

Guru MasterMind Special Publication...

“The Marketing Voodoo Report”

**How To Make Your Ideas, Techniques, And Products
FAR More Valuable Using “Magic” Value-Creating
Techniques That Haven’t Been Shared Before –
That You Can Use Immediately To Make Money...**

Dear Friend,

I hope what I’m about to say doesn’t “weird you out” too much...

I’m going list a few words in just a moment. I want you to tell me what comes to mind when you hear them.

Don’t over-think this.

Just notice the FIRST thing that comes to mind when you hear them...

Here they are:

Voodoo...

Witchcraft...

Magic...

Sorcery...

Alchemy!

...OK, so what kind of images comes to mind when you read these words?

And what did you feel when you heard them?

Did you have a sense of something mysterious and fascinating? Or maybe something a little bit DANGEROUS?

Well, I intentionally used words to create a bit of a “strange factor,” because I wanted to get your attention.

Now, I’m not REALLY going to show you some “witchcraft and voodoo” (sorry, never got around to learning any black magic). But what I am going to show you might be close enough. And it will be much more valuable to you...

How The Word “Alchemy” Can Make You Serious Money When You’re Marketing Advice And Information Products...

Now you might have noticed that the LAST word in that series of “shockers” was the word “Alchemy.”

Have you heard that word before?

It’s kind of a strange word.

But it’s also kind of a COOL word. It’s cool because it means something that’s hard to describe with a simple term... and the thing it means can change your success and your life.

When most people hear the word Alchemy, they think of a mad scientist from the Middle Ages trying to turn lead into gold... or a sorcerer standing over a pot of boiling “witches brew” of some kind.

When I think of Alchemy, I think about it in the sense that a guy named Paul Zane Pilzer thinks of it.

Paul is an economist, and he’s written several books. He’s an interesting guy, who has made himself many, many millions of dollars over his career.

He also likes to help other people become successful.

In one of his books, he discusses his concept of “Economic Alchemy” – which is simply the idea that as we run out of things, people figure out how to use and create NEW things – and how to use the old things in much better ways.

Here’s an example:

In years past, there was a huge fear that we would run out of land to grow food, and that the population would expand to the point where we would be fighting in the streets and killing each other over a potato.

Solution?

Alchemy.

Smart, resourceful farmers and scientists figured out how to grow the same amount of food on a fraction of the land. I read one estimate that we can now grow thirty TIMES as much food in the same space compared to just a hundred years ago.

Think about that – THIRTY TIMES as much food, on the same land. That’s almost unbelievable.

And the good news is: No fighting in the streets (at least for those of us in affluent countries).

Now, I’m not saying that all of the world’s problems are solved, or that everyone has enough food to eat. But this recent example of “Alchemy” changed everything.

Or how about electricity?

Or the home computer?

Or the telephone?

All are creative ways and new ways of using the resources that are right here around us... for the improvement of everyone.

It wasn’t that long ago that NO one thought that every person would want a computer (never mind a bunch of them, including computers in our cars, phones, and even kitchen appliances).

How do we have them in all these places?

Innovative “Technical Alchemists” are figuring out how to make them smaller, faster, and cheaper every day.

So What Does This Have To Do With You Making More Money Selling Advice And Information Products?

Glad you asked...

Here's my take: Most things in life cannot be "transmuted" into more valuable states very easily. They can't be changed from one state to another... from one value to another.

It's not that easy to turn one dollar into two.

Or what about turning a seed into a plant? Hard work.

But information. Ah, information.

Information is one of the FEW things that can be made FAR more valuable – with an amazingly small amount of time, effort, and energy.

The way information is presented makes all the difference. Say something one way, and no one listens. Say it a different way, and people will pick up guns, head for the voting booths, or take out their wallets.

Here's the most important lesson you'll learn in Information Product Marketing:

How You Say It Matters!

By saying something a slightly different way, you can TRANSMUTE the value from very low... to very HIGH.

You may not be able to turn lead into gold easily, but you can turn your ideas into MONEY easily, if you understand this approach.

