to do a JV deal because you know more about them and their company.

But a simple search on using a search engine like Yahoo or Google will find you other companies or other products to actually JV with. You want

to ask yourself, “Who has my customers already? Who already is selling to my customer and may just want to sell them to me?”

If you’re selling tennis rackets – and I’m going to choose something which is a hard thing to sell on the internet, tennis rackets – who else has your product? Who else has your customer? Would it not make sense that tennis schools might have your customer? Would it not make sense to go and do a JV with tennis coaching clinics? Because those people might just need tennis rackets, at some stage.

Would it not make sense to even approach school, because they might need them for physical education classes? Would it not make sense to approach sports stores and try to JV to their databases, to try and sell your tennis rackets?

Now, in a matter of 15 seconds, we’ve already got three different markets that we could approach to JV and be able to sell your product to.

Ted: Wow! And those are huge markets, also, when you really think about it.

Brett: Yeah, that’s right.

Ted: Like schools, how could you run out of schools? There’s a constantly renewing population every single year.

Brett: That’s right. That’s right. Yeah.

Ted: Cool!

Brett: I'd actually like to see if I can tell you some things here, which I think are really critical, Ted, to selling something at a high price.

Ted: That's what we want to hear, Brett.

Brett: There's two ways you can do it. I'll come back to this in a second. Let's say you can't sell your own product. You haven't got a product to sell at \$1,000 or \$2,000. You can approach other people who are already selling them, and offer to sell their package for them. If they're selling something at \$2,000, you're going to take the affiliate approach because you're going to try to say to them, "I want to bring customers your way. I want to actually sell your tickets for you. And all I want back is say 30¢ on the dollar. For every dollar I help you make, all I want is 30¢. Does that sound like a fair deal?"

Most entrepreneurs can see the mathematics there, that they cannot lose. It's not going to cost them anything, they're only going to make money.

Now, we have a guy here in Australia, his name is John Singleton. In America, you probably don't know him. But he's worth around \$214-million here in Australia. And he's been in advertising most of his life, and a fantastic marketer.

I was just reading about him recently, how he made his fortune was he would go on radio and he would take a product which was selling for \$2.50, and he'd ask the actual company, the actual supplier, if he could have 25¢ for every one that he was responsible for selling.

So he might pay for the actual radio ads, and then he'll get 25¢ more of the profit.

Now, what happened is the products went on to sell hundreds of thousands of them. So he made his millions by taking a slice of the action.

So what can you learn from that? It means you can approach companies and entrepreneurs who are selling high-priced products, and offer to sell tickets for them, at no cost to them, just for a slice of the actual profits you help them make. And that's when knowing how to write a sales letter on your website comes in very, very handy. That's when you can actually create your own website, write a letter on the page, and when it comes to the order link, you send that through to the actual company. So that's one way to really get started.

Let's talk about your own product. Let's assume you have something that's about \$1,000. Perhaps it was maybe \$300 yesterday. You've added value to it, like we talked about at the start of this call. And now it's worth maybe \$1,000.

I want to tell you something. You've got to use a sales letter. I've already said that. You've got to use a sales letter. But the second thing is I want you to leave all of the branding, all this branding – and excuse my language here, Ted – branding crap to the big boys, and all of this image stuff of the idiots on TV.

I don't know about in America, but here in Australia we have shows on TV here which try and tell us how important branding is and your image, and

you should be spending thousands and thousands of dollars on your logo. It's just not true. Absolutely not true.

What I've told you up to now, a simple letter on a web page is all you need. It's all that communication. That stuff can come later, if you have the budget for it. But don't waste your money in that area.

I had a guy come to me, and I'm not going to mention his name because I have great respect for him and we talked just last week. When you type in my name into a search engine, Peter Sun's name into a search engine, Chet Townes into a search engine, guess who's sites come up first? His. His sites come up the very first. Any of those stars' names, and you can type in people like Jay Abraham, I believe. Type in his name in a search engine, and his company comes up first in the search engine.

He is technically brilliant. He lives here in Australia. And his sites are absolutely first in all of the search engines. He's so smart, he knows how to do it.

