

“Special Report!...”

“How To Sell High Ticket Info Products To Non-IM Business Niches!”

- By James Jackson -

READ THIS FIRST OR THIS REPORT WON'T MAKE SENSE...

This is a special report that I originally created for the resellers of my “DotCom Success System.” But the truth is if you have already have a high ticket infoproduct/internet marketing product you could very well use these strategies in this report to greatly increase your earnings by selling your product to an entirely different niche of business people altogether!... And if you don't already have your own high ticket info product I suggest that you see the special offer below so you can start using the methods outlined in this report right away...

“Visit <http://www.dotcomsuccesssystem.com/resalerights.html>
And Get Resale Rights To The DotCom Success System And Start
Selling Your Own High Ticket Info Product Today!...”

“Finally Your Own Serious High Ticket Product!”



- ✓ The Master Course 900+ Pages, Narrated Word-For-Word In Crystal Clear Audio Totaling Over 16 Hours In Length!
- ✓ Total Traffic Course Over 1000+ Pages With Supplemental Video Tutorials So Easy A Child Could Do It!
- ✓ Business Mastery Course Over 300+ Pages On Business Structure, CyberLaw Incorporating, Asset Protection, Finding The Perfect Lawyer And More!

“Selling The DotCom Success System To Non-IM Niches For Big Profits.”

As a reseller of “The DotCom Success System” you have a world of opportunity waiting for you. Why?... Because, this product isn’t your typical one dimensional info-product course that is only aimed at people who already have some knowledge about internet business and the information publishing industry.

For example, you might be able search the internet for an ebook or set of videos that show you how to “create an info product” but the product doesn’t also teach you how to create a website, set up an email list, develop a backend selling system, how to write email messages, create a software product, how to use the public domain or any of the other things that “The DotCom Success System” does.

Put simply, “The DotCom Success System” is very comprehensive. That’s because it’s meant to take someone who has absolutely no working knowledge of the internet and deliver to them, all the knowledge needed to build a full-fledged successful info-product business. As a reseller of this course, this leave the door wide open for you to make a killing with this product by marketing it outside of the current “internet marketing/ info product publishing” market.

In fact you can market this product to almost any group of people who have money to spend, “IF YOU DO IT RIGHT!” When I say “DO IT RIGHT” what I mean is that almost everyone is interested in making extra money. But, not everyone will be interested in starting an internet home based business that sells information products...

...Unless Your Product Speaks Directly To Them And Relates To What They Are Already Doing!

Take a look at these websites and notice that they are also selling an information product that either...

1. Shows a niche of business owners how to market on the internet / offline.

Or...

2. Teaches a niche of small business owners how to create and sell their own information products.

Ed O'Keefe - <http://www.DentistProfits.com>

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October 25, 2009

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Dear Doctor,

My name is Ed O'Keefe, and over the past 7 1/2 years I have shown over 5300 General Dentists world wide how to flood their practice with patients using my counter-intuitive, yet extremely effective dental marketing, internet dental marketing secrets, and dental advertising secrets that are proven, guaranteed, and unmatched by anyone else in dentistry!

Whether you are frustrated with how much money you are taking home, the quality of new patients you are seeing, or simply you are looking to take your practice to the next level, then I promise you this **Dental Marketing** website will literally transform your practice and financial life!

Over 85% of Dentists in the United States are claiming to be down on average by more than 20% and for most of them things just seem to be getting worse. Many of the major supply companies are projecting record lows in the next 1 1/2 years...indicating that patients are NOT buying...not spending money.

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Real Stories From Real Dentists

Dr. Ed Garry's Story

Ed O'Keefe Makes A Bold Claim:

**"This Man, Lloyd Irvin, Will
Make You Want to Quit
Practicing Dentistry and start
Making More Money...
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**Discover His Ridiculously Simple *Yet Little Known*,
Money Making Secret For Making Over \$7,000,000.00
A Year Online... With Just 2 Employees!**

From: Ed O'Keefe

President of Dentist Profits, Inc.

