

**\$29.95**

# **Instant Profit Boosters**

**How to Add Real or Perceived Value  
to Boost Profits and Repeat Sales**

# **Instant Profit Boosters**

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# Introduction

This special report specifically focuses on information product sales, although it also relate to other types of products and services as well. For example, an information product can include special reports and bonuses? Is there any reason your one hour consulting session can't also? Of course it can.

Anytime you can increase your product value in the eyes of the client without significantly raising your expenses is a great deal. For example, let's say you run a resume writing service, you could include a bonus report on how to do an interview. You could also include a CD on where to submit your resume for best results. You could add in 30 days of email coaching for a "deluxe" option which we'll talk about a little more later in this report.

You're taking items that cost \$1.60 or less (duplication of a CD), and adding \$20 or more of value to your offer. Almost any type of business could produce a special report or DVD to go along with their business...to better demonstrate its use. How could you include information to boost the perceived value of what you're already selling?

For those of you who sell information products, you can use this report to help you increase your profits by adding both real and perceived value to the product. Real value is when your product helps your customer achieve the results they're looking for quicker or easier. Perceived value is when it looks more valuable to the customer (for example having 4 separate manuals instead of 1 large one). And yes, I'm going to suggest ways to do both throughout this report.

Using some of the methods of this report you can take a \$20 product and turn it into a \$200 product or even a \$1,000 product. It can be on the exact same subject and even include the same concepts...just in a more valuable and useful format to your customers. Remember, your customers aren't paying for the "information." They want the results of that information. If you can add ways for them to achieve their results easier, they're willing to pay for that.

If you're trying to make a living selling \$10 products, you're in for a hard life. Find a way to increase the value of what you're selling until you generate premium prices for it. Even if the majority of your sales are in the \$10 range, what do you have that earns you \$200 a clip? It's a whole lot easier to sell one product for \$200 than 20 products for \$10. Use the techniques in this report to generate higher incomes from your products OR to sell more of them at their current price. Your choice...but I'd always recommend having at least one high ticket product in the mix (if not the majority).

# Out Of Box Experience

You buy a \$2,000 home study course. Several days later it arrives in the mail. You carry it in the house and set it on the table. You pull out a letter opener and open the top of the box. You open the box and look inside. Immediately you say...

- A. WOW...Look at all this stuff!
- B. Is this all I get? Am I missing something?

If you're like me, you've probably had both those experiences at times. I remember when I bought a Jay Abraham home study course for \$2,000. I opened the box and it was jam packed with manuals, tapes, and CDs. It had three 200 to 400 page main manuals. It also include two large bonus manuals. There were 3 cases full of CDs (40 in all if I remember correctly). And there was another 2 cases of audio tapes (the same content as the CDs in another format). The box was huge...and filled to the brim with stuff in all different formats.

WOW...Look at all this stuff!

A few months later I purchased another \$2,000 home study course from another marketer who will remain nameless. I eagerly waited to receive it the next week. When it arrived, I ripped it open. Inside was one transcript manual and one case of 12 CDs. While the design of Jay Abraham's package wasn't fancy, this one looked junky and as basic as it could get.

Is this all I get? Am I missing something?

I listened to the CDs. It was simply a conference on audio...no bonuses...no tools to help you get the job done...no additional resources. And they charged the same \$2,000 Jay Abraham charged for his home study course which was jam packed with information, bonuses, reports, and more. No contest. I returned it (and had to fight them for their "No Questions Asked" refund because they wanted to charge 15% restocking after promising a full refund). I would never touch another product from that marketer again (and they're very famous in the business field).

Whether you like it or not, your customers are always comparing what you sell to what is sold by others in your field. They compare it both by its real value and its perceived value. How much does it help them accomplish and how much time does it save them? Also does it LOOK like it should cost more than competitive products?

This doesn't always mean size. For example, I've purchased 30 page reports for \$30 that I thought were an awesome deal. They gave the information I wanted in an easy to use manner. I've also purchased courses for \$30 that were 400 pages...and a waste of space. They had 20 pages of content and wasted your time for the other 380 pages with fluff and filler.

I've also been annoyed to no end by manuals or ebooks that double space their lines and use 18 point type just to fill more pages. It becomes obvious they're "padding" their size to look bigger for a higher price. Or I've also seen an eight CD set where all the CDs are only 20 minutes each. Thanks for making me change CDs twice on a trip somewhere buddy.

