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## Two ways to go

There are 2 main ways you can make big money online.

1. You can sell other people's products and services which is called affiliate or referral marketing, or...
2. You can develop your own product or service and sell these.

Most people start out with the first path because you can get off to a fast start, it takes less time, and you can get some cash flowing to you and give you the boost you need to keep going.

But here is where you need to make some important decisions.

Decisions that will affect which road you take, what lifestyle you enjoy and how much you earn. You need to choose what you are going to promote carefully.

So let's set some rules of the road...

You won't be able to sell a product or service effectively if you don't use it, like it, and believe in it.

So the first decision you need to make is...



## How Much?

"How much money do you want to earn a week, month, or a year?"

\$1,000 – \$2,000 – \$5,000 - \$10,000 or more.

Let's say you decide to sell a \$20.00 product where you earn a \$10.00 commission on each sale. It will take, 10 sales to earn \$100 dollars, 100 sales to earn \$1,000 dollars, and 1,000 sales to earn \$10,000 dollars.

So if you want to earn \$10,000 dollars a month you would need to make 1,000 sales a month, 250 sales a week, or 36 sales a day.

Do you think you could do that?

If you are just starting out, probably not, this might even be a stretch for a seasoned marketer or salesperson.

**But what about this...**

You decide to sell a high-ticket item that gives you the potential to earn \$500.00 per sale. Now it only takes 2 sales to earn \$1,000 (not 100 sales), and it only takes 20 sales to make \$10,000.

Do you think you might be able to make 20 sales a month, or 5 sales a week, or 1 sale every 36 hours.

Making \$10,000 a month doesn't seem so hard now, does it?

The next decision you need to make is,



## What type?

What kind of high-ticket item should you promote?

What kind of product or service will solve the problem your list members, friends or prospects have?

I recommend that you...

1. Choose a niche where people have money.
2. Choose a product or service people actually need.
3. Choose a product that you believe in.

If you run any kind of business online, even an affiliate business, you need to spend money on advertising.

Every business must have money to spend on advertising or know where and how to get money to spend on advertising.

If you don't then you don't have a serious business, you have a hobby, and you won't make much money online.

When I was Art Director at Ogilvy & Mather in Australia, we had a simple rule. If clients wanted to be successful and have us do their advertising for them, they had to be willing to spend at least 10% of their annual net income on advertising.

You see, every business needs to advertise and they need to advertise at sites where the readers and users are active and engaged and want or need the product you are advertising.

And finally, to make sales you really need to believe in the product or service you are selling and you can only gain that belief and confidence by using the product or service.

Ron Popeil, one of the great American salesmen and direct response marketers, once said...

*"The easiest thing to do in the world is to sell a product I believe in."*



## High Ticket Products and Services!

Selling high ticket items is similar to selling anything else. It just requires more explaining, more emotional connection, and more persuasion.

**So let's start with step one.**

If you want to make big money online, you should either have your own list or be building your own list of engaged, targeted subscribers. This should be priority number one.

You will sell more high-ticket items if you do this.

Here are the mechanics of selling high-ticket products or services.

### **Explain it simply and clearly...**

When you sell a high-ticket item always try to explain it in the simplest terms possible. Talk to people about your experiences. Share, in detail, what kind of difference the product or service has made in your life, and how it has made your life simpler, easier and more productive.

Make sure you talk to your potential customers in their language, not your industry or niche gobbledegook.

By the time the user has finished reading your presentation they should know exactly how the product works and they should be able to picture themselves using it every day.

### **Connect emotionally...**

Try to describe how you felt when you used the product or service for the first time. Illustrate how it made you feel when you began to achieve success with the product or service.

Try to impart the thrill of sharing the success you achieved with your partner or friends or associates.

You want your readers to connect with you on an emotional level because you will make more sales if you do.

### **Be persuasive...**

The key to selling is to persuade people that the product or service you are offering is the solution they have been looking for.

Price has very little to do with sales at this stage.



In fact, it is amazing how fast people can find the funds they need when they are convinced your product or services will solve their problem.



"Include a kitten with your offer and he might listen."

## Persuasion techniques

There are many highly effective persuasion techniques you can use when you present your product or service.