But guess what? He's hardly making a cent because he doesn't have the marketing side covered. He's first in all the search engines, but cannot make a cent. I can't believe it. I'm going to talk to him and actually work something out with him over the next six months to try to help him out there. The sales letters are not working on the site. He's not using the very simple thing I just talked about, a sales letter on a web page.

So he's first on all the search engines, being seen by millions of people. But the sales letter is not in place and it's just not working for him. Hardly making a cent from all that good effort.

So that's why I say the search engines and everything is all great, but it means nothing if you can't get the sales letter working properly.

Ted: That's it. You're talking about our typical marketing problems. There's two separate issues here. Obviously, with his search engine optimization, he's getting the targeted traffic. He's found his market, because people do not go and type in specific words in a search engine if they're not interested in that topic.

But now, here's the whole story. People have asked him to hear his message, and he cannot convert them. On the internet, we call, number one, and even better, targeted traffic which comes off a search engine. Number two, conversion.

And that's, of course, what you're saying, where the real power of a sales letter is.

Brett: Absolutely, yeah. You're talking to Brett McFall, and his actual site's got before mine. Mine might come two, three or four down the actual search engine. But mine would be kicking his butt, so to speak, in terms of sales. Simple as that. And that's why the sales letter is so important.

Ted: Let me ask you. We know that we got together this evening or this morning to learn about high-priced products, and you've identified copy as being real important. What are some of the hottest tips that we could know as people who are trying to write our own sales letter, write our own web page? And I almost hate to say it, but some people call it a struggle. How do we make that easier?

Brett: Well, the good news is it's actually quite simple. Here's one of the biggest tips I can tell you about selling high-priced products. What to actually put in your sales letter, so you can sell something for \$1,000, \$2,000.

What they are is – this is one of my favorite tools ever – bullets. Now, if you don't know what bullets are, bullets are simply little short statements of fact, and they might have a little dot at the start or a tick, or some sort of symbol at the start. It's a list of things down a page, and they're called bullets in the industry. And a bullet, basically, you need to make your bullet make the reader curious.

Let me give you a bad example, first.

A bad bullet is something like let's say you're selling an information product, because really there is no other product to sell other than information, as far as I'm concerned, because there's so much profit in it and so little cost. So information products are the key. You've got to sell those.

But a bad example of bullets, in terms of information products, is in this package you get two audiotapes, one videotape, one manual, one three-ring binder manual. They're bad bullets.

Why are they bad bullets? Because they don't excite you in the least. A sales letter is all about exciting the prospect. It's not about hype. It is not about hype. It's about exciting the reader to the real benefits of what you're actually selling.

Good bullets, we're talking about advertising and how to write, so let me show you the example of these bullets, which sort of jump off the page.

If you're going to write a bullet about an information product based on advertising, here's what they might be:

Why the advertising you're probably running right now is wasting you thousands of dollars, and what you need to do to turn that loss into cash.

How to turn a sleeper ad into a blockbuster in just five lines.

The powerful tool which becomes your own unique product and customer magnet, page 133.

Ted, I've just read you three bullets, and they're bullets which create curiosity. Because we haven't actually identified what the actual real answers is, we're talking about what the actual benefit of the answer is.

How to turn a sleeper ad into a blockbuster ad in just five lines. We're not telling what the actual five lines are, but we're just telling them that it can

be done in five lines and that we are going to reveal how to do it in the actual product.

That's the secret to bullets.

Ted: If I'm a potential buyer and that hits with me, that resonates, I actually am motivated to buy your high-priced product, so that I can buy that and get that information.

Brett: That's what it's all about. It's about getting those benefits.

If I could tell you how to get movie and TV stars to help you sell your product or service, would that be interesting?

Ted: Oh yeah, it sure would.

Brett: If I told you how to get hundreds of prospects to seek you out, would that be interesting?

Ted: Very interesting.

Brett: And I haven't told you exactly how I'm going to do that, right?

Ted: You're right. Just the saying, not even the how, just the saying is what we're really...

