

Omar & Melinda Martin's

Sell Online

The Simple Little Steps That
Sold \$4 Million Worth Of
Products And Services Online





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

My Unfair Advantage

Created & Published By

Omar & Melinda Martin



Copyright © 2017 – Higher Level Strategies, Inc. All rights reserved.

Every effort has been made to make this publication as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this publication contains information that is the view and opinion of the author. Therefore, this publication should be used as a guide and not as the ultimate source on the subject matter. □

□

The purpose of this report is to educate and inspire the reader. The author and publisher do not warrant that the information contained herein is complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly, in full or in part by the contents of this publication.

This document contains affiliate links that may result in compensation to the publisher. There are also links to training videos, resources and other useful products. In order for these hyper-links to work properly you must first be connected to the internet. If you do not wish to be bound by this copyright and disclaimer, please delete this product from your computer.

If you have any questions about what you can or cannot do with this product please contact us:

www.HLSHelpDesk.com





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

Table Of Contents

| | |
|--|--------------------|
| About The Author | 4 |
| Chapter 1: Introduction | 5 |
| Chapter 2: Being An Entrepreneur Online | 6 |
| Chapter 3: Basic Selling Concepts | 8 |
| Chapter 4: Majority of the Money | 10 |
| Chapter 5: The Main Mistake Most Marketers Do | 12 |
| Chapter 6: Sales Funnel and The Three Steps | 14 |
| Chapter 7: Segmentation | 19 |
| Chapter 8: Begin with the End in Mind | 21 |
| Chapter 9: Consulting and Packages | 24 |
| Chapter 10: Membership Sites and The Three Steps | 26 |
| Chapter 11: Where Your Loyal Customers Are | 28 |
| Chapter 12: Selling Anyone in Five Steps | 32 |
| Chapter 13: F.I.G.S. - The Four Factors of Impulse | 34 |
| Chapter 14: Conclusion | 36 |





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

About The Author



Welcome! Melinda and I would like to thank you for the opportunity to share the simple little steps that sold 4 Million worth of products and services online. These steps are exactly what we use in our business on a daily basis. Most likely, you were even directed to this document via the same techniques shared within these pages. Just know that **we want you to succeed** as we have. We are proof that **these simple little steps work!** There's nothing like enjoying the lifestyle afforded a successful internet entrepreneur. Upon completion of reading this document, we encourage you to contact us if you are serious about kick-starting a new venture or rebooting

an existing enterprise. Whether it's one-on-one consulting or a "done-for-you" package we are here to help you succeed. Respectfully, ~ Omar Martin

Higher Level Strategies, Inc. (HLS) is owned and operated since 2009 by a dynamic husband and wife duo **Omar and Melinda Martin**. Day-to-day operations are facilitated from their humble Orlando, Florida residence. The HLS team of professionals are distributed across the digital landscape providing unparalleled expertise in each staff members' honed discipline from, graphics design and server administration, to software development and strategic planning.

Higher Level Strategies, Inc. (HLS) mission is to EMPOWER Internet marketing entrepreneurs by providing quality training, products, and services. These range of services encompass web design and membership sites, strategic internet and management consulting, and the development of software as a service solutions.

Many of their former clients enjoy the freedom and rewarding lifestyle found as entrepreneurs. Some clients were even earning a six figure income in a matter of months. HLS welcomes the opportunity to assist those insistent in creating an exceptional life and profitable Internet based business.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

Chapter 1

Introduction

Many of you already know who I am; I'm Omar Martin. And let the truth be known, the real strength behind our company, is my beautiful wife, Melinda, who handles the day-to-day management of our home-based business. Prior to selling online, I sold products door-to-door, and I learned a lot about human behavior and what motivates people with different personality types to buy. I've been successful in transferring my sales experience and honed skills from the physical world to the Internet. As a result, my wife and I have been able to build our life-altering business together from our home. Unlike a lot of wiser people in the internet marketing business, starting with a business plan and then leveraging the power of the internet to bring more customers and business, we went about it the "other way around".

Look, it was tough. I was that guy with the big head, who was the salesperson. I was ready to jump online and change the Internet marketing landscape with my techniques. That just didn't happen. I kind of got slapped around a bit for the first eighteen months. In fact, Melinda and I didn't make much money at all.

Through trial and error, we both learned what worked and didn't work until something pivotal happened! Right around month eighteen, or nineteen, of our business efforts, we went from making a couple of bucks a month to making a "whopping" \$30,000 a month! Can you imagine that?

Our exponential growth hasn't stopped as our online revenue just keeps climbing. I want you to know that this is because of a couple of things that are happening. It's amazing how a simple "tweak" to a business can make all the difference in the world. I want you to learn from our mistakes, and more importantly success! We want to help you manifest your dreams from thoughts into action. We want to help create a prosperous reality for not only you, but also for those you love. Thus, what we want to share with you today is really how to construct a well-crafted and effective money making, online business.





Chapter 2

Being An Entrepreneur Online

The biggest mistake that I see online entrepreneurs make today, whether they are selling a service or product, is that they simply construct a webpage with a single offer. When their prospect clicks and pays, they are merely delivered the goods or services. The seasoned online marketer captures that prospect's email and converts the prospect into a customer. They instill loyalty and continue to sell to that action taker well into the future. After all, the goal is to not only to create "satisfied" customers, but "loyal" lifelong customers.

The first half of the model generates a little bit of cash flow. Yet so many people forget that the real money is made on the latter part. They use a remedial approach leaving so much money on the table. The reality is that you can strategically "drive" any new prospect and former customer through a series of well-designed sales pages to maximize revenue. This is attained by not creating a single sales page, or just a one offer page, but a series of both. These pages are specifically designed in essence to "dangle" a carrot in front of the prospect to motivate them to taking action. These pages should be designed to lead the prospect through a well calculated step-by-step sales process that will dramatically increase the value received and consequently increase the bottom line of your company.

It's kind of like when I was going door-to-door selling pizza coupon books. Only "after" I literally was doused with cold water and had white baking flour tossed in my once dry face did I have an ah-ha moment. Really! That's true!

Look, this approach may be accomplished without being overbearing and without being that pushy doah faced salesman. Let me tell you, selling door-to-door really has taught me a lot, especially that nobody wants to talk to a door-to-door salesman.

Be honest. If you see a guy with a suit coming up the street, you close the blinds. You're like, "Oh my gosh. what do they want?" You don't want to deal with that guy, that magazine pusher, or another cleaning supply salesman. You don't want to deal with answering the door. They





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

are selling in a way that you don't want to be sold. So, right away, it throws a potential customer into a posture of defense.

If you, as a prospect, do actually answer the door, the salesperson has an uphill battle. In my experience, I only had a minute or two, to get their attention. I had to build rapport quickly in getting them to "like" me. I had to get them to "listen" to my presentation. I had to be agile and responsive to not only their body language and voice inflection, but to anticipate their possible objections while practicing active listening.

