

Detox Your Business Of The Things That Are LOSING Money For You, And Add Income Strategies That Can Start Working In 3 Days

Presented by



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My Business Associate Is Going To Tell You How

“My (Never Before Shared) ‘Hippy Hacks’ Can Increase Your Profits & Enhance Your Business...

(In Just 3 Days)

**...Without Spending More Than
The Price Of A Coffee!”**

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Hi, Tony here...

There are some things I do that have made me HUNDREDS OF TIMES MORE MONEY than others.

These strategies are simply more effective than others, whether it's a sneaky hack I can use on my sales pages, or just a way of doing things or running a 'detox' that subsequently frees up my business from obstacles that have been blocking the path to where I want to go.

I usually keep these things quiet.

But sometimes I get paid to share them.

This is one of those times :)

Obviously sharing these makes me feel good too, so I hope you'll see similar results from these 'Hippy Hacks' that I have.

Best,

A handwritten signature in black ink that reads "Tony Shepherd". The signature is stylized with a long, sweeping underline that extends to the right.

Yorkshire, UK

Hippy Hack 1

Monetise Non Opt-Ins And Unsubscribes Now!



I'm just testing this at the moment, but I'm trying my best to monetise as many unsubscribes and people who leave my squeeze pages without opting in as possible.

Let's be clear here - these people DON'T want what you are offering, and if they once did they've decided that they don't want it any more, so one final offer can't do any harm - even if it bugs them a bit :)

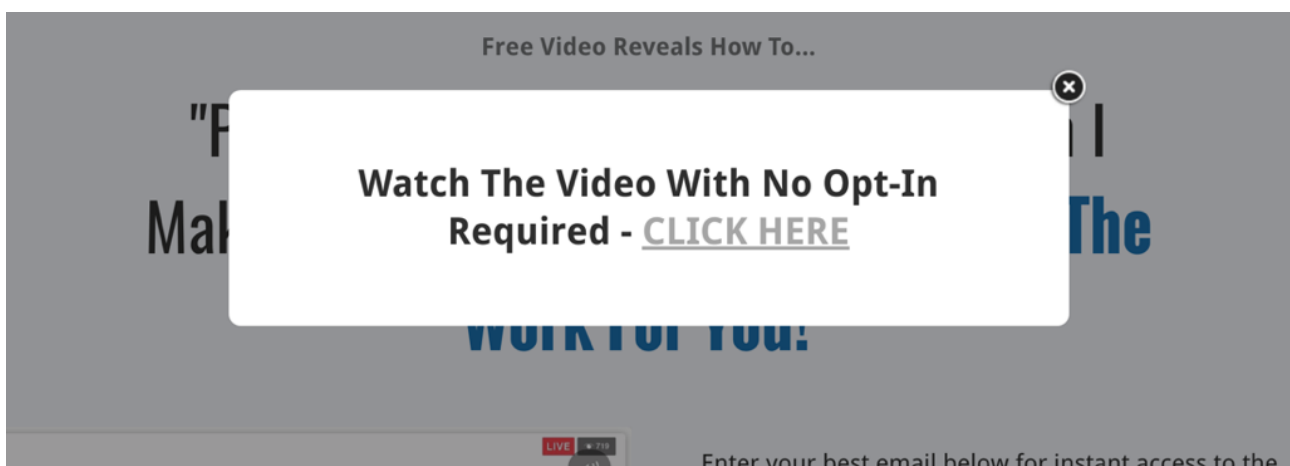
However I DON'T EVER mail someone who has decided they want to opt-out of my mailing list. That's not only unethical but it's now pretty much illegal under GDPR rules.

But as they go I might as well try to make some money from their departure, right?

I'm doing this in different ways...

For example in the affiliate business I have with Tony Newton, on our squeeze pages we have a pop-up that appears when a lead doesn't opt-in and heads towards the X to leave the page.

When that happens we show them an exit pop-up that displays the following message:



And this gives them a direct link (via our affiliate link) to get to the page they would have usually had to opt-in to get.

It's working too :)

We're making commissions from this, although the downside is we're not collecting the email address of the person which is infinitely more valuable.

But at least we're making a few quid from them leaving!

I'm introducing this on my squeeze pages too and finding various offers to send them to, whether of my own or as an affiliate.

Although to be honest I don't think sending them to my own offer would do a lot of good because if they liked what they saw they wouldn't have left my squeeze page anyway.

I'm finding that a related (but significantly different) affiliate offer works well.

Things like other marketer's coaching programs, memberships or funnels.

The other thing I'm in the process of doing is monetising people who unsubscribe from my list.

In the past I had a system of messages in place to try and persuade these people to stay but it didn't work well - let's face it - they're leaving because I'm not their 'thang' so trying to convince them to stay is pretty futile.

Our love affair has ended y'know?

They've dumped me :)

I'm fine with this of course - because of the nature of my emails (heh!) I do have a significant number of people who unsubscribe every month so I might as well try to send them somewhere that makes me some money.

