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MONTHLY MAGAZINE

HOT MONEYMAKING IDEAS & BUSINESS OPPORTUNITIES



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ADVERTISING AND SUBSCRIPTION ORDER FORM ON PAGE 3!

How to unleash your customer's inner urge to BUY NOW

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Part 4

PO Box 219235, Portland OR 97225

This is part 4 of an article that began three issues ago. To be sure you get all parts of serial articles like this one, make sure your subscription to this paper is current. Or send \$3 to the author, for the whole four part article, in case you missed the first three parts. Be sure to ask for "How to unleash your customer's inner urge to BUY NOW."

"Your price is too high."

Your price is always going to be too high to everyone who can't afford it.

But, you shouldn't worry about it.

When I started out in business, I continuously made the blunder of pricing everything low enough that almost everyone could afford it. Sometimes it meant barely making a profit.

Eventually I learned to price according to the value of the benefit my customer was getting when he got my product.

By pricing very low, I ended up selling a lot. And I built a list of raving fans who really appreciated the great value I'd given them. But I was working my tail off and not really making any money.

It's a wonderful head trip being appreciated by so many. But it would have been nice to make enough to pay some bills or have a night out.

Sometimes greed makes marketers price themselves too high. They set the price according to the amount of money they want to make so they can buy their dream castle or a fancy new car. Usually they'll quickly learn this strategy doesn't work either. Their profit margin may be 1,000%. But they can't sell enough to pay for their advertising or overhead. Plus they aren't building a list of happy customers they can sell other stuff to.

There's only one way to know the right price for your product.

First, you have to know the value of the benefit to your customer. A fast food meal might only be worth a few dollars to a customer. But a product to cure cancer might be worth millions.

If your little tin of tomato fertilizer costing you 50 cents to make, will make ten acres of tomatoes grow six times as large and in half the time, plus taste better than any award winning tomato... maybe it's worth a lot. Maybe \$1,000? Maybe \$5,000? (I'd dearly love to have a worthwhile

product with that kind of margin for profit.)

Here's the deal...

No matter the price, there are going to be plenty of folks who will say you're charging too much. Even if you give it away free, someone will cry about having to make a free phone call to get it.

But... we don't care about those people.

I can't give a shit about trying to persuade someone to buy my \$20 product, who can't afford a cup of coffee.
It's impossible.

The only people I care about persuading are the ones who actually have \$20 and would benefit from having my product. Then, all I must do is show the prospect how buying my \$20 product is going to benefit him more than if he spent the \$20 somewhere else.

If my product has a lot of competition... I not only need to demonstrate how the benefit is worth more than his \$20... but that my product will give him greater benefit than if he gave that \$20 to my competitor.

Sometimes you can pull off charging more than your competitor, for a

similar product... when your customer isn't aware of the competitor's product. Years ago, I got in the habit of frequenting a particular gas station whenever I needed a fill up. I thought I was being pretty shrewd to always go to this station which I thought had the cheapest gas price in my area.

Then, one day, I took a different route than usual. Only three blocks from my usual station, was another station. And their gas was 21 cents cheaper. That would be a couple dollars cheaper per fill up.

A little investigation... and I learned this station was nearly always that much cheaper than all the other stations in my area. But, for years, I'd been happily buying my gas at the first station... unaware of the other.

If you were running a dry cleaning business that advertised 24 hour service plus free delivery... you will attract people who want 24 hour service and free delivery. You could probably even raise your prices higher than your competitor.

The mere fact the dry cleaner down the street has been getting things cleaned for people 24 hours a day and delivering at no charge for many years doesn't matter... as long as they haven't pointed it out to anyone.

Usually, though, you'll have to figure some way to demonstrate how your prospect will get a better benefit... or a different benefit that he also wants, when he buys from you instead of the competition.

Does this mean I must always offer a better product than everyone else? You know that's not the way it works.

Just look at all the poorly run, lousy businesses selling second rate products or services. A lot of them are making money hand over fist anyway. How is this possible?

Sometimes they just find some way to spotlight some great benefit they're offering their customers. And it doesn't even matter their competitor's products also provide the same benefit... maybe even doing it better. If that competitor never bothers to mention that added benefit in their marketing.

Dwight S Allen has been in mailorder since 1969, always at a profit. He answers questions from beginners for free. (A couple stamps appreciated.)