You don't just want to add more "stuff." For example, I'm sure you've seen ebook offers where they add on \$1,500 in digital bonuses for the \$19.95 product. Right...like I believe that one. You just added in all the "reprint rights" you've purchased from every product under the sun. Just because I want to learn more about how to lose 10 pounds doesn't mean I also want your bonus ebook about how to start a home business.

Everything you offer must relate back to the main product offer. They're buying your product based on that. Everything else is there to help them achieve that SAME result in an easier or more effective way. For example, when I mentioned a resume writing service above. A resume isn't the end result they're looking for. They're looking for a job. So all your bonus offers must relate to that end result...of getting them a job they want (often this goal includes more money and more fulfillment). Anything you can offer that helps them toward that goal is a possible bonus to include.

The person who wants to lose weight might appreciate a 15 minute exercise guide with illustrations and instructions. They might want an eating diary. They might want a report on how to eat at their favorite restaurants and still lose weight. Losing weight has nothing to do with making more money...so you would not include bonuses that discuss money (unless of course it involves saving money while losing weight).

I'm referring to this as the out-of-box experience, but it's not limited to physical products you receive in the mail. Digital products have this experience as well. You immediately judge the product when you receive it. Is it worth what you paid for it? How does it compare to similar products at that price? It's going through your customer's mind the moment they order and receive the product.

Are your digital customers saying, "WOW...Look at all this stuff!" or "Is this all I get? Am I missing something?" One thing I love to do is include a surprise bonus 3 to 7 days after someone orders for all digital products (I sometimes send surprise bonuses on physical products as well, but I don't see it as vital for it to be separate from the main product). What do you do to make your customers say, "Wow" when they buy from you?

# How to Add Real or Perceived Value

You'll notice that I'll talk a little about perceived value, but we're going to focus much more on how we add REAL value to our products. It's a personal choice of mine that I like to give as much value as possible whenever I can. Remember...people aren't really buying your book, your ebook, or your CD. They're buying the end result. What is it they're trying to achieve through the product? Is it to have more money, more time, lose weight, look sexy, etc.? What do they want that causes them to buy your product?

Your next question is how can you make it easier for them to follow your plan. For example, I love "Quick Start Guides" that help people get started quickly. They don't have to read the whole course or listen to all the CDs before they get started. They can take action today (daily action plans fit here as well). You could add a "21 Day Plan to..." as one of your bonuses. Or you could include the 10 Step Quick Start Guide.

You could add worksheets that ask them questions...or as I like to call them self-coaching assessments (people hate the term work). You could hire a programmer to design you a simple program that does the job (or find if there is a software program with reprint rights or private label rights available). Whatever it is that helps them get the job done...you provide it to them.

## Method #1: Add Media

People learn better if more of their senses are engaged in the process. If your product is primarily audio in format, add transcriptions with worksheets to make the information easier to grasp and apply.

A 3-minute narrated video demonstration of some things can take the place of 20 pages of text instructions. The text can, and should focus on the principles behind the process: why it works the way it does, how to make it most effective, etc.

Or consider adding audio tutorials. Many people grasp information more readily when they listen to it.

If you're sending hard copies, deliver the audio in standard CD format, rather than packaging it as MP3s to save money and space. Standard audio CDs are more convenient, thus more likely to be used, and they add to the perceived value at the same time.

## Method #2: Add Supplements

Additional "advanced" or "extra" information that goes beyond the specific product description make very useful bonuses. As a word of caution, I'd avoid including them in the same binding as other material. They have to LOOK extra as well as just BEING extra.

### **Method #3: Add Tools or Software**

Are there any tools you can add to your product. People love ready-to-use tools. For example, a course on website creation will do much better if it includes website templates that make designing your site a breeze. A business valuation course could have a software program that lets you simply plug in some numbers...and out comes a basic valuation. What could you create or have designed that would make the process stupid-simple?

### **Method #4: Create Sequential Material With Worksheets or Steps**

Create a series of sequential material...week one....week two...(or day one...day two). Don't make them guess about anything. Tell them exactly what to do each day to reach the level of success they're reaching for in your subject. If you were delivering it online, you could even break it up into an "e-class" where they get a portion of the course material each week along with person support (your \$97 product then may be worth \$997).

