

# Secret Marketing

# Formula

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## About Ewen Chia



Striving to earn an extra income, Ewen Chia started his first internet business in 1997. **For 5 full years, he worked on his internet business part-time every day from 11pm - 3am while holding a full-time job.**

He was motivated to build a better life for his family. After years of perseverance, he finally succeeded and has not looked back since.

### **World-Renowned Internet Marketing Pioneer**

Ewen is highly regarded as a pioneer of internet marketing and a world-renowned internet marketing expert.

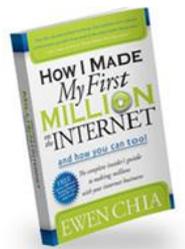
He is also recognized as **“The World’s #1 Super Affiliate”** and his name is synonymous with Affiliate Marketing, although that is not all he does.

Many of Ewen's students had been able to quit their day jobs and make their own income online through his proven training and teaching materials.

### **#1 International Best-Selling Internet Marketing Book**

When Ewen launched his first print book, **"How I Made My First Million On The Internet and How You Can Too!"**...

**This book made internet marketing history** by being the **FIRST** ever book about the internet business and internet marketing to hit the **#1 WORLDWIDE BESTSELLER LISTS** on Amazon, Barnes & Nobles and other online bookstores all at the same time – in just 24 hours of launch.



### **International Speaker, Educator And Trainer**



Ewen is also a highly sought after international speaker and is always touring the world teaching the internet business to anyone willing to learn about it.

He has shared the stage with experts like Sir Richard Branson, Anthony Robbins, Robert Kiyosaki, Tony Blair, T Harv Eker, Tom Hopkins, Les Brown, Chris Gardner and Donald Trump (here's a picture of Donald and him.)

Ewen also received the first ever internet marketing trophy, “World Internet Challenge” for his **LIVE** demonstration where he started an internet business from scratch and proceeded to make **US\$80,000 in 3 days** from that same business - *all in front of a live audience.*

 **Connect with Ewen on Facebook:** [www.EwenChiaFans.com](http://www.EwenChiaFans.com)

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# **Secret Marketing Formula**

## **Introduction**

The following report includes 50 powerful marketing formulas. Do you really need to know all of these formulas to be successful? Of course not. But if there are at least a few formulas you didn't know before, just imagine how valuable they could be to your business.

The most important thing is to study each marketing formula with an open mind. The more you understand about any formula, the more useful and beneficial it will be. A careful reading of these formulas could really make a big difference in your profits.

The entire point of this report is to give you inspirations and idea so that you might have new marketing ideas which help you to grow your business to the next level.

## **1. The "Problem Solver" Formula**

The "I'm going to solve the problem I found with (product owner's name and name of his popular product)..." formula tells your prospects that you fixed a problem(s) with a popular product that you and many others have had and solved it with your new product release. So, if your prospects had the same problem they will likely buy your quick fix.

## **2. The "Upsell Motivator" Formula**

The "I just added an upsell page with another product and you'll earn (no.) per sale..." formula tells your prospects that if they promote or are currently promoting your product through your affiliate product they can earn commissions on the upsell offer now too. It will motivate new and old affiliates to promote your product. You can even mention the conversion ratio of the upsell product and how much they could potential earn on top of your main product sales.

## **3. The "Increasing Proof" Formula**

The "don't refresh the page or the price will go up, I know from experience..." formula tells your prospects that if they refresh the page of the affiliate product you are promoting that the price will go up. You can tell them you made that mistake because you tested it and then you had to pay a higher price for it. It will show them proof that it's not a marketing ploy like they may have been thinking and it will motivate them to buy now. Also tell them if they can't order now, leave the page up till they come back to it.

## **4. The "It's Not Luck" Formula**

The "famous people/experts just didn't (your product's benefit) by chance..." formula tells your prospects that when they benefitted they didn't do it by themselves, they

had help. Of course you should mention your product was the help they had. Many people think celebrities and professionals just get lucky, but their secret is they sometimes can afford and try out products before the general public does.

## **5. The "Impatient Mob" Formula**

The "customers are hounding us left and right to see how soon they will get (your product's name)..." formula tells your prospects that your physical product must rock because customers are that impatient about waiting for it to ship to them. You can even mention the ones that paid for express shipping can't wait either and they will get it before everyone else. Tell them your customers are ringing your phones off the hooks, you've had countless e-mails, tons of posts on your messages boards, etc., asking when they can expect your product to be delivered and some have even offered to pay you double the price to get it there faster.

