

# The marketers blackbook of forbidden knowledge

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My lawyer made me say this:

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## **Newbie Quick Start Section**

*We will start out basic, and then blast off quickly so please bear with me. We'll have some fun, too.*

Mystery is intimidating to most people. That's just a natural fact of life. This fact can very easily hold you back. It can prevent you from progressing as quickly as you should. Let's learn how to quickly defuse mystery, so You can get a lot more done in a lot less time. This is your ticket to a quick start. One common complaint of a beginner is goes something like this

"You told me what to do, but very little about how to do it."

In other words, you left me a mystery to solve. This is a real catch 22 for the author. If they go into great detail. they get the reputation of putting out filler and fluff filled products. Junk, crap and all kinds of expletives get hurled at them. As soon as you learn how to do something, the minute someone tries to explain what you already know, you will resent them for it. It looks like filler and fluff. Now you know why so often it seems like things get left out.

So, lets remove the mystery from what ever it is you don't yet know how to do. No mater what it is, you can very quickly get step by step instructions. And the solution is so simple, you might think I'm being a jerk when I say it. That's a chance I'll have to take. First please allow me to explain why this is so important. Master this and you'll be able to dust off any previous reading projects you stated, and bring them back to life. You'll know how to get yourself out of the rut you got stuck in. Now here is how to do it:

Let's say someone told you to unzip the file, but you don't know how and they didn't say. Ask yourself "what is it I need to know?" Boil it down to it's simplest form. In this case, it's "how to unzip a file" Go to Google or ask.com and type it in. Just like that bingo!

**Try it, It works amazingly well.**

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Side note: See the "show options" near the top right by where it says WEB? Click that and it will open a whole new world. Some nice people went through the trouble to put up pages to help you. Take advantage of that fact, reward them for their effort with a visit. You'll want people to do the same for you, right? If you prefer, go to the warrior forum and ask. You'll meet people and that in itself will be good. By the way, I know you might not want to do that because somebody might "think you're stupid". Nope. Only stupid people think that and we don't care what they think. The rest of us think you are smart for asking and gladly help. Another option is there are now how-to and informational videos for just about anything now at youtube.com . This technique also works great for when a passing reference is made to something and you want to know more about it. You may want to do that for a few things in this report. That pretty much wraps up the how to part, now let's get to the things you need to know about.

The 3 stages of IM. Getting a handle on these will unlock doors in your mind.

#### 1. Beginner

Just getting started and not sure what to do or how to do it. This is when you are most vulnerable. Unfortunately, some more advanced people take advantage of you. dropout rate is at it highest. Don't quit now. I'll help you avoid the major pitfalls. This is also the point you will be most likely to become overwhelmed. Most of your buying decisions are based on emotions.

Analogy: Skill level - High School sports

## 2. Intermediate:

You now have the basic knowledge needed for your foundation. You have already made at least some money. You are no longer trying to figure out how to do it. You are trying to find better ways to do it. At this point, a lot of what you read seems like fluff, rehashed stuff. This is often not fair to the author, but it does seem that way nonetheless. You are starting to take notice of what other IMers do and pay less attention to what they say. You are now at the point you are most likely to copy others. Not a good idea. You are now starting to realize you are leaving some money on the table. Then you start testing and logging results. You begin to look for outsourcing. You are still a little overwhelmed at times, but not as often. Later in the #2 stage, when you read, you are developing new ideas of your own from the material. Your buying decisions are based more on logic and reason, with less emotion,  
Analogy: skill level - College sports

## 3. Advanced:

At this point, nothing you do is by accident. Every move you make is thought out. Risk/reward is considered. You are now outsourcing a lot of tasks. You have a nice list(s). You possess leverage now you didn't have in the early stages. You have worked long and hard to reach this point and have more focus now than ever on your original goal. To make money. You have arrived, you are in the pros now, even if you're not a starter. Money comes a lot easier now, but you keep trying harder to squeeze that last drop of profit from every campaign. This is natural, but ask yourself if it's the only thing that matters. If you are here, consider that it might be time to put more emphasis on helping others and less on making money. You either have already or will now start teaching others. All buying decisions are based on logic and you know you should slam your browser shut the second you feel any emotion when reading a sales letter. (Knowing what you should do and doing it are two different things, and a good sales letter can be irresistible to anyone.)

Analogy: skill level - PRO sports

The above is intended as an overview to help illustrate some important points. Every individual situation is unique, I fully acknowledge that without diminishing the concept presented. You can judge for yourself what stage you are in.