Remember I'm not too bothered if I piss these people off by 'bugging' then with a final offer because I'm probably not going to hear from them again anyway.

Interestingly my early tests are showing that **the best results are coming from sending leavers (via my affiliate link) to an OFFER PAGE that gives them the choice of selecting an offer from a choice of two marketers who are similar to me but market in a different style.**

The main thing is they have to feel they have a CHOICE.

I want their leaving experience to feel as though THEY are in control.

If you've been around IM for any length of time you've probably had the frustrating experience of trying to unsub from someone's list only to find it's easier to leave the LOST island than it is to get off their list.

I don't want that for my leavers.

They've chosen to leave my list so if they **think** I'm manipulating* them to try to make some money would probably go batshit crazy, and that's not good for the sale

*Even though that's exactly what I am doing.

But by sending them to a presell page (which I'm still testing so can't show you my designs just yet) that says something like:

'I'm really sorry to see you go - obviously I wasn't a good fit for what you want so here are two marketers (and their offers) that people typically leave me for.

I know it's not great for my ego but it happens :) Please let me wish you lots of luck on your journey

You can find out more about the offers by clicking the button below them"

The copy isn't just right yet but it's beginning to show signs of working so I'm quite excited about it.

I haven't shared this with ANYONE yet so you're the first to know about this.

I strongly suggest you give it a go with your unsubs and anyone who chooses to leave your opt-in page.

Hippy Hack 2

**If You're Currently Doing
Something That Isn't Making You
Money - DUMP IT!**



You know that my 'thing' is all about lifestyle, spending time with people I love, especially my wife and children, enjoying good food and good wine, not having to answer to anyone and generally doing the things that make me feel good, right?

My 'thing' is all about lifestyle.

But my business is most definitely NOT!

My business is there to *provide* that lifestyle.

My business is all about PROFIT!

And to do that it has to be lean, simple to run and profitable.

Which is why if something isn't making me money it gets dumped faster than an ugly boy band.

With me it doesn't get too much of a chance to prove itself either.

An example of something I've dumped because it didn't work for me and was taking FAR too long to show even the basic results is SO

I know marketers who spend months building sites, usually SEO sites that they think will bring organic traffic.

And although I've been proved wrong on a few occasions the fact is that from what I can see, SEO is a bloody hard fight.

You don't earn any money for months while you create it and then when you do, Google throws a tantrum and changes the rules to the game.

Now I know some of you reading this WILL be into SEO, and that's cool.

Because it's MY FAULT that SEO doesn't work for me.

And I'm cool with that.

I accept it.

Just like I'm never going to make my living as a great artist because I can't draw, the way I go about SEO means it doesn't work for me.

I know the basics but I can't make it work - the time lapse between doing the work and getting paid REALLY does not work for me either, and the simple truth is I just can't do it.

Maybe I should have tried harder or studied more data when I first started out, I dunno.

But the fact is that I don't think any less of myself for not being able to make SEO into an income source for me in the same way I certainly don't think any less of anyone who hasn't started earning from their online efforts yet.

There's nothing wrong or shameful in that.

We've all been there.

Other things I've dumped because they weren't making money for me include PLR sites when the PLR bubble burst because it became saturated some years back (it's now making a comeback).

Article marketing which was hard work for very little return

Facebook marketing

Creating desktop software (plugins worked fine but desktop software had too many variables and platform based quirks)

I lost money on all the above, which is fine - it's part of being in business.

BUT...

Here's the actual problem:

**WHEN SOMETHING IS NOT MAKING MONEY
FOR YOU AND YOU *KEEP DOING IT*
EXPECTING SOMETHING TO CHANGE!**

Just because you *like* doing something or you WANT it to work doesn't mean it's going to produce income for you.

You have to be ruthless about this or you will NEVER get your business to where you want it to be.

Another example:

I really enjoyed day-trading Forex pairs.

I loved it.

(This was only a couple of years ago)

I had my cool-looking trading platform installed, my candle charts, bars, alerts and everything else that made me feel like a Wall Street Broker.

I even considered slicking back my hair like Gordon Gecko until my wife told me I would look like a Bosnian war criminal.

I was really enjoying the whole thing.

And within my first few days - perhaps a week - I'd made £1500 clear profit!

I thought I was the dogs bollocks.

I also thought I had stumbled upon (in true IM fashion) another serious, ongoing income stream.

And for a few days I couldn't do anything wrong.

I traded every day and made money every day.

I was very proud of myself and how clever I was.

Until it stopped working and my (embarrassingly simple) system started *losing* money for me.

I lost the £1500 profit, another £3000 and then twice that again in the space of a few weeks.

So I stopped.

BANG! No more.

Right there and then I deleted the software, cancelled my trading account and went straight back to writing stuff and selling it.

It was a very expensive lesson.

And it's fine if something doesn't work

I was OK with that.

Here's what REALLY scared me:

I was telling myself fairy stories about how it *would get better* and I really *could* be a day trader.

I was conning myself.

