

# **A Healthy Distrust For Authority - Why It's Great For Your Internet Marketing Career**

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*By Jason Fladlien*

## Intro

I feel it's my job to tell you this. I believe any good service provider should look after their clients by being their "advocate". What I mean is protecting you from things that could harm your wallet and your chances of success.

It's a philosophy I've adapted in my business that turned me from a broke \$12 an hour painter who lived with my dad to someone who makes sometimes over \$40,000 in a month - without being close to any of the "big gurus" or having a hundred thousand joint venture partners.

And one of the things that I pride myself is "speaking straight" with you. Here's the facts. You have so-called gurus in internet marketing who make their money selling you information on how to market on the internet.

Most people they sell info to themselves want to sell info in this niche. In other words, they will eventually compete for market share.

Because of this: they will NOT tell you everything you need to hear.

A lot of times what they tell you is DESIGNED to fail. It's sad but true. And that's just ONE reason you should have a "healthy distrust" for internet marketing authority. There are several others which I will reveal in this report, to help protect you - and be your advocate - and to help shortcut your success.

## Don't Sell Low Ticket Items

This is utter crap. The only time it's true is if you sell something for "low ticket" that is horrible. Then you will "train" your "customers" to think your stuff sucks. And of course they won't buy anything more expensive from you. Duh!

The conventional wisdom says to "hold back" when offering the less expensive stuff... with the idea that you only give them a piece of a puzzle... therefore enticing them to "go deeper" aka spend more money.

That's utterly ridiculous. I've gotten rich selling low ticket products for \$7 to \$37. I spit at what the authorities said and made up my own rules.

Here's the key distinction... low ticket items shouldn't lack substances or value... instead they should focus on this - "ONE PROBLEM, ONE SOLUTION".

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So here's what happens - first I attract people who want a VERY SPECIFIC solution. It's easy to sell it to them - and I sell it at such a good deal for one reason - I want to prove to them I can make good on my promise.

Here's a fact - a smoking hot sales letter will only sell someone on your product ONCE. It's the product itself that will then determine - MORE SO THAN ANYTHING - if they do business with you in the future. The product is more powerful than the sales letter for future sales.

So here's what we do - we "prove" ourselves to our new customers by solving one problem with one solution at a very good deal. And we deliver on that in our products. So what do you think happens? If they need more training or need to solve other specific problems - they will be much, much more likely to turn to us first.

And if they want more *personalized* training - they will invest more in it. That simple.

Low ticket products are the PERFECT way to get new people to get to know you - and respect you and your claims. Therefore when you go to more challenging measures to solve more complex problems - they will be willing to make the necessary investments, even if they are more substantial.

Don't let anybody tell you otherwise.

I say create low ticket \$7 to \$37 products all day long and laugh at the gurus as you start making your first real money online.

### Video On Squeeze Pages And Sales Letters Boost Conversion

Not *exactly* true. In our testing, we've discovered that sometimes video works better, sometimes not. It's a very "high risk, high reward" tactic. The thing I do know that brings in the most *predictive* results is a "written word" sales letter with no video OR audio.

There is one huge exception though: video and/or audio works great in niches who haven't been saturated with it AND who are comfortable watching and consuming video sales presentations.

There's more to it. You must take in your personal strengths. I'm an absolute beast when it comes to selling from video. But that's because I have an expressive voice... I'm very comfortable selling from video... AND I know all the technical tricks to make it sound perfect with just a few minutes of work. Plus I've done it a few hundred times :)

So a guy like me should and does use video in his sales letters... and even then not all the time. It's still faster for me to write than to record the video AND it's easier to tweak later to test new ideas.

Now something I NEVER do anymore - put video on squeeze pages. You might think - "well that's weird Jason because I see all the gurus do it for all their big launches".

True - and there are two reasons they do it. One is often times they are selling HIGH TICKET - so they aren't looking for high conversions, they're just looking for a few people to spend a lot of money. So video will aid you in that.

But most of us aren't selling \$2000 courses - therefore it's silly to use video on the squeeze page and "copy the gurus".