Brett: That's right. And your brain goes into overload. It goes, "Wow! I've just got to know that." And sometimes, I'll write up to 50, and sometimes 100, but maybe about 50 bullets in a sales letter because I know that just one of those is going to catch my market. I can't look at which one it is because different bullets work for different people, but it might

just be one bullet out of that 50 that absolutely has them going crazy. “I’ve got to find that out,” because they can see the potential. Their mind goes crazy with all the amazing things they’ll be able to do once they know how to do that certain bullet.

That’s one of the biggest secrets I could ever give you about selling high-priced products. Powerful bullets, which create curiosity.

There’s only two types of bullets, folks – me bullets and you bullets.

The me bullets are all focused on you. As I said before, two audiotapes, one videotape, one manual. You bullets are all about you, the customer. You’ll find out this, you’ll discover that.

That’s the difference which allows you to sell something at a higher price. And that is very exciting. Isn’t it, Ted? Just that one little technique. I’m going to give you a couple more right now. But just knowing that alone, just knowing how to write bullets and knowing that you need them, you can actually just write a headline to the site or the letter, a little introduction saying, “Dear friend, if you’ve ever wanted to know how to do XYZ, then this could be the most important message you ever read. Here’s why.”

And then, you could actually go into a list of all of the bullets, 50 bullets straight in, if you wanted to. That’s a very basic way of actually writing a sales letter.

But just to get the bullets right is so powerful.

Ted: It's so much more exciting, too. What you classified as a "me," this is our company, this is how long we've been in business." It sounds like research, and nobody likes boring research. But "You'll get this and you'll get that and you get this, it's a little bit more action, just in the creation.

Brett: That's true. That's true. The point to remember is the customer is not interested in you, at all; how many trucks you have in your yard, how many delivery vans you have, how many seats you have in your hairdresser salon. What's in it for them, that's the whole thing. Always, what's in it for them.

Ted: They don't care that you have 25 seats. They want to know that they can get in, see somebody within 10 minutes, and get out within 20 minutes after that.

Brett: That's right, Ted. What good is 25 seats in a hair salon when I've only got one bum?

Ted: Yep.

Brett: Let me give you something else, which makes it much, much, much easier to sell something at a high value - \$1,000 to \$2,000, even more. And that is this. You want to blow people's minds with high-value, low-cost bonuses. And I'm talking about adding value with information products. Again, they're the only bonuses you want to have, because the value in them, the inherent value can be hundreds of dollars, but yet the cost is like maybe \$1 to you, perhaps even less if it's electronic.

Your goal is to blow people's minds.

See, the sales process, let me just give you a demonstration of this, Ted.

Can I ask you, do you own a mobile phone, a cell phone?

Ted: Oh, sure.

Brett: Okay. Can I sell you one at \$2,000 right now?

Ted: Not a chance, because I know what the competitive market is.

Brett: Okay. So you're saying you don't want a mobile phone from me. I'm selling it for \$2,000, and you're saying you won't buy it from me. Is that right?

Ted: Not unless there's some other extenuating circumstances.

Brett: Okay. Let's see how rock solid you are on your convictions here, Ted.

What about if I was to say, "Buy my mobile phone, my cell phone for \$2,000, but I'll also throw in \$300,000 worth of free land?"

Ted: Well, of course, I would immediately go skeptical and say, "How could you do that," and look at the land.

I can tell you this, though. Provided the value was a fraction of what you're actually saying and claiming, it would make that \$2,000 cell phone, mobile phone, an incredible value. Wouldn't it?

Brett: Now, hold on. Have you just changed your mind there, Ted? Are you almost saying yes to buying my mobile phone, my cell phone at \$2,000?

Ted: I'm almost saying, "I've got to get the money out of my pocket so fast that you don't have time to change your mind."

Brett: Okay, now that's a really silly example, but I use that to underline the fact that it's all about the offer.

If I really had a \$300,000 house and land package here sitting for you, and I was offering that as a free bonus if you bought this phone for \$2,000, how many phones do you think I could sell?

Ted: I think you could take over the market.

Brett: Couldn't I just outsell everyone else out there? So as many phones as I want. And that would be with no advertising agency, no big budget, no big corporate website, nothing. Just that little offer alone, and I wouldn't be able to keep up with the amount of mobile phones I could sell.

