



Jimmy Sweeney's

Meat 'n Potatoes

eMarketing Report!



Volume 1

In This Tasty Issue...

MEAT Is "7" Really The Magic Number?

POTATOES ... 2 Killer Google Adwords Secrets!

DESSERT Free Money! Split-Test Winners.

APPETIZER—Welcome to the introductory issue of "Jimmy Sweeney's Meat 'n Potatoes eMarketing Report." The money-making "meal" I've slaved over a hot stove preparing is now ready to be served. You're in for quite a treat. I think you'll find the "taste" out of this world! 😊

Make no mistake about it, today, and for the next several years to come, there's more money to be made ONLINE than any other business medium in history. The word "lucrative" does not do justice. The term "goldmine" barely scratches the surface. The Internet itself is just *bits and bites* most of us don't fully understand. It's the *use* of this technology—automated-processes, auto-responders, email, digital shopping carts, digital products, affiliate programs, ability to test and track quickly/exactly, pay-per-click advertising—the list goes on and on—that makes the Internet a direct marketer's dream come true—and with the "Wild, Wild, Web" still in its infancy many more fortunes are yet to be claimed.

FACT: Those making a fortune *online* use the same basic "recipe" to create wealth *offline*. Many combine the two mediums, but the money-making methods remain one and the same.

KEY Secret Ingredients: Direct marketing expertise and killer sales copy.

At the end of this issue I'm going to show you where to get a world-class, crash course, direct-marketing and copywriting education for pennies on the dollar

from "THE KING." I don't make a penny for this recommendation, he's just that good. When you discover how to advertise, market, promote and SELL the direct marketer's way you hold the key to wealth. For those of you who dive in, devour and implement, I'm truly excited for you.

Before I serve up the "main course" let me say this: We are in the midst of total and complete "Information Overload." Everywhere you turn someone's trying to sell you the latest, greatest, money-making "e-breakthrough." There are so many confusing, rehashed, "side-dishes" to chose from it can feel overwhelming. Allowing yourself to get sidetracked with all this eMarketing "junk food," believing all the hype, thinking it's "critical" to your web-business success may in fact slowly kill it. You've got to stay *focused* on the short list of what really matters... the "Meat 'n Potatoes."

I don't have all the answers to every business challenge you'll face, but when it comes to direct marketing, copywriting and *selling*, I'll match skills with anyone.

I've been at it for over 20 years now and *love* it. If you'll focus on my recommendations, read the "Meat 'n Potatoes eMarketing Report" each month, and listen closely to what I say, I predict that little *delete key* will become one of your best friends—so sharpen your focus on the key success ingredients and zap away the rest. Soon you'll find that stress, anxiety and confusion caused by "Information Overload Syndrome" melting away like a big block of ice in the desert sun.

—"Chef" Sweeney

"Dinner is now served..."

MEAT—*Oh baby*, I've waited a long time to write about this one! Do you end any of your price points with the number 7? Do you think "7" is the magical number that will increase sales conversions? For example, instead of selling your product for \$39.95 you sell it for \$37 or \$37.77? Look, if you enjoy tossing perfectly good money right out the window keep selling at

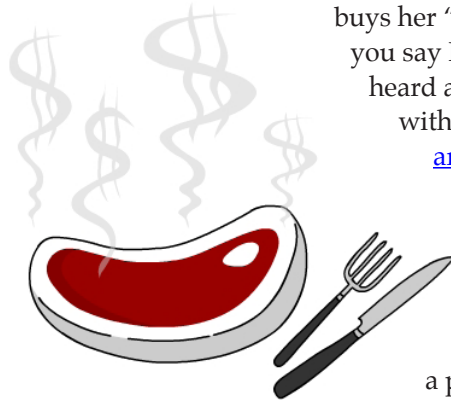


those price points! 😊 However, I actually took the time to thoroughly split-test the price point of \$27 versus \$29.95 and \$29.95 sold MORE UNITS than \$27! Was I surprised? Not at all. I was fairly certain this would be the case before testing it. My prospects obviously felt more comfortable purchasing at \$29.95. And that's an extra \$2.95 per sale for me! That's a big chunk of money when we're talking about a \$30 e-book. For every 100 sales that adds up to almost \$300 dollars more in pure profit. And keep in mind, I was selling about 750 of these e-books per month! Think about this: For \$27 to compete with \$29.95 you'd need a sales increase of 11 or 12% just to break even. No way Jose, not a chance Lance.

