

Marketing Mastery

Volume 1

By: Jay Deiboldt

www.StackTheMoney.com

Why is it SO tough? Everyone tells you in order to be successful online you have to have your own products. But no one really tells you all the little things that go into making people buy, and creating lifetime customers.

That's the *real* key. Creating customers who are so impressed by you and your product, they'll buy anything you put out – and eagerly await the time when they can.

You don't have to be an “expert” either. **Far from it...**

It's not about being the know-it-all in a market. As long as you know more than your prospect does, you're qualified to teach.

And if you do a couple hours worth of research on a certain topic, chances are you know more than 98% of people with a casual interest in that topic.

That's why people get so hung up on picking a niche and creating a product – They don't think they know enough to become the expert.

That wouldn't be you would it???

Well it used to be me. And I was just frozen with so much information flying at me at once... I didn't really know what to do with it all.

I hated my job working on the phone in a collection agency 8 hours a day, *begging* people to pay past due bills they didn't have the money for.

And I was sick of it. So sick of it that I busted my ass trying to find a better way to 'make a living'

You know that feeling you get when you've been dealing with something frustrating for a while, and it just keeps grinding away at you little by little...

Until one day you reach your boiling point, and **all hell breaks loose.**

The point where the lid pops off and *something just snaps* inside of you.

That's what happened. But luckily I soon found the wonderful world of information marketing.

The second I started reading about it I was totally hooked.

Sitting in my dingy basement at my tiny computer desk, I started to educate myself about what it took to make a living on these here Intro-Nets.

I read and watched videos until my brain felt like it would explode all over the cement wall behind me.

I bought tons of smaller courses, and really didn't get too much value (which is one reason I try to provide an INSANE amount of awesome stuff in my [Google Slapper](#) course).

...But it *wasn't* until I invested in a marketing course with the very hefty price tag of \$1,997.00 that I started to really **put the pieces together**.

I didn't have the money to spare either, but I **took a leap of faith** and it wound up working out quite well.

The direct results of using the course have allowed me to create a six-figure business in my first full year online.

People go to college for 8+ years and spend tens of thousands of dollars only to start on the bottom rung of the corporate ladder...

...Working for a company **they 'll never own for themselves**

...For a paycheck that barely covers their student loans (let alone any luxuries in life like frivolous vacations to remote tropical islands or electric skateboards).

*It's not our faults though; it's just what we've been taught
we were 'supposed to do' all these years!*

We're taught to get good grades in high school so we can get into a good college.

We're taught to get good grades in college so we can get a 'good job'

But is society's idea of this 'good job' really something you agree with? To make \$50,000 a year and have to worry about bills every month as they come up?

Me either... Which is why I thank my lucky stars for leading me to this information marketing business I've created.

Information is king.

If you have more of it than someone else, and they have a bad enough desire for it, they'll pull out their wallet on the spot and hand over a few nice crispy bills just to hear what your solution to their problem is.

Information is valuable.

How else could someone justify putting a \$10,000 price tag on a seminar? Because of the VALUE of the information being taught.

If you think about it, you could charge thousands of dollars for a simple one page report if the information inside could produce way more than you paid for it.

If I told you I had a 500 word article that when implemented could produce \$20,000 in 24 hours, would you pay \$1,000.00 for it?

If I could prove the results I bet you would.

I know I sure would if you gave me that same proposition and could prove it.

Information is EASY to produce.

It's everywhere – which is why lots of people get into this game and don't think people will pay money for their stuff.

Especially when they could find it for free by searching hard enough online.

But that's the WRONG way of looking at it.

People *****WILL***** pay for information that can be found for free online. Why? Because they're lazy.

If you can package the info they're looking for into a nice little product so they don't have to surf all over the internet to find the answer to each one of their burning questions about the topic, they **WILL** pay for it.

And if you give them their info while creating an **EXPERIENCE** for them while they consume it, you won't have customers – **you'll have stark raving fans** foaming at the mouth to buy the next product you release...and the next, and the next, and the next.

And these 'fans' become your Army. They'll campaign for you, defend you, send you gifts, and spread your message like wildfire.

Especially with the social media game the way it is. Once you have them hooked, as long as you follow a simple formula – they'll be with **YOU** for life.

And anyone who tries to take them away from you won't stand a chance in hell of even getting a foot in the door.

Once you've brought them into your world, and you show them you're on their side – looking out for their well-being, and genuinely care about helping them with whatever problem they came to you looking for answers to – **they'll stick with you forever.**

It's a proven fact... Why?

Because People Are Always Looking For Answers.

They are logging onto the internet every single day with credit card in hand looking for answers to the problems they face.

But they're NOT only looking for the actual content of the answer. They're looking for **someone they can relate to** who can give them those answers.

- They're looking for trust...
- They're looking for proof...
- They're looking for a REAL PERSON to deliver them...

All you have to do is get in front of them, answer their burning questions, and prove you're in this for THEM. You must really *want* to help them, and be able to convey it to them effectively.

You can do it in a number of ways. My personal favorites are video, and stories.

In doing this you create an unbreakable bond between you and them. And that bond can make both of you rich.

Not the 'rich' you might be thinking though. Yes you'll make money – but that's not even the beginning of the mutual benefits offered by the whole thing.

1. You're helping people on a massive scale.
2. Those people are helping others with the knowledge and guidance you've given them.
3. Those customers and prospects begin to want MORE of what you've got.

- They *want* to connect with you on a more personal level
- They *want* to read everything you put out
- They *want* to watch your videos
- They *want* to open every email from you
- They tell people about you and pass along your message

4. Then comes the money rolling in, and the relationships, and the trust, and the respect.

And you can feel great about all of it because you KNOW you're helping so many people with a very frustrating problem they're dealing with (whatever it may be)

Which is the REAL reason **having your own product is THE BEST way to get "rich" online.**

"Rich" in terms of:

Extra *time* to spend with those you love, to travel, to live life away from the grind of a traditional existence.

With *money* beyond what you've ever thought possible.

With *respect* from thousands of people out there who hear your message.

And with *happiness* knowing you're living your **Ultimate Outcome.**

I hope this has opened your eyes to the insane amount of possibilities that are out there and available to you...

Once you start creating your own products, and treating this thing like a serious business, you can literally set you up for LIFE and beyond.

I know you can do this. The reason I know is because I did it. And I specialized in NOTHING.

I've always been mediocre at a bunch of stuff but never an expert at anything.

Once I found information marketing, I realized **you don't have to be an expert at anything.**

You just have to know more than SOME people.

Doesn't that lift a giant-sized burden off your shoulders?

That one piece of knowledge opened up a million doors opportunity had been knocking on all along for me.

I just didn't know they were there.

You can do this too. Opportunity is knocking on your door.

You just have to listen for it, and find the key... I just gave you the knowledge – now **it's up to YOU to make it happen.**

Talk soon,

Jay Deiboldt