Ted: And not only would you affect the people that you could directly influence, but that kind of an incredible offer, a blow-your-mind offer, would preclude or would initiate or strike up viral marketing. In other words, others would tell others about that kind of a deal, wouldn't they?

Brett: Absolutely. So the overall principle – and this is what it all comes down to – the offer is king. If you're selling something for \$2,000 but you can find bonuses that are worth \$2,000 and much more than \$2,000,

suddenly it's not a matter of whether I can afford it. It's like, "When can I get it?" There is so much value.

I remember for our World Internet Summit in February, we offered bonuses of \$7,000. But the price itself was around \$2,000. That's a good example of what we call "bonus overload." You just keep adding bonuses and bonuses and bonuses, which are a really good value for the actual customer. But on your side, they're not costing you too much as a business owner.

I always advocate to sell high-priced products, because there are so many risks involved in being in business. The risks are less when you're on the internet. But I always try and advocate that you want to keep as much profit in your business so that you can continue providing that service or that product to your customers in the first place.

So that's why high-priced products are so appealing, I think, to any small business owner. And you can do it if you just get that offer right.

By adding bonuses, there's nothing stopping you. There's no rules here, folks. If we're talking about the internet marketing industry, there are so many experts you can go to and ask them, "Hey, how can I promote you for free? Is there something you'd like to give me, because I'd like to promote you absolutely free?"

"From an entrepreneur's point of view, they might just throw you a product or two because it's free advertising for them. It doesn't cost them anything

upfront. It doesn't cost them anything to actually execute it. But they're getting their name out there, which will result in backend sales later on.

So you can approach experts in your industry and say, "How can I help you to get more publicized? How can I promote your product at actually no charge? Look, whoever's advertising right now, whichever businesses you know of advertising right now, they're losing money. An enormous amount of companies are losing money on their advertising, because they don't know how to do it properly.

So instead of taking ads, paying for advertising, paying for marketing strategies, you come along and say, "Look, I'll tell you what. If you're going to lose money over there, how about you give me something and I will charge you absolutely for free? And it can only increase business. It will never lose you business."

So what can happen there, folks, is you can have all of these experts within your industry giving you things. And if they can't give you something physical or electronic, you can make it up. There's nothing stopping you from ringing them up, taping the call, interviewing them. Simple as that. Adding all of these bonuses in until a price like \$2,000 becomes like, "Wow! That's really good value, because I'm getting so much more value in bonuses."

That is one of the biggest secrets I could ever give you, Ted.

Ted: Man, that's incredible. You, of course, started a whole string of further questions. But I want to ask one thing. Let's just talk. Nothing's

stopping you from calling somebody up, ringing them, and getting a couple questions answered.

Now, if a person did that one time a week, how many products would they have at the end of a year?

Brett: 52 products. If my math is correct, Ted, I think that's 52 products.

Ted: Man, is that a simple way, or not, to create something that would have relevance to whatever market somebody's in?

Brett: So you sell one product on a website for let's say \$1,000. But it comes with 52 bonuses? Then you start writing the bullets about each of the bonuses and tell them what they're going to discover in each bonus. You would have sales going through the roof. It's absolutely infallible. You'd have sales going through the roof.

Ted: It would, I tell you.

Brett: And that's the power of the offer, and that's the really amazing thing.

Ted: Brett, you are an absolute professional, and I know that you deal with people in corporate board rooms and you deal with people that are calling you in cutoffs on the beach.

But what is it? You make it sound so simple when you say, "Hey, I'll get a JV partner, I'll call an expert and ask him for an interview." But yet, the majority of people – in fact, I think the US government, I don't know about

others – the US government makes advertisers say something to the nature of “these results are atypical.” And it has to do not with an ability, but with execution. What could you say that could help people understand that, yes, it really is that easy. You pick up the phone, call an expert. They’re not going to shoot you, they’re not going to send out the Gestapo to get you. It’s a conversation.

Brett: Okay. I think I know where you’re going with that. Here’s what I would do.