## **6. The "Investment Proof" Formula**

The "it worked so well I bought the rights to it..." formula tells your prospects that you paid hundreds of thousands of dollars for a product you got to try out before it was released to the general public and offered the owner one lump sum for the rights to release it yourself. People will realize it must work like crazy for you to invest that much money in it.

## **7. The "Distraction To Focus" Formula**

The "it's easy to get distracted, there are roughly (no.) products released every day/week/ month/year about (your product's niche)..." formula tells your prospects to agree with you if they realize and notice how many products are released regularly and they are always trying to buy the next greatest product. Just tell them to stay focused only on purchasing products that will directly gain and support their desired benefit and then show them how your product can help them do that.

## **8. The "Shell Shocked" Formula**

The "it's less than \$(very high number)..." formula gives your prospects a clue that your product or an affiliate product that you are promoting costs less than a 3,4 or 5 digit number. Then later on you can really shock them in your sales letter that it's only a 1 or 2 digit price. For example it's less than \$1495...(later on)It's only \$9.97! People will lower their buying defenses when they are a little shell shocked.

## **9. The "Right Way" Formula**

The "it's a 100% (legal, ethical, moral, lawful, etc) way to (your product's benefit)..." formula tells your prospects that your product will give them a desired benefit without the normal mod-like methods used by some unethical people or products. For example, increase your sales with out spamming. If they are legal but unethical products you could use word like: cheating, black hat, immoral, corrupt, etc.

## **10. The "Scream The Theme" Formula**

The "(your product's benefit) or walk the plank..." formula tells your prospects that you are relating your whole product presentation to a certain theme in your sales letter. For example, if your theme was war you could use graphics like tanks, camouflage background, guns, you dress up as a soldier, etc. You could use lines like fire in the hole, about face, cover their flank, etc. An entertaining product theme can lower your prospect's buying defenses.

## **11. The "Over Production" Formula**

The "my fulfillment company mistakenly produced (no.) extra copies..." formula tells your prospects that you originally thought you sold out your product but you were mistaken and now you have more to sell. You can even tell them that you had a few returns and add to that number. You could charge your prospects less if the fulfillment company didn't charge you for the extra copies or if the returned ones were slightly damaged.

## **12. The "Lower Standards" Formula**

The "I'm promoting this product even though it slightly goes against my business ethics but (a reason)..." formula tells your prospects that you don't usually promote these types of products because they go against your business principles but you had a good reason to do so. The problem with the product could be the sales letter uses many questionable persuasion tactics, it has an unprofessional cheap looking web site, it's a highly saturated resell rights product, etc. Your reason to promote it could be it's one of your close friend's products, it's a business you owed a favor to, it donates a percentage of the profits to charity, etc.

## **13. The "Field Trip" Formula**

The "bonus: take a field trip to our headquarters in (city, state)..." formula tells your prospects they can take a tour of how you run your business and create the products that will give them their desired benefit in person if they purchase your product. It could be at your office, in your factory, at your home (business), etc. At the field trip you can also offer food, drinks, free products, free consulting, live entertainment, etc.

## **14. The "Little Niche" Formula**

The "when you do a search for the term (popular niche) in (name of the search engine) you get over (no.) results..." formula tells your prospects that if they purchase the resell, master resell, private label rights, etc to your product it will be in a different niche with less competition to sell it. Just follow by showing them the lower search results for the niche your product is in.

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## **15. The "Big Time" Formula**

The "I've been in business for (no.) minutes..." formula tells your prospects that you've been in business a long time because you timed it in minutes instead of years. Usually, the larger the number sounds the more credibility you'll get. You could present your total years in business by seconds, minutes, hours, days, weeks, seasons, etc.

## **16. The "Just One" Formula**

The "check out the screen shots of just one of our affiliates..." formula tells your prospects to view a highly detailed, graph charted commission report of one of your super affiliates. They will actually imagine themselves having that type of commission report on a daily, weekly or monthly basis in their own account. It could motivate them enough to sign up to your affiliate program and/or promote your product like crazy.

## **17. The "Idea Generator" Formula**

The "it will make your brain start to spin..." formula tells your prospects that your product will stimulate their brain to come up with new ideas they would have never thought of to improve their life. Your product could be a brainstorming product, an information product or any other product that would switch on people's minds to turn out new ideas.

## **18. The "Please Everyone" Formula**

The "keep in mind, I have a lot of newbies and experts on my list..." formula tells your prospects that you had to create the product in a way so it would make sense for beginners and advanced enough for gurus to learn something new. You could tell them that you added a beginners quick start guide/instructions and experts skip over the easy stuff guide/instructions.