Here is what tends to happen out here in the big ole' IM jungle. The #1's buy the most stuff with the least thought. They let emotions guide most buying decisions. The 2's and 3's know this. So the offers come fast and furious and you keep buying, often because you're still looking for the magic bullet. I'll save you a fortune right now. The magic bullet does not exist. You can stop looking now. I am not saying never buy anything, I'm saying stick with me and I'll show you how to buy smarter.

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***Now we will ease into the forbidden knowledge. Slowly.***

## Guard Your Wallet

First let me tell you a few things to be on the lookout for. I must say what follows is less true for the warrior forum than elsewhere. Some of it still applies, but I had to mention that the warriors forum is pretty much a safe haven. Outright crooks don't last too long there. The quality tends to be higher while the risk of being ripped off is lower. Now, here are some things to **beware of as a buyer**:

Product testimonials and reviews, they can be purchased or bartered for. If you doubt this, just go to the "warriors for hire" section and look around. There are many other internet places where you can get a paid review or testimonial. Yes, you could make money by becoming a testimonial seller, but why would you? You'll be sorry later. If a recommendation comes directly from someone you trust, O.K. If it's just on a sales letter, ignore it. I will say in the rare case you see my testimonial somewhere, rest assured it was not solicited. I said what I meant without reservations and without payment in any form. There are a few others like me, and testimonials such as these are valuable. But, overall they are worthless due to the dilution I described. Now that is not to say they are not to be used or desired by us from the sellers standpoint. In my warning I was speaking to you as a buyer. When you and I are selling, yes we do want them.

Also ignore dollar figures when it comes to how much they made, It's meaningless to you. They are a #3 with a big list and JV partners with big lists. You aren't there yet, so give the numbers no consideration. ZERO, when you are buying. Those screen shots of their Clickbank/Paypal account, or their web stats, ignore them. Remember, they are a #3 and you aren't yet. If your are staring to get the idea a list and JV partners can give you leverage, you are correct. That leverage makes a huge difference in your potential earnings. So don't expect huge profits at first. I'm not trying to burst bubbles, I'm telling you the truth. Stick with it and you'll get there.

## Next

The old scarcity deal.

"the doors close in an hour"

"we're almost sold out"

"hurry, my special bonus package is almost gone"

"the price is going up soon"

Anything look familiar? Yeah, and a thousand variations of that. There are some who set time or quantity on offers and enforce those limits. Often the limits are meaningless. One thing for sure the **art of adding urgency** to an offer works. As a seller, it's something that can and will increase sales. I'm just not a fan of fake deadlines and phony limits on quantities. So if you set a limit, mean it. If you say you are going to raise the price, raise it and leave it at the higher price. You come off as disingenuous if you do otherwise. If someone misses your great offer, they will take you seriously next time, and they will respect your integrity for saying what you mean and meaning what you say.

Starting to get the picture? Sure you are. You must never buy without thinking about it first. Better yet, think of some questions and ask them first. Gauge if you get good answers in a timely manner, or not. Weigh this in your decision.

## Still More

Beware of tricks to get you to open emails as well. Like "Congratulations on your sale" or a variation, you open it to find you really didn't make a sale. They want to sell you something to help you make more sales. I unsubscribe if you trick me into opening a message. Fool me once and I can't trust you. Any kind of deception is not acceptable. I have stopped putting up with it. You can make your own calls on this touchy subject. Keep in mind, the potential buyer always is the final judge on these matters and the more crap that is tolerated, the more crap that's on the way.

## Adwords warning:

For some reason, most of the time Google adwords is the only PPC method you are directed to: 8 or 9 to one ratio at least. I can not fully explain this one. There are a lot of adwords related products to promote as an affiliate and perhaps that's why they are always at the top of mind for most marketers. Yes, Google can usually send you the most traffic. **So what**, it's ROI (return on investment) we must be concerned with. Testing is the only way to develop profitable campaigns. Adwords has by far the steepest learning curve, and is much too risky for most of us. This is the fastest way to go broke unless you really know what you are doing. I am not saying never use them, I am saying be very careful. If you chose to buy traffic, there are a lot of other choices. Aside from Yahoo search marketing and Bing, here is a list of the top 50 alternate sources of advertising:

<http://www.websitemagazine.com/content/blogs/posts/pages/web-rankings-top-50-alternative-advertising-marketplaces.aspx>

## Did you buy the upsell?

I'm seeing this one more and more so watch out. The sales pages seems to give a tremendous value. All kinds of good stuff is listed. And the price is so reasonably. Around 37 to 77 bucks. What you aren't being told is that price doesn't include everything. You have to buy the upsell/OTO to get everything listed on the sales letter. The core product is a stripped down incomplete product. If you have any doubts, ask before buying "is there an upsell" and if so get details on what it includes and how much extra it is. Sometimes the up-sell comes in the form of a OTO, one time offer. Other times it's called an upgrade or something else. Confusing? It sure can be. It's always best to ask questions before buying is the point. Never judge a book by it's size. Some of the very best works I have read have been short and to the point. If you are in the habit of looking to see how many pages something is before reading it, fine. Just don't prejudge that it can't be valuable if it's short.