We’re talking about adding bonuses. If you wanted to interview someone, one of the best ways to make sure that they say yes is to do this. Let’s take that example. Let’s say you were going to create 52 fantastic bonuses, one a week, by doing interviews and things like that. You offer the absolute complete reprint rights to the person you’re interviewing.

So when I interview you, you’re listening at home now, I come and I interview you and it goes for an hour, I give you a copy of that interview and I say to you, “That is yours to keep forever. You own the complete rights to that extra recording. So do I. We’re joint owners in it. That means you can sell it, you can give it away, you can use it as a promotional item to sell things in your own business. That is your own promotional tool, and it’s my gift to you as a thank you for helping me through this process.”

So you do that deal with 52 people you might do the interviews with, in this example. But guess what? You own the 52 interviews. But each of

the 52 people only own their own interview. So you're the only one which has all the rights to the whole package, which gives you total uniqueness in your market. You're the only one who has everything.

And what's more, you're probably the only one who actually knows what to do with those interviews once you do have them, as information products. You're going to have them transcribed and everything, so you know exactly what you're going to do with them. Whereas most of the people you're interviewing won't have a clue about really how to sell it, which is another advantage for you.

So it is absolutely possible.

Your only goal is to try and make it win-win. I always try and search for the win-win deal. Make it a win for the person you're going to interview in that instance, and a win for you. Simple as that, Ted.

Ted: I'll tell you what, isn't there another thing that most people don't realize quite distinctly at the end? When they go to interview an expert, number one, that expert of course has an ego. We all do. But isn't that expert trying to put themselves out there through every normal medium of communication that they can anyway? And you come and offer them a free interview, that you're going to give them rights to? Why would they say no?

Brett: That's how simple it is. Would you like me to give you a master strategy right now? I've never talked about this to many people. It's a master strategy. Let's take this to the next level.

Ted: Okay, let's do it.

Brett: You go to an expert. You've already told us that they're eager to do any sort of interviews like that because they want to promote themselves. Well, guess what? That expert might have a database. Chances are, they just might have a database. And after you've interviewed them, would it not make sense to offer that interview to their database, where you both get to keep the names of the people who request that interview.

So he actually helped you make the interview. It hasn't cost you a thing. You've got a good air interview, let's say. And then you say to them, "How about we actually promote it to your database? It's your database. They'd obviously like to hear what you've got to say on XYZ topic. And when they do, they simply e-mail me on this address, and I'll send them the CD or I'll send them the download code, and you get a database from that expert."

Let's say that expert has 30,000 people. In a matter of a couple of days of offering that free bonus interview to that database, absolutely for free, you might have 500 to 1,000 people, bang, on your database because of that one interview. And if you do that with every one of those guys you're actually interviewing, those people, you can just grow your database – in a matter of weeks – just through the roof.

Ted: No kidding. Just think, if you couldn't do it with all 52, let's say you could only get 25 of 500, using your figures. You've created a database of

12,500 people throughout the course of a year, and they're all people who opted-in, who have a definite interest.

And I've known people – and correct me if I'm wrong or if this doesn't jive with your experience – I've known people who made hundreds of thousands of dollars a year and didn't have 12,500 people on their database.

Brett: Absolutely true. You could do it within a couple of months, if that, using that one little strategy.

Ted: Man, that's so great. Brett, you and I, we could go on and we could talk about this stuff for hours on end. But, of course, we've got to be respectful. Everybody's kind of expecting it to end up pretty much pretty soon.

But I would be remiss, since the World Internet Summit is sponsoring this, World Internet Experts – and you, of course, are our inaugural person, thank you for that, by the way – I'd be remiss if I didn't ask you a couple questions that relate to what you can tell us specifically, not because you're a super-successful businessperson (because you are), not because you're one of the world's top copywriters (yes, you are), but because you happen to be an Internet Summit, an internet boot camp, an internet workshop, whatever you call it, promoter, a person who sees and deals with thousands of people coming in and taking off like a rocket. You see other people crashing like they've run out of fuel.

Give me some insight on that, recognizing that the World Internet Summit is coming up soon. But basically, I'm trying to figure out how do we become successful, no matter who we are?

Brett: Okay. I could talk at length on that. But let me just give you my very simple answer.

