



# Internet Marketing Money-Generator



*The Newsletter for Online Entrepreneurs*

## When to Have a Sale (and How)

One of the things I stumbled upon with my websites, seemingly more by accident than by design, is having strategically planned sales. I had my first one more than five years ago, and I've never looked back.

Being I've been online since 1996, you might wonder what took me so long to start having sales. Well, the answer has to do with some wrong information I read in a marketing book back in the year 2000. The author said that it was not a good idea to have sales because when you held one, in effect, you were telling the customer that your regular price is too high or not worth it.

This was the author's logical, linear way of observing the sales process. Yet, selling is not a logical process (although observation of how well it did most certainly is). It's an emotional process. So this advice was dead wrong. When you have a sale the customer either gets excited to buy - or he doesn't. He doesn't sit around thinking, "Ah, he's having a sale. See, I knew it. His stuff is over-priced. It's not worth it. That's why he's doing this."

Okay, there may be some customers who think this way - but I assure you they are greatly outnumbered by those who simply go nuts when you have some sort of sale - especially one built around a theme.

More importantly, damn few of the customers who bought from you at full market value will ever complain that you had a sale. Damn few will say they want some



***Matt riding an elephant during his trip to Thailand.***

sort of discount because they ordered yesterday (if they do give it to them). AND here's the clincher: Based on what I have observed, many of those who bought when the products were NOT on sale will continue to buy your products ONLY when they are listed at full price. That's right. You read that correctly. Many customers will NOT buy when you have a sale. They could care less. They want the product when they want it and this alone is worth it to them.

This is how I felt about the i-phone when it came out. I wanted it NOW - and regardless of the fact that a month later the price was lowered by 200 smackers - I didn't care. Not only that, as soon as I return from China I'm buying the latest version - even if all I need to do is download new software onto my existing model. On top of that, if the price gets lowered the very next day, I DON'T CARE.

I can't say I'm this way with everything I purchase. Homes, cars, computers and such are different. But anything less than a grand - no biggie. Keep all of the above in mind if you are ever prone to fear or worry about customers being pissed because you had a sale. Mark my words: You'll count on a few fingers the number of complaints you hear.

## Sales are good!

Now, since getting smart enough to test against the advice in the marketing book I read eight years ago, I can now unequivocally tell you that having a sale is a very good idea - provided you do it the right way. And yes, there is a wrong way to have a sale - as well as a wrong time to have one.

For example, four years ago I remember one of my students sending out an email to announce a special sale on his fitness equipment. Nothing wrong with that, except the fact that he'd only been in business for one month. I don't fault him for wanting to speed up his results - especially when I realized he was trying his best to imitate what I was doing. He saw me raking in the dough with a sale, so he figured on doing likewise. Thing is I would never consider having a sale unless I've been in business at least a year. Bare minimum six months. After one month? Not a chance.

This was a green horn mistake, no doubt - but I'm telling you - I see people who've been online for years, and they're making similar mistakes. I've watched a great many marketers send out emails announcing their latest sale - and although they often get a lot of the elements right, there are far too many mistakes being made. And so, in this issue I hope to shed some light on what you can do to make even more money from a strategic sale. I'm going to cover several of the key things to do when holding a sale - as well as talk about the mistakes I've seen others making - and if need be, I'll continue with this theme in the next installment of this newsletter.

### **Disclaimer:**

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Before I give a few of the keys, let me explain why I do my sales on the Internet as opposed to via direct mail. There are two very good reasons:

1. **Speed** - You can announce a sale online and start raking in a fortune almost immediately - especially if you have a sizeable list. You can also cancel it almost as fast as it began. This allows you to use the Law of Scarcity to the full. You're either almost out of time - or almost out of product, or both.

Conversely, if I send a direct mail piece announcing a sale, I will NOT get the same type of response, either in terms of speed, or in terms of sales. I have previously announced a few sales, Thanksgiving, Christmas, etc. - via direct mail - and they do very, very poorly when compared to a sale only announced online.

This may be attributable to the fact that I acquire most of my customers online - and because that is the way the relationship began, it is probably the way the customer prefers to be contacted.

