



Internet Marketing Money-Generator



The Newsletter for Online Entrepreneurs

Upselling Galore

What I am about to tell you can easily double, triple or quadruple the amount of money you're bringing in from your website. Let me explain.

Last Sunday I got up early to do a little reading, but before doing so I turned on the idiot box to get mentally prepared. In most cases this strategy is not going to lead to anything productive, just a bunch of wasted time, so I avoid it. But there are exceptions in life sometimes, and this one turned out to be a BIG ONE.

As I navigated from channel to channel, doing my damndest to find something worth watching, I came upon an infomercial. This one was for the product called **Hip Hop Abs®**.

I immediately liked what I heard - *not having to lie on the floor to work your abdominals*. Because I use the same type of line with my **Combat Abs** program, my attention was immediately activated. While watching I started to make mental notes of all the strategies being used to sell this program. When it was time for a close, they left nothing to chance.

First, you were told that if you order now you'll have your price reduced. Instead of four easy payments of \$19.95, you'll only have to make three. Okay, great.

Second, if you order now they'll throw in a bonus of something or other and this amazing product will help you blah, blah, blah.

Third, if you order within the next eight minutes (or was it seven), you'll get FREE express shipping - otherwise you may have to wait four weeks. Wooooo. Now that one certainly adds an element, doesn't it?

At the same time this is being said, a countdown clock comes up on the screen. And the close continues. Yet another enticement is given if you order NOW. At least four reasons to act immediately were given. I made a note on my yellow pad.

Typically most really good marketers give you one reason to order NOW. So what about the crew who gives you three, four or more reasons to pull out your credit card and place a phone call right away? Do you think they hold an advantage when it comes to selling?

Of course.

Especially when the majority of people sit around believing that their products sell themselves, or that word of mouth is the whole key, or that they don't need any copy, and so on.

Fact is you CAN sell through word of mouth alone and you can make sales with very little copy - but what about entertaining the idea that you love and believe in your product so much you want to do everything you possibly can to get it into more peoples' hands?

I can assure you, **Carl Daikeler**, the man behind the making of **Hip Hop Abs®** - and a number of super-selling infomercials, like **Power 90®**, which has been running for years, doesn't appear content to sell a lot. He wants to sell tons. He wants to dominate.

In fact, he pretty much states this on his blog - carлдаikeler.blogspot.com - to wit:

"I am the CEO of Product Partners, a marketing company which has specialized in developing fitness and weight loss products under the Beachbody brand since 1998. It's a good place to work. I started working at age 12, in theater production, which led to a teenage interest in TV production. I graduated from Ithaca College with a major in educational media, which had a huge impact on my approach to creating fitness/nutrition systems. I've been involved in direct marketing since 1987, and got into creating product with the "8 Minute Abs" video.

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I am a voracious student of business, and enjoy studying what makes a company/brand successful, especially to its customers. Beachbody is the expression of a career filled with plenty of success, failure, careful observation, and a lot of hard work. We've built a great company, with great people and we're just getting started. I am convinced this company will truly revolutionize the way people look at exercise and nutrition. What Starbucks is to coffee, what Nike is to sneakers - Beachbody will be to body transformation!"

WOW! Compare your vision to what Carl Daikeler wrote in his blog. Are you thinking BIGGER as a result? I hope so.

Anyway, back to the infomercial. While watching I decided to place my order. But instead of calling it in, I decided to go online.

The screenshot shows a web browser window with the URL http://www.beachbody.com/product/fitness_programs/best_sellers/hip_hop_abs.do. The page features the Beachbody logo and navigation links. The main content is a promotional banner for the Hip Hop Abs program. It includes the text: "The #1 Fitness Program on TV!", "To order by phone, call toll free: 1 (800) 681-0993", and "AS SEEN ON TV". A large call to action says "YES! I'd like to try Hip Hop Abs today! >>>". Below this, it offers a "\$400.00 value! Save 1 full payment now! Only 3 payments of \$19.95 (+\$12.95 s&h) 30-day money-back guarantee!". The headline reads "Get flat, sexy abs without ever doing a single crunch or sit-up!". A testimonial from Shaun T follows, stating he lost 50 pounds by dancing. The program promises "You'll get 4 amazing routines!": "Secrets to Flat Abs" (13 minutes), "Fat Burning Cardio" (30 minutes), "Ab Sculpt" (25 minutes), and "Total Body Burn". Images of Shaun T and DVD covers are also visible.