## **19. The "Humble Beginning" Formula**

The "I'm not going to brag or show off here..." formula tells your prospects you are a very humble person and you just want to help them succeed. You can tell them you won't show them photos of all your benefits to make them jealous, you won't show them screen shots of your results to make them think you are better than them, etc.

## **20. The "Teacher Was Wrong" Formula**

The "my teacher gave me a (a bad grade like D or F) in (a subject related to your product)..." tactic tells your prospect that even though other people tell them they aren't good at something doesn't mean they can't improve their life. For example, you could be selling a weight loss product and you lost 100 pounds but your nutrition or physical education teacher gave you a F in the class.

## **21. The "Crash Into Cash" Formula**

The "our server crashed..." formula tells your prospects that so many people wanted to learn more about your product and buy it that you couldn't handle all the traffic. You can tell your prospects and the affiliates that are promoting your product not to worry because you just added a number of extra servers and everything is running properly. Your affiliates will be really motivated to sell it because of all the interest people are having with your product.

## **22. The "Behind It All" Formula**

The "I never told anyone this before but I secretly helped tons of (type of experts/celebrities) (your product's benefit)..." formula tells your prospects that before you released your product you worked behind the scenes to help people solve their problems and reach their goals. People will be curious about why you kept your product hidden for so long and want to try it out for themselves.

## **23. The "We Are Hiring" Formula**

The "help wanted, we are hiring..." formula tells your prospects that you are looking for a few select individuals to work at your business. Just send them to your web site to fill out an application and maybe while they are there they will purchase your product(s) too. You can tell the potential employees the positions you are hiring, a description of the job, how much experience they need, the yearly salary or wage, etc. It doesn't matter who your target audience is because almost everyone needs a job or better paying one.

## **24. The "Ya, It's Dead" Formula**

The "(a product/market niche) is dead..." formula tells your prospects that a product or system they usually buy or worship is dying and your new product is better and taking it's place. You just have to give them some real life proof you are totally right. Also using terms related to death grabs peoples attention like it has been murdered, it has been put to rest, it has been killed, it will rest in peace, it's been destroyed and annihilated, it's been slain, etc. You could even list the dates the niche was created and died are graphics like on a tombstone, executioners in masks, weapons, caskets, cemeteries, etc.

## **25. The "High Fee Or Free" Formula**

The "I just added (type or name of product) to the member's area..." formula tells your prospects that if they become a paid member of your subscription only site that they would get the product for free. Plus tell them the product's value which should be higher than the monthly or yearly fee of your private membership site. Also allow them to buy the product separately without being a member of your site for a little more and they will see the savings of being a member.

## **26. The "Way Beyond 100%" Formula**

The "grab 125% commissions..." formula tells your prospects that if they join your affiliate program and promote your product you'll give them 100% of each sale and then some. It will motivate people to send people to your squeeze page to build your list. To make sure you can afford to pay them you just offer an OTO to their prospects that will make you money on the upsell/backend.

## **27. The "Moderator Motivator" Formula**

The "I just become a moderator of (a popular forum/message board)..." formula tells your prospects the popular forum owner must trust your judgement and they should too. You could just send the prospects the link to the forum so they can see for themselves. As a moderator you could set up a deal with him/her to run a certain section/topic of the forum that's related to your product and have an ongoing ad posted on it as long as you are the moderator.

## **28. The "Rich To Richer" Formula**

The "brain surgeon quits his job to (your business opportunity)..." formula tells your prospects that your money making program, course or opportunity is so good a highly paid professional would quit his career that he/she went through years of college to do. You just need to present your prospect with testimonials, endorsements or case studies of how your business idea worked for him/her.

## **29. The "Pot Grows" Formula**

The "for every sale the affiliate bonus goes up \$(no.)..." formula tells your prospects that you are holding an affiliate contest for the most sales and the bonus amount will grow with every sale every affiliate makes until a certain date. You could even add your own out of pocket money to the bonus to make it bigger. At the end of the contest you could divide the total affiliate bonuses up between the certain number of the highest resellers. For example, 1st place gets 50% of the bonus, 2nd place gets 30% of the bonus, 3rd place gets 20% of the bonus, etc. You could also use a more imaginative detailed example by saying if the affiliate bonus total ends up being \$20,000, then theoretically divide up the money 1st place would get \$10,000; 2nd, \$6000; 3rd \$4000, etc.