If you have a chef in your kitchen and the chef's cooking on your stove and you're cooking on your stove, and you're going to cook a dish, are you going to have a better meal on your plate than the chef if you don't listen to his advice? Or are you going to have a better meal if you follow his every step – a chef who's been cooking for a decade, a chef who knows all about the ingredients and the right timing for how to cook a certain meal versus you, who maybe just cooks once a day, let's say?

What the point I'm trying to make there is, guys, that by learning from those guys who are already doing it, and even on this call here, some of the tips might have taken you years to actually discover them on your own. But because you can actually benefit from my experience, you suddenly leapfrog all of the people around you because you have this extra understanding, the same way you would in the kitchen, if you followed the chef's every step, you'd make a much better meal at the end.

The sort of things that I'm getting involved in, with showing people how to make money on the internet, we're basically showing people these are the best of the best. These guys are not speakers. They're not professional speakers. They're experts in their field. And they actually show you how

they do what they do. And like you get bombarded with moneymaking ideas. Too many ideas. That's our goal, to give you so many moneymaking ideas.

And we've got one person, he just rang me a couple weeks ago, Ted. And within four months of attending one of our events, is making \$300 a day using just one of the techniques he learned at the Summit. Just \$300 a day. Sometimes, up to \$3,000 a week is what he's earning, using one technique.

And all he's done is apply what he's learned. That, to me, is the secret. It would have taken him a good five years to learn that on his own. But to get it from the real experts, we have to talk to them, shake their hand and say, "What about these? What about that?"

Suddenly, your whole education, you double your knowledge in the first few minutes. And then you start to apply it, you triple your knowledge, and that's when it gets exciting. That's when action really starts to happen.

Ted: That reminds me – and, of course, I too am a believer in this – one time Ron LeGrand, who is one of my instructors and mentors, told me, "Hey Ted, if you give me \$12,000, I'll reveal the secret of X." Right? My old brain ran through real quick, like a slot machine. You pull the one-armed bandit. What do you have, five, six seconds? And that's how quick it happened. It calculated it. I paid \$12,000, I earned several million. It's a done deal." I had gold bars all the way across the table.

Brett: So that offer, the offer in your brain was thinking, “Well, that \$12,000 really is a fantastic investment because I can make four, five, six times that in a certain time period.

Ted: That’s what we’re talking about. When are the next two World Internet Summit events coming up, for people who are listening?

Brett: Well, we have a special World Internet Summit here in the next six weeks, actually, here in Australia, August 14th and 15th. It’s a brand new concept. It’s called the Underachiever’s Weekend, where we actually have one little concept. It’s just one weekend of one concept, instead of a whole heap of concepts. And it’s simply for showing you how to make \$2,000 on the internet a month. That’s US dollars. \$2,000 a month on the internet a month.

What about if you create one of those sites every 30 days and just stack them up, each site making \$2,000 a month? And it requires maybe one hour’s work of your time, each one. How soon would you actually be up and running, earning really good money?

And what I’m actually doing is called an Underachiever’s Weekend because the numbers are very low. We’re just trying to keep everything nice, basic and simple. And then you can actually progress to making many, many more thousands of dollars, using some of the techniques I’ve already told you about today. But at least get your feet wet. That’s what that’s all about.

A lot of people, Ted, they tell me about positive cash flow real estate, how it might make them an extra \$200 a month, if they're lucky. Maybe \$500 a month positive cash flow.

Well, how about a positive cash flow website that makes you \$2,000 a month every month?

Ted: And will costs me \$2,000 if it's empty for two months, also.

Brett: That's right. Your real estate investment would, that's right. But you don't have to mortgage the house for a website. It's an investment which you might end up spending maybe \$150 maximum, and that's if it doesn't work out. We have these methods and techniques to make sure it does.

So the costs are absolutely miniscule, and the profits are amazing. To me, this is like the real estate of the future will be on the internet, with these simple little concepts. And you actually go into business with a website, and that's it, and earn this fantastic positive cash flow, which you can then invest into real estate, if you want. But at least get some fantastic positive cash flow happening very, very simply.

So that's what we're doing in August, August 14th and 15th. And I think if you're in America...

