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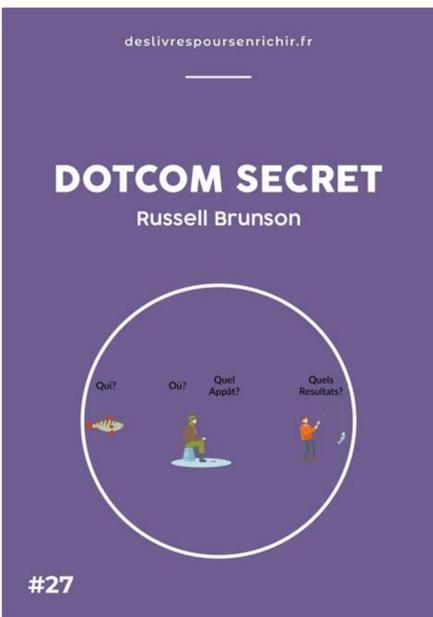
3 lessons I learned from

1. Online business, local business, off-line business, brick and mortar business, franchises, and any other type of business are ALL built on the exact same foundations and strategies for growth. Master the basics and lay your foundations.
2. Subscription model is the foundation while expanding the value of your offering is an ever expanding activity to better service your audience and grow your business and/or company.
3. Your customer acquisition process is the spine and bones of any business and your #1 priority is to map out, execute, test, tweak, optimise, automate and scale it.



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But of course it doesn't stop there. Tell the truth," his examples and scripts contain numerous examples of unethical copy, including obvious - albeit small - lies. For example, when teaching the reader the importance of scarcity to drive sales, he states that "fake urgency will backfire on you." But then teaches the reader to "just think of a reason why you might 'run out' of whatever you're selling. Tell the truth," his e One big sales letter. I'm sure Russell is successful, and I wouldn't necessarily call this a scam - but the end goal of this book is clearly to sell subscriptions to his online marketing software. You can download the paper by clicking the button above. Advanced embedding details, examples, and help! Foreword xi Preface xiv Note to the Reader xvii Introduction xix Section 1 Sales Funnel Secrets 1 Secret #1 The Secret Formula 16 Secret #2 Hook, Story, Offer 28 Secret #3 The Value Ladder 46 Secret #4 The Attractive Character 71 Secret #5 Funnel Hacking 88 Secret #6 Seven Phases of a Funnel 94 Secret #7 Follow-Up Funnels 108 Section 2 The Funnels in the Value Ladder 136 Front-End Lead Funnels Secret #8 Lead "Squeeze" Funnels 142 Secret #9 Survey Funnels 149 Secret #10 Summit Funnels 156 Unboxing Funnels Secret #11 Book Funnels 176 Secret #12 Cart Funnels 189 Secret #13 Challenge Funnels 202 Presentation Funnels Secret #14 Video Sales Letter Funnels 217 Secret #15 Webinar Funnels 224 Secret #16 Product Launch Funnels 239 Back-End Phone Funnels Secret #17 Application Funnels 248 Section 3 Funnel Scripts 260 Front-End Lead Funnel Scripts Secret #18 "Curiosity-Based Headline" Scripts 263 Secret #19 "Who, What, Why, How" Script 274 Unboxing Funnel Scripts Secret #20 "Star, Story, Solution" Script 279 Secret #21 "OTO" Script 292 Presentation Funnel Scripts Secret #22 "Perfect Webinar" Script 298 Secret #23 "Product Launch" Script 310 Back-End Phone Funnel Scripts Secret #24 "Pour-Question Close" Script 320 Secret #25 "Setter" and "Closer" Scripts 326 Section 4 Building Your Funnels 338 Secret #26 Click Funnels 340 Secret #27 Funnel Stacking 359 Secret #28 Funnel Audibles 368 Conclusion 386 Endnotes 389 Acknowledgments 391 About the Author 393 © 1996-2014, Amazon.com, Inc. ... more 30 [REDACTED] 90 [REDACTED] 180 [REDACTED] * [REDACTED] BigGo [REDACTED] 1 [REDACTED] [REDACTED] [REDACTED] [REDACTED] Page 2 30 [REDACTED] [REDACTED] 90 [REDACTED] 180 [REDACTED] * [REDACTED] BigGo [REDACTED] 1 [REDACTED] [REDACTED] [REDACTED] [REDACTED] Page 3 30 [REDACTED] 90 [REDACTED] 180 [REDACTED] * [REDACTED] BigGo [REDACTED] 1 [REDACTED] [REDACTED] [REDACTED] [REDACTED] Yes, I will Take It! ONE TIME OFFER Lorem ipsum dolor sit amet, consectetur adipiscing elit. The service itself is a funnel - for plans going for \$300/month and more, ending in the Inner Circle upsell which carries a reported price tag of \$25,000. I read the book because I've never been a strong salesperson. Loading Preview Sorry, preview is currently unavailable. Want more? These could easily set you back thousands of dollars if you bought them separately, but we're giving it all to you for FREE! "What kind of honesty is that? Again, I don't question the author's ability to make great sales, but when you're offering the customer something they should have received anyway, you're not doing much to build trust and provide value. In the end, it is all about the sale. Which is why the book ends with a chapter hawking the authors software as a service - a package that costs \$99/month. Although the word "value" is inserted over and over, there is little evidence that the author understands the definition of economic value - in fact, he repeatedly insinuates that "value" is established by the marketer based on the total revenue desired - not the cost or worth of the product being sold. Russell encourages taking advantage of the emotionally vulnerable, by targeting "people who are in some kind of pain right now and will buy more than one thing at a time." Further white lies include the recommendation to write an article, give it to another website, and "have the blog author post the article in their name so that you are not seemingly tied to it at all" as well as baiting a potential customer with the promise that "there is no catch," at the beginning of a funnel which is intended to upsell another product. Perhaps the most disturbing tactic employed in funnel hacking is what Russell calls Value Stacking. Commodi, dolore hic eaque tempora a repudiandae obcaecati delentia mollitia possimus. "Here's a trick for creating bonuses: take the most valuable part of your product - the thing people want MOST - pull it out, and offer it as a free bonus. How would you feel if the next time you went to buy a car the salesman offered a special bonus: "If you buy today, we'll even throw in all four tires AND a spare FOR FREE! And that's not all - if you make the decision right now, we'll even include the brakes, engine, and steering wheel. One big sales letter. I'm sure Russell is successful, and I wouldn't necessarily call this a scam - but the end goal of this book is clearly to sell subscriptions to his online marketing software. And now I know why - I won't lie to a customer, no matter how small or insignificant the lie to get an extra few bucks. [...] There's always some way to create real urgency." How is fabricating scarcity ethical? Later in the book he states that his funnels are built on variables that can "be manipulated for maximum monetization." There is very little discussion of providing quality service to customers, or its affiliates. Despite admonishing the reader to "Be honest. Aut, quod hic expedita consetetur vitae nulla sint adipisci cupiditate at. He lays out his sales tactics, and cleverly uses them on the reader to convince them that they need to become an online marketer. While this shouldn't come as much of a surprise, the greater concern I have are the ethics of his methods.