### **Method #5: Add Personal Service**

Consulting, critiques, email support, etc. Anything that involves you directly interacting with the customer is clearly a substantial value. And the best part is the fact that only a small portion of the buyers will use the support.

Let's take the Website Review Certificates I often give out as an example. I do personally look at the website of anyone who uses them. I do send them an email about how they can improve their results. Yet only around 5% of the buyers where that bonus is included actually use them.

Look at your product or service, and see what you can come up with. There's a very strong chance that you can add significantly to both the perceived and the actual value of your offering without adding substantially to your costs.

## Basic and Deluxe Options

Want to increase your income today? I mean TODAY! Add a deluxe option to one of your offers. Let's say you're selling a product for \$27. What could you add to it to make it worth \$47 or \$97? Maybe add 30 days of email support and a 30 day step-by-step report. They can buy the basic version at \$27, or they can buy the deluxe version with the step-by-step plan AND 30 days of email support for only \$97. It's their choice.

You have to test it of course, but this generally doesn't reduce the sales of the \$27 item. What it does is increase your profit per customer. Now 40% of your customers are buying the \$97 version instead. If 2% of your visitors were buying, you were averaging 54 cents per visitor. Without changing anything else, but adding another option, you're now averaging \$1.10 per visitor. You've doubled your income.

In 90% of cases, you're leaving money on the table by not offering a basic and deluxe option on your offers. The basic option may be audio only...while the deluxe includes video. The deluxe might include some type of personal support. It might include a really heavily desired bonus.

You can even expand on this and offer up to three options. Some people like to call this their silver, gold, and platinum options. I've even offered this on a training course before. For \$297 people get the course material and all the bonuses (great deal). For \$997 they also get to be on the group coaching calls where we discuss the system step-by-step over 8 weeks. For \$1,997 they also get email support and two one-on-one calls with me to help them with their project.

As you can see with an option like that, I was adding more personal support...something people constantly asked for. Providing this served two purposes. First of all, people got what they wanted while I made quite a bit more money. The ones who didn't buy the upgraded personal support quit trying to get free support out of me (because they knew I was charging for it). So it saved my time as well.

I wouldn't recommend giving more than 3 options total...or you might cause confusion. This is the key principle here. You cannot confuse your customers or they will not buy. Going with Basic and Deluxe is the safest method. You can go with a silver, gold, and platinum if you can explain it well. Don't go any further than this without some severe step-by-step testing.

Are you offering a basic and deluxe option of your product? If not, why not? You're leaving money on the table for every day you don't add this to your offer.

# Value Checklist

Here is a quick run down of some of the ways you can add value to your offers.

1. Relevant and (at least somewhat) exclusive software.
- 2. Proprietary data.**
3. Bundled services that relate to the product.
- 4. Expanded info on related techniques.**
5. Audio files to add depth to the process of learning.
- 6. Video, for clarity in learning.**
7. Worksheets and checklists
- 8. Phone or email consultation.**
9. Exclusive follow-up info or free subscriptions.
- 10. Case studies. (Separate, for illustration purposes.)**
11. Sample text, scripts, ads, and anything else that will help the customer to better use the product.
- 12. Free or dicounted updates.**
13. Spreadsheets.
- 14. Easily imported "Bookmarks" or "Favorites" collections.**
15. Access to membership areas.
- 16. Contact lists for vendors, potential partners, or other relevant companies or individuals.**
17. Separate package of reviews of related products.
- 18. "Quick start" guide.**
19. Interactive tutorials or self-assessments.
- 20. Hard copy material mailed separately.**

# Kits & Clubs

Because of today's Internet environment, it's getting harder to sell "information products." If you sell information, you might have already noticed this. Don't get me wrong. The publishing business is STILL my favorite business. It's just you have to go the extra mile today that you didn't have to follow in the past. If all you do is sell information products the exact way you did it 10 years ago, you're going to see a decline in your sales.

This decline in sales is caused by two problems. First of all, there is an increase in online theft. Young people have grown up with the Internet, and many of them don't see any problem with downloading music illegally. They also don't see a problem with downloading software illegally if they can get away with it. What makes you think they'll have a problem with stealing your products? They might duplicate it and even sell it on eBay. You can spend as much time chasing down thieves as you do promoting your products and services if you're not careful.

The second problem is that most people feel so rushed they don't take time for information products anymore. They don't want to learn. They don't want to read. They don't want to watch your 10 DVDs. They want it handed to them without having to learn it. That's where the toolkit approach came about. Dan Kennedy was one of the first to catch on to this when he created a few of his toolkits including Magnetic Marketing.