"7" is not the magical number you may think it is for one simple reason: Infomercial giants like Guthy-Renker and Ronco have been testing price points for years to HUGE TV audiences. When was the last time you saw a TV infomercial selling a product for a price point that ended with the number 7? How about *never*. See, the general public has been conditioned to respond to certain price points from years of mail-order offers and TV Infomercials. Why fight it? The conditioning and testing has already been done for you. Say thank you, use these price points and never look back. You want your prospect to "sleepwalk" through the process of ordering your widget. Don't "wake them up" with a strange price point that begs to be noticed and questioned.

I believe marketing legend, Ted Nicholas, is responsible for creating and spreading the Internet marketing "end your price with 7 Virus." Ted's an amazingly brilliant marketer whom I have the utmost respect for but pricing expert he is not. THE FACT IS: If "7" were such a magical number, infomercials and mail order catalogs would be filled with price points that end in 7. They are not. And *these folks* test price more than anyone on the planet. With TV air-time at insanely high prices *they have to*. Don't you think these world-class marketers would want to squeeze every penny out of every order? Of course. And if ending their price points with the number 7 made more money they'd do it in a New York minute! It ain't happening folks.

For years I've been perplexed by the number of BIG-TIME Internet marketers who blindly price their products ending with 7. I see \$17, \$27, \$37, \$17.77, \$777, \$29.97 and on and on. I actually purchased an e-book a couple years ago on the topic of "perfect pricing strategies." Guess what I paid for it?...\$27!! 😊 And just



as I'd suspected, there were no statistical facts to back up why this author recommended ending price points with 7. Not one. Well guess what? I've got a fact for her: She's losing \$2.95 per sale every time someone buys her "perfect pricing strategies" e-book! Can you say IRONIC? Up until last year I'd never heard anyone question this rampant "pricing with 7" strategy until I stumbled upon an [article](#) written on this exact topic. It was like the author had read my mind. Our fact-filled conclusions were almost identical. I think you'll find this [article](#) entertaining and enlightening.

Sometimes I'll see someone selling a product at \$29.97 or \$39.97 which is actually two cents higher than the "perfect price" of \$29.95, or \$39.95. I see this almost exclusively with the Internet marketing crowd. But you won't see me using these price points. Nope. I'll price my products exactly the way the "big boys" have conditioned the public to respond over many years and be done with it.

How to price YOUR products perfectly everytime...and is there a place for the "magical" number 7 after all?

If you're selling to the Internet Marketing crowd, this particular niche has been conditioned over the last several years to respond to price points ending in 7 so it won't hurt you. UNLESS, you're selling a product for \$47 instead using a better, higher price point like \$49.97. In this case you'd be losing \$2.97 per sale! And I'll go on record: You *don't* have to test this. Internet Marketing crowd or not, I would still price the product at \$49.95. To me it's a no-brainer. I'll say it again: Consumers have been conditioned to respond to certain price points. The testing has already been done and I'm not going to waste my time toying with it for two more cents per sale. *They don't.*

The "golden price points" for products in the range of \$10 to \$50.

\$10 price range—Make it \$9.99. This is the only time to use .99 cents. Don't end price points higher than this with .99 cents.

\$15 price range—Make it \$14.95 but test a higher price. I like to round up to the next big number and in this case it would be...

\$20 price range—Make it \$19.95



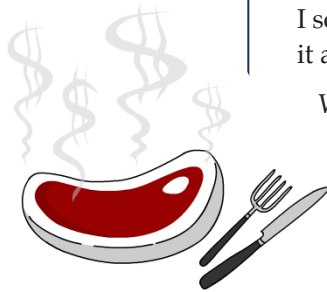
\$25 price range—If you must, make it \$24.95. I don't use "middle" price points. I round up to the next big number...

\$30 price range—Make it \$29.95

\$35 price range—Again, if you must, make it \$34.95. I don't use this price point. I round up to the next big number...

\$40 price range—Make it \$39.95

\$50 price range—Make it \$49.95



Golden Price Points for products in the range of \$55 to \$100.

\$55 price range—I would never price a product in this range. It's either \$49.95 or...

\$60 price range—Make it \$59.95. Also, this is the last time I recommend using "cents."

\$65 price range—I would never price a product in this range. It's either \$59.95 or...

\$70 price range—Make it \$69

\$80 price range—Make it \$79. Good price point to test against others.

\$90 price range—I would never price a product at \$89 or in the 80's.

\$95 price range—Nope, I'd go higher to squeeze out a few more bucks.

\$100 price range—For the Internet marketing crowd, you can safely use \$97. For all other markets, I'd go with \$99. I'd like to see a thorough test of \$97 versus \$99 for any market.

