

# 9 Forbidden Keys To Info-Marketing Success

Brought to you by Daniel Levis and  
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Dear Business Builder,

Information marketing and copywriting is my life. I'm in the thick of it, day in and day out...deep in the guts of at least two to three of my client's info-marketing businesses at any one time, and watching dozens more at a distance.

Some of these businesses are extremely successful. And success leaves clues. One of the most beneficial things about being involved with these businesses, and helping them to become even more successful are the lessons I learn along the way.

While obviously I can't name names, or reveal any nitty-gritty specifics that would be deemed proprietary, what I can do is share the advanced success keys that make these businesses tick.

## **Info-marketing Success Key #1 – First Things First**

Almost everyone who gets into this business initially puts the cart before the horse. They arrive at the erroneous yet logical conclusion that the product comes first, and that if you simply build a better mousetrap and market it well, the world will beat a path to your door.

This is very dangerous thinking, because people are not looking for better mousetraps. They're looking to fill an emotional void in their lives. Your first order of business should be getting to know your customer, and identifying those voids.

Only when you understand what remains unfulfilled, will you be in a position to design a product that hits the sweet spot of the market. Remember, happy people make lousy prospects, particularly for front end products.

The second fundamental sequencing error fledgling info-product marketers often make is to create the product first, and the copy that sells it second. To the outsider, they appear to be separate, but in reality a successful product is merely an extension of the marketing that sells it. The product is born from the copy's correlation with the emotional vulnerabilities of the market. Ideally, the product is also a carrier for the sales copy that sells the next product in the ascension ladder that defines the business.

Third, there is an overwhelming tendency to try and be too many things to too many people. Your cost of sales, and the amount of money you will be able to spend to attract a new customer are impacted greatly by the narrowness of the appeal.

People want things that are created specifically for them, and are willing to pay substantially more for such items. A book on dog training might sell for \$19, while a book on training Doberman's will sell for two or three times as much — and cost half as much to sell.

## **Info-marketing Success Key #2 – Make Them Come To You**

A spider never wants for food. It finds a harmless looking little corner to build its web, and while busying itself with other tasks, awaits its prey.

Highly effective info-product selling works the same way. You make yourself visible in the places your target prospects are likely to find you, and lure them into your web with free content.

Like the spider, you personally attend only to the very best prospects that have fully ensnared themselves, while automating your interaction with the rest.

Once inside, your systems draw each prospect/customer deeper and deeper into your web in a series of graduated steps, each one increasing the level of commitment.

To make them come to you requires a soft sell. You haunt the periphery of their existence, appearing in different places, never approaching them, but continually teasing them to betray their interest by requesting specific information from you.

To them, this information is just what it seems, information. To you, it is copy, carefully designed to subtly communicate the various benefits of your solution... install buying criteria... overcome objections... and intensify their desire to fill the emotional void in their lives that attracted them to you in the first place.

## **Info-marketing Success Key #3 – YOU Are The Product**

Your mission — *should you choose to rise to the challenge* — is to execute continuous and gradual improvements to the stickiness of your web.

At the front end, this means increasing your effectiveness at converting prospects into buyers, lowering your cost of sales, and reinvesting your gains to widen your net.

### **Laugh At Money Worries ...**

Discover the simple steps to building a \$10,000 + income in the next 30 days or less... selling information you already know or can easily obtain - starting with just couch cushion money... and no pre-existing products, customers or notoriety of any kind...

[Click Here For The  
Exciting Details](#)

In the back end, it means developing additional products and services that hit the sweet spot of desire, thus keeping your customers in a perpetual ascent to ever-higher levels of commitment and spending.

And in the greater scheme of things, making things so tight, systematic, and measurable that you can confidently start reinvesting a portion of your back-end profits in front-end marketing, until you're spending more than anyone else in your niche to attract and acquire a new customer.

Extreme profitability and business equity comes from the small group of customers who make it all the way to the top of the ascension ladder. This is the elite inner circle that buys everything you put out, sight unseen, no matter what it costs.

Building a core following like that requires more than mere products. It demands your customers develop a strong personal identification with you. At a certain point, they stop buying your products, and they start buying you.

You become the product. And you must be interesting enough as a person to maintain their curiosity.

It is crucial that you reveal your personality, ideals, opinions, and ideologies, and it doesn't hurt at all if they are extreme, controversial, unpredictable, or even a little paradoxical.

Keep them guessing, and you'll have them eating out of the palm of your hand.

## **Info-marketing Success Key #4 – Become An Object Of Desire**

We are all social creatures, influenced greatly by the people around us. We want what other people want.

Imagine walking down a busy street and looking for a place to dine. On the left is a steak house with a long line of people snaking around the building. Why are they waiting to get inside? There must be a reason.

On the other side of the street is a Seafood House. There are just a few cars in the parking lot. Why are there so few people inside at the dinner hour? There must be a reason.