The website - **www.hiphopabs.com** - was clearly visible throughout the entire infomercial - proving once again, that an array of offline marketing strategies giving people the option of calling or going online to order, reigns supreme. This is something I've been saying for over eight years - even when the other so-called Internet gurus cried that I was not a "true" Internet marketer because I used offline media as well as online. They finally conceded this to be a reality a few years back, but not without begrudgingly using the middle digit to do so.

Beachbody Fitness, Nutrition, Diet and Weight Loss Products and Videos

https://www.beachbody.com/checkout/specialoffers.do

BEACHBODY® SECURE PAGE

→ SUBMIT ORDER → SPECIAL OFFERS—THIS ORDER ONLY! → SHIPPING METHOD → PAYMENT OPTIONS → ORDER CONFIRMATION

Congratulations!

Get 3 FREE gifts when you upgrade your order to the Hip Hop Abs® Ultimate Results package—and save 50%!

No Additional SHIPPING!

In addition to everything in your Hip Hop Abs package, you'll receive 3 more advanced workouts to complete your program and take your results to the next level, plus 3 FREE gifts—with no additional shipping!

- Fat Burning Cardio 2. Advanced, high-energy moves guaranteed to shed the pounds! (40 minutes)
- Ab Sculpt 2. Revolutionary ab-sculpting moves for tight, toned, sexy abs—without doing sit-ups or crunches! (35 minutes)
- Total Body Burn 2. Get it all—advanced cardio, strength, and ab-sculpting moves to transform your entire body! (50 minutes)

Plus 3 FREE Gifts!

- **BONUS dance routine.** Have a blast flattening your abs with Shaun's Learn to Dance segment, Get Abs or Die Trying.
- **Weighted Gloves.** Ramp up the intensity of your workouts and get the lean, toned arms and shapely chest and shoulders you've always wanted!
- **Advanced Workout Calendar.** Step it up with this 60-day Ultimate Results schedule for jaw-dropping abs and incredible total-body results!

60-day money-back guarantee!
This amazing \$120.00 value is yours for just another \$19.95 a month, billed to the credit card you provided today, with no additional shipping charges! And we'll even extend your 30-day money-back guarantee to a full 60 days!
So click "YES" below now!

ITEM#	PRODUCT	OPTIONS	QTY	PRICE
HHAK2-603U	Hip Hop Abs®: Ultimate Results package with 3 advanced workouts + FREE Upgrade to Express Delivery in Continental U.S.--normally an additional \$15.00 (billed 3 x \$19.95)	DVD - \$59.85	1	\$59.85

YES! Upgrade my order to the Hip Hop Abs Ultimate Results package! **SKIP**

Order Number: 452640 Number of Items: 1 Your current total is: \$78.81

ITEM#	PRODUCT	OPTIONS	UNIT PRICE	QTY	TOTAL PRICE
HHADVOK1-60	Hip Hop Abs® package + FREE Upgrade to Express Delivery in continental U.S.--normally an additional \$15.00 (billed 3 x \$19.95)	Type: DVD	\$59.85	1	\$59.85

Okay, perhaps you're wondering why I went online to order instead of using the phone. Well, it wasn't because I wanted to check out the website. It was mostly because I didn't want to go through the plethora of upsells infomercial companies are famous for using today.

After you order the product you called in for, you feel like you got pitched on everything, including vitamins, vacations and vaccinations.

I'd rather not have to listen to this. I just want the product I ordered so I can get on with my day. That's why I went online. I figured it would be a nice, easy, clean transaction.

BEACHBODY® SECURE PAGE

» SUBMIT ORDER » SPECIAL OFFERS—THIS ORDER ONLY! » SHIPPING METHOD » PAYMENT OPTIONS » ORDER CONFIRMATION

Congratulations!

We'll include a 30-day trial supply of all-natural Activit® Muscle Toning Multivitamins, a \$50 value, **FREE!** Guaranteed to help tone muscle and increase your metabolism.* All you pay is \$4.95 s&h, plus we'll automatically send you additional 60-day supplies at the locked-in low price of \$24.95 a month, billed to the credit card you entered today. No obligation—cancel at any time!

FREE TRIAL

Supplement Facts

Do you want us to include a FREE 30-day supply of Activit Muscle Toning Multivitamins?