By the way, you can (and should) use this approach I'm about to teach you with your **MARKETING**. It's one of the best places, in fact.

To sum up: There are very few places in life you can get more money back without putting more money in, or get more value out without having to put a lot of resources in. VERY few.

But there ARE places you can do this, and I am personally FASCINATED with finding these places, methods, and opportunities.

Let me share a few of my favorite ways to do it that I've discovered.

It's taken me many years to find these, identify them, test them, and create systems so that I can teach them to you quickly and easily. Please respect the time and effort it has taken me to find them...

WARNING:

These Are WEAPONS – Use Them With Extreme Caution...

This information is “Jedi-Level” training. It's Ninja stuff.

In reality, what I'm about to teach you is a set of dangerous weapons.

The interesting thing about these weapons is that they're GOOD weapons. They are powerful tools that you can use to cut straight through and connect with your customers... and show them just how valuable your products and services are.

Please use them for the good that they're intended, and not to trick or steal from another person...

Each of these techniques has made me a LOT of money. If you use them when creating and selling your own products, I believe that you can make a lot more money, too.

If you use them for “evil” I will find you, and take away your Marketing Jedi certification!

OK, let's roll!

Answer this question, FAST:

Which of these two book titles sells more copies...

Book #1: "A Thinking Person's Step by Step Guide to Weight Loss & Exercise Program"

Book #2: "Skinny Bitch"

A Thinking Person's Step by Step Guide to Weight Loss & Exercise Program was written by two Ph.D.s and based on empirical research by guys with doctorate degrees.

Skinny Bitch was written by an *ex-model* and an *ex-modeling-agent* (if that's how you say it).

Time's up. Which one sells more?

Well, according to Amazon.com, *A Thinking Person's Step by Step Guide to Weight Loss & Exercise Program* is their #437,317th best-selling book, whereas *Skinny Bitch* comes in at #56.

My question for you is...

WHY?

Why do people who have no fancy doctorate degrees, no previous fame, and no "science" behind their ideas sell enough books to get rich... while the "experts" fall to #437,317?

And the heart-breaker is that the Ph.D.s probably spent YEARS of their life working on *their* book. Do you think anyone is going to read it?

Nope.

Here's a kicker for you: The *Skinny Bitch* gals just released a follow-up: *Skinny Bitch In The Kitch*.

A cookbook.

#179 on Amazon as I write this. Not bad.

One of these two pairs of authors is thinking like a CUSTOMER... and like a MARKETER... and one of them IS NOT.

I'll leave it to you to do the math.

I hope you're not offended by the title of the "Skinny Bitch" book. I'm using it specifically because these two women GET something that most people don't.

In case you haven't noticed, it's become "cool to be bitchy" lately. It's a sort of "statement of individuality" for immature (yet adult) women who want to come across as fashionably sophisticated and edgy.

And the idea of "skinny" – well, you may have heard that some women desire that as well... but only a few.

Together, these words are MAGIC as a book title (obviously).

Here's How To Use This Information To Make Money Now...

When you create your next product, stop for a moment to consider the CUSTOMER before you make it.

Let's say you're going to write a book about golf.

Instead of writing about what YOU want to write about, stop and ask yourself a series of questions:

1. "Who is my prospect or customer?"
2. "What is the biggest frustration that they face?"
3. "What is the result or outcome that my prospect wants to achieve?"
4. "What is the irrational, emotional fantasy that they have about themselves and their golf game?"
5. "What information are they LOOKING FOR right now, that they can't find answers to?"

If you REALLY want to get fancy, you can *ask* your customers and prospects who they are and what they're trying to achieve (you'll definitely learn things you didn't know, by the way).

Let's say you email your list of 1,000 people, and ask them the above questions. And let's say that you discover that your average prospect:

...Is 45 years old

...Is male, and an executive

...Is frustrated because he believes that others don't respect him because he's not a good golfer

...Wants to do better in his career and be seen as "a player" by his peers and bosses

...Fantasizes about walking out onto the golf course and hitting the ball far and straight down the course, then beating all of his managers

...Is looking for "tricks" to get better fast at golf

Now, some of these "answers" above might sound a little bit far-fetched to you. I mean, don't all golfers want the same things?

