

Hypnotic Marketing Tips™ Issue #1:

"The Million Dollar Secret"

"Jason not only has some of the latest and most powerful marketing techniques out there, he has an uncanny way of teaching them in laymen terms that I absolutely love. If you have a website (or plan to have one), then subscribing to this newsletter is a must."

-Miguel Alvarez

CEO, ThirdSphereHosting.com

"Hosting for smart entrepreneurs"

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Hypnotic Business Manager

On the main page of this website you learned the first two parts to my "million dollar secret."

On this page, I will reveal the third and final piece...

First, get a calculator (you're going to need it.)

Type in the following numbers:

1369852.17

Now divide that number by six.

$1369852.17 / 6 = 228308.695$

Ok, now take the number 228308.695 and divide it by 97.

$228308.695 / 97 = 2353.6978865979381443298969072165$

Now, do the exact same thing but change 97 to 197:

$228308.695 / 197 = 1158.9273857868020304568527918782$

And now 497:

$228308.695 / 497 = 459.37363179074446680080482897384$

And finally, 997:

228308.695 / 997 = 228.9956820461384152457372116349

Ok, now let's make these numbers *make sense* and come alive...

1369852.17 = \$1,369,852.17 -- Your financial goal.

6 = six months -- The number of months you have to make the goal.

228308.695 = \$228,308.70 -- The amount of revenue needed each month.

97 = \$97.00 -- Your first price-point. (i.e. you sell xx product for \$97)

197 = \$197.00 -- Your 2nd price-point. (i.e. you sell xx product for \$197)

497 = \$497.00 -- Your 3rd price-point. (i.e. you sell xx product for \$497)

997 = \$997.00 -- Your 4th price-point. (i.e. you sell xx product for \$997)

2353.6978865979381443298969072165 = You would have to make **2,354 sales** each month for six months to generate \$1,369,852.17 revenue total by selling a \$97 product.

1158.9273857868020304568527918782 = You would have to make **1,159 sales** each month for six months to generate \$1,369,852.17 revenue total by selling a \$197 product.

459.37363179074446680080482897384 = You would have to make **460 sales** each month for six months to generate \$1,369,852.17 revenue total by selling a \$497 product.

228.9956820461384152457372116349 = You would have to make **229 sales** each month for six months to generate \$1,369,852.17 revenue total by selling a \$997 product.

If you're thinking, "but I could never create or sell a product that costs that much!" you're absolutely right.

And if you believe you CAN LEARN how to create, package and sell products that cost as much as \$997 a piece, you're absolutely right.

So, which is it?

Remember, how you choose your answer is how you live your life.

Do you go through your entire life wondering "if" you can do things, or do you go through your life with the confidence that you can do anything you put your mind to accomplishing? ... Are you a go-getter or a fence-sitter?

I know you're dedicated... that's why you're here. But are you willing to take control of your financial experience?

If you are, you're ready to make this million. This is a step-by-step action plan of exactly how to do it.

As you continue to read further, keep these price points in mind - \$97, \$197, \$497 & the big daddy... \$997.

First, if you don't have a "hobby" -- get one. Make sure it's something you LOVE. I don't care if you're already in a business... if you're NOT doing exactly what you love to do, get out now and find something that captivates you.

You can get some *excellent* guidance on profitable niche markets by going to: <http://inventory.overture.com> and typing: **BUY**

Ok, now type: **SALE**

Now, type: **FOR SALE**

You can also try:

TRAINING

COURSE

CLASS

LESSON

TIP

STRATEGY

TECHNIQUE

...And you can experiment with more if you like. But those keywords reveal hundreds of primely targeted "niche markets" that are looking specifically for CONTENT and some are even willing to pay for it upfront.

Let's dissect these keywords and get the psychology behind them...

BUY = This keyword is obvious. Anyone who types this word into a search engine (i.e. "buy domain") is looking to buy.

SALE = Someone who types this keyword into a search engine is probably looking for a deal. (i.e. "computer sale")

FOR SALE = This is an indicator that the person typing this in is looking for something VERY specific. Overture gives some great ideas. Find what people are looking "for sale" -- and you've just connected with serious buyers for your product. (i.e. "speaker for sale")

TRAINING = Most people assume when the word "training" is involved, so is money. There are a few "free training" resources out there, but often (not always) you get what you pay for. When people type this word in they're usually prepared to pay some big

bucks. (i.e. "sales training")

COURSE = This is a specific keyword focused on a packaged theme of relevant information about a topic. Courses are often sold as "high-ticket" items -- i.e. items that sell in the \$497 - \$997+ range. (i.e. "real estate course")

CLASS = You can make a fortune as a public speaker teaching classes about your favorite topic. Or, you can [teach your own e-class](#) and make upwards of \$1,500 to \$5,000+ teaching classes using only email! (*you can have a closer look at this - it'll open in a new window.*)

LESSON = People who type this in are looking for specific instruction. Often, they're only searching for free information, but you can also find people who need personal service in an ongoing fashion -- and you bet they're willing to pay for it. (i.e. "guitar lesson")

TIP = People searching for "tips" are well aware that you can find free information on the net that often rivals the paid content, if you know how to find it. They are aware of the powerful content within articles, and are looking for FREE CONTENT relevant to their topic. However, it is also very important for you to know and realize that these people ALSO buy products, and sometimes buy them more often. Here are the "researchers" - those who are curious, interested or passionate enough about their topic to actually do research on it to learn more.