### 1. Reciprocity (the joy of giving)



Most commonly this technique is used by adding value bonuses to a product or service, or it is used in giveaway sites to build your opt-in list. When we give something away free others feel compelled to reciprocate in some way and often they will return the favor by purchasing our product or service.

## 2. The WOW factor



This technique is most effective where the product owner proves to you that their product or service is worth \$XXXX, usually a price that is 5x – 10x what they are asking. When the prospect finally sees the actual sale price they are pleasantly surprised. We call this the wow factor.

## 3. Commitment (foot in the door)



Here we get the prospect to make a smaller commitment that leads to the larger commitment. Let's say you are selling a product or service for \$1,200.00.

For many, this is a large sum of money and often too much in one bite, but if you break it down and tell them all they need to invest now is \$200.00 and then 5 more payments of \$200.00 each month for the next 5 months, all of a sudden it is not beyond reach anymore.

When the prospect makes the small commitment they also make the larger commitment.

#### **4. Social Proof (people just like you)**



Most marketers know what this means. Testimonials on websites, blogs and emails, are a valuable source of social proof. You'll find them as an essential part of most product or service sales pitches.

It is crucial that you use testimonials of people who are just like the prospects you are trying to reach.

## 5. Reduce it to the ridiculous



Selling high-ticket items is never about price, it is always about the value of the product or service.

So, what do you do with a high-priced product?

You reduce the price to what seems a ridiculously low price by focusing on the time span of the offer not the number or price and you avoid using nasty words in your sales presentation, words that will kill sales.

Keep reading and I will demonstrate clearly how these 5 persuasion techniques work on a real high-ticket item.

Whatever product you decide to sell, make sure the product or service...

- (a) Is needed by a lot of people
- (b) Solves a critical problem
- (c) Makes it possible to earn large commissions



**Ready, set, go.**

There are a number of products and programs you can resell and earn a nice commission — some range from \$1,000 up to \$25,000 and more.

Most high-ticket products or services require investment and most expect you to have some kind of proven track record of being able to sell high ticket items. Some offer products, services or training. Some offer eBooks and software.

So, with all these choices facing you where you should start?

Where can you get your feet wet, sell a product or service that basically sells itself, and earn a sizeable commission to boot?

I recommend that you start with a site like [Profit From Free Ads](#).

PFFA contains all of the elements you need to succeed, all of the tools you need to build a real business, and all of the benefits that will enable you to earn high commissions.

[Profit From Free Ads](#) is a quality advertising site that offers both free and paid advertising, something every marketer and small business owner needs. Advertising is the lifeblood of all business and Profit from Free Ads delivers in spades.

Let's talk about Ad Pack level 7 at [Profit From Free Ads](#) as this is the level you need if you want BIG commissions.

**You can earn large commissions...**

Imagine earning up to \$584.50 per sale, or up to 50% commission across seven levels. There is no limit as to how much money you can earn at [Profit From Free Ads](#).

### **You can send solo ads for life...**

No more paying for each solo ad, you simply login every few days, enter your offers and click send. It doesn't get any easier.

This benefit alone could be worth tens of thousands of dollars in sales to you over time and it will, most certainly, save you a lot of money. Let me show you how.

There are solo ad vendors online that charge from \$50.00 to \$110.00 per 100 clicks. That's per click not per sale.

With Ad Pack 7 at [Profit from Free Ads](#) you get to send solo ads every 2 days. You get 15 solo ads a month, 180 solo ads a year, 900 solo ads over 5 years.

Even if you only paid \$50.00 per 100 clicks with other vendors, 900 solo ads over the next 5 years would set you back \$45,000 so \$997.00 one-time is a huge saving, don't you agree?

### **You can build a list using a proven system...**

One of the simplest and most effective ways to build a list is to give away something valuable free. With [Profit from Free Ads](#) you give away free advertising, 70,000 ad credits with a value of \$350.00.

You simply tell your contacts, friends, and associates where you advertise, give them your [Profit from Free Ads](#) affiliate link, and tell them to collect their free advertising credits.

### **You can advertise your sites for life**

You can use up to 8 banner ads, 8 text ads plus internal blog posts to get your business seen by thousands of prospects. The more exposure you get for your business, the more prospects you get, and the more sales you can make. [Profit from Free Ads](#) provides everything you need to make a profit.