If you think about it, it's even tougher to sell online. When a prospect lands on your webpage they are landing on your presentation or "sales pitch". You only have a couple of seconds to capture their attention, keep it, and motivate them to take action in purchasing your goods or services.

What made a monumental difference in cash flow for Melinda and I, was when we started incorporating a properly crafted "sales funnel". First we got the person to feel vested by providing us their name and email, or even taking out their credit card and making a small "one dollar" purchase. This was the beginning of our "sales funnel" where we would hope to take our prospect and convert them into our life long customer.





Chapter 3

Basic Selling Concepts

Before I elaborate upon our massively successful “sales funnel” approach, I wanted to touch upon some basic selling strategies. One of the biggest misconceptions in Internet marketing is the chasm that divides Internet marketing from Internet selling.

Most people set out to merely "market" themselves and their products online. I once read a book by a guy named Paul Zane Pilzer. He wrote *Unlimited Wealth: The Theory and Practice of Economic Alchemy*. Now, this guy is amazing! He was the youngest Vice-President of Citibank, multimillionaire before the age of 21, an enlightened economist, and advisor for the Reagan and Bush Administrations.

The first line of that book has stayed with me until this day. Pilzer basically said, that the definition of economics precludes economists from ever achieving a perfect budget. I was like, “What”? I had to read that a couple times.

The same thing holds true in Internet marketing. The reason that economists can't get a perfect budget is because economics is the study of scarce resources. That's the definition! That is the textbook definition of economics. In reality, what time has taught us is that there's no such thing as scarce resources, because we factor in technology.

Some folks will remember the 1972 book entitled, “Limits to Growth” and its incorrect doomsday prediction. It was a report commissioned by the global think tank called the Club of Rome. The team of analysts from MIT theorized the collapse of the global system mid-way through the 21st century due to the inability for humanity to be sustainable in regards to population, food production, industrial production, pollution, and consumption of nonrenewable natural resources.

When you think about that, back when we were using wood for fuel, the economists of the day counted up all the trees. They thought, “At the alarming rate we're burning, and at which the rate trees grow, we're going to run out of trees and the world will end on this date.” However,





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

the world didn't end, right? Why didn't the world end? Well, because technology stepped in, and we discovered coal to burn, instead of trees.

Then the following generation of economists in the new era counted up all the coal stating, "At the rate we're burning coal the world will come to an end on a new date in the future." What happened again? Well, once again, the world didn't end because we discovered petroleum. You see where I'm going with this? It's a conundrum. You can't predict when the end of the world is going to be by counting up the resources and contrasting them to the rate at which those resources are being consumed. This is because technological advancements have not been factored into the equation.

This is an awesome time to be alive as consumer products like smartphones have shaped our daily lives. Even ethnological medical advancements like spray on skin was not even conceived ten years ago. In fact, recently the human body was tricked into regenerating an entire severed fingertip along with nail and unique print by merely sprinkling a little powder on the wound. Just like a salamander, the human body, through technology is able to grow a missing portion of a limb. That's miraculous!

To make a long story short, the definition of "Internet Marketing" precludes us from ever coming up with a successful business on the Internet. Why? This is because the term "Internet marketing" is merely the "raising of awareness" of a brand and/or product. That is the definition of marketing.

We all know what the "golden arches" stand for, right? We've been "branded" from a young age with that icon. But that branding doesn't sell hamburgers for McDonald's. The same holds true for "Internet marketing".

What we have to do is "sell" online. There's a big difference between "Internet marketing" and "Internet selling". If one merely focuses on marketing they are merely raising awareness. If one focuses on just the selling, they are going to be pushing people away because they may appear overbearing. These two business activities go hand in hand.

Thus, if one only focus on marketing, if they only focus on the "attraction" strategies through Facebook, Twitter, anywhere, they're just using attraction strategies. I attracted my wife, but nothing happened until I took action. Again, marketing just isn't enough. One has to close the deal. That is what Internet selling is all about.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

Chapter 4

Majority of the Money

A lot of people focus on getting leads. They're going to try Facebook and LinkedIn ads, and all this other brand awareness stuff. Even at the time of this writing, Pinterest is the talk of the town to grab potential customer's attention.

Once a marketer has a prospect's attention, what do you think they should do? Well, the majority of people that are practicing business online, or that are attempting to leverage the Internet to empower their offline business, are basically leaving a majority of the money on the table.

Where do you think the majority of the money lies? I'll give you an example. The last product that Melinda and I launched was in the "information product" niche. What we do is sell training packages, programs, videos, audio files, and text in the form of PDF documents. We sell educational information products.

This last product launch that we did, actually fell quite short of what we typically do. That information product sold for \$37 a unit. We sold 1,800 units. Conventional wisdom says, "If you sell 1,000 units at \$37, you made \$37,000." So, 1,800 units at \$37 appears to generate a revenue of a little less than \$60,000. The reality is, that during the week long launch, we ended up realizing a quarter of a million dollars, just from selling those front-end 1,800 units. This is because of what we did "afterwards".

The next thing isn't that shocking. We did NOT have any kind of an "upsell." We did NOT have any kind of a "one-time offer." As a matter of fact, you may become some kind of Internet marketing hero for selling things that do NOT have hidden "upsell" or "one-time" pop-up offers. We don't recommend high pressure sales tactics accosting a customer saying, "Before you continue, maximize your potential of your initial purchase, by also purchasing this secondary companion item!" Melinda and I simply do NOT do that hard hitting sales approach.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

What we do present is a softer approach, where we systematically walk the prospect through a sales funnel. You may say, “What the heck is a sales funnel?” It’s simply a sales sequence or process of steps. Perhaps your “sales funnel” begins with an initial capture page either capturing a lead or actual sale. This initial step is called your “entry point” into a “sales funnel”.

After that, the prospect is motivated to take action. As the webpage architect, you have the technology to direct where that viewer will be navigated after they take that action. This is where most Internet entrepreneurs drop the ball. It isn’t enough to design a name and email “capture form” on a page.

Every single “autoresponder” service that I know of has a feature where you can direct the customer to a page, the moment they click a submit button. You need to implement this feature, as it allows you to direct the prospect to another web page within your sales funnel called a “step page”.

I recommend putting “step pages” in your process, as people expect instructions after they have clicked the “submit button” on a page. Thus, when a prospect enters their name and email address and clicks submit, they are greeted with, “You are on Step One. Congratulations! Here’s what you have to do next.” You can literally begin guiding them to do this, or that, or the other thing. Then they are directed to the next “step page” in the process.





Chapter 5

The Main Mistake Most Marketers Do

The main mistake that most online entrepreneurs do is that once their prospect clicks the submit button they are instantly given what they opted-in for or purchased. That is simply wrong, unless you are comfortable leaving a majority of money on the table. This amount of money left is often to the tune of 70% of unrealized income.