Dear Doctor,

It's rare that I come across 'true money making secrets. As you probably know, I am in Dan Kennedy's Platinum Mastermind Group with some of the brightest minds on the planet.

I spend well over \$100,000.00 a year hiring consultants and studying what the best marketers and money makers on the planet are doing.

But I'm here to tell you that I've found a jewel in the rough. Literally a guy who is making over \$7,000,000.00 a year by using virtually unknown internet marketing strategies that he has put on auto-pilot.

He is making money while he is sleeping...continually growing...and literally on auto-pilot.

Needless to say, when I visited Mr. X...I was blown away...and inspired at the same time. Before, I moved forward, let me tell you that I wouldn't have believed him, if I didn't see it myself. His house (have you been to a house that had a 1,000 gallon tank built into the wall with a shark swimming in it? Yes, a real shark like you see in the movies.)

KickBackLife.com

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This program is for anyone who wants a six-figure fitness training business... it covers the basics of EXACTLY what works.

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How Can Coaches Best Use Information Products to Grow their Practice?



Get a bunch of coaches in a crowded conference room at one of my Coaching Super Summits, and there's always one who will ask this question: "Can Information Products Replace Coaching?"

What do you think? Can self-help books and tapes replace the real interaction with a coach?

Writing in response to my *New Coaching Manifesto*, perhaps Ronnie from Israel submitted the most controversial and insightful

comments. Ronnie writes:

"E-zines, cds, teledresses, ebooks, group coaching calls, books and more books on the same topics...Who has the time to buy and read all this stuff anyway? And how many books on the same topic with a very small angle shift does our world really need anyway? Are we writing books just to say," I have a book so interview me on the radio?" Sure, we all want to expand but there is no escaping the essence and the deep-seated importance of the one- on-one coaching that can change a person's life and make a difference. Is that not the reason that most of us came to coaching in the first place?"

Ronnie, I appreciate what you're saying. I had similar concerns a few years ago. What I discovered as my journey to building a coaching business... however, for that product

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Reposition, Rinse & Repeat

So how do you do that with The DotCom Success System?...

Easy, by Re-Positioning the product and offer.

Before we get into the actual strategies, let's make sure you understand what Position Marketing and Re-Positioning means...

Positioning (marketing):

From Wikipedia, the free encyclopedia

In marketing, **positioning** has come to mean the process by which marketers try to create an image or identity in the minds of their target market for its product, brand, or organization. It is the 'relative competitive comparison' their product occupies in a given market as perceived by the target market.

Re-positioning involves **changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market.**

The original work on Positioning was consumer marketing oriented, and was not as much focused on the question relative to competitive products as much as it was focused on **cutting through the ambient "noise" and establishing a moment of real contact with the intended recipient.**

In essence this means that people will respond to your marketing better when the offer is directly targeted at them and what they are interested in.

Does that mean that you have to go and create a whole new product/package just for them?

NO!...

What you need to do is REPOSITION The DotCom Success System so that they will be HIGHLY interested once they see what you have to offer.

Repositioning The Product

Often, you can double or triple your profits from a single product by repositioning it in a way that will allow you to target your product to different markets.

For instance you could reposition The DotCom Success System by creating a short special report, add it to the package and "create a new course" for dog trainers called, "The Secrets to Creating and Selling Your Own Bestselling Dog Training Guides."

TIP: An easy way to present The DotCom Success System to almost any business niche is to do the product idea research, keyword research etc, for them. This could easily be done with a software tool like Keyword Elite, which lets you print export your research into html reports. You can find Keyword Elite at...

<http://www.keywordelite.com>

Here's an example how this would work.

Let's say that you want to target "Dentists" to sell the DotCom Success system to. You could use keyword elite to generate reports about a hot topic or niche that a Dentist could easily create an info-product about such as...

Teeth Whitening

With all the different types of reports that you can generate with keyword elite that would be a breeze. Better yet make a screen cam video with a tool like Camtasia and explain to them why the teeth whitening niche would be "just one of the possibilities" they could use to start an info product business.