You get 830,000 credits when you upgrade to level 7. That's a mammoth value of \$41,91.00. You also get 800,000 advertising credits each and every month and that's an additional value of \$3,990.00 each month.

Now I said I would demonstrate how the different persuasion techniques work on a high-ticket product.

So, let's continue to use the site [Profit From Free Ads](#) and do a sales presentation.





## The Presentation

The presentation below assumes that I have shown you the benefits and earning potential of Profit from Free Ads and we are now in the home stretch.

Ad Pack 7, the top-level at Profit From Free Ads is \$1169.00.

If you choose this package when you sign up you can own it for an investment of \$997.00 and save yourself \$172.00.

This will give you a massive amount of valuable advertising.

- You will get all the advertising credits included in all 7 ad packs.
- You will get 8-lifetime banner ads.
- You will get 8-lifetime text ads.
- You can email all PFFA users every 2 days for life.
- You can email your personal signups every 2 days for life.
- You earn 50% commissions on sales you generate across 7 levels.
- You will get over \$285,000 worth of text, banner and solo ad advertising over the next 5 years.

Now I know some of you are thinking...

It costs too much.

And you are absolutely right.

Even at the heavily discounted price of \$997.00 the level 7 Ad pack seems out of reach for many people.

But let me ask you a question...

How much is too much when you are getting lifetime banner advertising, lifetime text ad advertising, lifetime email advertising and lifetime blog advertising worth in excess of \$285,000?

Let's assume for a minute that lifetime only means 5 years.

\$997.00 split over 5 years is...

\$199.40 a year

\$16.61 a month

\$3.83 a week, or just

0.55 cents a day

Isn't an investment in a service that gives you the opportunity to earn tens of thousands of dollars over the next 5 years, worth 55 cents a day to you?

If \$997.00 is too much of a stretch for you right now, you can split this into more manageable size investments of \$350.00 a month for 3 months, or \$275.00 a month for 4 months.

But wait, I'm not finished yet...

It's time for a...



If you take advantage of this opportunity today and you invest in Ad Pack 7, we will double your ability to build your list and make even more money, by giving you 10 million list building credits at our social site, [Sokule](#). This bonus is worth \$12,500.

**And there's more.**

We will also give you 1 million ad-credits at our popular site FrontPage Mail – a bonus that is worth \$5,000.

Now you've seen how you can use [Profit from Free Ads](#) to send solo ads to all members as well as your downline members.

Now I would like you to picture in your mind sales and money flowing into your account as people respond to your offers.

Imagine the joy you will experience when you tell your wife or significant other how much you earned online today.

Picture the expression on their face, the small tear in the corner of their eye, and their gentle nod of approval.

This is what you really want, isn't it?

[Click here](#) to own a Founder account at PFFA today.



## **Some final thoughts.**

I think you'll agree that this is an outstanding opportunity.

I've shown you how getting lifetime access to the online email marketing system could be worth at least \$45,000 dollars to you over the next 5 years.

I've shown you how the banner and text ads are worth at least \$240,000 over the next 5 years, and I've shown you that the blog advertising could increase your exposure and income even more.

So here's what I want you to do now...

If you are not a member of **Profit from Free Ads** then [click here to join now](#). You'll be glad you did!

If you are a free member login to your account and invest in level 7 now, it will be the best decision you make this year.

If you are already at one of the lower AD Pack levels and you simply cannot manage level 7 yet try to get to at least Ad Pack, level 4, or higher as quickly as you can. Your earning power depends on it.

Remember; you only get paid up to the level you are at.

### **Let me give you an example...**

Let's say you are an Ad Pack 1 level member.

You get paid 20% commission on level 1 sales only and that means you earn \$3.40 per sale. If someone you sponsor moves up to level 4, you get paid \$3.40 because you are at level 1.

Now if you were at Ad Pack level 4 and your sponsor moves up to level 4, you would get paid \$97.30 because you are at level 4.

There is a huge difference in earning power in just 4 levels.

The higher the ad pack level the more money you earn and the more levels you earn on. It's a simple decision to make.

So how much do you want to earn?

[Join here](#) and change your lifestyle today.

Throughout this presentation, I have shown you how to use a few persuasion techniques. You don't need to use them all just those that work best for your product or service.

I used...