STRATEGY = This keyword denotes an intelligent researcher who is mentally focused on obtaining a SOLUTION to solve a problem. Often, these people are very analytical and like to think things out before making a buying decision. Offer them free content and follow-up with a paid solution. Once they've logically convinced themselves to trust you, they'll buy from you. (i.e. "poker strategy")

TECHNIQUE = This is a keyword often used when someone wants to increase or improve a current skill. We improve our skills through learning new techniques... so offering free content designed to improve a skill through a series of techniques (such as an ecourse) and back-ending the content with a logical upsell of useful and relevant paid content (such as a course or class) would work very well here.

Now that you can virtually "see" your target market with a clarity beyond anything you've seen before, you might want to know how to reach them. This has been covered extensively by other books, audios and courses, but we'll take a quick look here as well...

To be most effective, you can go one of two ways. If you're especially equipped with the "mind of a winner" you'll go both.

1) PPC or Pay-per-Click advertising (i.e. [Google Adwords](#) | [FindWhat](#) | [Enhance](#))

2) Leverage other people's traffic and share the benefit.

With PPC advertising, you need to watch your budget. You must split-test. And by God, you absolutely *MUST* track each and every visitor to your website. Metrics are extremely important, but become a *MUST DO* when you're pouring money into your advertising efforts.

Leverage on the other hand, allows you to gain a similar benefit to paid advertising, but without using any of your own money in most cases. I'm sure you're aware, but this is known as either "Joint Venture Marketing" or "Forming Strategic Alliances."

The key to making this work extremely well is to create a piece of content tying directly into the partner's business to which you're looking to attach yourself. For example, if I had a business selling flower seeds to gardeners I could do a GOOGLE.COM search on...

buy seed - would be used to locate seed buyers / possible competitors or JV partners

seed sale - would also be used to locate seed buyers / possible competitors or JV partners

seed for sale - would also be used to find seed buyers / possible competitors or JV partners

gardening training - possible seed buyers who want to better their gardening skills / possible JV partners to endorse seeds

gardening course - possible seed buyers who want to get a better education about gardening / possible JV partners

gardening class - serious gardening students who are highly interested in gardening / possible JV partners

gardening lesson - looking for free content about gardening / possible article distribution (PR) sources

gardening tip - looking for free content about gardening / possible article distribution (PR) sources

gardening technique - wants to better their skills at gardening by learning new things / possible article distribution (PR) sources

For extra publications or targeted traffic focused on your topic use:

NEWS (i.e. "gardening news")

NEWSLETTER (i.e. "gardening newsletter")

NEWSGROUP (i.e. "gardening newsgroup")

EZINE (i.e. "gardening ezine")

ECOURSE (i.e. "gardening ecourse")

PUBLICATION (i.e. "gardening publication")

FORUM (i.e. "gardening forum")

DISCUSSION BOARD (i.e. "gardening discussion board")

CHAT (i.e. "gardening chat")

BULLETIN BOARD (i.e. "gardening bulletin board")

MAGAZINE (i.e. "gardening magazine")

DIRECTORY (i.e. "gardening directory")

At this point, you have a goal. You know exactly what you need to get there. And you have a topic. And now you've just uncovered more than enough websites to partner with, who are laser-targeted to your topic.

But where's your product?

Try this. Go back to Google.com and type in:

[YOUR TOPIC] EXPERT

[YOUR TOPIC] PRO

[YOUR TOPIC] ADVISOR

[YOUR TOPIC] AUTHOR

[YOUR TOPIC] PUBLISHER

See what this does? This connects you directly with the "authority figures" in your target market.

These people should be considered as highly valuable Joint Venture partners and you should do whatever is necessary to contact the owner and make friends with them. Study them. Get to know them. And **get a link to your site** on theirs!

This will benefit you greatly. But there's another benefit to locating these industry giants...

They will be the basis for distributing your high-ticket product!

That's right. Interview them. Make absolutely sure they understand that by sharing their acquired knowledge with the world, they will be effortlessly bringing in new business, leads and prospects to their business, they'll be getting free extra exposure (which everyone in business wants) and they'll make money from releasing the final product to their existing prospects, customers and clients.