The answer is NO. They don't all want the same things.

But experts unconsciously BELIEVE that they know best, they know what their prospects want and need... and that they're the best one to TELL them the answers.

When you actually take the time to ask your prospects and customers, you'll learn a lot that you didn't know.

In the above example, an expert who DID NOT ask their prospects about who they were and what they wanted would have probably written a book and named it something like:

"Driving, Chipping, And Putting Like A Pro"

But the savvy marketer, after surveying his prospects and considering their answers, would have come up with something like:

"Beat Your Boss At Golf (And Get The Raise You Deserve!)"

Does a title really matter THAT MUCH?

HELL YES!

Now, I've obviously been very "creative" with my example above. But it's important that you consider and use this approach next time you create a product to sell (whether it's a book, a seminar, a video product, or any other type of advice or information product).

If your product does not INSTANTLY resonate with your prospect – and hit them at a GUT LEVEL in a powerful way, you're going to be like the guys who wrote the weight-loss book above... and who probably sell one or two copies a month... to their friends.

Trust me, *you don't* want to be #437,317 in sales on Amazon.

You want people to beat a path to your door, and then push the money in your face!

And that's what you'll get when you learn how to think like a customer, think like a marketer, and translate what you're teaching into words and ideas that trigger GUT-LEVEL buying responses from customers.

I just shared what is probably the MOST common and MOST expensive mistake that "new gurus" make.

Avoid this mistake, and increase your chances of success.

Now let me teach you some ALCHEMY...

Marketing Alchemy Technique #1:

Translate The Value Of Your Ideas So People Will Pay You More Money For Them...

This first technique I want to teach you is the most important.

I call this the "Translation Method".

It's the simple lesson that *information is only as valuable as the BUYER thinks it is, and if you want the buyer to pay more, then you must translate the value into terms they can understand.*

Every person who has a desire or a problem is very “in touch” with that desire or problem. They are experiencing some type of motivation, and it’s literally driving them to seek out solutions.

To that person, their desired outcome or result has a particularly high amount of value.

In fact, for a person who is experiencing a particularly strong desire or pain, getting the result or outcome they want is the most important thing on their mind... or in their life.

Most “experts” who want to sell information products COMPLETELY overlook this fact, and instead focus on what they think is valuable... and what they think their prospect should want.

This leads to mistakes like calling your book “A Thinking Person’s Step by Step Guide to Weight Loss & Exercise Program”- and it leads to being “logical” with your prospects.

In fact, the person who came up with this “Thinking Person’s...” name clearly was doing too much thinking... and not enough considering...

...how their prospect FEELS, and then TRANSLATING the value of their product into terms that are crystal clear!

Here’s an example. In the description of this book on Amazon, the first sentence reads as follows:

“This book presents a groundbreaking approach to keeping up with weight loss and exercise plans...”

Now, you tell me: Does a person who wants to lose weight want “a groundbreaking approach to keeping up with weight loss and exercise plans...”?

Um, no.

A person who wants to lose weight wants to...

...go to sleep fat, wake up thin, and never even have to THINK about weight loss and exercise plans!

The “experts” who wrote this book, made up the title, and wrote this description are MISSING THE BOAT.

A complete waste.

Instead of using the “Thinking Person’s” angle, this book would have probably sold much better if it had been called...

“How To Lose Weight WITHOUT Thinking About it”

And the description would have grabbed my attention if it would have said...

“You’ve already proven to yourself that diet and exercise plans fail to help you lose weight and keep it off. Stop torturing yourself, and use a method that works...”

Why would these messages work better?

Because they aren’t going against the grain. They aren’t using bland, boring words that no one cares about.

In other words, they would work because...

...the customer would perceive them as far more VALUABLE!

Try this exercise:

Take out a one dollar bill and a twenty dollar bill, and LOOK at them for a moment.

Ask yourself a simple question: “Why is one of the bills “worth” twenty times as much as the other?”

Is it the different pictures?

Is it the different serial numbers?

Is it the different signatures on the bills?

No, it's not.