Now don't think the upsells and cross-sells that a popular domain seller like GoDaddy has implemented in their domain purchase process is an ideal model to emulate. In my opinion it is a "freak'n nightmare"! Before you get to the checkout, they say, "Do you want to buy a private domain? Do you want to do this thing? Do you want to do that thing?" I think this is putting the customer in an "up-sell" hell. In fact, it gets to a point where you feel they are trying to finance you a boat and you actually want to quit Internet marketing by the time you're done paying for your first domain name. That is a perfect example of how "not to do it". However, they also serve as an example of the fact that it works. Hard selling like this does, in fact, work.

Have you ever opted into one of those hard online selling approaches just to see what happens? Perhaps you were stabbed in the eye with a pop-up saying "Get a free \$50 Walmart card by just answering a few questions." or something like that? You have to fill out this four hour-long form. I've seen this approach even used by Pandora where they say "We'll remove ads for the next four hours if you take action with one of our sponsors." Then you start filling out the never-ending survey. After three hours, you get to enjoy the last hour commercial free just so you can recuperate. To make matters worse, all your information has been distributed at the speed of light to like ninety other marketing lists.

Now realize this approach is NOT a good process to follow yet hard selling does make money. The thing is, the ratio for that to realize income requires you to have a large audience while alienating most of them. Also, when advertisers are implementing this strategy, viewers become desensitized, and the effectiveness of the advertiser's dollars diminish substantially.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

To illustrate this further there are now professional survey takers where they exchange time and information for discounts on products and services. There's even a cable television program, Extreme Couponing, following this phenomenon. The show highlights someone who goes to the store and buys \$2,000 worth of groceries for seven bucks using coupons and special offers. The problem is that many of these professional coupon Kings and Queens often acquired a manufacturer's promotional discount by giving "bogus" information that is inaccurate.

Internet marketers, by employing a hard sell approach in this manner, have conditioned consumers to ignore and ultimately abuse the system in order to get a "free" item. As such, this approach has lost its effectiveness.

With a soft sell approach utilizing a well designed "sales funnel" you are able to convert a prospect through a series of steps into a customer. When they take action you have their brief attention and merely have moments in which to instruct them as they are expecting to receive something based on their action.





Chapter 6

Sales Funnel and The Three Steps

What has been successful is to literally give customers steps. The funny thing about the steps is that I keep implementing a “three-step” process over and over. I basically say, “Here are the three steps.” Then when they have completed that, I say, “Here are the next three steps”. Finally, I complete the process saying “Here are the next three steps”. Actually, “three” seems to be the magical number of steps. In my experience having five steps starts to turn prospects away. So, always keep it to a three-step process even if three minor steps are nestled beneath three major ones.

What I'm going to do is walk you through the “sales funnel” process. If interested, you can go to <http://internetsellingfornewbies.com/home/> and see this approach in action. You will notice that the technique as mentioned earlier is made up of steps upon steps. What I'm doing at that website is giving away a seven-day course to teach people the difference between Internet marketing and Internet selling. I instruct them exactly what to do, one step at a time, to start becoming an Internet entrepreneur. Over seven days, we have seven unique opportunities to establish a relationship where they learn to know, like, and trust us. They will anticipate receiving an email each day as their expectations have already been established. Then I take them through the “three-step” process. If you do this properly, you can get every single person that opts-in, to put 260 more eyeballs onto your offer through incentivizing him or her. This is what our last product launch called Buzzinar was about. You can view that product by visiting <http://www.Buzzinar.com>.

If the entry point of a sales funnel is when the prospect actually takes action and clicks a button to purchase or opt-in for something, then, whatever action they took you can control where they're going to go next. Not only “can” you accomplish this by leveraging technology, but you “should”. Direct them to where you want them to go.

The next step in your “sales funnel” should be an “instruction page” where you're actually utilizing the “three-step” technique mentioned earlier. Step “One” should always be to have the prospect “confirm” and “whitelist” your email address. The reason for that is just because they





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

clicked that subscription button doesn't mean they'll ever see an email from Technology has evolved over the last few years where intelligent email clients can classify and label emails distinguishing what may be marketing information and possibly what isn't.

By the prospect "whitelisting" your email address, they ensure receiving communications from you. If they do not "whitelist" your email address their spam filter may "nab" your email messages. For instance, an email service could throw your email into a "promo" or "social" tab, or worse into a "Spam" folder because this step was not done. Ideally, you want your emails to be delivered directly into your prospects "Inbox". Often simply by having the prospect add your email into their contacts ensures delivery of your message.

Know that some marketers are implementing a "double" opts-in technique. This is where a prospect is instructed to go to their email and click a "confirmation" link proving they have access to that email account. Many marketers believe that this technique ensures proper delivery of your emails, but it doesn't.

To ensure your communications won't end up in "spam," have your prospect "whitelist" your email address. Thus, you will need to give them step-by-step instructions on how to accomplish this. For instance, on my "Step One" page, I list the steps to "whitelist" using both "AOL" and "Gmail".

Now why do you think the customer is inclined to do this? They do this, because, they "have to," as they still have not received their "e-item". I'm basically giving them the steps they need to take to be rewarded.

You may ask yourself "What happens if they leave this step of the "sales funnel" now?" If they leave your "sales funnel" at this point, they must take further action inside their email client by clicking the preprogrammed autoresponder link. This link not only confirms their email, but directs them back to your "sales funnel," where you want them. At this point, you are able to move to "Step Two".

Now conventional wisdom may imply that the prospect is done with the "hoops," so give them their reward. However, this is simply bad design as you miss out on a fantastic opportunity to market. Ideally, you want to now "incentivize" them by giving them something in exchange for more leads.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

What sophisticated and successful marketers do here, is that they offer the newly converted customer something “free,” that is congruent with what they have just requested. For instance, if they click a Facebook “Like” button they would be sharing with an average of 130 of their “Friends” according to statistics provided by Facebook.

The moment they click that Facebook “Like” button, 130 sets of potential eyeballs are on YOUR offer. What happens to those people? Those 130 potential leads are coming right back here! Now you have just created a “viral” sales funnel “entry point”. Do you follow what’s happening here?

For instance, what I do on “Step Two” is I say, “Congratulations for clicking the ‘Confirmation Link’ and ‘Whitelisting’ our email address in your ‘contacts’. Now that you are moments away from receiving your anticipated item, I would like to offer you a special congruent item at no cost, to further help your marketing business. Press this ‘Like’ button, and lend your ‘friends’ this same fantastic offer, that you have just taken action on. In exchange for telling your friends, I will give you access to this special congruent item right now by having you click the ‘Like’ button below.”

Now remember, we already preprogrammed the autoresponder to send them a link in their email allowing them to confirm that they have access to this email account in what is referred to as a “double opt-in” technique prior to getting to “Step Two”. Note that this page in the sales funnel is the only page where there is nothing to click. This is important, as often it is a stumbling block to those new in the Internet marketing business. A newbie may believe they must monetize every single page and this isn't so.