Here's an even bigger reason why they do it though: most of their traffic comes from affiliates. MOST affiliates THINK video is better. Most are more eager to mail to a video squeeze page. So it becomes a self fulfilling prophecy.

Even though the numbers lies! Almost every single split test we've done using our squeeze pager formula... won without video. I can think of only two times in a head to head where video won.

So be careful thinking that the "gurus" do it so it must be best. It often isn't... which leads to a bigger problem...

## **You Should Split Test...**

Gurus tell you this all the time. And yes, in a perfect world you *should* split test. But you should also eat healthy, exercise regularly, give money to charity, not get angry or upset about little things and act logically.

Doesn't happen. In most cases, if you're just starting online, split testing is going to cause you to LOSE money - for the simple fact it adds another step to the equation. And the reason most people starting out online don't make money is because they never get a project completed!

So when starting out, you need to just get it done. I didn't start split testing until I was making \$25,000+ a month.

And that flip side - *9 out of 10 gurus don't test!*

Isn't that crazy? That's why their "advice" is often flawed when you actually DO test it. Why don't they test? Because they can afford to be lazy. Let me put it this way: their traffic is pretty much free (it's almost all joint ventures). So even with woefully inefficient marketing they do well.

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Most of us don't get traffic that easy. So we have to be a lot more accurate.

The big money makers I personally know who have AD BUDGETS on the line DO test... because they have to be efficient or they lose money. And these guys constantly share things with me that go against conventional wisdom or what the gurus said. Interesting.

### **Affiliate Marketing Is The Easiest Business Model!**

Wrong!

Full disclosure - I just recently invited my friend PR God Marc Harty to do a webinar for my list and just by "hosting it" and having my assistant send out a couple emails - I ended up making somewhere close to \$3000.

Pretty good, huh? Yep, *that* was affiliate marketing. But you know how I made all those sales? Because I built that list one person at a time from people who had invested *in me!*

The truth: the best affiliate marketers are those who create their own products and build a following from their own products.

Affiliate marketing *seems* easier. You don't have to create the product. You don't have to write the sales copy. All you have to do is send the traffic.

Because of this - guess what? 90 out of 100 new internet marketers go the "affiliate route".... so there is a lot more clutter out there you have to cut through... whereas if you're creating your own products, there is less!

THEN, on the backend you can do affiliate marketing all day if you want.

### **Long Copy Outperforms Short Copy**

Depends! For our front end offers \$37 and below, our typical sales letters run at 900 to 1500 words. That's like the length of two articles!

We've tried all kinds of different approaches, and that one converts the best. For offers ranging \$97 to \$197, on the front end long copy usually does perform better.

However as an upsell, short copy on these offers performs better. In general.

What about our \$500 training programs and up? Which performs better? The answer - NEITHER! In this case, we use webinars instead.

What about services instead of info products? Then short copy - without a doubt - is the best way to go. I sell a "sales letter re-write" service for \$500 a pop with less than 300 words of copy.

## **Continuity Programs Are A True Passive Income Dream**

God, they sell it like that don't they? However every marketer I personally know who does \$40,000 or more a month with continuity works their ass off! The same with *anyone* I know who does continuity that generates \$10,000 or more a month.

First, continuity is harder to sell. It takes a different sales letter formula altogether. Second, you have know how to deliver content in a specific fashion that makes it more valuable in membership format than in "stand-alone product" format.

Third - there are technical hurdles you'll have to overcome as well as a lot more customer support.

It's not a "get rich quick and sip fruity drinks on the beach while the checks come in" model. It does require work. But it's worth it for two reasons. You can work more personally with clients, and get them better results.

And if you do it right, you will create true wealth in your business in the long run... so you can take vacations and your business will still operate very well why you're gone.

It's because of these nuances that we created MST 2.0 - a full 2.7 hours of training to handle all the challenges the gurus would rather gloss over... and give you TOOLS to jump over the technical hurdles easily.

For a limited time you can check it out for just a buck!

## **Products By Jason Fladlien**

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

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**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing “PLR Repurposing” Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>