# Psychology - The forbidden word

If you haven't guessed it yet, psychology is the major advantage that the #3's and upper #2's have over you. If I was going to go back to college, I would major in it. Nearly all great salesmen are masters at psychology. Walk on a car lot and the salesman or woman is reading your body language before you open your mouth. And when you do say something, they move in on you like a psychic doing a cold reading. If you are thinking, *what's a cold reading*:



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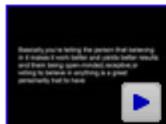
## [cold reading - The Skeptic's Dictionary - Skepdic.com](#)

Feb 23, 2009 ... **Cold reading** refers to a set of **techniques** used by professional manipulators to get a subject to behave in a certain way or to think that ...  
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## [The Cold Reading Technique: How to Pretend to be a Psychic Using ...](#)

**Cold reading** is a **technique** that can be used to convince complete strangers you know all about them. Famous magicians like Criss Angel often use the term.  
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## [GUIDE TO COLD READING TECHNIQUES Pt.1](#)



6 min - Jun 25, 2008 - ★★★★★

Part 1 - About a Persons Character A Guide to basic **cold reading techniques** often applied by "psychics". All most ALL definitions and examples are ...

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## [Denis Dutton on Cold Reading](#)

Oh Yeah! That's what I'm talking about.

Check into this when you have time, it's worth knowing something about. Back to the Psychology of selling. Pulling a visitors emotional triggers is what it's all about. If you want to get people to do what you want, you must be persuasive. You want them to buy your product or service? Or the ones you are promoting as an affiliate? The power of persuasion is usually what is missing when a marketer, *any marketer*, struggles to generate leads and sales. Learning how to pull the right emotional triggers is the cure.

They put the prettiest girl they can find on the magazine cover and they sell more of them, no matter what is inside it. Bang! They pulled an emotional trigger. That trigger can be a visual one. Have you ever heard of branding? Sure you have, and it's psychological. A more accurate term is cognitive marketing.

Oh I wish I were an \_\_\_\_\_ wiener. The reason you can fill in the blanks so easily is because you have been branded. It stuck in your mind. "It must be the \_\_\_\_\_." Nope, it's not the \_\_\_\_\_, it's cognitive marketing.

## A Trip to the Supermarket:

They put the milk and bread a mile apart and one of them is in the back of the store. No accident. They know you will see something you weren't thinking about and didn't intend to buy, but earlier branding you were exposed to will trigger an impulse sale or two. You won't become an \_\_\_\_\_ wiener, but you sure might buy some when you see them on the way to the milk. You might even buy a pair of shoes. Oops! Did I say that out loud.

This is supposed to take years for you to figure out, if you ever did. You lucky dog. You are way ahead of the curve. Now do you know why a newbie is seen as fresh meat when you show up somewhere? There is good news. Before I give it to you, go get the *duct tape* and tape your mouth shut right now. I'm not kidding, keep your mouth shut. Here goes:

While this psychological advantage is known to some in marketing/sales, it's virtually unknown in most all other areas of life. Just think of all those niche markets. Almost nobody knows this except the successful marketers selling products and services to all those consumers.

When what I just said fully soaks in, you won't sleep for a week.

Yes, there are exceptions like motivational speakers, shrinks, psychics and the sort. That is a very small percentage of the overall population and they **keep quite** for the same reasons we do. Now here is the rub. It's easy to cross the line with the psychology thing. It can be more than powerful, it can be dangerous. Hitler was a master of psychology, first he persuaded, then he controlled...minds. It's awesome power was used for pure evil.

# STOP!

Never and I mean never use it for more than persuasion. It can go way past that and if you do, it can easily cause unintended consequences. Psychology is like fire. Fire can warm your home or burn it down. We are playing with fire, and we are trying to enjoy the benefits without anyone getting burned. This will be the an ongoing focus of this and my related future works. How to play safely and get what we want while at the same time helping others. I have given you the primary reason so many people say one thing and wind up doing something else. It's not that they lie or are flaky or anything like that. They have an intent, but it's subject to change. It can and will change if the right (or wrong) trigger is pulled. Now when you have persuaded someone to do what you want,

# BUY

Make sure you deliver what you said you would. It's so tempting to under deliver when the pickings are so ripe and plentiful. Honesty is the difference between a rich, successful entrepreneur and a crook. Start cheating people and you become a thief when there was no good reason to. Please allow me to give an example. Let's say you are selling a "how to properly groom your dog" guide. Make sure it's a fact packed guide that really delivered the goods. You want your customers emailing you pictures of Woofy showing you how beautiful she looks thanks to you and the guide you sold them. You can become successful and happy. Not just successful.