The reason why one of the bills is "worth" more is because of...

...the NUMBER that's printed on the bill!

Now, I don't want to get into a philosophical argument about whether or not the bill actually "has value" – or whether or not the twenty dollar bill represents a bigger "promise" – it doesn't matter.

What DOES matter is that humans project the higher value onto the bigger bill instantly, automatically, and unconsciously... and that's that.

So what?

How does this help you?

Well, when you take a minute to think about it, you'll realize that...

...people are NOT very good at figuring out how much INFORMATION is worth!

So if people aren't very good at figuring out how much information is worth, and you want to make more money selling information, then it makes sense that you need to get good at...

...translating the value for them!

In other words, you need to clearly "print the number on the bill" so that one of your potential customers can know how much they should pay.

In the example above, our expert authors named their book and described it in a way that is just like taking a one-hundred dollar-bill, using bleach to erase the number "100" on the bill, and replacing it with the number ONE!

Now that you understand the idea, let's talk about how to do it in your business right now, and how to make more money IMMEDIATELY.

An Exercise To Help You Become A Better “Value Translator” And Sell More Of Your Products At Higher Prices And Higher Profit...

Get a piece of paper, and write down your prospective customer’s three biggest, most frustrating problems.

Write them quickly; don’t take more than about 30 seconds for this.

OK, good.

Now, choose the problem that is the MOST painful or frustrating from the list. I want you to pick the one that has the highest “emotional pain” involved – the one that causes the most worry and anxiety.

Next, I want you to actually TRANSLATE that problem into a *real, tangible financial cost* for your prospect.

Let’s say that you’re an expert in the investment field. And let’s say that your niche or market focus is teaching new parents to invest their money for the long-term security of their families.

Now let’s say that your prospect’s biggest problem – their most emotional problem – is fear of their children not being able to afford college when they’re older.

(By the way, I’m making this scenario up completely, so follow the example. You’ll learn a lot from it...)

I would ask you the following question:

How much would it be worth to that prospect to KNOW that their child will be able to afford to go to college when they grow up?

How much would it be worth to eliminate the WORRY that they’re experiencing over the issue?

How much would it be worth to know that they have a PROVEN METHOD to save the money that will GUARANTEE their child a college education later in life?

Now, you might answer by saying “Well, a parent would say that it would be *priceless* to have these things, to not have to worry and to know that their child would go to college”.

I would probably agree with you.

But I’d still challenge you to come up with a NUMBER... and an EXPLANATION of that number. Follow me on this one...

Let’s say that our average prospects are a 35-year old couple with a 7-year-old child and a 9-year-old child.

And let’s say that the couple makes an average of \$100,000 per year combined.

Let’s say that this couple has a fantasy of their children getting college educations, and making at least \$100,000 per year each.

And let’s further say that their fear is that their kids won’t go to college, and will wind up getting hard manual labor jobs making \$50,000 per year.

Now we have something to work with. From this, I could begin to craft a compelling marketing or sales communication... that would *translate* the value of the problem into real, measurable DOLLARS.

It might go something like this:

“If you have children that are in grade school, and you’re worried because you haven’t invested in saving for their college education, then you might wind up losing a lot more money than you think.

If you save just \$747 per month starting now, and you put that investment into an account that earns 5% interest, you’ll have saved enough money to put your child through college. If you don’t invest the \$747 per month, your child will probably not make it into the college of their choice (or may not make it into college at all), and they will likely wind up working a job that they don’t enjoy, and earning far less than they are worth.

Having that degree could earn your child as much as \$50,000 more per year – every year – for the rest of their life. Is it worth investing \$747 per month for ten years, so that your child has the ability to earn themselves an extra \$1.5 Million over a 30-year career (and avoid working in an “unskilled labor” job that they hate)?

Not to mention: What would it be worth to you to not have to *worry* about your child not making it into college? What would it be worth to you to be able to rest, knowing for sure that your child’s college education is *secure*?

Isn't it worth \$747 per month?"

Now, as you probably guessed, I made up all of the figures. But you get the idea. I did something that not one "expert" in a thousand does:

I took the *emotional pain* that the prospect is experiencing, and I literally...