You could do this many times over and find new niche markets for them to break into like "bad breath" and the list goes on.

As you can see that package would still contain all the basic elements of finding a market, how to create the product, how to set up a website, how to market the product via the website, etc.

The only difference is then your product would appeal the interest of dentists only. Then they would more likely to be interested in (and purchase) the product.

So always be thinking about how you can “reposition” this package to penetrate new and alternative markets. I’m sure that you could come up with quite a few different markets that you could do this for once your product is created.

Retitle The Product

Sometimes repositioning your product is as easy as changing the title. You could change the title of your course to...

“How Busy Moms Can Start A Lucrative Information Marketing Business In Just 2 Hours A Day.”

Or we could change our fictitious dog training info-product’s title to ...

“Internet Business Building Secrets For Professional Dog Trainers.”

Or...

“The Personal Trainers Guide To Becoming A Highly Paid Fitness Guru.”

Now I am not saying that you should in fact make these products or that they would be best sellers. I just wanted to give you some quick examples of repositioning your product by targeting the title to different audiences.

Keep in mind that a great title really can produce more sales of your information product. So you need to be sure to take the time to craft a good one for every market that you want to enter.

Here are some tips to keep in mind when you are in the process of coming up with a new title for the market that want to sell your information product to...

Make it exciting by using words like Amazing, Powerful, Revealed, Revolutionary, Secrets, Discover, Incredible, Breakthrough, Little Known etc.

Use a quantifiable number or a time frame within your title that your customer will see results in to make the promise that your product makes more believable.

For example:

- "101 Tips..."
- "...97 Ways ..."
- "...30 Minutes"
- "...For Life"

Speak directly to your audience by including them in the title. Notice how the following titles speak directly to the intended customer and incorporate the use of either Exitng Words, Quantifiable Numbers, A Quantifiable Time Frame, or Other Words That Relate To The Market as I just mentioned...

- "**101 Amazing Tips** For **New Parents** To Calm Your **Crying Baby**"
- "**97 Little Known Ways Students** Can Get Money For **College**"
- "The **Revolutionary 30 Minute Smokers** Secret To **Quitting For Good**"
- "**Secret Discovery Bald Men** Use To **Grow Hair** And **Keep It For Life**"

Repositioning Your Sales Letter

Since you received a sales letter with the resale rights license to The DotCom Success System it will be easy to rework sections of it so that you can target it to a specific audience.

For example...

If you are selling the package that to stay at home parents, then you can rewrite the opening of the sales letter by adding words in the headlines and ad copy that are targeted towards women or men who are stay at home parents.

Then, rewrite those parts of the sales letter again and target it to doctors. Then write those sections of the letter again to target lawyers. Still another could be written to high school teachers wanting to earn extra income during summer vacation. The possibilities are endless.

Again all you need to do is tweak the headline by adding a few words related to your niche here and there, and adding a few paragraphs in your ad copy to make it appear that your sales message is specifically designed for that target audience.

By creating these targeted sales letters, you can literally open up dozens of new groups to sell this package to. And, in their eyes, it looks like the product was made just for them.

TIP: Get your own set of graphics made for the product. In this case you should consider using imagery that directly relates to the specific niche that you are targeting.

Resources...

SRDS <http://www.srds.com/> - A great resource on mailing lists that you can use to being advertising the DotCom Success System offline/online to almost any niche. Be sure to listen to the bonus seminar audios on Finding Millions Of Customers Offline With The SRDS that comes as a bonus with your resale rights package.

Manta <http://www.manta.com> - A good place to find information on different niche businesses and industries.

The DotCom Success System - Module 4.0: Unique Selling Proposition – This will help you create a more unique product offer with your resale rights license to the DotCom Success System.

[See Offer Below...](#)

**"Go To <http://www.dotcomsuccesssystem.com/resalerights.html>
And Get Resale Rights To The DotCom Success System And Start Selling
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**Wishing You Success,
James Jackson**