The way I see it, it's sort of like buying a direct mail list of people who purchased a product from an infomercial. It may be a painful and expensive assumption to discover that infomercial buyers prefer to make buying decisions while watching tee-vee - not from the reading of a long-form salesletter or short and sweet postcard sent via the mail.

2. **Money** - Sending out direct mail pieces, postcards, CDs and DVDs to promote and sell a product - is generally thought of as good marketing - and it IS. Yet, when it comes to announcing a sale, I've found it an expensive waste of time and money. Last Thanksgiving, for example, I sent out an oversized postcard announcing a 33% off sale. It bombed horribly. Lesson learned. I was doing it the right way before - and although it was okay to experiment with something different - the experiment is not worth repeating a second time - in any format whatsoever.

Okay, enough about why I prefer to conduct a sale online. Now let's get down to the nitty gritty of what makes a sale work online.

## **Six Keys to Having a Money-Drenching Online Sale**

1. **Time Scarcity** - When you do a sale on the Internet, the longer the window of time you give people to make a decision, the worse your results. Think about this for a moment. The majority of people procrastinate on everything in their lives, including buying your product or service. And so, if you tell the prospect that he has 4, 5, 7 or 10 days to buy - you will cause him to delay making a "yes" decision TODAY. You are far better off giving the prospect a short period of time in which to make up his mind. One day is good. Two days is also good. But I would NOT tell my list that the price is good for any length of time beyond that. Yes, you can extend the time frame after the first or second day - but you'll have plenty of time to drive across that bridge when you come to it.

Another reason you do not tell your list they have more than a day or two to buy is because you want to be able to give a plausible reason as to why the sale was extended for yet another day.

2. **Email copy is short** - When you send an email to announce a sale, you want to drive people to the sales page as quickly as you can. Most of my emails are 500 words long. But my email copy for a sale is often much shorter.
3. **Sentences and paragraphs are short.** When doing a sale, make all your words hard-hitting and hypnotic. Use colloquial as well as colorful language that shows how YOU are having a good time - and how you'd like the person reading the email to have a great time, too. Take a look at the email copy shown below and I think you'll see what I mean. I sent this email to announce the Double-Happiness Birthday Sale conducted on May 5, 2005, and it brought in \$240,000.00 in online sales - not including orders that were called or FAX'd in. The sale began before noon on May 5 and ended at midnight on May 6. It was NOT extended beyond the deadline that was initially given.

### **Double Happiness Birthday Sale**

*%%\$firstname%%,*

*Oh my. This is HUGE. This is MEGA.*

*Being that today, May the 5th, the 5th of May, el cinco de Mayo .. is not only my daughter Faith's first birthday, but my 39th (for the fourth year in a row), we've decided to hold an...*

*05-05-05 Double Happiness Birthday Sale*

*So drop everything you're doing and get thee buns over to the following page right NOW and see what ole Fure-cat has cooked up for you.*

**[http://mattfurey.com/05\\_05\\_05\\_sale.html](http://mattfurey.com/05_05_05_sale.html)**

*Not only that, but after you've clicked the link, you'll find my baby's before and after pics on display*

*And let me fess up.*

*From Day One to Day 365 - baby Faith has had me wrapped around her big toe.*

*Want to know why, then get y'all's bootocks on over to **[http://mattfurey.com/05\\_05\\_05\\_sale.html](http://mattfurey.com/05_05_05_sale.html)** and see why*

*I love her so much.*

*Best,*

**Matt Furey**

**P.S.** *Failure to at least click on this link may cause you to have a day that is akin to double-hell. Now you wouldn't want that to happen, would you. Live it up mang. Let's enjoy Double-Happiness together. Yeeehaaaaa.*

4. **Give People a Way to Vent** - Whenever you have a MAJOR event, there are three times to have a sale. When the event is beginning. During the event. Right after the event. The Olympics coming up on August 8, 2008 at 8:08:08 PM will represent numerous occasions for a sale. First, like the Double-Happiness Birthday Sale shown above, you have a special date in time - triple 8's. Second you have the opening ceremonies for the Olympics. During the event you could celebrate the winning of a gold medal by an American - or by a group of Americans (just think of the emotional outpouring after the American team won the gold in hockey in 1980, defeating the highly favored Soviet team). Well, that sort of "underdog wins" theme can be used sometime in the games, I think. And when the whole thing is over - you can have a Post-Olympics Relief Sale.