...translated it into dollars and cents!

I did a lot of other things that I won't go into right now (like making the prospect face a problem that they're avoiding in a way that keeps their interest... and nicely setting up a "sales pitch" in a consultative way) – but the main point here is that this prospect is now thinking about their problem in a VERY new and different way.

And they're thinking about their problem in a way that gets them motivated to ACT immediately.

And, most importantly, you've now "framed" the problem and translated the price for NOT solving it in a way that allows you to...

**...sell your products and services
for a high price that will
still seem like a BARGAIN!**

Would this message have had even a TENTH of the power if I would have said:

"If you want to learn how to invest better for your children's future education, give me a call. I'm a licensed investment specialist, and I'd like to help you choose the right investments for your family's future..."

...?

No way. Not even CLOSE.

This message has power because I've gotten inside the head of the prospect, I've taken their perspective, and I've TRANSLATED their most emotional problem into a "currency" that can then be EXPLAINED.

Here's How To Use This Concept To Make More Sales Now...

Every one of your prospective customers has some painful problem (or some passionate desire). Either way, this strong EMOTIONAL DRIVE can be translated directly into some form of *currency* that the prospect can understand.

- It might be money
- It might be time
- It might be feeling better
- It might be attracting a mate

Whatever it is, that *currency* is what you're actually "selling" to your prospect.

First, you must IDENTIFY the currency.

If your prospects are trying to lose weight, then the currency might be each pound of extra fat lost.

If your prospects are trying to get a better job, then the currency might be the increased salary that they're going to earn in the new position.

If your prospects are trying to work from home so they can spend more time raising their children, then the currency might be the increased hours with their kids.

In *every single case* where someone is selling advice and information as the "product" ... there is a type of currency that you can translate into.

And you **MUST** figure out what that currency is **WORTH** to your prospects, so that you can explain the investment in your products and services in *those terms*.

If you charge \$500 for your video education program on how to start a home-based business, then you'd better be able to clearly explain to me how the extra 3 hours per day I'm going to get with my kids is worth more than \$500.

If you charge \$1,000 for your live seminar to teach me how to get a better job, then you'd better be able to translate my thousand-dollar investment into a multiplied return in a reasonable amount of time.

If you charge \$100 for your audio course on how to lose weight, then you'd better be able to show me how my NOT spending the \$100 is costing me a lot more because of what I'm losing in terms of health, years of life, and feeling high energy...

Are you with me on this?

Inside the Guru Mastermind training program, I'm going to teach you several more methods for making your information FAR more valuable.

And I'm going to teach you how I *stack* these methods on top of each other and combine them, so that you can charge what your information and advice is *really* worth.

Here's another "million dollar method" for increasing the value of your advice and information products...

Marketing Alchemy Technique #2:

Naming Your Techniques, Methods, And Concepts To Increase Their Perceived Value By A Factor Of 10-100 Times... Or MORE...

Another question for you:

Why does generic coffee cost \$4 a pound in the supermarket, while Starbucks charges \$12 a pound for their "Black Apron Colombia Nariño El Tambo" roast?

Hmmm. Or what about a 1-carat diamond that costs \$5,000 on the street... but is priced at \$15,000 at Tiffany?

Could it be... *the name* that makes the difference?

You may have heard recently that there are rumors that McDonald's coffee beat Starbucks in taste tests.

Here's a quote from an article on MSNBC about a Consumer Reports "investigation" into the matter...

“The magazine reported that McDonald's was “decent and moderately strong. Although it lacked the subtle top notes needed to make it rise and shine, it had no flaws.”

As for Starbucks, the magazine called it “strong, but burnt and bitter enough to make your eyes water instead of open.”

The magazine's final recommendation: “make your own coffee — just call it something special.”

Finally! Someone who gets it!

“Call it something special...”

But let's get our head out of the clouds and talk about something you can DO with this information.

As an expert in your field, you are going to be giving people methods, techniques, and systems to use to get the results they want.

