

Two **Special** Offers

An interesting **comparative** study
of the selling process...

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I wrote a special report - priced it at \$12.
It showed a technique to make \$100 a month using '**Tag Clouds**'

Another guy wrote a special report - also priced at \$10 (with a \$15 upgrade).
It showed a technique to make **\$50+ a DAY** using '**MySpace**'

We both posted **Special Offers** on the Warrior Forum in the same week.

My offer was **viewed 845 times** - and there were 11 responses on the forum.
The other guy's offer was **viewed 4,300 times** - and there were 212 responses!

What made the difference?

Curious, I spent some time studying both promotions in some detail.

Here are some lessons I learned from the comparison:

- * \$50 a day sounds more attractive than \$100 a month
- * Track record or proven performance means little - catching the readers' imagination matters more
- * There's INCREDIBLE power in 'social proof' - more feedback generates more readers, more sales lead to more feedback
- * A 'reason why' works very well - he gave a good reason for the Special Offer, while I didn't

There was little to choose between the headlines:

"Learn how to make \$50+ a day on myspace"

vs

How To Make \$100/mth With Tag Clouds

The offers themselves were about the same, in terms of copy.

The MySpace post started like this:

"As you all know, The Internet Marketing Main Event 2 is comming up... Tickets are \$800, then I need hotel, food, taxi to and from airport, and PLANE tickets..."

In short, I will need \$1.2-\$1.5 thousand dollars...

EDIT! I am stupid... it turns out that with flight, etc. the total will come to 2k ish.....damn it! If you guys are thinking, please buy :)

SO!

I have decided to make a WSO.

Here is the headline, and so on :)

Learn How To Make \$50 a DAY on MySpace... VIRALLY!

Yup. I make close to \$50 a DAY on myspace.com...

I don't spend hours on the computer to do it, I spend MINUTES. In fact, I essentially let MYSPACE make me the money... I just make sure it is working smoothly.

I have noticed that NOBODY else has talked about this, and from what I see, it is a secret of mine and mine alone..."

and then went on to outline the things the report reveals.

My own offer started off like this:

"I will reveal an EASY way To Make \$100 a Month using Tag Clouds

What I'm going to share with you is different from anything that you've ever seen with regard to using 'Tag Clouds' to add value to your customers
- and profiting from it.

The simple model I detail will show you how to start out making an easy \$100 (or maybe \$300 or even more) a month. And of course, you can repeat it as many times as you like. I'm going to show you how to do it with a tag cloud script (or even without one).

This is being tested for me on two niches. This twist is my unique way to turn a commodity (tag cloud 'link farms') into a 'collectible'.

I could give this report away.

A lot of people would download it. Most would read it. Many would thank me for it.

But only few would take ACTION.

That's just a fact. And that's also why I'm putting a modest price tag on it. Your payment goes as a donation to help the **Heart Kids Foundation**, so in any case, your investment will bring in a 'profitable' return.

Ok, so about the report..."

You can read the complete sales letter - and order a copy of the report - from this link - **click here to visit**

<http://www.ezinemarketingcenter.com/tagcloudreport.htm>

Recommendations based on this analysis, to make you a better marketer and/or buyer of marketing related information...

1. Study copywriting. It ROCKS.
2. Identify what appeals to a large group in your niche market.
3. Appeal to the major motivators in that market.
4. Catch your reader's imagination.
5. Get the audience to pitch in with feedback and testimonials. Peer pressure is a powerful motivator.

As a BUYER, if you can afford a modest investment, it might be worth jumping on board every bandwagon to appease your curiosity (like I did - yes, I bought the other product even though I do hardly anything on MySpace).

But if the price is a stretch, make sure you research things like:

- **credibility of the seller** (do they know what they're talking about, have they really done things with the product they claim to have done). Online, the credo is just as true as offline - 'Buyer Beware'

- **practicality of the solution** (as a rule of thumb, if it sounds too good to be true, it

probably isn't!)

- **completeness of the information** (many low-priced 'deals' end up being a lead-in for more expensive 'complete' answers)

- **suitability to your business/online activities** (unless I want to start learning about it, information about eBay and MySpace are not suitable to my model - so I bought knowing these were 'research buys' - be picky about what you spend cash on)

- **applicability in your work** (some GREAT products and programs will be useless to some buyers - because they don't have the experience, systems, knowledge or skills to implement them)

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If you found the information in this report useful, please post a note on the Niche Marketing Forum.

<http://www.Reach-n-Relate.com/ask-niche/>

All success

Dr.Mani

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