Because:

**MAKING EXCUSES TO YOURSELF SO YOU
HAVE SELF-PERMISSION TO CONTINUE DOING
STUFF THAT DOESN'T BRING YOU ANY
MONEY ISN'T JUST BAD BUSINESS...**

...IT'S ALSO DANGEROUS TO YOUR WEALTH.

I could potentially have lost tens of thousands of dollars. As it was I lost pretty much five figures, but I was astute enough to get a grip on myself pretty bloody quickly.

This translates to your online business too, obviously.

It's vital to look at your online activities and REALLY see what is happening.

It's not easy to cut through your beliefs and wants, but if something isn't making money for you then it's LOSING money for you (even if just in terms of your time)

Importantly it's vital to understand too that just because a strategy works for someone else it might not work for you and vice versa.

So when it comes to dumping stuff that doesn't work, ONLY look at your own business and what is or isn't working for you.

Sure give it time, but don't haemorrhage money by keeping doing the thing longer than you should because you see it working for others.

Our businesses are all different.

Hippy Hack 3

My Tried & Tested Devious Pricing Strategies



Here are a list of pricing strategies* that can make a BIG difference to your income. I've tested a lot of these and use them in my business.

They are GREAT fun and VERY effective.

*Many of the pricing strategies below have been psychologically studied, tested and papers published. I've included the links before if you want to read them and draw your own conclusions.

Yep, we're talking scientifically backed strategies baby ;)

I'd highly recommend trying some of these out.

A simple split test can show you how effective they are, and I do recommend you test to see if these work in your own business.

1. Display Smaller Prices In Smaller Font

Based on a study by [Coulter & Coulter 2005](#)

Put simply, customers perceive your price to be smaller if you display your price in a smaller font size

\$47 **\$47**

The smaller price was less imposing to subjects in the test.

Hell even I find that huge \$47 above scary.

The study above backs this up.

Also think about making your price seem smaller by placing in near something BIG.

For example on a sales page position the smaller price next to a **BIG element** such as a guarantee with a big box around it, or a large testimonial or video that will dwarf your price size

2. Remove The Comma And The Pennies

\$1,997.00

\$1997

The bottom price is physically not as long so doesn't appear as expensive

A different study ([Coulter, Choi and Monroe](#)) showed that making the physical length of the price SHORTER also makes it appear *less expensive* to the customer.

Interestingly it is suggested that the **phonetic length**) of the price (how you say it out loud) might also influence this.

I'm not personally convinced by this but there's no harm in trying.

So with our example:

\$1,997.00

'One thousand nine hundred and ninety-seven' has *11 syllables*.

\$1997

'Nineteen ninety-seven' has *only 6 syllables*.

Like I said, I'm not convinced that customers read the price in their heads (or out loud) or even think about syllables, but I'm intrigued enough to make sure my own pricing is the shorter one :)

3. Mention The *Daily* Equivalence

From a study by [Gourville 1998](#)

I love this one and I should use it more but (honestly) I keep forgetting. I'll be putting this on my [Inner Circle](#) membership page ASAP

You'll have seen this used before and it obviously works;

\$14.99 / Month

(Just \$0.49 / Day)

You just add the DAILY amount.

The psychological effect is that people focus on the SMALLER price.

The other obvious way to do this is not with a monetary value but by comparing it to an everyday item.

For example *'For just the price of a daily cup of coffee...'*

4. Rounding Prices - The Tricks :)

This is really interesting.

[Wadhwa and Zhang \(2015\)](#) found that *rounded prices* are processed more fluently than non-rounded prices.

For example:

\$14

Would be processed more fluently than

\$14.99

But there's a caveat:

They found that because rounded prices are processed more fluently they work better for **emotional** purchases.

So leave out the pennies if your product is an emotional buy.

Whereas because prices WITH the pennies included (like the \$14.99 above) take longer to process it's arguable that they work better for **rational** purchases - because we like to think about them a little more :)

Either way it's certainly worth testing in your own business.

5. WHEN To First Reveal The Price

A study by [Karmarkar, Shiv & Knutson 2015](#) threw up some interesting research about **WHEN to reveal your price for the first time**.

I've tested this myself in a different way - by showing the price on my sales page **OR** making the prospect click the checkout button to see the price?

Well my test has shown that **getting them to click the checkout button gets significantly better conversions**.

I just didn't know WHY until I came across this study :)

From the study it turns out that you get different results if you show them the PRODUCT first than if you show them the PRICE first.

(Showing them the product could be displaying an e-cover for a PDF or a picture of the product you're selling such as a lamp, computer or diamond ring)

PRODUCT =====> PRICE

Do I Like This Product?

In the study, when the product was displayed first - before the price, participants based their purchase decision on the **product qualities**

PRICE =====> PRODUCT

Is It Worth The Price?

Whereas in the study, when prices were displayed first, participants based their purchase decision on the **economic value**.

I found this totally fascinating, which is why I show potential buyers my product first and then make them click the checkout button to find out the price - so if the study is correct, they are basing their buying decision on the PRODUCT QUALITIES not the price.