- *You might be giving them routines of exercises for increasing energy and losing weight*
- *You might be giving them words to write in personal ads to attract a compatible mate*
- *You might be giving them scripts and dialogs to use to sell more of their customers using better marketing and sales methods*

Whatever you're teaching, it can all roughly be described as “Ideas and Techniques”.

The mistake that MOST “experts” make is thinking that the *techniques* are where the *value* is.

Let me put that a different way: Your customer doesn't think that your TECHNIQUES are the part that has the highest value.

See, most experts believe that they have the best “techniques” anywhere. And they believe that their techniques should not be shared unless someone has PAID them for the technique!

But the reality is that techniques are *everywhere*.

“Techniques” are FREE right now.

Go to Google and type in a keyword and then the word “trick” or “technique” after it. You’ll get a bazillion results. You can get on YouTube and watch videos to learn techniques 24/7 now.

The value isn’t in the techniques.

So where is it?

Here’s A Clue:

Let’s say you have a *combination* of proprietary techniques that you’ve developed. And let’s say that you’ve combined them into a very specific *sequence* and *recipe* that gets three times better and faster results.

And then, let’s say you take a few extra minutes to NAME your technique...

...with a title that implies MASSIVE VALUE!

Now we’re getting warmer!

Here are some examples that you’re probably familiar with...

The Technique: Eat 40% carbs, 30% protein, and 30% fat if you want to lose weight and increase your energy and focus.

Valuable Name: “The Zone Diet”

The Technique: Stop eating carbs, and eat mostly protein, fat, and vegetables and you’ll lose fat.

Valuable Name: “The Atkins Diet”

The Technique: Eat “good carbs” & “good fats” to make your heart healthy.

Valuable Name: “The South Beach Diet”

Now, do you think that ANY of the above diets would have ever seen the light of day if they wouldn’t have been *named* something sexy?

As we both know...

...the answer is absolutely NO FRIGGIN' WAY!

I'm 100% serious about this. Take a minute to reflect on what I'm telling you.

Without the FANCY NAME, each of these diets would have most likely died in obscurity... and been rotting on Amazon at #437,000 or so...

...and made the creator NO MONEY!

Now, let me ask YOU a question (be honest with me here):

Have you named *your* unique system or method?

Next, have you come up with a great name *for each of your methods*?

Have you been very careful to never assume that the value is in the *technique*... and always made sure to increase the value of each of your key ideas and methods by a factor of 10 or 100 or more... by naming them using a proven formula?

Don't feel bad if you answered "no." Neither does anyone else.

And by the way, even if you ARE naming your methods and ideas, you're probably making one of a few key mistakes (naming them with general words, using complex or confusing terms, or a few others)... that you should be careful to avoid.

Here's the point:

You've spent a LONG time figuring out what you know.

Now it's time to learn how to *present* what you know to your customers in a way that pays RESPECT to the time and energy you've invested... and gets the FINANCIAL RETURN that you deserve (and the other benefits, like free media attention and publicity, respect from your peers and customers, longer-term residual income, etc.).

In the Guru Mastermind, we're going to spend several focused sessions learning exactly how to name your concepts and methods, and how to do it in a way that makes them worth a LOT more money. And I hope you'll consider joining when we open for application.

So There You Have It...

Some of my very favorite ways to increase the value of your information, your advice, and your products MASSIVELY. And each one is a form of "Alchemy" – meaning that they didn't require any more *money* to use... but they certainly can **MAKE** you more money.

Now it's time for you to go and implement these techniques, and get some **RESULTS**. Take my word for it...

START NOW!

Take action right now. Don't wait. Do something with what you just learned immediately, so you start using it **AUTOMATICALLY**. Use these techniques every day, and soon you'll find that you're creating more valuable information and advice that people want to pay you more and more money to get.

And if you're interested in getting the ultimate training in marketing and selling advice and information products, then consider the *Guru MasterMind* program. It just might be your ticket to the success you're seeking.

Thanks for your time, and I'll talk to you again soon,

Eben

P.S. If you'd like to get more great free training from me, make sure you're on my free email newsletter list. Just go to GuruMasterMind.com to join, and I'll talk to you soon.