On November 3, 2004, after Bush II won the election, I had a sale - (see the email copy below). It was another huge winner - in terms of dollars. As you read the copy note how I never said I was celebrating the victory of Bush II. I only talked about having a celebration for the nightmare being over. A similar sort of event might be in the cards for November of 2008. It's not too early to be making a plan for it, ya think?

#### **Post Election Presidential Sale**

*Friend,*

*Can't think of a better way to celebrate the election being over than having a blow-out sale. Many items are on sale that have never been there before. So don't think you've seen it all already.*

*This sale is unprecedented. There will not be another one for a long time - so dig in folks and have fun. It ends at 12 midnight (tonite). No exceptions.*

*Go to [http://www.mattfurey.com/post\\_election\\_day\\_sale.html](http://www.mattfurey.com/post_election_day_sale.html) right now and have fun.*

*Best,*

**Matt Furey**

**P.S.** *Again, this puppy ends tonight at 12. No exceptions. Go to [http://www.mattfurey.com/post\\_election\\_day\\_sale.html](http://www.mattfurey.com/post_election_day_sale.html) and get in while the getting is good.*

5. **Personal Special Events** - Other great times to have a sale, besides your birthday or your child's birth, are wedding anniversaries, college graduation anniversaries, divorce anniversaries, the age of a deceased hero if he/she were alive today and so on. The sky is not the limit on possibilities. I've even contemplated having sales to commemorate winning an NCAA II wrestling title (1985) and world shuaijiao kung fu title (1997). Another good one you can do is an X years in business sale. This year marked 21 years for me. See the email below on the 10-Year Wedding Anniversary Sale I had in 2003. Pay particular attention at how I use time scarcity. I give a deadline - but I also tell the reader that I may pull the sale BEFORE the deadline. This has worked exceptionally well for me as my readers already know I'm unpredictable.



**Matt Furey's 10th Wedding Anniversary Sale**

Dear %\$firstname\$%,

Yesterday my wife, Zhannie, and I celebrated our 10th wedding anniversary.

Over dinner last night we thought about how much we have to be thankful for.

And we're extending our thanks to YOU with a wedding anniversary sale.

Click the following link

**[http://mattfurey.com/anniversary\\_sale.html](http://mattfurey.com/anniversary_sale.html)**

and begin your journey.

I plan to end this puppy at 9 PM EST on Tuesday - but knowing me, if this gets "out of control" - I may decide to end it sooner.

So if I were you I would jump on this pronto, as in immediately. Make haste quickly.

All the best,

**Matt Furey**

**P.S.** Here the link again. Go to **[http://mattfurey.com/anniversary\\_sale.html](http://mattfurey.com/anniversary_sale.html)**

6. **End of year, month, etc.** - On June 30 of this year, I had a half-off, half-of-the-year already over sale. This one was a bit different than what I normally do, but I thought it worth testing. The "I Talked to Buddha" copy is a spin off the famous headline "I Talked to God" ad used by the late Dr. Frank B. Robinson - when he was selling "Psychiana" - back in the early 1900's - long before email and the Internet. It did pretty well, but when I used a headline the following day in which I let the reader know a sale was taking place - sales doubled. This leads me to believe that the headline I used on Day One will work better for a magazine or newspaper - but when you're having a sale - you've got to let the reader know you're having a sale. I figured the "I Talked to Buddha" would be enough of a hook to get curiosity - but I think I figured wrong. At any rate, here's the first email - followed the Day Two email.

**I Talked to Buddha**

Friend,

Naturally, you may think I'm nuts when you read today's headline.

Then again, maybe I'm not.

Further investigation may reveal the true answer.

I encourage you to check things out for yourself by going to **[http://mattfurey.com/giant\\_buddha\\_says.html](http://mattfurey.com/giant_buddha_says.html)**

A surprising near-death photo may surprise you.

And by the way, there is a huge pay-off to you for visiting this

page - so don't think this is a lark. Take your hands out of park and go see.

Go to [http://mattfurey.com/giant\\_buddha\\_says.html](http://mattfurey.com/giant_buddha_says.html) and see what I mean.