So if you sell luxury products, or intangible goods such as information products you WANT people to base their decision on your product qualities. - so show/tell then about the product BEFORE revealing the price.

Perhaps this explains those horrible long sales videos that you can't fast forward or skip and that don't reveal the price until the very end.

(Yes they annoy me too)

But I have a mate who used to do those back in the days when ClickBank hosted load of IM products and he SWEARS that *if you can get them to the end of the video, having told them all about the product they'll pay pretty much any price.*

He was worth quite a few quid too so I took him at his word :)

6. Expose Your Prospects To ANY High Number

I have to say that I think this borders on *evil genius* :)

I haven't tested this extensively but I intend to.

Very soon :)

[Amaval and Monroe 2002](#) found that if they exposed people to ANY high number before displaying a price, that exposure cause people to perceive the subsequent price to be lower.

Here's how I'm going to test this in my own business:

I'm going to find a large number of people - previous buyers, members etc and use that number alongside the price I display

For example rather than just displaying the price:

\$27

I will display:

\$27

Join 2118 Delighted Customers!

In the above example the 2118 number makes the \$27 seem much smaller :)

Now you could say that it's more about giving the product pedigree by displaying the number of previous customers, but Amaval and Monroe would argue that it's actually about putting the smaller price next to a big one to make it seem LESS expensive.

WELL worth testing :)

Hippy Hack 4

Only Ever Measure Your Results In Money

Some years ago - back in 2010 actually - when I was more involved in the

IM social scene than I am now, I was regularly meeting up with two pretty well-known marketers who had teamed up and had a pretty amazing bit of software built.



I'm not sure how it worked but it somehow added multiple Twitter followers to your Twitter account so you could market to them

And I agreed to get involved in a small way.

I was to be given a free account to try out and if I liked it I would offer a testimonial and present it to my list.

A few other marketers were given the same deal.

Well, I was very open to trying it out and so they plugged me in and set it running.

And within a very short time I noticed I had **23,000** new Twitter followers!

Wow!

So I wrote a blog post and a couple of emails to my list telling them what had happened and that I was intending to start marketing to these followers.

I included my affiliate link and told my list I would update them as I went.

Well loads of people just jumped in and bought it.

Then the rest of the industry went crazy promoting it too

The JV leaderboard read like a 'Who's Who' of top marketers at the time.

From the last leaderboard I could find I ended up in a respectable 6th place.

And everyone who tried this software added hundreds or thousands of people to their Twitter accounts almost overnight.

It was an absolute sensation.

So many marketers jumped on board and at the time it that felt like it was going to be a huge step forward in marketing.

Except for one thing.

We'd forgotten the basics.

Even though these Twitter followers *were* real accounts and real people, they had somehow been pulled onto our accounts and quite frankly didn't want to KNOW us, even though we were in the same niche

They weren't REAL leads with whom we'd built a relationship.

They'd been pretty much scraped from what I remember.

And they were IMPOSSIBLE to market to.

They weren't interested and who could blame them?

One person I knew had **3 clicks** from a Tweet to over 30,000 followers!

It was the only time I can say I'd been completely sucked in by the hype of a launch, and while the software WAS amazing, it just wasn't workable or (if I'm honest) too ethical either.

So what's the takeaway?

Successful marketers measure results in MONEY.

In cold hard cash.

And that's been a lesson I've taken on board in a BIG way.

You know I'm The Hippy Marketer right?

Lifestyle is my thing

Freedom

Spending time with loved ones.

Peace and love - hippy-dippy spirituality.

Well, guess how I measure my metrics?

Money!

Pound notes that I can touch, feel and rub all over my naked flesh (I actually don't do that last bit but it gets the point across)

Even though my business exists to fund my lifestyle (not the other way around) and even though I only work a few hours a day and focus on enjoying my life...

...one of the most important things I've ever learned is to measure my results in MONEY

I don't mean comparing my earnings with other marketers' - I really don't give a monkey's chuff about what other people earn - I mean *using the profit that a certain strategy or product brings to measure whether it's been successful.*

And this is important because if it HAS been successful I'll do it again :)

Multiple times!

And when I watch *other* marketers that's how I can tell if what they're doing works or not too. If they do it again, something is going right for them.

Because you'd have to be a proper nobber to keep doing something over and over if it was losing you money, right?

So if they ARE repeating something then it's working for them.

Because I know - **I KNOW** - that they also measure *their* results in money.

And that's the main metric you should use too.

Actual, countable currency in your bank.

This is important:

Just as successful marketers measure results in money...

Misguided ones measure their results in Likes, Friends, Followers and email opens or clicks.

Ask yourself this - If you promoted a product for someone and your commission came to \$11,000 are you OK with it if they want to pay you in Facebook Likes?

If that \$5k you're owed doesn't arrive in the bank but your JV partner offers to give you 20,000 Twitter followers instead, are you happy or do you want to gouge his eyes out with a crochet hook?

I DO understand the value of likes and clicks.

Don't get me wrong...