For instance, if upon “Step One”, a prospect is met with an AdSense advertising or similar banner, what do you think they may do? More often than not, the prospect will leave YOUR sales funnel and all of a sudden, they are in somebody else’s sales funnel. That AdSense banner or advertisement box is going to potentially make you two pennies, yet quite possibly cost you your lead.

Another thing we did with our Buzzinar product, found at <http://www.Buzzinar.com>. is that we have created a powerful piece of web-based software where a marketer may generate complex code simply. Then they effortlessly drop that code onto any page. That intelligent code will instruct viewers to “Click this Button!” The moment that individual takes action; they are met with a pop-up giving them their anticipated reward of an “e-item”. By leveraging this





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

technology, you are creating a “viral” effect and attracting even more people into your sales funnel.

You may be asking yourself, what “e-item” could be offered? It could be anything. It doesn't even matter what industry you're in. It doesn't matter what niche of that industry you are in, as people LOVE to receive FREE stuff! “FREE” is the most powerful word in marketing as it grabs viewer's attention. If during “Step Two” you offer something for free, the majority of people, about 70% of action takers in our experience, will click that “Like” button and share the offer with their friends. Again, this means on average, according to Facebook, there will be 130 sets of eyeballs that may enter your sales funnel as a result of that single individual's action.

We like to design our “Step Two” page incorporating three buttons to accommodate users of Google+, Facebook, and Twitter. Naturally, the “Like” button is the most powerful one, because literally, the moment they click it, it puts a post that YOU designed with a link on their Facebook wall. It's a very powerful viral marketing strategy and it's completely legit. Also, your viewers are pleased to receive an opportunity to get something of high value at no additional cost, as it's “FREE”!

Moving away from “Step Two”, the moment the converted customer (approximately 70% of action takers) have chosen to share the offer with their friends, they receive their free “e-item” which again is congruent with the first purchased item. As a result, they are directed in a linear fashion to “Step Three” in the “sales funnel”.

There are a couple things that may occur on “Step Three” of your sales funnel. This page may be customized a bit with an additional offer or content. It could even be an entire new “step box” process. What I have had the most success doing in “Step Three,” is to have the newly converted customer “register” their purchase.

This “registration” action is not questioned as our society of consumers are conditioned to register their purchases. After all, often a consumer visits a store, purchases a good, and is charged with the act of “registering” that item to ensure their warranty is activated. Now your new customer may register via a single purpose “opt-in” form or what I like to do, a multi-purpose, “opt-in” form. This “dual-purpose” approach will also register them for a free webinar training. This webinar will occur within 30 days of their purchase. When they complete the training they will be offered a higher-end congruent product or service often offered at \$1,000.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

The majority of the money that Melinda and I have made during most of our launches is on that dual-purpose webinar “opt-in” page. Having a newly converted customer “register” is an extremely powerful and profitable technique.

Now, down at the bottom of the “Step Three” page, I begin segmenting the funnel in a couple of ways. The viewer has an option at this point. They may register for the webinar training that’s coming up or they may decline taking them directly to their anticipated “e-item”. Note that when the customer chooses NOT to “register” for the webinar they are segmented into an email autoresponder list for later automated follow-up. An additional form must be filled out for those who actually wish to register for the webinar. This form is separate from the “register” form and is not met with disdain as the webinar registration is seen as a separate event. As the forms are separate you could incorporate perhaps a poll during the webinar registration to ask what they are specifically interested in learning. You could also collect more or less contact information at that time.

Then what I will do is take them to a page where on top, it will say, “Welcome. Your product link is below. By the way, did you know...?” At this point we have something else that we are telling them via a video.

What we will typically do here, is direct them into yet another sales funnel via what I call my “Did You Know” page. This entry page to a new sales funnel could be called “Step Four” but don't call it that since most folks are merely comfortable with three steps. But know, in essence, you could have three more steps as long as you avoid calling them steps or designating them with numbers.

The reason I use a video at this point, on the “Did You Know” page, is that video has been proven to be quite effective at this particular juncture. I usually am able to pull the viewer into this video with a call to action at the end, thus sending them to the beginning of yet another “sales funnel” that I have in my business.

In review, this three-step “sales funnel” approach is effective because the prospect has been rewarded along the way. The approach establishes trust as an offer is made, accepted and delivered upon. Yet, while on that final content delivery page or “Step 4” you say, “Here’s what I promised you. But check this out.” Hence, the content delivery page now becomes the “entry page” of a new “sales funnel” for yet another product.





Sell Online

The Simple Little Steps That Sold \$4 Million Worth Of Products And Services Online

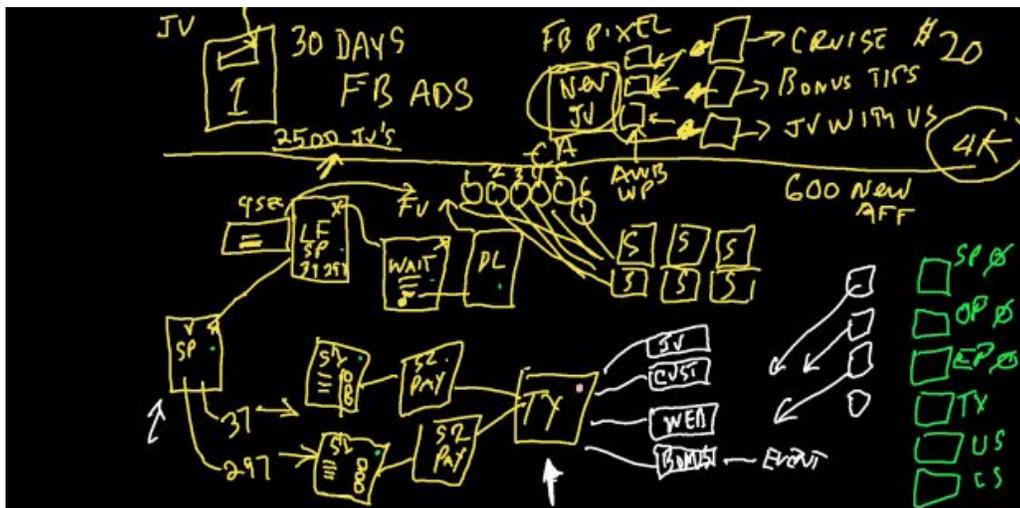
Chapter 7

Segmentation

During the "sales funnel" process it is important to segment your lists, in distinguishing between those who purchase from the "freebie" seekers. The most profitable individuals for your company will be those who took action three times, and, as a result, received three "e-items". These customers are placed on a list of their own. Again, this list is one of your most valuable assets.

For those whom left your sales funnel, it is important to have an autoresponder sequence of at least 30 prewritten emails that are going out, every three days. The purpose of every single one of these emails is to get the prospect back to "Step Two" of your "sales funnel". Every single email should be constructed to fulfill this mission. Thus, if we lost the prospect during a certain portion of the "sales funnel", the emails should be written to motivate them to return to "Step Two", and as such, be back on track within the original sales funnel.