In both cases, there may be no reason at all. Or the reason may have nothing to do with the taste of the food, the quality of the service, or the ambiance of the decor. The Chef and Maitre de may be standing at the ready inside the Seafood

**The Truth About  
Making Money  
Without Money --  
FAST!**

If you've ever longed for the freedom, personal satisfaction, and financial independence of having a thriving and successful business of your own... but never thought you had the resources or knowledge to get started... you owe it to yourself to [click here](#) and read this personal message.

House to give you the finest culinary delights you have ever imagined — supposing you were to go inside. But alas, you probably won't.

Desirability is a social illusion.

Your own reputation may or may or may not be that alluring. Regardless, you must find ways to suggest that many others, or at the very least those in high places have benefited from your counsel. There's nothing like a restaurant full of empty tables to persuade us not to go in.

Desire is both imitative, and competitive. Not only do we want what other people want, we want to take it away from them.

Limit the space in your inner circle. Force your customers to compete for your attention. Make them

see you as a scarce and sought after commodity, and you will become shrouded in an aura of desirability.

**Info-marketing Success Key #5 –  
Sell Them What They Want,  
Then Sell Them What They Need**

John Maynard Keynes — *the father of modern economic theory* — formulated his policy recommendations to government upon the idea that as people become richer, they spend smaller and smaller portions of their income.

Keynes believed that people are much more strongly motivated to fulfill their basic needs, such as food, shelter and clothing than they are to purchase luxury items after their basic needs have been met.

Back in the 1930s, Keynes gazed into his crystal ball and foresaw a day when the average American would own a four bedroom home and a car, and warned President Roosevelt of the grave dangers that lay ahead.

He said that once people had seized The American Dream and made it their own, they would become less productive, curtail their spending, and start squirreling away a large portion of their increasing incomes. And naturally when people stop spending, recession or even depression ensues.

Keynes encouraged the introduction of interventionist monetary policies like deficit spending... progressive taxation... and the manipulation of interest rates...

all designed to “regulate” the economy by keeping the more productive people in society working, and preventing them from hoarding too much of their excess income as their affluence increased. Indeed, these monetary policies survive to this day.

There’s just one problem with all of this. Keynes was totally wrong. He had no clue about human motivation and the real reasons people spend their money. Even sadder, is the fact that his ideas have been hijacked by political parasites the world over to embezzle the wealth of hard working people. But don’t even get me started.

The simple truth is this ...

People do not spend to meet material needs, and therefore do not curtail their spending as their wealth increases. The more they earn, the more they spend, and the more they acquire, the more they want. Upscale consumer demand is insatiable. And the reason is simple...

People buy because they’re looking to fill an emotional void in their lives. All of us hide behind a social mask. We pretend to be surer of ourselves than we really are. We don’t want people to glimpse our doubts, fears, insecurities, and feelings of lack. So we shroud ourselves in symbols that express the identities we wish to portray.

No matter how affluent or satisfied people appear to be on the outside, they are always suffering from a sense of incompleteness at some level on the inside.

All copy should not be a bed of roses. You must identify the dominant emotional weaknesses within your target market and ever so gently bring those doubts, discomforts, and anxieties to the surface of your prospect’s awareness with your sales copy and your marketing.

No one will follow you until you can get them to reflect on themselves first, and become aware of their failings. Sometimes it’s necessary to draw their attention to their inadequacies briefly, even twist the knife a little, stirring feelings of tension, anxiety, and dissatisfaction with their circumstances and with themselves.

Everyone deep down is insecure at some level. Bring their fears and insecurities to the surface, then come to the rescue, and people will follow you. Make them feel the pain, and they will appreciate the solution.

To my knowledge, there’s no such thing as a perfectly satisfied person.

God help marketers everywhere if such a person exists, reads this article, and comes up with a kick-ass how-to information product.

## **Info-marketing Success Key #6 – Indirection and Soft Suggestion**

It's human nature to revolt against criticism. We don't generally like to be reminded of our fears, faults and failings. Often, we put up walls against those who try to point them out to us.

You, as an information marketer, may not wish to put yourself in such a position. You may want to build a bridge of rapport, not a wall of alienation. Fortunately, there is a proven formula that allows you to slip in under the radar and accomplish both goals.

**Ironically, this method flies in the face of what you may have been led to believe...**

One of the first things you learn in copywriting 101 is to write predominantly in the second person. The great copywriter Ted Nicholas has a little litmus test that goes something like this: Go through your copy and count the number of times you see the word "you" and derivatives thereof, and compare that with the number of times you see the word "I" and derivatives thereof, and then eliminate as many of the latter as you possibly can.

The thinking behind this little exercise is sound, at least in theory. It is based on the truth that we are all self-absorbed creatures who love to read about ourselves.

And of course, the word "you" and its derivatives satisfy that need quite nicely. But in practice, writing in the second person can backfire when you're trying to intensify your prospect's awareness of a problem.

Suppose you want to open a wound and twist the knife a little in order to focus your prospect on an emotional void in her life that she desperately wants filled. Is it wise to say, "Feel like you're ready to break down and cry, because no matter how hard you try you just can't seem to keep the weight off?"

Or would it be better to tell a story about yourself and how you overcame the same struggle?