## **30. The "Reality Of It All" Formula**

The "total visitors on the site (no.)..." formula tells your prospects in real time how many people are at your web site or sales letter along with them. You could be more detailed and tell your visitors how many paying customers you had today, how many op-in subscribers you had today, how many forum registrations you had today, etc. People are usually followers and will sometimes copy the leaders (which is the people that already took an action on your web site).

### **31. The "Hard Copy" Formula**

The "bonus: grab the physical resell rights..." formula tells your prospects they can turn your digital product into a physical product like a book, audio, video, etc and sell and keep 100% of the profits. You could even produce the physical product and drop ship it for them for a percentage of their resell profits, once they get an order they pay you a certain amount and you ship it to their customers. They'll have no hassles of duplication, packaging or shipping the product. The good thing about this is you won't have to compete with your resellers because you're selling the lower priced digital version and they are selling the higher priced physical version. You could eventually have an army of people sending you profitable orders.

### **32. The "Over Re-Payment" Formula**

The "get a full 110% rebate in one year..." formula tells your prospects they will get a rebate of over their full purchase price after a long period of time. If your business is online you can have them turn in your rebate by e-mailing you their receipt after one year. They will realize that all the risk will be on you and they won't lose any money plus they will gain some money. You can say the extra 10% is interest for taking the time to order and try out your product or a way to say thanks for being a loyal customer. If most people are like me, they will forget about turning in that one year rebate. People are busier than ever now a days, quit using the product and store it away, throw away or lose the rebate mail-in form or email, etc.

### **33. The "Tone It Down" Formula**

The "I've just released a toned down version of (your sold-out product)..." formula tells your prospects that you sold out of your limited edition, high ticket product but because so many people wanted it who couldn't afford it, you created a lower priced version. The difference of each version could be that one is a physical product and one a digital product, one comes with bonuses and one doesn't, one has detail information and one has general information. Plus, you can upsell them the advance information separately if they need it.

### **34. The "Buying Guide" Formula**

The "free ecourse: things to consider when buying (your type of product)..." formula tells your prospects they will get a free consumer buying course when they opt-in to your e-mail list. You could offer the course as downloadable ebook or by autoresponder sending a lesson every few days. Of course, everything you tell them to look for when buying your type of product should be what your product offers and place your ad for it after each lesson.

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### **35. The "Higher The Better" Formula**

The "make (no.) per sale with the bronze level, make (no.) per sale with the silver level, etc..." formula tells your prospects the bigger and higher priced the product package/membership they purchase the higher their affiliate commission will be. For example, earn \$15 per sale when you buy the basic plan, earn \$25 per sale when you buy the deluxe plan, earn \$35 per sale when you buy the advanced plan, etc.

### **36. The "Show Me How" Formula**

The "Bonus: a reseller/affiliate manual..." formula tells your prospects you will give them an ebook, report or booklet of step by step set-up instructions, advertising resources, creative tips and marketing strategies on ways to make money with your affiliate program or resell rights product. Beginners as well as some experts will like it because it will help eliminate their mistakes and learning curve.

### **37. The "Volunteered Compliments" Formula**

The "the experts actually volunteered their testimonials..." formula tells your prospects that most people think that experts or professionals give you testimonials because they owed you a favor or you paid or bribed them somehow. That will remove their buying defenses and make your expert testimonials a little more believable and extra persuasive.

### **38. The "Fast Discount" Formula**

The "the next (no.) people that order get a 75% discount on (the name of your upcoming product), the next (no.) people that order get a 50% discount on (the name of your upcoming product), etc ..." formula tells your prospects if they purchase your main, current product you will give them an early bird bonus of a discount on your future product release. It will create urgency because the quicker they order the bigger discount they will get on your next product launch.

### **39. The "Single Is Cheaper" Formula**

The "it's only \$(low price). you have (no.) days/week to order it or you will be required to order (a more expensive product) to get it..." formula tells your prospects they will have to buy an high price product later on in order to get you current product release unless they purchase it now at a lower price. If they are at all interested in your product they will definitely buy before they have to spend more money down the road to get it in a big product package deal.

### **40. The "Fresh Words" Formula**

The "Bonus: ongoing, fresh user generated content..." formula tells your prospects they will get free access to other customer's information they donate to the members/customers area of your online, private product delivery location. It could be community content they could read like from a forum or blog, donated private label or republishable content from your customers, etc. Plus, you could allow your

customers to use the content for their own web site or information products if they include your ad.