Important: This product is only available to residents of the United States and its territories. **Warning:** This product should be used as a dietary supplement only. Those with medical concerns should consult their physician prior to using this or any other dietary supplement.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

ITEM#	PRODUCT	OPTIONS	QTY	PRICE
SUPACTMZ30IN- U	Activit® Multivitamins: Muscle Toning Formula--FREE 30-day supply! Plus, you'll receive a fresh 60-day supply every 2 months for just \$24.95 per month (+\$4.95 s&h per shipment), billed to the credit card you provided today. Cancel anytime!		1	Free

YES! I'll take it! **SKIP**

Order Number: 452640 Number of Items: 1 Your current total is: \$78.81

ITEM#	PRODUCT	OPTIONS	UNIT PRICE	QTY	TOTAL PRICE
HHADVDK1-60	Hip Hop Abs® package + FREE Upgrade to Express Delivery in continental U.S.--normally an additional \$15.00 (billed 3 x \$19.95)	Type: DVD	\$59.85	1	\$59.85

Your Credit card will be billed in 3 installments as follows...
 The 1 Payment will be \$ 38.91 (includes S&H and applicable sales tax).
 The 2 Payment of \$ 19.95 will be billed in 30 days.
 The final Payment of \$ 19.95 will be billed in 60 days.

Subtotal	\$59.85
Shipping	\$12.95
Estimated Tax	\$6.01
Estimated Total	\$78.81

30 DAY MONEY-BACK GUARANTEE

- ✓ Secure online ordering
- ✓ Fast 'n' easy checkout
- ✓ No-hassle returns
- ✓ Friendly customer service

QUESTIONS?
Click here to chat live with a customer service representative.

Results may vary. Exercise and proper diet are necessary to achieve and maintain weight loss and muscle definition.
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Here's what happened: When I submitted my order for the 3 easy payments of \$19.95 - I was brought to an upsell page wherein I could buy another related product. The upsell wasn't huge, so I took it. And as soon as I agreed to the first upsell, I was taken to another window with yet another upsell. Once more, the product was related, so I took it.

I hit submit and the third upsell came right up. I rejected this upsell, figuring this would end the process. Wishful thinking. In spite of saying no to upsell numero tres, I got a fourth upsell. This one, was for a kid's version of the product. They got me again. I hit the button to order.

And yet another upsell, this one for personal coaching. I rejected the offer. And as soon as I hit the button to decline I was brought to another page, this one selling me a protein drink. Again, I said no - but the selling continued.

Beachbody Fitness, Nutrition, Diet and Weight Loss Products and Videos
 https://www.beachbody.com/checkout/specialoffers.do?method=view

» SUBMIT ORDER » SPECIAL OFFERS—THIS ORDER ONLY! » SHIPPING METHOD » PAYMENT OPTIONS » ORDER CONFIRMATION

Claim your FREE Gift and your chance to win \$250,000!

FREE VIP ACCESS

For the ultimate motivation to reach your goals, we'd like to give you 30 days of **FREE VIP ACCESS to Shaun T's Million Dollar Body™ online diet and fitness club...** Shaun T will assign a personal coach to help you transform your body and you could win prizes up to \$250,000! Plus get a FREE surprise gift valued at \$20.00!

Plus **FREE GIFT** valued at \$20.00!

Studies show you can lose three times more weight with online diet support, so just click YES below now to enjoy all this FREE for 30 days...

- » Your personalized meal plan and healthy recipes
- » Live access to Shaun T's Corner for diet and fitness advice
- » Easy-to-use interactive tools to track your progress
- » Additional 10% savings on our nutrition and fitness products
- » A chance to win \$10,000 a month and a grand prize of up to \$250,000*

To help you get the fastest results, Shaun T will even assign you a personal **Million Dollar Body Coach** to help you every step of the way!

Click YES below now to access all the benefits FREE for 30 days, plus get your FREE surprise gift. If you're completely satisfied, do nothing and you'll continue to receive all the benefits for only \$2.99 a week, billed \$38.87 quarterly in advance as Million Dollar Body to the credit card you provide. If you're not satisfied, simply call customer service within 30 days to cancel and you owe nothing! Or you may cancel at any time thereafter to avoid future charges, but the FREE surprise gift is yours to keep and enjoy. **Just click YES below now**

\$250,000 GRAND-PRIZE!

*Note: The Million Dollar Body contest and sweepstakes, member discounts, and personal Coaches are currently available only to U.S. residents. Certain limitations and restrictions apply. Please review the daily sweepstakes and monthly contest rules posted on MillionDollarBody.com for details. Charges may appear on your bill as Beachbody or Million Dollar Body.