Best,

**Matt Furey**

**P.S.** What - you still haven't clicked yet. I'm shocked. Go to [http://mattfurey.com/giant\\_buddha\\_says.html](http://mattfurey.com/giant_buddha_says.html) NOW and get involved.

### Half-Off Ends Today

%,

Today is the last day for my half-off special.

I encourage you to check it out NOW by going to [http://mattfurey.com/giant\\_buddha\\_says.html](http://mattfurey.com/giant_buddha_says.html)

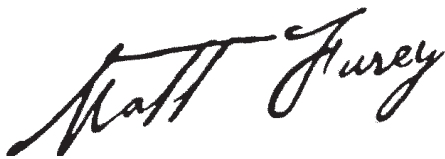
Best,

**Matt Furey**

**P.S.** BTW, almost everything on my sites is half-off. Jump in now while there is still time.

### The Frank B. Robinson Ad

I think that's enough for this issue on the subject of email copy for a sale. But before I go, let me leave you with the Frank B. Robinson ad I mentioned. I think you'll be amazed at how smooth, clear and compelling this ad was. In fact, ain't many ads today that can come close to matching this man's style.



**Matt Furey**

**Zen Master of the Internet®**

**Emperor of Email™**

**P.S.** One more thing: If you have a good "title" for yourself, buy the domain and use it. I recently bought [www.emperorofemail.com](http://www.emperorofemail.com) to promote my email copywriting courses. Be sure to go check out the page, the copy and the pictures of me doing the Emperor thing in Thailand.

# "I TALKED WITH GOD"

(Yes I Did - Actually and Literally)

and as a result of that little talk with God, a strange Power came into my life. After 42 years of horrible, dismal, sickening failure, everything took on a brighter hue. It's fascinating to talk with God, and it can be done very easily once you learn the secret. And when you do—well—there will come into your life the same dynamic Power which came into mine. The shackles of defeat and fear which bound me for years, went shimmering—and now?—well, I am President of the News Review Publishing Company, which corporation publishes the largest circulating afternoon daily in North Idaho. I own the largest office building in my City. I drive two beautiful cars. I own my own home which has a lovely pipe-organ in it, and my family are abundantly provided for after I'm gone. And all this has been made possible because, one day, about twelve years ago, I actually and literally talked with God.

You too may experience that strange mystical Power which comes from talking with God.



DR. FRANK B. ROBINSON  
Founder "Psychiana,"  
Moscow, Idaho

and when you do, if there is poverty, unrest, unhappiness, ill-health, or material lack in your life, well—this same Power is able to do for you what it did for me. No matter how useless or how helpless your life seems to be—all this can be changed. For this is not a human power I'm talking about—it's a God-Power. And there are no limitations to the God-Power, are there? Of course not. You probably would like

to know how you, too, may talk with God, so that this same Power which brought these good things to me, might come into your life too. I have written the strange, almost unbelievable story in two booklets, and I have given away literally millions of copies of them. As a matter of fact, the story has been told in 67 foreign countries, and in every city, town, village and hamlet in America. It has been written up by such outstanding periodicals as Time, Newsweek, Magazine Digest, and scores of other internationally-known publications.

I want to give you these two booklets, I want to give you also illustrated circulars, and copies of letters which tell what is being accomplished all over the world through this new strange Teaching. If you will send me your name and address on a post-card or in a letter, these two booklets will come to you free of charge. This experience may sound unbelievable, but it's true or I wouldn't tell you it was. The address is Dr. Frank B. Robinson, Dept. 479 Moscow, Idaho.

★ ★ ★ THERE'S REAL POWER HERE ★ ★ ★

"Psychiana" is a non-profit religious corporation. The Movement was born in Moscow, Idaho in 1918. It is internationally known as the largest religious Movement in the world operating entirely by mail. Our conception of God is positive and dynamic. Over 150,000 unsolicited letters have been received, each telling what has been accomplished through this new Power which is the Spirit of God. The sole aim of this Movement is to bring to all men and women consciousness of the fact that the most dynamic Power on the earth today is the Power of God. This Power is very real. You may know what it can do for you. All preliminary and explanatory information is free. Requests for booklets filed in order received. Copyright, 1940, Psychiana, Inc., Moscow, Idaho.