Below is an illustration of one of our actual "sales funnels" that includes a "joint-venture" affiliates funnel along with segmentation and email sequence architecture. There's an actual video within MyUnfairAdvantage.net that members can watch that explains this very image and design process.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

Again, the image above is merely to illustrate the importance of the 6Ps of prior, proper, planning, prevents, poor, performance. We don't expect you to understand all the "chicken scratchings" illustrated but simply want to impress upon you the importance of following best practices to maximize profits.

Another list segmentation feature of most autoresponders is logic-based segmentation where rules such as, "Whenever someone joins this list, remove them from that list" may be implemented. Hence, the customer that already purchased from you in a previous step is not going to receive emails reminding them to return to your sales funnel to purchase something they already have.

A seasoned marketer is able to leverage automation strategies in selling by implementing sequences in every sales funnel with the technology afforded by a sophisticated and well-configured autoresponder. In our experience, a customer doesn't mind entering their name and address multiple times over ultimately a six-step process as long as they are provided value with each step. The important thing is that the pivotal "three-step" process be maintained even when incorporating three-additional sub steps of a subsequent "sales funnel." As long as you are rewarding and guiding them, while being forthright, the customer will not mind the various stepped process.

Also, proper setup of the autoresponder to segment lists based on previous actions must allow the individual to be removed from one list while being added to another. This does not require a full form but could merely be accomplished with the collection of a prospect's name and email address.

I have seen some marketer's request the prospect's email address without name. I want you to know, this process of the "sales funnel" along with proper segmentation has been pivotal to our success online. Just know, the worst that could happen would be that someone says "no" and clicks the other link that takes them down a different path. I like to think we are providing options to where the customer is determining their own story and ending. Do you want to go this way, or do you want to go that way? The customer can chose their own path.





Chapter 8

Begin with the End in Mind

You may be asking yourself, “What offers or “e-items” should I develop to utilize at the beginning of my sales funnel?” Well, regardless of niche, you could create a free report, and offer that on the front-end of your “sales funnel”. We have thrown this technique into our marketing mix and it works stupendously well. For instance, perhaps you are in the digital photography niche. You could create a free report about SD cards. Remember, to keep in mind what you are ultimately going to offer on the back-end of your “sales funnel” after the webinar. In this case it could be a \$3,000 to \$4,000 camera. Because you have initially attracted your prospect, with an interest in digital photography and camera storage, you are then able to offer a congruent item like a digital camera.

As Stephen Covey said in his book *Seven Habits of Highly Effective People*, “Begin with the end in mind”. Simply reverse engineer this whole sales funnel process. Begin designing your sales funnel with your big ticket offer as the goal. We have successfully used this three-step “sales funnel” approach ultimately with “six-steps” because the labeled three-step process would have a sub-set of three more steps. We just avoid entitling them with the word “Step” or use a number.

You must realize that marketing and selling online is an evolutionary process as markets, technology, and consumer behavior change. I’ve seen marketers, after offering their free report, present a one-dollar offer. It is amazing how incredibly effective this one-dollar offer is.

Speaking of experimenting, we have even tried “compressing” our offers, where we present our prospect with a single page saying, “Here is the first package, the second, and the third. Please determine which offer will best serve your needs.” This is actually the approach we experimented with on the launch of our Buzzinar product.

You could even experiment within your sales funnel by changing the names of package levels. One time we named our packages leveraging current popular culture. This resonated with our clients. For instance, one time we created a “two pack” disk offer. So, we called it the “2Pac”.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

Which, you can imagine, was followed by a “three pack” disk offer entitled “Biggie Smalls”. We have found that our customer’s enjoy the spirit of fun infused within our business. Besides, it is extremely funny to hear a support ticket referencing a customer having an issue with “2Pac”. So, the customers, along with you, will enjoy infusing fun into your product offers, as it is both attractive and engaging.

We have even experimented with having “automated” webinar trainings depending on what we’re trying to accomplish. However, in our experience, webinars are much more powerful when prospects and customers know it will be a live, one-time, event. We inform them that the webinar will not be recorded. Hence a replay would not be made available to view at a later time.

To illustrate the power of this approach, during one of our product launches, we opened our cart and announced that the product would be available to purchase from the 13th of September to the 23rd. We also informed folks that on the 26th of September, we would offer a live, one-time, free training via a webinar where upon no “replay” would be provided. That was so effective, we had over 2,000 registrants for that webinar. With the technology of that time, we were only able to accommodate 1,000 participants. As a result, only 1,000 customers were able to attend the training. Talk about generating scarcity and raising the demand of a product! The “WOW” factor was off the charts.

Thus, when you offer an automated webinar you may find that a few people, every once in awhile, register and may get around to watching the replay. This is because the factor of “urgency” is not motivating them to take action. Look, the prospect knows there will always be a time in the future where they could click on a link and watch the training. However, that time never comes because they haven’t been properly motivated. Don’t get me wrong; automated webinars are still a very effective sales tool. However, you may need to experiment to know when either approach is most effective.

Melinda and I have also experimented with having an actual physical DVD product offered on the back-end of a sales funnel. Oh, regarding video production, know that you could go nuts and spend \$10,000 creating something in an actual studio, or simply learn to create it yourself at home using a \$97 software program like ScreenFlow for Mac. What we do is create presentations using Apple’s Keynote product and record and edit with another product called ScreenFlow. Thus, it really depends on your desired outcome and budget.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

We generally do not offer physical products within our sales funnels. But rather we use them as a higher-end item offered during “Step 4” of the sales funnel process. For instance, we spoke earlier about the DVD product called “Internet Selling for Newbies”. We created a “sales funnel” that starts at “NewbiesGuideToInternetSelling.com”. Once the prospect completes their free seven-day course, the “sales funnel” is designed to direct the prospect to take action by purchasing that physical DVD offered at \$147. This DVD product is then mailed to their physical address. Note that when collecting their credit card information, the converted customer provides not only their physical mailing address, but a valid phone number, which is required by the handler in case there is a problem with delivery. This contact information is extremely valuable.

Now you personally do not have to mail that physical product to the customer. Nor do you have to burn the DVD yourself. Melinda and I, utilize the services of a fulfillment company. So, when a customer fills out the online order form, it is sent directly to a company at disk.com and the product is shipped on our behalf. So the entire process is completely hands-off. The cost for this service obviously depends on the volume of units. However, you could use an inexpensive alternative like a company found at kunaki.com. Again, you would give them your digital file of a DVD or perhaps a text file to print into a manual or book. Every time there is an order, they will fulfill that request one order at a time.