## Herd mentality

For a certain reason, one you will soon learn, #1's and some #2's act with a herd mentality. They get on the same big name guru lists. They buy the same products at the same time. Consequentially, they are all doing about the same things at the same time. This is never good, due to the law of diminishing returns. Now you know why so many fail and wind up quitting. So sad, it didn't have to be that way. I have a theory about this one. It has to do with email lists and the abuse of psychology. Certain marketers who will remain nameless could not resist the power of a big list + psychology. The line is crossed and they go past persuasion to sell them the latest thing. They tell them what to do, and many will do it, kind of like my earlier "evil" example. Anyone smart enough to do that knows about diminishing returns. They and their JV buddies send a mass herd into single market with the same tools & methods.....



.....at the same time and they are all going to make that gazillion bucks you promised them. *Right* and Bill Clinton did not have sex with that woman. Those guys are playing the herd for mindless zombies. You and I will not. I feel bad for the herd, I really do. They don't even know what is happening to them because they're under a hypnotic trance.

And they weren't even listening to a politician.

But you won't fall for this. And if it did happen to you, never again. The tables are turned in your favor now. I sure am glad you got this report. I must say, I am speaking of a very few. Those few working together suck plenty of newbies dry and put them out of business, more broke and frustrated than they were before they tried internet marketing. Is that the plan? I'm not sure, I just know that it happens. Most marketers do not take advantage of others, period. **I'm not talking about the 99% who are good.** If this shoe does fit you, I beg you to stop it now.

Now, about some politicians, I can't help but share this with you. A technique they often use is to say the same things over and over. These are things they want you to believe. They do this because of something called *implicit memory*. We all have implicit memory, and it causes the illusion of truth effect, which suggests that subjects are more likely to rate as true statements those that they have already heard, regardless of their veracity. Think about that. The media can play a role in this as well. They tell you something over and over and soon you'll think it's true, even if it's not.

Of course nobody would ever do such things to push an agenda, would they? I'll let you draw your own conclusions.

To be fair, some people use psychology without knowing it. For instance, but a copyrighting course. Or how to write adwords ads or headlines. Usually there is no mention of the forbidden word. That's why I said it's supposed to take you years to figure this out. **Just keep this under wraps, respect the awesome power of psychology and never ever abuse it.** That pretty well sums it up. The small group who are privy to this information are privileged indeed. When I say there is enough out there in the niche markets for all of us, I really do mean that. There are many thousands of Internet marketers out there who don't have a clue about this. To say you will now have a competitive edge over them is an understatement.

## Moneymaking examples

Every get your ex back, how to seduce women... so on, product on Clickbank not only use psychology in the sales letter, that's what the product teaches. Very specif psychological techniques on how to get someone to do what you want. And they do it without revealing where the power of the techniques comes from. That part I'm O.K. with. Educate yourself on psychological triggers and you can become a masterful copywriter. Do that and you can earn a six figure income writing sales letters for others if you are so inclined. Or you can just use it to sell whatever you choose and make your fortune that way.

In case you are thinking "wait a minute, you tell me there is no magic bullet and then you hand me one". As big a advantage as I gave you, it's not a magic bullet. You now know you have been looking under all the wrong rocks, until today. That's good. However, knowing a point of emphasis is one thing, but not the only thing. There are a lot more components that will go into this super cash machine we are building.

We'll have to take them one at a time step by step. No, we can't do it all in this initial report, sorry. This is the starting point. Now you know your wildest dreams can come true. Hone and develop your persuasion skills and you will be able to write your own paychecks. You can strike out on your own if you choose. You know what to focus on and can figure everything else out without my help. Or we can [stay in touch](#) and continue the journey together. We'll talk more about this later. Here is something I find interesting. At the warrior forums, they do have a forum called: *Mind Warriors - Success, Power, Self-Improvement* While this is closely related to what we are speaking of here, it is consistently one of the least busy forums. While there is and average of around 1000 people browsing the Special Offer forum, only around 70 will be at the mind warriors. Copyrighting is also very important and likewise not a busy place at all. Those in the know about such things are somewhat reluctant to disclose what works. It's better to be guarded when speaking publicly. I'll say things here, in my reports I would never, ever publish in a public forum.

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