### ***The Amazing Diet Secret Of A Desperate Housewife!***

*My name is Nancy Pryor. I am 39 years old. I am a housewife and mother of three children. I would like to tell you something personal about myself. One day last September I just broke down and started to cry.*

*I couldn't help it. I had reached my breaking point. I felt like I was going to have a nervous breakdown.*

*It happened one Monday morning right after I got on the bathroom scales to weigh myself ...*

In these few opening paragraphs, Gary Halbert used the word "I" or a derivative thereof 13 times, and the word "you" appeared just once. Yet this ad was enormously successful. Why?

Because the prospect projected herself into the story. She wasn't thinking about Nancy Pryor when she read Gary's ad. She was thinking about herself. Gary didn't come out and tell her how to feel. He used the gentle arts of indirection and soft suggestion to make her fully aware of her sadness and frustration before coming to her rescue with a solution.

## **Info-marketing Success Key #7 – Matching, Mirroring, Pacing and Leading ...**

It's human nature to be self-obsessed. We are all narcissists, absorbed in self-admiration a good deal of the time.

Have you ever noticed how you and people you're close to have similar tastes? You dig the same music... enjoy the same foods... share the same beliefs and ideologies... maybe even dress alike. If someone were to video tape the two of you together, you'd probably be amazed to see you were actually mirroring each other's body language and speech patterns while you were together.

When it comes to magnetism between people, like attracts like.

Persuaders have known this for centuries and used the art of matching and mirroring to build a blinding rapport with those they wish to persuade. The way to entice people out of their shells is to become like them, in fact a mirror image of them. People truly love themselves, but what they love more is to see their ideas and tastes reflected in another person.

Hypnotized by their mirror image, they relax, and become open to you. Soon it becomes easy to begin leading the dance, and taking them in the direction you desire.

### **Do You Have The Guts?**

The biggest thing standing between YOU and all of the wealth and personal satisfaction an info-marketing business can bring you is self-belief.

I can't give you that, but what I can give you is a simple, no-nonsense roadmap to info-marketing riches.

**Why not [take the first step](#), right now?**

The same dynamic holds true in copy and graphic design. The words and images you use should echo back to your ideal prospects their own pre-existing ideas, biases, and opinions. You must appear to be one of them, communicating with them in their own words, and portraying them in ways that are complimentary and comfortable to them.

Only by meeting your target prospect on this common ground, can you begin to build upon their existing pre-conceptions and self-perceptions, molding them gradually to where you need them to be.

## **Info-marketing Success Key #8 – The Forbidden Fruit**

Most of the time, people maintain their self-control and a certain degree of discipline when it comes to the satisfaction of their myriad desires. It is a great myth that people do not want to spend money. They love to spend their money on things that make them feel good.

But if they were constantly giving in to every attractive exhortation they would come unglued. They usually win the struggle. But it doesn't come easy. Temptation is everywhere!

They read about people who have more than they do...see others having adventures they're not... and hear about people who've achieved more than they have. Naturally, they're envious, and this creates a constant tension. It is hard for them to repress their desires.

What people secretly want is to throw off the shackles of prudence, and give in to temptation. Your task is to hold forth a unique kind of enticement, something particularly potent that allows them to throw caution to the wind.

And one of the most powerful ways to do that is to hold out the promise of forbidden fruit. People are perversely excited by what they cannot or should not have.

Tell them someone (a common enemy) is trying to keep them from something... or that they will have to somehow qualify to become worthy of obtaining it... or that it is normally outside of their reach for whatever reason... or even that it may be somehow dangerous for them to have it... and they will want it all the more.

## **Info-marketing Success Key #9 – Fascination and Surprise**

In my hand, I hold an ancient book. It is a family heirloom at least 100 years old. The leather binding is worn, the pages are brown, particularly around the edges, and when I open the book to read it, there is a slight mustiness that wafts up into my nostrils. Its contents were compiled over a thousand years ago from stories even more ancient.

Inside this book are 1001 tales told by a beautiful young woman. With the telling of each story, her life hangs in the balance.

The book is called *The Arabian Nights*. The story begins with a king who discovers his wife plotting with a lover to kill him. He has the pair executed and decrees all women unfaithful. Each night thereafter, he takes a virgin as his new bride, and has her executed at dawn.

Eventually, the King's Chief Minister cannot find any more virgins, and so he must offer his own daughter. Her name is Scheherazade.

Scheherazade escapes her fate by telling the King a story that culminates in a cliffhanger at dawn so he will postpone her execution out of a desire to hear the rest of the tale.

She does this night after night, keeping the King in constant suspense. When one story ends, she quickly starts up another, and keeps this up for 1001 nights. On the final night she presents the king with three sons. He is convinced of her fidelity, and her life is spared. She becomes his Queen.

As an information marketer, you are like Scheherazade. You must continually titillate the curiosity of the marketplace. The moment people think they know where are you taking them, their interest is lost, and you're dead. Mystery is what pulls us into the unknown.

Every business transaction involves this kind of anticipation. Indeed every business relationship demands it from one transaction to the next.

Until next time, Good Selling!

**Daniel Levis**

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