Companies like disk.com will provide a volume discount on something like 500 DVDs to be created. If you would like to offer your product outside the continental United States then additional international shipping would be required. In our case, the production cost was about six or seven dollars per disk shipped in the continental United States. We offered the DVD “free” to customers as long as they covered the cost of a \$9.97 shipping charge along with any extra international shipping cost. So, it is possible to have a physical product used on the back-end of your “sales funnel” process. Again, Internet marketing is a dynamic industry where the market, technology, and consumer behavior changes. As a result savvy marketers continue testing various approaches all the while having their ultimate goal being to sell higher-end packages.





Chapter 9

Consulting and Packages

Believe it or not, Melinda and I have a higher-end package offered at \$32,000. Again you have to reverse engineer the process by beginning with the end in mind. Our \$32,000 package is called our “Rock Star” package. We fly our client to Orlando, Florida from wherever they are and they spend a total of two days with us. The first day we focus on establishing rapport and of course pampering them completely. They arrive, possibly jet lagged, and are immediately placed in the lap of luxury. They receive executive treatment including being picked up in a limo at the airport. They are even escorted to a televised NBA basketball game to watch our very own Orlando Magic players dominate the court and hopefully win. The following day after acclimating the client is invited to have us review their business plan. We consult them, one-on-one, analysing every aspect of their business. We even pull back the curtains on our business and reveal our top generating strategies along with our various cash-cow reseller accounts. Frankly, our clients love the quality time with us as they are able to see exactly what it takes to construct and implement a successful process driven Internet marketing business. Hence, our client has complete unfettered access to Melinda, myself, and actually our entire company spanning an entire weekend. Those are awesome packages to sell and even more fun fulfilling.

It’s an intriguing phenomenon when you have successfully branded yourself especially with online video as people revere you. It’s just amazing. I’ll pick up the phone to call somebody and I’ll say “Hi. This is Omar. I’m just returning the call.” And I am greeted with jovial elation “Omar Martin? This is Omar Martin?” I’m like, “Yes.” Thus, because of personal branding you will find yourself elevated to semi-celebrity status. It’s amazing. And as a result of this personal branding those individuals wanting a similar business and lifestyle will invest their time and money to learn to be an effective and successful entrepreneur from you.

Now remember, Melinda and I operate our business from our home. Sure we have a couple of people that do freelance work like a programmer, graphic designer, and more recently a server jockey. But, all in all, Melinda and I do a large bulk of the business management and day-to-day operations simply from our house with our three dogs.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

The \$32,000 package is awesome because in all sincerity, to fly the client to Orlando Florida and pick them up in a limo, along with all the executive treatment activities, would cost around \$2,000. So, the remaining \$30,000 is pure profit. Granted, we would be foregoing other potentially more lucrative projects, but having guaranteed revenue of \$15,000 a day spanning a two-day weekend, helps further our company's fiscal mission as well as our personal mission to help others enjoy the lifestyle we have designed.

Then we have a package just below that which is \$14,000. The \$14,000 one is basically a "done for you" package where our company will actually create an online money machine for our client. Our team creates the website, landing pages, leadpages, metrics monitoring, server hosting, etc. along with the "e-item" or perhaps a web-based software product. We do the whole thing ourselves; Melinda, myself, along with our programmer and graphic designer. Then of course we have the \$7,000 package.

Remember, the point is, to begin with the end in mind of having several high-end offers where you attract a prospect with a free "e-item". And, by leveraging a well-crafted sales funnel, you condition and reward the customer via "micro commitments" while cultivating a loyal and lifelong customer. The key is to get them in a habit of buying from you in small increments. And a way to accomplish this is by adhering to our three-step "sales funnel" approach as it has been extremely effective and lucrative.





Chapter 10

Membership Sites and The Three Steps

Speaking of effective and lucrative processes, we have another variation of a “step” focused process that has proven to be quite successful. When packaging our information assets of audio, video, and text, into a product, we have found it beneficial to do so in leveraging the features afforded a password protected membership site. Upon each entry page of our membership sites we present the new member with a box having three steps. Much like the three-step “sales funnel”, we request the new member to complete three steps. Melinda and I have labeled this process the “Step Box”.

So, prior to finalizing a purchase of a membership site product, the prospect is presented with three packages, or in the case, three levels of membership. The prospect has to pick one of the desired packages along with the price points of, let’s say, \$17, \$27, and \$37. Regardless of which membership level they chose, the new member, upon logging in, is presented with our “step box”.

Just as before, in our three-step “sales funnel”, “Step One” is to instruct the new member to “whitelist” our email address by adding our email to their contacts. This again ensures they will receive our communications in their inbox and thus avoid the spam folder. “Step Two, in this case would be to register for a free webinar training. And, “Step Three” is a request to join that particular product’s Facebook group.

For every single product that we launch, we create a Facebook group. Right at the top, in the banner area, we have a picture of the product and our company logo. Believe it or not, having a Facebook group of active product users has reduced our support tickets as users “self-assist” each other within the group. The group also allows members to create a community of like minded individuals interested in the same subject matter while using the same techniques. Besides, it gives you, as the product creator, your own little stadium. When you enter the Facebook group you are not only revered but are able to comment on posts and activities of those using your product. The synergy that is created amongst those with similar interests is beneficial to all.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

For instance, some users go in there and post a video about something that they did with the product. Then I go in there and I'm like, "Hey man. This is awesome. I love that you posted this video. This is great. I'd love to have the rest of you show me what you are doing with my product."

Then all of a sudden, everybody is posting his or her stuff. There's another thing that's happening. They are seeing the other members that are in there with them. They see that there are 600 other people that are in this group. They think to himself or herself, "This Internet marketer dude is the real deal. He has 600 other people that bought this product just like I did."

Thus, the Facebook group becomes the product creator's own community for that product. Having this group is like shooting fish in a barrel in regards to target marketing. They are all right there properly segmented by interest and are proven action takers ready for your next congruent offer. In fact, when you contact them personally, perhaps via instant message chat, they are quite flattered and ecstatic. As a result of individualized attention, an individual may go and post to their wall saying: "Omar Martin is amazing! He just answered my personal question." Honestly, having a group for a product is an incredible vehicle in which to address a subset of customers interested in a particular topic within your niche.





Chapter 11

Where Your Loyal Customers Are

Now let's talk about an area where a lot of marketers don't want to be involved in and that is "Support". Often they say, "I don't want to deal with negative people." Well, that's simply "hogwash" as the support tickets are from those actually doing something with your product. These are the same action takers who purchased your product and are actually using it.

I say, "actually using it" because in reality, especially in the information-marketing niche, you create a product and those people buy it. I didn't say those people started using it. You have to understand that a majority of the people who will purchase your product will not even "break the shrink-wrap" so to speak. John Reese, a successful internet marketer, created a video where he actually studied this consumer behavior. In fact, it was he with another well-known marketer, Frank Kern, who distributed a ten DVD set where disc two through ten were blank. It wasn't until seven months later that a sole customer said, "Hey, I didn't get DVDs two through ten."