Ted: Do you have a website for that?

Brett: Yeah. That's simply at www.AmazingMum.com. And the reason why it's called AmazingMum is that one of the ladies on there, on the

actual website, she actually tells you about how she was eight and a half months pregnant, tired out of her brain, stressed, basically didn't know her mouse from her modem, and she's actually making \$2,000 a month from home, doing virtually nothing. That's \$2,000 US a month, doing nothing. And that's what's exciting about that. That's why it's called AmazingMum.com. So check that out.

Ted: And by the way, for you Americans, as Aussies say it differently, that's mum, M-U-M. But AmazingMum.com.

What else have you got coming up?

Brett: The second one is actually in your neck of the woods, in the US of A, in wonderful downtown Nashville, where we have our next World Internet Summit. That's where we get all of the best experts in the world, bring them to your doorstep, and just give you a ton of internet marketing ideas.

Ted, you might want to give them the exact dates and times of that, and where they can check those out, if you like.

Ted: Absolutely. That is September 16th through the 19th. That's a Thursday through a Sunday, in Nashville, Tennessee, Opryland Hotel. It's the biggest hotel, by the way, in the world under a single roof. It's phenomenal.

You can find out about that at WorldInternetSummit.com. That's as it sounds, WorldInternetSummit.com.

Again, it's going to be a little bit contrasting to what we just talked about with the AmazingMum, in that the AmazingMum is one strategy, low-key, everything intentionally understated, so that there's no way you could go away without receiving the full value that's been promised.

Here, we're talking sometimes bigger and grander things. In fact, myself, one of the presentations or the presentation that I'm presenting is how to set up a \$100,000-a-year business in your first year. I do have to admit, and I've been hearing a lot about it, whenever Brett talks about high-dollar profits, he didn't say backend – not directly – but we're talking about backend products. And we did talk about sending offline business online and a lot of those kinds of things.

But we talked about bigger money and a lot of strategies, and again, of course, the contact with people who can make you a fortune.

Brett McFall and myself, who are offering the World Internet Summit, we actually met at a high-quality, high-dollar event. That's the kind of people that we're going to have there for you.

I believe there's one other, isn't there, that you've got on the calendar right now Brett?

Brett: We have a workshop, the World Internet Workshop, which is even smaller. It's like a room of 30 and 40 people. And they're happening also here in Australia. But also, we have some other events happening overseas, as well. We have one in the UK. And we're also coming to New

Zealand and Singapore. So if you're in those countries, get ready, we're coming for you. You can come and experience this stuff live.

Ted: Good stuff happening. I'll tell you what, Brett McFall, ad wonder from Down Under, thank you for being with us this evening or this morning.

Brett: It's my pleasure. I hope what I've given you here today gives you some insight to what can be done, folks, how simple it can be. Go to those websites I gave you. See how they read, what's in them, and see what you can apply to your business. I truly hope that you can. And you can always send me an e-mail at Brett@AdSecretsRevealed.com. That's Brett@AdSecretsRevealed.com. I'll happily answer any of your questions. That's no problem at all.

But I hope you do something with this information today. It's fantastic to hear it. But what are you going to do with it? How are you going to apply it in the next four weeks, to do something with it? And I'd really like to see that you do do something. And make something happen really quickly, because in action, that's where the real excitement starts. So I wish you the best of luck with that.

Ted: Thanks, Brett. And I'll tell you what, you did indeed give us a lot of specific, applicable things, like for instance just the simple technique you talked about, if you have an audio, of having it transcribed, adding value but not cost.

Where the real horsepower is, is in writing the sales letter. A simple thing. And you gave us that simple website of AmazingMum.com to kind of show us.

You were talking about joint venture partners and how to find them. And you really simplified it when you basically said, “How do I find these people” – that is the other merchants – “who already have my customers?” That worked real well. And you actually even – and I don’t know that you intended to do this – you laid out a 52-product plan in a single year that would give anybody more than enough ability to give their product a high dollar value.

Blowing people’s minds, you were talking about that. And, of course, that was your master strategy. And a lot of other information, which we don’t have time to recap one by one.

Thank you. I hope you have benefited from today’s show.

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