ITEM#	PRODUCT	OPTIONS	QTY	PRICE
MDBCLUB4	Million Dollar Body Club--free 30-day trial + \$20.00 gift		1	Free

YES! I'd like FREE online support and my FREE gift! **SKIP**

Order Number: 452640 Number of Items: 1 Your current total is: \$78.81

ITEM#	PRODUCT	OPTIONS	UNIT PRICE	QTY	TOTAL PRICE
HHADVOK1-60	Hip Hop Abs® package + FREE Upgrade to Express Delivery in continental U.S.--normally an additional \$15.00 (billed 3 x \$19.95)	Type: DVD	\$59.85	1	\$59.85
Your Credit card will be billed in 3 installments as follows... The 1 Payment will be \$ 38.91 (includes S&H and applicable sales tax).				Subtotal	\$59.85
				Shipping	\$19.00

By the time I got out of the shopping cart I had invested \$190.82. I went online to order a product in three payments of \$19.95. I left making ONE PAYMENT of almost two hundred bucks.

Oh yeah, are you wondering how they managed to get me to make one payment? It's quite simple. At the time of checkout, offer another bonus - or another discount - if the customer pays in full.

I get nothing for telling you all of the above. Not a nickel. But I am telling you right now it would be a very wise decision for you to go to **www.hiphopabs.com** and place an order for this product just so that

you go through, up close and personal, the very thing I'm describing for you. Whether you end up rolling out sixty bucks or two hundred, or more - the education you will get - if you're paying attention, could help you double, triple and perhaps quadruple your online income.

Beachbody Fitness, Nutrition, Diet and Weight Loss Products and Videos
https://www.beachbody.com/checkout/paymentoptions.do

BEACHBODY® SECURE PAGE

» SUBMIT ORDER » SPECIAL OFFERS—THIS ORDER ONLY! » SHIPPING METHOD » PAYMENT OPTIONS » ORDER CONFIRMATION

Make Today's Purchase in one easy Payment!
Many customers prefer the convenience of paying for their order in one easy payment. Just select YES below to convert your order today...

Yes! I'd like to make one easy payment today
 No thanks

CONTINUE...

ORDER NUMBER: 452640 Number of Items: 1 Your current total is: \$78.81

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QUESTIONS?
Click here to chat live with a customer service representative.

HOME • ABOUT US • PRESS • NEWSLETTERS • SITE MAP • CUSTOMER SERVICE • MY ACCOUNT • PRIVACY POLICY • TERMS OF USE • CONTACT

Results may vary. Exercise and proper diet are necessary to achieve and maintain weight loss and muscle definition.
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[Unless, of course, you don't have a product or a back end to follow the initial sale. If that's the case, get one. And if you don't have an initial product and a back end to go with it, sell other peoples' stuff until you do. No excuses. There is opportunity everywhere.]

Alright, now let me tell you what happened as soon as I finished buying on this website. I did something you might do after you buy something that has a great selling procedure. I immediately called someone else to tell him about it. In this case, that would be Ed Baran, my webmaster.

First thing I did was tell Ed to go to the site and order, just like I did, so he knew the entire procedure being used. Then I told him what I needed to be doing on my websites. Guess what it is? Something similar to www.hiphopabs.com.

It's a money-making no-brainer, especially after you've been through the process yourself and had it done to you. You cannot go through what I have just described and be the same marketer forever more, unless you just don't give a damn.

Now, let's examine something very, very important.

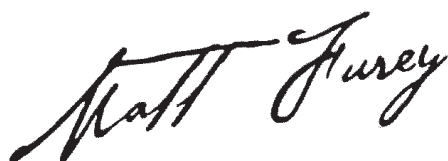
I avoided the phone call because I didn't want to go through the upsell process. Most of the time when I call to place an order and the upsells begin, I am annoyed. The products are unrelated. I don't want them.

But when I went online, I was NOT annoyed in the least. I said "yes" to some offers and "no" to others, but I was not irritated. Not only that, I was tuned in to what the offers were because they were related to what I had already purchased. I didn't view them with an evil eye; I viewed them with curiosity. I didn't immediately cast judgment on the offers as undesirable, as I'd be prone to do on the phone, nor did I see a mental picture of some greedy sales rep going for more, more, more.

Such is the power of taking what used to be an off-line strategy and figuring out a way to do the same thing online, albeit in a softer manner. Now... don't view the word "softer" that I used in the previous sentence to mean that it is light with the pressure. Quite the contrary. What I mean by softer is that the sales process is perceived to be softer, yet the reality is that you're involved in a hard core boxing match directed at your pocket book. And chances are you won't mind being in this boxing match - whereas you may despise the one you get into on the phone.

Even so, SELLING is still taking place. Whether you're talking to a salesperson on the phone or the silent sales copy on a website - the objective is the same. Sell as much product as you can.

Think about this. And figure out a way to include more and more upsells into your online marketing system.



Matt Furey

Zen Master of the Internet®