Instead of just teaching you how to create magnetic marketing pieces, he included dozens of short sales letters you could use in your business. If you were in one of the businesses where he had letters already done (such as chiropractors), you could change the details and have some pieces ready to go. Instead of selling you information, he was selling you a kit of materials where it was already done for you. For example, a web design kit could include website templates that all you have to do is edit with your details. A weight loss product could have a software program where you plan your daily meals by clicking on the "approved" food list.

Are there any templates you can include? Is there anyway to do it for them? As another note, a great way to sell services is on the backend of an information product. For example, most copywriting courses are written by copywriters who offer you the opportunity to have them do it for you for a much higher fee on the backend. People who buy your product will often decide it's too much work and prefer to simply hire you (since they know you're the expert).

Another way to increase value on an information product is to turn it into a club or membership program. For example, instead of selling a course on how to improve your golf game, you could create a membership program where you offer updated content every month (written by your ghostwriters of course). You add a forum...a few videos...and you now have a community.

You can do online membership sites...or you can go offline with a CD of the month or a newsletter. Don't ever neglect offline promotions. Think about it for a second. People pay you for a newsletter. They're paying for you to send them direct mail every single month. You provide incredible content of course. You also take short blurbs to sell your products or even include a full sales piece in with the letter. And you can have it all sent out for you by the Postal service Netpost service over at <http://www.usps.com>.

If you want a higher ticket club program, add in monthly teleconferences, email support, or quarterly workshops. Now you have a program that can easily go for \$397 or higher in business niches. You could even apply the basic/deluxe principle. Maybe the gold \$97 customers get to be on the teleconferences. The \$29.95 customers get the CD of the teleconferences. The platinum customers get all the above (email support and workshops).

You can even take your one time sales products to another level with this principle. Let's say you decide on a \$29.95 a month membership site. Your main course is a \$197 package of CDs. Here's what you do. On your order form for the \$197 course, give people the option to "try out" your monthly program for only \$1 the first month...they can cancel at any time. You'll find 30% to 50% of your audience takes you up on your offer...instant money in the bank.

Don't have a monthly income like that? Then do this until you get one of your own. Find an affiliate program that has a monthly payout. After someone purchases one of your products from you, on your thank you page, make a recommendation for the affiliate program (if you're in any business niche, the free 30 day trial of <http://www.netofficetoolbox.com> is a good one). You turn a one-time income into monthly income (you won't have as high of a conversion this way, but you can expect 10% to 30% to take you up on a well done offer).

# Case Studies

One of the first times I used this principle was on the very first product of my own (my original start online was selling other people's information products). I had a manual called the Instant Internet Cashflow System. It was doing decent at sales in the \$47 price range, but I wasn't happy. I took the one manual and split it into six separate ebooks. Instead of one Internet manuals, you received a manual on website design, product creation, traffic, email follow-up, etc.

This one change...with no new content instantly increased sales. Later on I was even able to raise the price of the product to \$97. This would be an example of "perceived" value for the product although I did make a few additions and modifications to the product itself while separating it into additional manuals. People reading the sales copy wouldn't have seen the increase in "real value." All they saw was the increase in perceived value and it boosted my income.

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A few years later when I began giving public speeches I created a \$495 product. At one conference I sold only a few copies. The next conference I went to I sold 41 copies of this product. I only made ONE addition to the course. I had my wife spend a week designing 30 website templates (she made some nice designs). Anyone who ordered during the break following my speech received the course PLUS the website templates.

People bought the course for the templates. The big course looked like a lot of work...and the big concern the customers had was getting a website done. Having basic templates all ready to go solved that problem for them. They jumped on it for the increase in perceived value. One CD of templates boosted the sales of a large course of manuals and audios immediately.

This just comes back to the "kit" approach. It became not just a course, but a toolkit. What could you develop or have developed to turn your information product into a toolkit worth more money and receiving more sales? Places such as <http://www.elance.com> and <http://www.rentacoder.com> are great for having tools developed to go along with your products.

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Jimmy Brown of <http://www.123webmarketing.com> is another great example of this principle. To increase his product value, you often see him including reprint rights with your purchase. If you purchase the product from him, he gives you the right to sell it and keep all the money. Sometimes he includes it as a bonus with the product itself.