Hell, if you manage to fluke a viral Youtube video and get 100,000 hits on your website you're entitled to be happy.

It's quite a thing.

But if those 100,000 hits convert really badly because they're not actually buyers and you make just \$89.99 from it then it's not a great result.

Money is the measure when it comes to business

Money is NOT the measure (for me) when it comes to LIFE

You see the difference?

In business it's the ONLY way to measure. Nothing else matters.

In LIFE?

Well, a successful life has little to do with money in my opinion.

But with your business, forget any other way of measuring, *especially if someone is trying to sell you a system, course or coaching.*

If the end result doesn't increase your MONEY in one way or another - and that was the reason you bought it - then forget it.

Think about the courses or products you buy:

How to write sales copy - fine - it'll increase your conversions

How to make money from PLR - yep speaks for itself, it;s about how to mane money

How to make money from following your passion - absolutely - again it;s in th title 'How to make money' right?

But *'How to increase your Twitter followers or Facebook likes?'*

Nope - **Thats only half the story -**

You're being sold short - because *then* how do you convert those follows into money?

Personally for me I'm dubious about anything that I can't convert into cash and that I know HOW to convert into cash

Obviously it depends on your experience and situation but I KNOW I can convert new subscribers into money - that's what I do for a living so I see subscribers as money.

Hell my list IS money because all I need to do is mail out an offer. I've been doing to for ten years and it's a proven thing.

But 1000 Facebook likes?

What do I do with those?

I'm not sure because it's not my area of expertise.

The same goes for Twitter to Instagram followers.

While I wouldn't turn them down and would certainly TRY to turn them into paying customers...

...I would never base my business on getting followers, likes or comments.

I measure my results on money in the bank.

Because I'm a dopey sod at times and I can't get that too wrong!

Hippy Hack 5

**Start Telling Everyone - *Right*
Now - How Good You Are At
What You Do!**



You can't actually come out and SAY that you're a genius, guru marketer, an amazing coach or whatever it is you do...because you'll look like an arrogant dick.

But start - right now, and in everything you do - to *subtly* position yourself as an expert and authority in that thing that you do.

Here's how:

If you look at my stuff you'll hear me name-dropping about people I know in the business.

Some of these people I haven't seen in person for a pint in years but they're well-known in the industry and it helps establish me as a 'name' of sorts in my own right.

But that came later...

In my early days as soon as I'd been recruited by one 'guru' to write copy for him I mentioned it in everything I did.

I didn't name names because most of my clients don't want other people to know that they don't write their own sales letters, emails or articles (bit of a shocker when they're supposed to be copywriters eh?)

But I used it to establish my credentials.

But even BEFORE I had done any of that I mentioned any positive comments I got back about my emails, any good results I'd had, anyone I'd helped, anyone who had mentioned me or my stuff on their blogs and basically used any scrap of leverage I could.

I'd weave it into the emails and products I'd create - **EXACTLY AS I'VE DONE IN THIS PUBLICATION YOU'RE READING RIGHT NOW AND ALL MY OTHERS :)** - so that from day one my readers would know I was someone to be listened to as an expert.

Subtle mentions.

Anecdotes and stories that are related to the message I'm trying to get across.

You can do the same and you probably have more material than you think...

For example:

If you've emailed guru marketer XXX and he replies saying 'Good question...' then USE that as part of your back story.

E.g. 'Guru XXX actually said that my question was a good one, so I thought I'd share that with you today in my new product'

If you've got a personal reply from a name marketer then use that too.

E.g. 'I had an email from Guru Y the other day, replying to a question I asked him. His reply was really interesting...'

Even if you've been turned down by someone in some way USE THAT as a story to make you seem more human, and if they explained why they turned you down use that as a positive.

E.g. *'Well I got in touch with Guru Z yesterday and I managed to find out why he's not accepting certain affiliate - it turns out that...'*

You're essentially building your online character by doing this, and it all helps go towards your gravitas as a marketer in your own right.

You only need to throw a couple of comments into your emails each month and it'll make a HUGE difference.

You can be jokey about it, self-deprecating, take the piss out of your own ego, big yourself up (don't forget to add a small comment to bring yourself back down again to make you seem human) and TELL people when you're happy or excited about a product you've created or a blog post you've written.

Obviously DON'T LIE because you'll get caught up in your own bullshit and forget what you've lied about in the past and it'll be obvious.

And DO tell the same story multiple times.

Hell you'll be sick and tired of some of my stories by now because you'll have heard them so often but they continue to build my persona.

There are ways to introduce 'repeat' stories:

You can say *'As I've said before'* or *'As you'll maybe know if you read my emails'*

(Recognise both the above from my stuff? LOL)

Doing the above is one of the single most important things I've ever done to brand myself and my business!

So don't be afraid to big yourself up - on an ONGOING basis.

Hippy Hack 6



Stop Having '*Income Events*' And Instead Build An Ongoing Sales Strategy In Your Business

Most marketers run their business by having a series of *income events*.

