



January 2023



Wondering why? Here's the reason

All the time I see new marketers moaning and groaning because they're not pulling in five figures every month

Ask them what they're selling, and this is what they say:

Reports for \$7

Ebooks for \$17

Vids sets for \$27

The put it to them to do some simple arithmetic (and to calm down if it's necessary) and ask how

many products at \$7 would they need to shift to make \$10k?

"Not sure" is their answer (but they know it's a **LOT**)

Over 1400.

Consider the \$17 ebooks - you'd have to sell almost 600 a month to get to five figures.

And \$27 videos?

Only 370 of those to reach your figure, so at least 12 a day, every day.

And that's only if you manage to convert 5% of your subscribers, so that'll be 360 potential investors a day for that target,

What kind of traffic levels do you think you will need to sustain that?

Get my drift?

If the way your business is set up is stopping you from bringing in the kind of income you're looking for, the only thing to do is change it.

Here's the thing. Let's say you buy a 125cc motorcycle (I'm a motor cyclist), and you try to make it perform like a 600cc motorcycle.



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Well, it's just not going to do it, is it. **A 125cc machine is simply not going to be able to perform like a 600cc one.**

And that's exactly how your business performs; if it's only set up to return an income for you of \$500 a month, there's no way you can expect to get \$5k from it.

Which means that if you want the higher income figure, you're going to have to sell a higher-ticket product; such as a \$197 course, or \$497 mentoring programme.

At the \$197 mark, you would have to shift 50 every month to attain \$50K

Or roughly speaking, 20 sets of mentoring at \$497

In other words, if all your sales are from \$27 entry level products, that is where the level of your business and income will stay - at entry level.

So, do you think it's time to up your game, and address whatever is blocking you from introducing more high-end products that'll increase your income?

If you put it that your subscribers (buyers) will not invest in higher-end products, I'd say yes they will.

Why?

Because they're already buying more expensive stuff elsewhere.

Half of this is about your mindset and belief system.

I know, I get it, it's not as easy as it's often made out to be, but frankly, what have you got to lose?

Go to YouTube or Google, explore how to create high-end digital products, such as paid-memberships, newsletters, podcasts etc (whichever is your preferred media), and get those \$47, \$67, \$97, \$497 price tags attached; then market them, and TEST.

There's one girl I know who *refuses to sell any of her product for under \$2k (\$1997 to be exact)*, and her list isn't that big, in fact just a couple of them at around 5000 subscribers each.

What's happening? She's minted, that's what! Because her sales bring in the BIG money.



Her frame of mind is that \$17 products are not time-efficient - she's right. As far as Ashe's concerned, one sale at \$1997 is easier than 100+ at \$17 a pop.

Her focus is to make than one sale, and here's me thinking that even I ned to adjust my strategy a bit! She's teaching us all a very valuable lesson!



Here's a small tweak that' could add around \$12k per annum to your income

To be fair, \$12k is actually an underestimate.

\$12k is just where it started.

This one tale some patience but the results are worth it, if you think \$1k per month sounds agreeable to you.

This will only work if you have a business framework of some kind in place already, comprising several download pages, and a minimum of one product.

Use you core product for this: maybe you have a 3-part course or a mentoring programme - they're the kind of products you need. Put a link to this on ALL of your download pages; every one of them.

Now, with all the traffic that come your way, there's every chance this could attract an extra few \$hundred each month. Obviously, it'' depend on how MUCH traffic you get.

It doesn't finish there though. That URL you placed in the download page... well just above it, put a screencap of your sales page, this should also increase sales.



And don't stop there either...

Plonk a button right there too, which will take buyers TO that core product sales page, but ensure that it is a DIFFERENT colour from that download button, so as to avoid confusion.

It's been tested and this configuration is the best, but if I were you, I'd test it myself too.

Other ways of setting up have been tried and tested, this one being the one that's been proven to convert to create the most sales.

Be mindful that it's one colour for the TEXT link, screenshot of the sales page, and button, and another for the DOWNLOAD button on this page.