Other times he uses the basic and deluxe principle...and sells the reprint rights for a higher fee (\$19.95 for the product or \$97 for the reprint rights to the product). And

remember, he is still getting money from any other products or links mentioned throughout the product itself...Ingenious Jimmy.

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At a brainstorming session for a friend who sold a \$19.95 ebook in a non-business topic (I can't reveal it here), we quickly put together a physical package he could sell for \$197 with CDs, a manual, and a software program (that only cost \$250 to have programmed). Now he has a product worth 10 times the price of his original one...and it didn't take him more than a few days to put it together.

## Reason Why

If you follow these principles, you'll create products that are higher value and higher priced. You might even put together a deal that seems too good to be true. You've probably heard the old saying, "If it seems too good to be true, it probably is." You have to overcome this hurdle now because your package has become so much more valuable than what you had before.

Always tell people why you're making them such a great deal. If you're giving them a software program worth \$29.95 as a bonus with a product for \$19.95, it doesn't make sense. Why can they get this deal? It might be because you have low overhead and don't spend a penny on advertising. It could be that you're willing to generate customers at a loss, because you'll make up the money when they buy future items from you after they love the first product. It could be because you bought exclusive rights to include this product for only \$1,000...or whatever reason it may be.

Tell me why...and then I'll buy. Tell me why you're making this offer. Of course, you tell me why it's a good offer on my side. You also need to let me in on the little secret about why it's such a good deal on your side. I don't believe you if you tell me it's because you're such a wonderful guy or gal. You may be that, but you won't make me an offer that doesn't benefit you as well. So, why are you making such an incredible deal with all this added value for such a low price?

Neglect to mention that...and adding all this value could even hurt you. It's that important. Tell me why it's a Win-Win deal if you want me to buy.

## **Recommended Products**

### **“Internet Marketing Mastery System”**

This is a 3 DVD set where I teach three of my favorite subjects to a varied group of business owners. DVD #1 is, “Live the Internet Lifestyle and Retire Young and Wealthy.” DVD #2 is, “How to Brand Yourself for Massive Online Profits.” DVD #3 is, “Growing Your Business and List through Joint Ventures.” Together they show a complete system to help any business owner grow their online business and generate more income.

Find out more today at:

<http://www.myinternetmastery.com>

### **“Internet Information Empire System”**

This course was created during sessions with my personal coaching group...and it's like having your own one-on-one Internet coach available when you want them. Learn how to pick your niche, create products and websites to sell to that niche, and how to drive incredible traffic to it everyday. You could consider this a complete Internet coach in a box for anyone who is interested in starting their own Information business online.

Find out more today at:

<http://www.myinfomastery.com>

### **“Email Marketing Mastery System”**

Discover How a Small-town Indiana College Dropout Earned \$96,250 from One Email. This home study course teaches exactly how to build your email lists. It also covers how to develop emotional intimacy with your subscribers. Finally it covers step 3: how to produce money-on-demand from any size list. If you want to earn more online with email marketing, this is essential.

Find out more today at:

<http://www.myemailmastery.com>

## **“Next Generation Marketing Magic”**

Discover how to market any local business on and off the web with this home study course. 70% of US Households Use the Internet When Shopping Locally for Products and Services...Are You Going to Survive On Just the Leftovers? Find out how your local business can profit online...AND How ANYONE can start their own business helping local business owners profit from the web (it's a hot 6 figure income opportunity you're missing right in your own backyard).

Find out more today at:

<http://www.mymarketingmastery.com>

## **“Bullseye Business One-On-One Coaching Call”**

It only takes one hour to start earning more, working less, and enjoying life...100% guaranteed. I run long-term one-on-one coaching programs for a select group of clients, but most clients start our relationship off with a scheduled one hour one-on-one call together. You get the call, a 50 step business questionnaire, and 14 days of email follow-up. Plus it's 100% guaranteed to give you full value or your money back.

Find out more today at:

<http://www.mymarketingcheckup.com>

## **“FREE 30 Day Trial: ShoppingCart/Email Follow-up/Affiliate System”**

Make Your Sales Skyrocket with the World's Smartest Shopping Cart: Combine online ordering with automatic email follow-up, ad tracking, split testing, and an affiliate program. It's your online personal assistant and my number #1 business builder. It's what I use to run my entire business.

Find out more today at:

<http://www.netofficetoolbox.com>