There are statistics surrounding this consumer behavior. The reality is, a majority of those who purchase a product, will not take action in using it. Yet the ones that are taking action with your product are the ones that are having a problem and ran into a brick wall. This rare breed of customer is actually doing something and they are doing something with YOUR product. They need help and they are reaching out saying, "I bought your stuff, and I'm using it." Yet, as an Internet marketer they often miss this opportunity to shine. This may be because they are out chasing around potential customers with a Facebook ad who may not even know who they are. They are hustling pennies when all the while the "big money" is sitting right there in their product's support desk or Facebook group.

So you may ask, "How does one get to the point of selling a \$32,000 package?" I quip with the response of "Support Desk. I have even created a big ad that says, "Support Desk. Want one-on-one help from Omar? Call this toll free number." By the way, a company called Grasshopper.com provides our tollfree number service. I suggest you check them out, as it's about \$9 a month to have voicemail messages directly emailed to you as an mp3. Then you





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

simply listen to their message and return their call on an individual basis for that extra personal touch.

Also, the signature of every response we send through our support desk says, “If you’d like to get more one-on-one time or you’d like to book a consultation call our tollfree number”. Do you see what’s happening? We are directing those proven buyers and users of our product into another “sales funnel”. This new “sales funnel” ultimately leads to them buying the \$32,000 package.

Look, it cost \$197 for an hour of my time. So, what do you think I’m doing when I’m talking to that customer for that one hour? You guessed it! I’m closing them on the \$7,000 or \$14,000 package. These are individuals that are not only interested in your topic but somehow have motivated themselves to take action. Besides, they are already qualified buyers. Thus, they will buy.

Again, this process of your business may be outsourced to a trusted few. However, for our company, the selling of the \$32,000 package begins with our best customers found in our product support desk, Facebook group and who call our toll free number.

Frankly, you’d be surprised how effective this approach is. In fact, I found myself on a Skype call, with a kid from Israel, who purchased our Buzzinar product. He was inside the Buzzinar Facebook group and had a question about something. He then contacted Melinda through our support desk asking, “Regarding one-on-one consulting with Omar. Do these packages, where you can talk to him, include having him build a website for me?” After hearing ‘Yes’, he said, “That’s awesome. I was thinking about hiring another company.” Well, of course, Melinda scheduled that Skype call between us and here’s what happened.

On that Skype call, I was trying to get the guy interested in buying the \$7,000 package. Then he said, “Could I do the whole thing? Would it be okay if you build me a site and all that you mentioned in the Buzzinar course?” Boom! The deal was closed. Now remember, that sale of a \$14,000 package was accomplished with a one hour Skype call triggered by our product Facebook group.

Think about it, if we didn’t have the higher-end product at the end of our “sales funnel”, and now “support funnel”, I would have merely sold that individual a \$37 digital information product and probably forgotten about them. This is what MOST information marketers do. They think





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

that Internet marketing is: offering a product, creating a Facebook ad, and getting as many people to buy that product as possible.

Here's an anecdote from my early days selling door-to-door. Look, trying to sell something door-to-door is tough. This is because a person would have to go and knock on at least 100 doors; three times. Three times! You would have to go through the same territory in a single day at total of three times. Why? Well, you start in the morning and it's all just a "weeding-out" process. You realize the only people that are home in the morning are the newlywed and the nearly dead, right? Either they are dying, or just got married and are raising infants and toddlers. Neither one of those folks are spending any money. However, the breadwinner is not home because they are out working.

So, what am I doing during the day? Well, I'm knocking on all the doors and crossing out all my non-buyers. I'm weeding them out leaving only potential buyers. Come prime time, 8pm, all the houses that haven't been crossed out are the ones where I need to go. I need to knock on those doors because they're my potential buyers.

You realize that this selling process is so tough that when you finally are in front of somebody that is going to buy you have to sell everything you have. It's a process called "rehashing". If this guy buys my "shtick", I'm not just going to sell him on one, let's say, pizza coupon book. I'm going to place one in his hand and say, "Sir, I have a five pack of these coupon books right here. It is called the "Biggie Smalls" pack and it will provide pizzas for all your events, parties, kids sleepovers, poker nights, family gatherings, and babysitters for a "gazillion" years. The cool thing is that you can even "gift" these. You can give these pizza coupon books away. Do you know someone that's going to have a birthday this year? Excellent. So you need at least two of these coupon books. Do you know someone that's going to have an anniversary this year? Fantastic! So you need three of these booklets."

I start "stacking" because I don't know, at what door, I'm going to make another sale. I'm going to try to sell "everything" I have to this one buyer. The mistake that most Internet marketers do is they find a buyer and sell one thing. They are so excited to make that single item sale that they stop selling. But remember, the door-to-door salesperson has ten more houses to visit and they have to repeat the entire process.

So, that's the door-to-door sales process that's transferable to online selling. Once you find a buyer you need to keep selling. You have a qualified buyer right in front of you who likes to buy





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

your products. Honestly, why would you walk away? Get a referral! Ask! Say, “Hey, I bet your friends love a great deal like you. In fact they probably will have similar events like you where they need to order pizza.?” Give that customer another opportunity to buy something else from you. It’s a “sales funnel” and it really works.

If you’re not using a “sales funnel” to some degree you are leaving a lot of money on the table. It doesn’t matter whether you’re operating a brick-and-mortar business, offering a service, or selling products online. Offer those qualified action takers who like your products more opportunities to buy.

Look, customer procurement is the same showing indifference to industry, niche, and whether selling online or in person. The reason is customers are simply human, and as such, behave in certain measurable ways. Now I’m going to give you the recipe, the five steps, to make an action taker out of a prospect.





Chapter 12

Selling Anyone in Five Steps

There are merely five steps to selling anyone, whether you're doing it in copy, in video, or face-to-face. The first of the five steps is to have an "introduction". The important thing during face-to-face introductions is to adhere to the "S.E.E." principle of: smiling, having eye-to-eye contact, and exhibiting enthusiasm. In the "introduction", you basically "tell" them "who you are" and "show" them that you're "friendly". You are inviting them into a conversation.

The second step is to have a "short story". The short story is the key. The short story determines whether or not they're going to do anything with you. There are three things you must accomplish in this short story. It doesn't matter what medium you are using when communicating with this person. If these three things are not addressed in this step of the sales process then the person will most likely not buy from you.

These three core psychological needs of step three's "short story" is really about survival. The prospect is determining if you are a threat who can cause potential harm or are you benign in your presence. As such, you need to address their open loop concerns of their psyche addressing: who, what, and why. If those core survival concerns and mental open loops have not been closed, you will have created an apprehensive environment inhibiting their ability to fully listen to your sales offer. And, as people buy based on emotion, you need them feeling good, not associating you and your offer with an emotion of apprehension and fear.