Roll it out, see what happens



Case Study: Over \$4,500 every Month from legally selling OPA and without doing too much Work?

(OPA = Other People's Artwork)

Alluring, enticing, exciting, aren't they... the headers that shout out to you that you can earn millions of dollars doing nothing more than tapping a couple of buttons and letting the good times roll.

BUT occasionally, there's one that DOES do what it says on the tin... stay with me for a moment. Here's a case study of a gal who's pulling in almost \$5k a month, but doing very little work to make it happen



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As I write this, she may be well over that sum by now. When we spoke she was at just under \$4.5K and increasing.

So, what amount of work is she doing?

Practically none

How does it work?

Brenda is a real superstar, a lovely, friendly girl, who has a great sense of "giggly" humour (she won't mind me saying), and laughs a lot; she sounds more like a high school girl, but she's almost 30, and has a sharp mind that I adore.

Brenda is quite prevalent online; selling on Ebay and Etsy under various ID's. Why different ID's? One for each type of artwork of course... smart eh?

Think of the different genres of what artists paint, such as landscapes, still life, animals, and so on. Anything, whatever it is, Brenda has it covered.

Brenda also hires a (real) assistant too, for collating everything together and ensuring that lists are compiled, and orders are completed, and he does CS jobs too.

So, er, what's left for Brenda to do?

She's big on outsourcing and hires artists to create all her paintings!

I love this and here's why...

It's the exact same principle as hiring ghost-writers for online (and offline) content, so call them ghost painters, who sign an NDA (non-disclosure agreement) that secures HER rights to the paintings.

What she does with the art work and where it goes, she strictly keeps to herself; that's Her business and no-one else's.

Would I consider giving a percentage to the outsourcer? I don't know, but Brenda doesn't – it's one fee, up front: simplicity

The process:

Brenda shows Her artists an example painting, and instructs that they replicate its style, but NOT to copy it *per se*.

The original work she sells for around \$300-\$1K, and limited-edition prints for a lower fee.

On Brenda's listing, she states *"This painting was created in June*



of 2022, using shades on canvas" or words to that effect. **She never makes any claim in any way of to being the artist.**

And she instructs her artists to use several various methods: water colour, charcoal, oil, acrylic, inks, and whatever else painter use.

Her assistant's job is to market Her artwork through social channels, and this is largely why there such a growth in Her business... because SM is FAST media.

Brenda has become skilled at choosing Her topics, they are popular and timely.

Her overheads are her "VA", outsourcing, and fees foe selling, but even taking that into account she's pulling in the figures I noted earlier.

Subject choice is key to the successful functionality of this model, hence the topics she chooses.

There's nothing elaborate about Her artworks; each can be created in under half a day by an experienced painter.

Among Brenda's best sellers are paintings of caricatures and cartoon

(ish) subjects; people and animals in humorous poses, much like one pose for and buy on a day out at the funfair or seaside.

Did I mention "hearts" paintings? These can be rolled out at up to five a day by the painter – they're so simple to do, and they *sell like crazy* – hearts and bright colours are really popular...

There's no difficulty in replicating this business, and you can see how much time is *doesn't* take.



Make a promise to prospects, hold them back, then get them on the phone, great creativity or just bloody annoying?



Where the hell is the download!?

Could I find it? Could I heck.

Email? No.

Links? No

I'd been to all the pages and registered my membership – a FREE on at that!

But could I find the download...

it just wasn't there.

Their replies assured me that as soon as I'd watched their video, the download would be instant.

So... I guess I had to watch the video. I dislike watching video-pitches.

Video *tutorials* are fine, I have no problem with them, but video sales pitches... forget it, I'm the wrong target, and when they purport to be informational, and they're clearly NOT, that steps up my feelings to a whole different level.

Deep breaths...

So, what DID appear?

A sodding email, that's what.

We happened to spot that you have not downloaded the ABC document just yet, so if you need assistance, just hit the button and you'll get a call from someone who will help you.

Hmmm...

That's clever

Underhand? Maybe, but clever.