They launch a new product and it brings in a surge of income, until it dies down at which point they have to move onto the next thing.

If you find that your income graph looks like a mountain range with many highs and lows, spikes and troughs then you're probably running your business on a series of income events.

And intrinsically there's nothing wrong with that.

Except that it's *really bloody stressful* having to create another product to pay the bills.

And when you eventually have a product that flops (as everyone does) then **you'll realise how delicate your income really is** because you'll have to start over and create something else - and that takes even more time and money.

Luckily there's a pretty easy way to move your business over from event-based to Ongoing income based:

Start selling what you've already created!

You should STOP creating and start SELLING your stuff, at least for a while.

That means when you work for 3 weeks creating that video course or ebook and the launch is over and you're counting the money you should NOT EVEN *start* thinking about your next product.

(At least for a while)

Until you've put a marketing system in place for the one you just made.

What REALLY smart marketers do is to make that product part of a funnel and start buying traffic and sending it TO that funnel.

Then they track and tweak and watch what their conversions do.

You've just launched a great product.

Why the HELL would you shove it to the sidelines and start working on another product?

Are your products so CRAP they're disposable?

Nope, of course not.

This is why you see me open and close my products on an ongoing basis.

Because I'm *selling* them in rotation with my other products day after day, week after week, month after month.

I'm SELLING as well as creating.

And they're bringing in money even though it's not my 'latest' launch.

Many marketers have it backwards.

They think a launch is the best way to bring money in.

Well it might be - but it's just an **INCOME EVENT** not a SALES STRATEGY.

See the difference?

Too many marketers have INCOME EVENTS rather than ongoing strategies for selling their products and services.

Has the course I launched a few months ago made me more money then the one I've been selling for two years?

No of course not - I've been consistently selling all my products so it stands to reason the one that has been out there the longest has made more money - because I've been SELLING it for longer!

Launching your product, whether it's a high intensity Jeff Walker type thing or a tiny soft launch to your in-house mailing list **is just the start**

Because once the initial launch or offering has died down - that's when the REAL selling should start.

That's when you need to build an ongoing selling machine.

Many marketers think that once launched, a product becomes tired and old and *'too many people have already seen it so it won't sell many more copies'*

That's just arrogance (been there myself though)

Comparatively speaking pretty much NO ONE has seen your product from your tiny little JVzoo launch even if it brought in \$100,000

Now is the time to take it, presell it, explain it, and market it to a whole new audience.

Because that's where smart marketers get a HUGE part of their income from

The might do launches, sure

But they've got a selling strategy for offering their past products to their newest customers on an ongoing basis.

J D Salinger wrote around twenty books.

But his first, *The Catcher In The Rye*...

...well that's by far the best known, and arguably his best.

What if his publisher had stopped selling it because '*he'd just come out with something new*'

There's another final part to this you'll need to include too.

And that's making your products EVERGREEN.

So try not to show screenshots with dates on them (I go back and update the screenshots everyone and then) or mention things that can date your products such as news vents or events in your life.

Here's something you really should try:

For three months, stop creating products and start selling your *existing* products - and watch your income go through the roof.

I can't understand why more marketers don't do this...

Hippy Hack 7

If You Don't Already Have One, Ethically Steal Yourself A Model*



*No, not that sort of model (I put in one of each sex to avoid discrimination ;)



I'm talking about taking one of the most profitable shortcuts you could EVER take.

Modelling another marketer's business.

Let me be clear - being creative, being inventive TAKES TIME AND EFFORT and when you're first starting out, or when you need to get some money coming in FASTER...

...you might want to minimise the amount of time you spend being creative yourself **and MAXIMISE the amount of time you spend** on ethically (and legally) **standing on the shoulders of existing marketers.**

By which I mean MODELLING other people's businesses.

Some of you might feel uncomfortable about this.

But let me assure you that if you don't actually steal any content, trademarks, titles or other copyrighted material there is nothing the originator can do to stop you.

Of course if you do it correctly (as I'm about to share) and cherry-pick only what you need, then no one will ever know you've had your fingers in the till.

Dan Kennedy freely admits to modelling parts of his business and his selling strategy on what other marketers do, and Russell Brunson wrote a book about doing it!

Here's the thing.

If you wanted to model my business, there would be nothing at all I could do about it. I KNOW people have done it and changed it to suit their own styles and that's fine...

*...Because I modelled **my** continuity on another marketer's - shhhh!*

When I first started writing ebooks I modelled another marketer's approach shamelessly until I found my own style.

And I STILL model some of my delivery on other businesses I see in the IM sphere.

Because it works.

Everyone does it.

And anyone who says they DON'T is telling porky pies.

I see ideas, content and phrases that I created appear in other marketer's content. It's especially satisfying when it's someone I like and respect.

You get the idea?

It's nothing to be ashamed or feel weird about.

It's COPYING not stealing, right?

You MUST get past any belief you have that this is somehow wrong or unethical. It's been happening for years .

Back in school we got into trouble with the teacher for copying.