#### **41. The "Number Of Letters" Formula**

The "just one (no.) letter word can (your products benefit)..." formula tells your prospects a clue about a word that relates to the product you will be offering them. You could use the hint to persuade them to read the rest of your ad, click on your web site link, open your e-mail message or opt-in to your list. People will take action just to see what the word is or if their guess was right.

#### **42. The "Drum Roll" Formula**

The "let's have the drum roll please..." formula has your prospects subconsciously think back to a time and remember a specific sound when there was an important announcement going to follow it. Other branded sounds you could describe or use in your audio or video messages to gain your prospects attention are sirens, horns, gun or cannons firing, severe weather tv beeps, a vehicle backing up sound, a horn blowing, etc.

#### **43. The "Re-Uniting" Formula**

The "I'm re-uniting one last time with (expert/famous person's name) to show you how to (your product's benefit)..." formula tells your prospects that you worked with that person in the past on a successful product (they may already own and like). Since you will be meeting one last time people will want to have one last chance to see how you can help them improve their life. It could be that you are reuniting to create and present a new product together, doing a teleseminar or seminar together, doing a workshop or class together, etc. You can even tell your prospects the total of how much you two together normally charge and offer them a much lower price.

#### **44. The "Reward The Reader" Formula**

The "I'll regularly reward you for (opening, responding to, reading, etc) my e-mails..." formula tells your prospects that they shouldn't delete your e-mails because they may get something for free that will help them reach their goals in life. Explain to them you know that we all are getting bombarded with spam but you will offer them goodies because you want to truly help them. You could even tell them the types of rewards you will be offering them like free products, subscriber only discounts, win/win first to know JV offers, subscriber only affiliate bonuses, etc.

#### **45. The "If You Can" Formula**

The "if you can (something simple/quick) you can (your products benefit)..." formula tells your prospects that your product will give them their desired benefit if they can accomplish an easy or everyday action. It could be if they can point and click, copy and paste, swallow a pill, stick on a patch, breath in and out, talk on the phone, etc. People like products that won't interrupt or change their normal habits or way of life.

## 46. The "Money Up-front" Formula

The "I'll offer you \$(no.) to joint venture with me..." formula tells your prospects that you will pay them an upfront fee if they send your product offer to their lists. And that's on top of the commissions you will pay them. You just want to make sure the marketer has a big or highly targeted list of mostly proven buyers. Some marketers may think you're just being desperate so you may want to give them a reason why you're offering money up-front. For instance, you don't want them to take any risks or because you know you'll make the upfront fee back because it converts so well.

## 47. The "Build Up" Formula

The "if you just (verb - lose, make, etc.) (no.) (an amount - pound, dollar, etc.) a (time period - year, day, week, etc.) it would equal (no.) (an amount - pound, dollar, etc.) and (time period - year, day, week, etc)..." formula tells your prospects your product will give them an easy formula or system that will add to their desired benefit over a certain period of time. For example, if you just lose 5 pounds a month that would equal 60 pounds in one year. Another example, if you only make a \$500 a week that would amount to \$26,000 a year.

## 48. The "Affiliate Compliment" Formula

The "my affiliate bonus is the perfect compliment to (the name of product you are promoting)..." formula tells your prospects that if they order the affiliate product through your link you will give them a personal bonus of your own that will make the product even better. Your bonus could help make the product easier to use, the benefits appear faster, make them easier to understand, etc.

## 49. The "Get Your Share" Formula

The "get your share of (a major benefit that someone else is selling or owns)..." formula tells your prospects your product will help them gain their beneficial slice of pie from a resource that already has an abundance of it. For example, get your share of the 20 billion (type of industry) market. Another example, get your share of the 50,000 pounds this amazing weight loss formula has removed from people all over America.

## 50. The "100% Winner" Formula

The "win 100% commissions for (no.) (days, weeks, months, years, etc)..." formula tells your prospects you are holding an affiliate contest and if they sell the most they will qualify to keep all the profits they sell. You could even offer a 100% commissions contest for multiple web sites and/or products you own instead of only one product.

## Conclusion:

I hope that reading all these marketing formulas was both educational and inspiring for you. The day will come when one or more of these formulas will have a beneficial impact on your business.

If you've already found some formulas to try out, don't delay, start putting them into action immediately. The sooner you get started, the sooner you will be able to profit.

Keep in mind that marketing can change over time, so be sure you keep up to date with the latest marketing formulas. The more you know about marketing, the more successful you will become.

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