Here's their strategy:

What they've done is to record a fabulous instructional marketing-technique video.

(Remember what I said a moment ago)

They prompt you to watch their video on the promise of a free access to one of their documents that has made them a fortune. So, it's a bit of a twist on an incentivized landing, squeeze, or opt-in page.

In other words, you can only access their document if you watch their full (and LONG) video.

Thing is... there's no download at the end of the video either.

Hmmm (#2)



Instead, you'll receive a user-friendly email... and at this point, you'll be getting onto their helpline PHONE... and they'll sell you their ultra-high-ticket program.

In my opinion it's a dreadful tactic, cheeky, and there's no way I'd do it.

But it seems to work, and I'll not knock them for creativity.

What do you think?



Do you REALLY understand what business you're in?

When he appeared on Craig Ferguson's Late show, country

singer Trace Atkins told everyone about his time before fame.

(I've never heard of the show, nor the two guys; had to go to Google!)

Prior getting his initial contract to record, Mr. Trace performed in Southwestern clubs for 5 years, then headed to Nashville where he performed in bars for another 3.

Said Trace, *"I always had very happy club owners because I would challenge people to drink as much as I did from the stage. So I sold a lot of liquor, which is really the business that you're in when you're playing beer joints. You're not in the music business, you're in the liquor business."*

Ferguson interjected with an experience of his own, that mirrored that of trace; saying that His show was about selling "erectile dysfunctional" pills to the lonely, *NOT about television per se.*

Joking aside (or maybe not) - Craig had a very good point; don't be so sure you're always in the business you think you're in.

Here's the thing: If Trace wanted to keep in his chosen career, he'd have to keep those bar and club



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owners smiling... and inviting him back. So, what was the nature of their business? **Selling drinks of course.**

A bar full of people listening to music but buying no drink wasn't going to earn him a living, and to stretch a pint (I mean point), to the best of my knowledge, bars don't charge entry fees

So, it mattered not how many punters turned up, IF not one of them was drinking... *was something Trace had realized.*

Trace made it his business to sell drinks; that made for happy bar owners, and continued demand for his music.

Trace also knew that his best fans were the owners, not the owner's clientele. Later, the record label became his #1 client.

What are YOU selling?

It might ONLY be what YOU think it is – and your customer might not be who you think they are either

Most of us here are in the business of supplying help to like-minded people. We're in the Internet marketing business, so helping people to build their digital

businesses is what we're about, and at the same time, building our own.

But sometimes the business owners are not the ones we need to get the ear and eyes of; it is sometimes their assistants, their managers, even their spouses. Without the green-light from these people, we may never get through to the owner, who could be influenced by the aforementioned.

For example, for those in the business of weight-loss; have you thought about what it is you're really selling? You have a website crammed with fabulous information about how to lose weight and keep healthy. It is complemented with your associate links and affiliate links to products on Amazon and ClickBank.

But what you're really selling is the inspiration, hope, and potential results of a better lifestyle.

If people were happy as they are, no matter how they looked or felt, they wouldn't be online searching for things that create the feel-good, feel-better feelings that are made possible from our products ... so you, me, all Internet marketers, would be out of business.



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Selling an attractive product is not the game; selling a quality life and better feeling IS, and that's the distinction.

Take romance (not "relationships"). That niche isn't about sharing as in sharing, bills, a room, company... a friend or family can do that, and at some point in our lives we'll all share that with someone else anyway, or most of us will.

Romance is about going beyond that and sharing life experiences with someone one can be intimate with, sexually and mindfully.

You might think you're a teacher, banker, toolmaker, courier, creator etc. and that is fine – you are.

But from the point of view of Trace, you are also an equivalent of his line of thought, you are responsible for the RESULT of your stock-in-trade in as much as showing your client how to create the business or lifestyle they're hoping for.

Next Month...

I'll be sharing more with you

Promos ...Products ...Profits...

...and I'll show you my case study of how to reach \$5k a month from using other people's Kindle books

I explain all next month

And much more ...In next month's issue

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