*Reciprocity (the joy of giving)*

*The WOW factor*

*Commitment (foot in the door), and*

*Reduce it to the ridiculous*

I could have used these persuasion techniques.

*Social Proof (people just like you)*

And shared some of our member's comments with you...

Comments like those from...

Jeff & Deb Aman

*Joining Profit From Free Ads as a Tycoon member was a fantastic decision. The advertising has been directly responsible for MULTIPLE sign ups in my business.*

Carl Goodnight

*This program is the best, by far, that Jane and Phil have created. The two of them are powerhouse geniuses. My head is spinning with all the options members will have with this site.*

Mike G

*What a wonderful idea. I specialize in selling ad space and I love the way you have combined this much-needed service with a pay plan that allows members to earn huge chunks of money.*

But there is such a thing as overselling. Use what you need to tell the story and no more.

Finally I promised I would share words you should never use in any presentation. These are words that master sales trainer J. Douglas Edwards warned us against using. Words he called nasty words.



## Nasty words that kill sales.

### **BUY - SELL - SOLD**

These are nasty words.

No one wants to buy anything. They have already bought too much.

No one wants you to sell them anything, and they most certainly don't like being sold anything.

But they don't mind owning a product or service.

You've no doubt heard of the pride of ownership. Owning stuff makes you feel good. It makes you feel important.

Click here to own it now - is much better than - click here to buy now.

More nasty words...

### **PAY - PAYMENT - DOWN PAYMENT - MONTHLY PAYMENT - CASH PRICE - COST**



When you are talking about high-ticket items don't ask for a down payment or a monthly payment. People are paying enough for things already each month.

Call it an investment or a monthly investment.

Investment implies that you get something back, something that is worth more than what you paid.

Your total investment is - sounds much better than - your total cost is, doesn't it?

Here are some different kinds of nasty words.

### **Trade terms.**

Many marketers use words and phrases specific to their niche or business.

When I worked for an advertising agency we would often have salespeople come to the office from the local radio stations and they would all try to sell us a spot or some spots.

But what is a spot?

I have a spot on the rug.

A spot on my shirt.

If I get spots on my body, I am off to the doctor.

Whatever a spot is, it doesn't sound good, does it?

But if they wanted to sell me an ad package, or an ad campaign, or an ad segment, I might be interested.

Talk to your customers in a language they are used to and familiar with. You will help them understand your offer much faster.

## **DEALS**

What is a deal anyway?

You deal cards.

He got dealt a bad hand.

He ran a good deal faster.

He got a great deal of support.

Don't offer deals - present me with an opportunity, or a chance to make money however and you may find me more receptive.

One more...

## **PITCH**

If you are a professional salesperson you don't make pitches you make presentations.

What is a pitch anyway?

A pitch is something a baseball player throws.

It is pitch black outside.

It's a black substance you find on roads.

You have probably heard the phrase elevator pitch which implies that you have 5 minutes to do what? – make a presentation.

So it's a 5-minute presentation not a pitch.

Be careful with the words you use. What the customer hears or reads may not be what you intended.

[Start earning big commission checks here.](#)



## Brand this Report, Give Away Free, and Make Money!

At our website [Profit from Free Ads](#) we are constantly testing new ways for you to make sales. Now you can brand this report with your own PFFA affiliate ID, give it away free, and make more sales.

Here's how it works...

You join or login to your [Profit from Free Ads](#) account. You click on Control Panel at the top of the page and scroll down to Branding.

Click the branding link and enter your PFFA username and your Sokule username in the space next to the site name and click save.

You will get a special branding link that you can give away free to your contacts, friends and list members.

There is no need to download the report unless you want to give it away from your own website, or you want to read it.

You do need to be an upgraded member at [Profit from Free Ads](#) Ad Pack level 4 or above, to brand this report with your PFFA affiliate links.



The secret to climbing the ladder of success is to keep climbing. If you stay on the bottom rung for too long others will step right over you and climb ahead of you.

If you start at [Profit from Free Ads](#) and you start at level 1, make sure you try to get to level 2 within a few weeks and level 3 a few weeks after that and so on until you reach the top level.

If you are a good marketer and know your stuff, you can jump straight to the top and start earning the big bucks instantly.

See you at the top.  
Phil Basten & Jane Mark

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