Remember that we can not do a post on free stock images without mentioning Pexels. Pexels provides a large and well-organized collection of free stock images, these images are chosen carefully and then available on the internet. 8. PICJUMBO. Picjumbo is a big and fast photo stock community that has a big selection of pretty free photos. 13/1/2021 - If you want some seriously amazing Dot's Pretzels, try using these butter braided pretzels from Nuts.com. They're about \$5 per one pound bag, so they're still a pretty good price compared to \$17 for two pounds of Dot's Pretzels. I do not advice trying to make your ranch pretzels with honey wheat pretzel twists, though. 9/5/2022 - The James Webb Space Telescope will produce "spectacular color images" of the cosmos in mid-July - its first observations dedicated to its mission of scientific discovery, an astronomer overseeing ... Welcome to CheatingDome, your magical spot on the web for all the cheats, tips & secrets for your videogames We are publishing new cheats, hints and secrets every day since 1998. We are the oldest site that still has all the cheats and codes for the older platforms aboard. 11/4/2018 - UTV Tire Secrets That Will Unlock Your Machine's Potential. By Kavan Wright ... We have been able to clear 31's on a stock machine, but not 33's. Feel free to give us a call at 855-743-3427 with any ... If you're after 30" tires without offsetting the arms, it is possible but in a full turn and compressed, the tires ... 20/9/2017 - Airlines are required by the DOT to offer 24-hour free hold or cancellations as long as you are booking your ticket 7 days prior to your travel date. Typically, you'll have to pay first, then you get the full refund. The only exception is American Airlines, which is transitioning to this policy, but still offers a free hold for 24 hours. The Secrets In Lace Lana Sheer dot Blouse is reminiscent of those from Hollywood in the 1960's. ... Toll free 1-877-373-5223 Local to Northern Virginia 703-443-9183 International callers: ... Unlike lingerie that's strictly for fantasy, the Salons at Secrets In Lace have Faux Vintage Lingerie that captures a feminine, ... Google I/O 2022 Google I/O 2022 I/O: Live From Shoreline. Join Online May 11-12, 2022. 30/4/2022 - An international group of astronomers has uncovered new clues about a mysterious stellar explosion that was discovered eight years ago, but is continuing to evolve even as scientists watch. The Original Dot Com Mogul John Chow, a damn fine person, friend of the community, Ultimate Fighting Championship contestant, member of the Save the Whales Foundation, the man who controls the black market on baby seal pelts and member of the probably yo' daddy foundation...

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