For example, I start my "short story" by saying, "Hi, sir. My name is Omar. It's nothing crazy. At Pizza Hut over there (pointing) we are having our anniversary. We want to hook you guys up with some free pizzas. Awesome, right?" Note that the three core psychological concerns surrounding survival have been addressed in about six second. You would be amazed at how many answering their doors bark "What are you doing here?" I usually say, "Hey, it's nothing crazy." or "Hey, it's nothing serious." This quick phrase disarms any potential fears of the unknown lurking in their mind while closing any mental open loops allowing your message of help to not only be heard but also welcomed. Answering these three questions of, who, what





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

and why, are important in not just selling door-to-door but also in online sales tools such as videos and reports.

The third of this five step process, to sell anyone, is the “presentation”. Once you have delivered the introduction and short story, you have to present the goods or services. When I was going door-to-door, I would actually present the item. They would instinctively put their hand out and grab it. While it’s in their hand, I would speak to the features and benefits. I’d tell them, “This is what we have. This is what’s going on. This is the product. This is the package. This is what you’re going to get.”

The fourth step out of the five is to now “close” the sale. You have to finalize the deal and you do this by asking something like, “Would you prefer ten coupon books for free pizzas to offer as gifts to your friends and family or five just for your immediate family?”

The final step is referred to as “rehashing” where you simply review what you’ve just done. So, again, have an introduction, a short story, a compelling presentation, and close the sale with an ask and rehash. Those five steps is the recipe to sell anyone either in person or online.

You may be asking, “How do I get them to take action now?” Well, there are four factors of impulse. I’m going to briefly review these if you are new to this concept. Just know, to master these four factors of impulse is to have the ability to make money on command; period. It doesn’t matter what or how you are selling. If you can leverage these powerful motivating factors inherent to consumer behavior you will be able to influence anyone to purchase anything from you. That’s a pretty strong statement yet I am witness to it.





Chapter 13

F.I.G.S. - The Four Factors of Impulse

The four factors of impulse are referred to as the F.I.G.S, which are the “fear of loss”, “indifference”, “greed”, and “sense of urgency”. Now there is a presentation that I am famous for. Have you ever awakened in the middle of the early morning to find yourself flipping through the cable channels only to land on the Home Shopping Network (HSN) channel?

How does the HSN make money? They are doing four things simultaneously that compels people in the middle of the night to get out their credit card and order a set of knives. They are not only doing four things, but are doing them simultaneously in all four corners of your television screen.

You have a host in the middle of the screen, very happy, very animated, and they are holding a set of gift knives. Amongst these four corners of the screen you have fear of loss, indifference, greed, and sense of urgency happening right in front of your eyes.

In one corner there’s the “fear of loss” showing that there are only a certain amount of the product remaining. It’s four o’clock in the morning yet these things are flying off the screen twelve at a time with the excitement of winning the lottery. The clock is ticking down in milliseconds and phones are ringing in the background as the host excitedly explains, “You are going to miss out on this unique opportunity that your neighbors have just taken advantage of and the current available units are dwindling down to zero. So, hurry”.

In the second corner they leverage another factor of impulse called “indifference”. What do they do here? Well, they show a photo of their next item, which is a cubic zirconium ring. That is sending you the message, “Look. If you don’t get this, it doesn’t matter. We don’t care whether you buy this great product or not as so many others are. In fact, right after this, we’re moving on to another product. Besides, we are selling out of this current product to where we don’t need you to take any action whatsoever. ” So, that’s indifference.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

This same approach used in door-to-door selling is called the “hot string”. For instance, I would do things like, hold my keys and flip them while looking at their neighbor’s house next door. I’d perhaps even wave at people that aren’t really there. The intended effect was to send a message saying: “You’re important to me, but I have somewhere else to go. This has to happen now or never.” That’s called indifference.

The next corner of the HSN screen leverages the impulse factor of “greed”. Now, “greed” is my personal favorite. Let’s say you see a guy on the screen taking calls and his name is Scott. The host would say, “Right now Scott’s taking a call from someone who just purchased the knives. Scott is on the phone with Mary from Idaho. Let’s patch her through to the studio. “Hello Mary, this is the host, you’re on the air. Now you were telling Scott earlier how much you loved the knives. Is that correct?” Then Mary starts with her testimonial, “Hi. I just want to tell you I bought the knives last time you had them on. They changed my life. I couldn’t cook. But then I got the knives. I cut food better. It saved my marriage. It’s amazing. I love them.” The host gets back on and says, “Mary from Idaho, thank you. Next we have Joe from Poughkeepsie, New York. Hi Joe. Go ahead.” Then Joe says, “Hey, what’s up? Let me tell you something man. I bought the knives. I put them on the truck. They saved my job. I cut pipe faster than ever. The knives are awesome.” Now by having those two testimonials on-air explaining what the product has done for them will actually resonate with a portion of those watching ultimately motivating them through greed to take action.

For instance, somebody watching is going to relate to Joe. They’re going to say, “I want to save my job like Joe did.” Then, somebody will identify with Mary. They’re going to say, “I want to save my marriage just like Mary did”. This impulse factor works and it’s called the “greed” factor. Remember, all the testimonials are in the foreground with phones ringing off their hooks in the background.

Now we get to the final impulse factor of the F.I.G.S. The factor is called “sense of urgency”. No HSN screen is complete without a fast paced countdown timer. Thus, in the fourth corner of the screen you will see that there are only minutes left as the milliseconds fly by. It does not even matter that there are 600 left, wait, make that 500 now. When that timer runs out, they are moving over to the cubic zirconium offer. The viewer better act fast and take action now by dialing that toll free number flashing at the bottom of their screen. As you can see, these four factors of impulse are effective in motivating a consumer to take action. They simply work.





Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

Chapter 14

Conclusion

If you find a way to implement fear of loss, indifference, greed, and sense of urgency together with the five steps of introduction, short story, presentation, close, and rehash, all within a well designed sales funnel, you are going to make some serious cash online.

That's it! Those are the simple little steps that sold \$4 Million worth of products and services online. Just know that many of our former client's success stories are as a result of following these simple little steps. They are now enjoying the freedom and rewarding life-style found in being a successful entrepreneur. Some even began earning a six figure income in a matter of months.

Often these entrepreneurs demand more of themselves than any other. They possess a burning desire to not only design a life of meaning, but are willing to go the extra mile in manifesting their own personal online success story.

Don't believe for a second that it won't take consistent and correct action. Look, there are many who "fail to plan" and as a result "plan to fail". We know you are not that individual because you are reading this now.

Melinda and I hope that you take massive action with these simple little steps we've shown you. You can use the information we've shared in this report to start building reliable income streams and a profitable Internet business. The time has come for you to take the next step.





Omar & Melinda Martin's

Sell Online

The Simple Little Steps That Sold \$4 Million
Worth Of Products And Services Online

To Your Success,



Omar & Melinda Martin

Come Join Us Inside Our Membership Website:

www.MyUnfairAdvantage.com