Now I hope you're reading carefully because I'm going to reveal the "million dollar secret" in the very next sentence...

Price does NOT dictate the value of a product. Neither does the information

itself. What truly determines how you are able to price your product relies 100% on how you package the information.

Were you aware that people have sold \$5,000+ home study courses, based on nothing more than existing free content they've written or compiled over a period of time - read aloud into a recorder, and then distributed and sold via cassette tapes and printed transcripts?

Well, you are now. Welcome to the world of "re-packaging."

Allen SAYS, legendary marketing genius - recently posted a series of free articles to his blog, then collected and compiled the articles, removed the public's access, packaged the articles in the form an ebook - and made himself a small fortune. He used his existing credibility plus the credibility he received from new readers of his blog to sell the ebook -- which was based on the EXACT same high-impact, killer articles he publicly displayed for FREE just weeks earlier...

This is a perfect example of repackaging. Here's another...

Zilpah loves yoga.

She's practiced it for years, and she's a pro. She'd love to help others perfect their yoga, but she has no products to sell.

Zilpah wants to make \$1,369,852.17 in six months teaching her own unique style of yoga.

She can record herself talking about her passion... give simple instructions... and sell the audio for \$97.

She can then transcribe the audio, add a few more tips, excersizes and techniques as they come to her, and now she has an ebook she can sell for \$97 or \$147 with the audio included. She can then pick 5-10+ sub-topics people want to know about (hint: you can find this in forums, chatrooms and discussion boards relating to the topic) have a seperate audio for each one, get them each transcribed, and now you have a digital course you can sell upwards of \$497. Now, you can take all that digital information and have it all printed and burned to CDs and/or DVDs... guess what? You've just created a physical product you can sell as a "home study course" for up to \$997 or more.

And if you really want to "turn up the juice" you can put them on BOTH CDs and Cassettes, add in a few bonus DVDs, have printed transcripts and organize them into a nice 3-ring binder... and now you have a CLASS or TRAINING you can sell upwards of \$5,000.

Any objections coming up right now just put them out of your mind. You are learning and learning is ALWAYS good.

I want you to realize you can use the SAME information in a \$97 product as a \$5,000 product... just more of it, and in various media.

Did you realize this? Information is information. Content is content. It takes EXACTLY the same amount of effort to get qualified, targeted traffic to a \$97 sales page as it does a

\$997 sales page. Or even a \$5,000+ sales presentation.

SIDENOTE: The same people who can afford to buy \$997-\$5,000 courses to further their education, can be found in the same publications shared by those who can barely afford to pay their rent each month.

Once your product is created (or compiled from experts' information and insights) the easiest way to make your million is to contact those top authority figures, interview them, co-create something with them -or- create a special report branding and giving exposure to THEIR business and website, while at the same time tying in your business with theirs. If you create a tip-sheet that would make a useful addition to your potential partner's website or publication, it becomes a logical choice for them to expose your content to their prospects and customers. This means YOU get free exposure, an endorsement from a "pro" in the industry and new prospects, customers and clients!

You can really "seal the deal" by pre-branding your special report with a special affiliate link to your product or service before you release it to your potential partner. Now, your new partner gets a *nice* percentage of every sale he brings to your business - priceless!

The key to making this work is to make it about more than just "making money." Sure, playing on the greed of your potential partners can make you wealthy -- but what you give, you receive. And what you focus on, expands. So why focus on greed, when you could just as easily (and more effectively) focus on bringing as much value and benefit as possible to those who can benefit you in return?

In closing, I hope you now realize that you CAN create and sell products as high as \$997-\$5,000 per sale. And now you know exactly where to find the customers who can afford them. But now you have "the million dollar secret" and the exact number of sales you'll need to reach your million dollar goal.

You realize it's now easier than ever to reach a *virtually unlimited* amount of targeted and qualified partners by using google.com and an assortment of specialized "on-target" keywords. Now all that's left is to connect the pieces of the puzzle I've just laid out for you and MAKE IT HAPPEN. In the coming weeks and months you'll learn even more new strategies I've discovered along the path to millions.

And the good news? You're already a confirmed subscriber. :)

I sincerely hope you've enjoyed this first edition of "*Hypnotic Marketing Tips*" and I look forward to your honest feedback of this newsletter.

Please take a moment to write a short note letting me know how you feel about your experience with this newsletter. If you want your testimonial to be displayed on the main page at www.HypnoticMarketingTips.com please be sure to include your full name and website URL: [Click Here to Send Your Testimonial](#) - Thank you! :)

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(Will open in a new window)

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www.HypnoticMarketingTips.com

To Your Hypnotic Success,

A handwritten signature in blue ink, appearing to read "Jason Mangrum". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jason Mangrum, CEO, Author,
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