Its was seen as somehow 'cheating' or not knowing how to do it for yourself *and in school that made sense* - you SHOULD know how to solve a maths

problem or have a working knowledge of geography or punctuation without copying...

...but in the REAL world if everyone had to learn everything ourselves from scratch then nothing at all would get done.

So why not learn a new business by modelling it on an *already successful* business rather than trying to learn it from the ground up?

When I opened my first relatively successful continuity course (it brought me \$10,000 a month in income) I unashamedly modelled it on one of Jimmy D Brown's course.

The format, the pricing, the delivery, the angle - even the look of the PDF lessons and the 'teaser' techniques I used to keep retention high.

I even contacted* him to tell him about it and the possibility of a partnership arose, but didn't happen

*Notice I did some name-dropping again there? :)

The content was all mine of course.

But the rest?

Modelled from an *already (very) successful* continuity.

It makes sense

Here's the thing:

Is there REALLY any difference between buying (for example) a copywriting course to learn copywriting...

...and modelling the course sellers' actual sales letters, headlines, pricing and angle to learn it instead?

Except of course that the latter is 100% FREE and you know that he really DOES use it himself!

Picasso said:

“Good artists borrow, great artists steal”

And that’s what modelling is.

Legal theft.

As long as you don’t steal anything that is copyright-protected or otherwise protected and that can be legally proven as such in law and therefore action taken against you...

...then you can fill your boots.

A friend of my wife worked in a very successful ‘trendy’ cafe in our village.

The cafe *owner* was a very clued-up woman. She knew how to attract different sorts of customers - mums with toddlers, tourists, locals wanting to have breakfast, women meeting for wine in the afternoon who didn’t want to go into a pub and so on.

She introduced music nights (and booked some pretty well-known acts), story-telling nights, painting evenings, ukulele groups and tons more things like that.

And she knew how to maximise the profits from each kind of customers.

When mums came in with their toddlers she’d would offer them a blank plate which could be painted on by the child, then was fired in a kiln in the back room to be picked up a week later.

The mums could chat and drink coffee while the kids painted and ate cake and drank juice.

You wouldn't believe the amount she could profit from a small group doing this!

Anyway, my wife's friend worked at this cafe for a few years and unbeknown to the owner she was making a note of EVERYTHING.

Her suppliers, where the blank plates came from, her agency contacts to book singers and bands, her pricing, which menus that worked best, where to source food, coffee, tea, wine, kitchen equipment and where her best advertising results came from.

And when she was ready she moved 25 miles away and opened her own EXACT replica of the original cafe!

Well the owner was furious but since nothing had been blatantly stolen - the name was totally different obviously - she couldn't do a thing except *seethe* with anger.

A lot of people were angry about what she did too but in my opinion she just modelled the business.

The original owner put all the work in for sure.

She made all the mistakes, established the contacts and built up the business model herself only to have someone copy it from the best possible place - THE INSIDE.

My wife's friend just stood on her shoulders and leveraged that knowledge.

As the old saying goes '*Success leaves clues*'.

You just have to follow them.

Here's the second thing about modelling:

It's best used as a TOOLBOX

So rather than modelling an entire business, I've had my best results modelling parts of other marketer's businesses until I developed my own voice and strategy.

So for example if you're struggling to work out what content will go in your continuity look at what content I (Tony Shepherd) put in mine, or Ryan Lee puts in *Freedym*.

If you want to model a personal coaching program look at marketers you admire and see how they do it.

You can find much of this information in sales page but if not then contact their support and ASK what is involved.

They'll assume you're a potential client and will usually help ;)

Not sure how to price that plugin you just had created to bring to market?

Go look at other similar ones and how THOSE are priced.

Are the various differences licenses included or are they pitched as upsells?

Look at how they cross-sell to other plugins.

Get on their mailing lists, ask questions.

Hell if it comes to it you could always BUY their plugin and document the sales process - upsells, OTO's cross-sell, delivery, free trial procedures, follow up emails etc.

Surely all that is worth paying \$47 to buy the plugin?

WHAT an education eh?

MODELLING is one of the wonders of the marketing world and I strongly advise you make it part of what you do each month, at least until you've found your own path.

Hippy Hack 8

Do It Before You're Ready

(If you really understand this concept you're on track for success)



I'll speak plainly here.

Some people reading this are never going to get it.

Or if they do get it, they're probably never going to feel comfortable with it.

It's not a comfortable thing until you've done it a few times.

I'm talking about starting to MOVE with an idea before you're anywhere near ready to deliver it.

If you're a regular reader of my content you'll possibly know that I launched ALL of my main courses - *Flipping The Switch*, *Breaking The Rules*, *CLICK!* and *Stop Kicking The Cat* **before they were actually written**

I announced them and *took payment for them at least two weeks before they started.*

I'm not a complete idiot - the modules were mapped out and the content was outlined in note form, but the fact remains that the actual courses as a deliverable entity didn't exist when I sold them.

I actually mentioned this fact to my wife's mum and she said:

'Oh I wouldn't sleep a WINK until they were finished'

And this is a big difference between successful people and people who never really get anything out there.