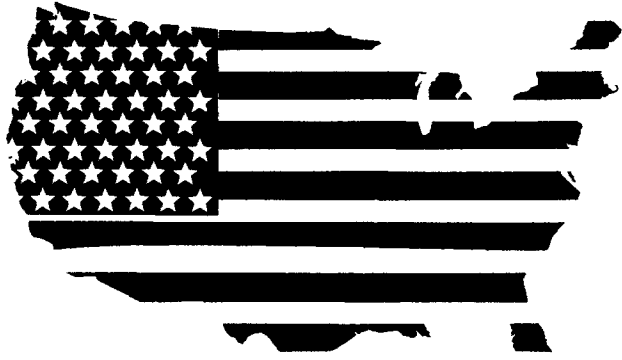
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Issue #205

Greetings from Colleen's Corner!

Look for postage increases. ☹️

One of the best and busiest seasons is here now for mail order and mlm! If you have a program, product or service now is the time to give it a big push for the next few months. Also, be aware that mail delivery starts slowing down during this time of the year. However, when January arrives it is another great time to push your business!

You will note that often some information in this editorial is repeated for several months. Why? We have new readers EVERY month. In fact, 75% of people reading this have never seen an issue before! Some will subscribe, some will advertise, and some will just put it aside.

Normally we offer a special at the beginning of a new year. This year we are giving away \$1,000 in Restaurant Coupons Nationwide. You can save up to \$1,000 from restaurants like KFC, Arby's, Subway, Taco Bell, Burger King, Boston Market, Ruby Tuesday's and many many more! Simply send a long self-addressed envelope to us and we will send you one of these special certificates FREE. We have 240 to give away and once they are gone they are gone. Don't delay because I don't want to disappoint anyone!

If you are worried about your advertising being printed just go online to www.ShoreToShore.biz and check. I know some people would rather email me than go look for themselves. The past issues are available online as a courtesy and many of our readers are happy to go online rather than get printed issues.

I have been very happy with several programs over the past few months including Phase 10, The Ultimate Program, The Money Funnel and Gushing \$10s and \$50. You also may find that one or more of these is a good investment.

Remember if you write to a dealer with questions please send an LSASE. It is common courtesy and good business. If you don't want a reply, then just don't bother sending an LSASE!

Please note that there must be at least a ¼ inch margin all the way around your full-page ad to be printed correctly. If there is less than that the page must be reduced, and space will be wasted. If a dark ad is in the middle of your ad sheet it will not look any lighter than what we receive. I just want everyone to be happy with their advertising in each of our issues. Finally, please don't tape your payment to your advertising as it is hard to avoid damage to the advertising!

If you have a computer, you may find submitting and paying for your ads very easy by going to www.ChaSvc.com You can upload your pdf and pay via PayPal. Quite a few of our advertisers have found this very effective and know their advertising will be here before the deadline.

You will note I don't tell my readers how much money I make on programs that I encourage you to join. Mostly because results will vary from me to you. Why? Mailing list, effort to print and mail and how believable the program. Always use your judgement and only spend what you can afford to spend.

Direct Mail Essentials has just announced a new program for 2019. I have done business with them for many years and always found them to be very profitable. Full page flyer follows this editorial.

Issue #206 will be mailed a few days late. Don't panic! Now and then I leave for a few days to get refreshed! Easy to get cabin fever this time of the year, right?

I am not responsible for anyone's ads other than my own. If you have a problem, please write or call the dealer. Always be courteous.

The next deadlines are at noon January 25th and February 25th at noon. Remember, these deadlines are carved in stone!

Until next time,

Colleen H Kennedy

www.ShoreToShore.biz

www.ChaService.com

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a custom post card like this one with your ID# on it, 30 postcards and mailing names so you can start mailing on day one, Complete information on our residual income company and system, Several valuable gift certificates with a value of over \$100 (you'll love these!), A detailed report on how to earn your first \$500, and then on to \$5,000+, and much more!

⇒ As a member, you're qualified permanently to earn \$10 commissions on all personally sponsored members. With the \$30 "co-op" option you can also earn additional unlimited \$5 commissions (details in your welcome kit).

YES! Count me in for the \$20 membership. Enclosed is my \$20 (cash, check or money order).

I want to join the "co-op promotion" for an extra \$10 (\$30 total). This includes two additional gift certificates (an extra \$30 value), and qualifies you to earn additional commissions (most popular option).

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