By starting something before you're ready you're putting yourself in the position where you HAVE to do something.

It's like a mother bird throwing its young out of the nest to make them fly.

Some famous multi-millionaire marketer (I can't remember who) said that when he's planning a high-ticket live seminar the VERY FIRST thing he does is to **book the room.**

It's a solid step forward.

It MAKES you do the other stuff that is involved.

I've seen TONS of wannabe marketers insist that everything must be ready before they get something out there.

Everything.

The course must be fully written (even if it's delivered weekly by drip-feed), the accompanying Facebook page created and fifteen posts already uploaded, the three month follow-up email sequence written and in place etc

Now some of you will be thinking:

'Well yes that makes sense - why would you NOT get everything ready before you launch'?

Because the amount of work it takes to create even a moderately sized product can take weeks if not months and in my experience and especially when it comes to newcomer marketers...

...it NEVER, EVER makes it to launch.

So when I work with clients I try to get something moving before they're ready.

And some are very open to it.

But with others, when I suggest they set a launch date or send an email to their entire list to announce their new coaching program is opening next week they look at me as though I've just shot their granny.

'It's unethical'

'What if I can't deliver?'

'It's risky'

'It's irresponsible'

'What if I get writer's block and can't do it?'

'It's immoral'

‘What if something goes wrong?’

And they insist that everything has to be in place before they run with it.

And of course nine times out of ten it never arrives.

So this is a biggie.

If you have something half-finished, in-the-pipeline, or have an idea for something in your head make a concrete move towards getting it out there RIGHT NOW

Hire the coder to make your software, book the room , announce a date to your list, open up for coaching business or whatever it takes.

But do it NOW

Not when you're ready.

Because you're NEVER fully ready.

As I said above, some of you will totally disagree with this.

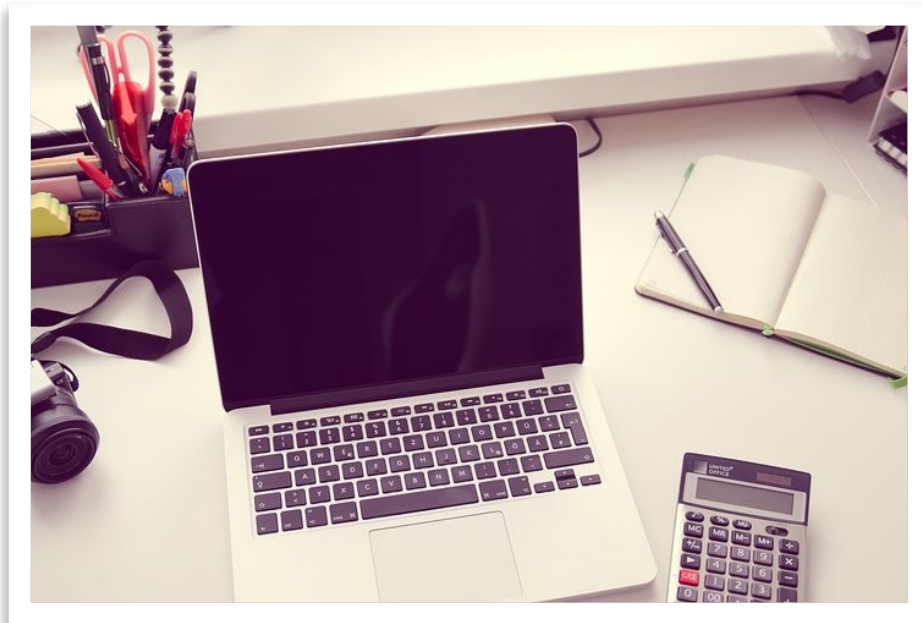
You think it won't work or it's too risky.

But you should try it.

It does work.

Hippy Hack 9

A Positive Attitude And



Expectancy Towards Money Is Only Part Of The Solution...

This is a quickie but an essential one to end on.

When my business wasn't making much money I spent a lot of time trying to cultivate a *positive expectancy* towards money.

And it helped.

It really did.

It helped me to understand that there isn't a finite, limited amount of money out there and that I was wrong to think that for ME to make some, someone else had to LOSE some.

So my positive attitude towards money and expectancy really helped.

But it didn't help anywhere NEAR as much as releasing the first ebook that made me \$4,000 did!

That *REALLY* helped the money to arrive :)

And I just wanted to share this.

I don't think about money too much these days.

I just get on with what I'm doing and if I ever DO have a huge tax bill or my bank account dips lower than I would like, I don't panic or become frozen with fear thinking about it - I just get on with creating and that sorts it out.

So what I'm saying is, by all means cultivate a positive attitude and expectancy towards money.

But at the same time do the stuff you need to do to get it coming in.

It's a lot easier to visualise money coming in if you have a list of 20,000 or a new product about to launch.

Visualisation and positive expectancy are important - **BUT if you find yourself pressed for time and you can only do one, dump the visualisation and do the work :)**