I'm a big fan of rounding up. Test as high as you can. Don't be afraid to do this, the market will tell you what it can afford. When I sell products for hundreds of dollars I rarely price in the middle range like \$249 or \$269. I'll almost always round up to the next hundred. I'll sell products at \$195, \$295, \$395, \$495 etc. In the Internet Marketing arena you'll see these price points at \$197, \$297, \$397, \$497. These will work fine and you pocket an extra two dollars per sale. At the \$1000 price range you'll see the price point of \$997 being used often by Internet Marketers. You can also use / test \$995 or \$999.

If you're selling products in the "few hundred dollar range" I prefer \$295 or \$299 versus \$297 for example. However, if I were selling to Internet marketers I'd consider using \$297. I'd be very interested to see which price point would win if you split-tested \$295, \$297 and

\$299 against each other. I wouldn't be surprised at all to see \$299 or \$295 win the test.

I sell a \$29.95 e-book and a couple years ago I split-tested it against \$39.95 to see what would happen.

When I concluded the split-test, \$29.95 had generated 46 sales and \$39.95 had generated 59 sales! Not only was I making \$10 dollars of pure profit more per sale, the higher price won the test outright by selling more units! Boy was I happy with that result. Still am.

The bottom line: ALWAYS test price and don't be afraid to test quite a bit higher. You must SPLIT-TEST price. Don't compare month to month or week to week. You have to split-test to know for sure. Here's the [split-tester](#) I use and recommend. It's a simple CGI script and works great. Let your split-test run until one side has at least 50 sales. Then calculate which price point brings in the most total dollars and go with that. Unless you're purposely selling at a lower price to acquire a larger number of customers for backend purposes. Even then I would go with the price that brings in the most total dollars but that's just me.

Use my list of "Golden Price Points" as your guide. Make sure to split-test prices so you sell for the highest possible price to maximize profits. Never get into the "cheapest price war game" with your competitors. Instead, you might seriously consider becoming the most expensive.

POTATOES —Do you use Pay-Per-Click advertising to buy traffic? Do you use Google Adwords? If so, I've got a killer little trick (actually two) you should test to increase the click through rates of your ads.

I've always said that the Internet is perfect for quenching our thirst for instant gratification. Simply type in a search on Google and BINGO there's your answer instantly!

It is for this reason that I highly suggest you use the word "INSTANT" in the title of your Google Ads.



For example: **Instant Traffic School** or **Instant Bartender Tricks**. Whatever your niche might be, try to work in the word "instant" into the title of your Google Ads.



NOTE: Create a title that uses "Instant" as the first word and test that to begin with.

KILLER SECRET TIP: Did you know that Google allows you to use "quotation" marks on a word? Most people don't know this.



This technique is so rare I've never seen it used before! (Except by me.) The result? It's currently *by far* my best performing Google Ad!

What better word to put quotes around than the word "Instant"! Let's face it, nothing actually happens *instantly* so adding quotes to the word "Instant" actually conveys the meaning perfectly. And the huge added bonus is that the "quotation" marks themselves grab more attention than a super-model at an ugly convention! 😊 I've always wanted to use that line. Forgive me.

Test it out, you may see an "instant" money-making, CTR increase yourself!

Bonus Tip: The word "Instant" is great for eMarketing in general, especially in headlines.

DESSERT

—Want something sweet? How about a free split-test winner you can plug-in and profit from right away! I never stop split-testing elements on my websites to increase my sales conversion rates. As soon as I have a clear winner or loser and conclude the test, I immediately take the time to tweak another important variable such as headline, price, guarantee, order page, offer, or layout and fire up the split-tester again.



Here's one of my split-test winners that I believe can increase your sales conversion rates right away.

Upload a friendly picture of yourself to the

upper-left side of your home page with an interesting caption below it. You may want to test different pictures and captions to find the best combo. For an example of what I'm talking about, look at the home page of [HONESTe Online](#). You'll see my picture and the caption below. I'll be testing different pictures to see which one performs best. Also, you'll notice that I use "quotation marks" surrounding the headline. With my picture directly to the left of the headline, it's as if I'm actually "speaking" right off the page to the reader. I also include my signature below the sub-headline which

adds another visual and is a nice personal touch. All of these elements have been tested individually and have improved the sales conversion rate.

Remember, the landing page/area of your site is the first piece of web-real-estate your visitors lay their eyeballs on and it's the critical area to test heavily—one variable at a time.

It doesn't matter whether you operate a big portal site or a mini-site selling one product. Adding a picture of the company president (you) with a well-written caption below it has proven to be a big split-test winner for me and should do well for you too.

I'll reveal more split-test winners in further issues so be on the lookout as I hand out more "free money." 😊

FOOD FOR THOUGHT

—Is it just me or are we starting to see the "high-priced info product envelope" being pushed to new dizzying heights? I spend thousands of dollars a year on my business education and I realize it's all relative, if the product produces results that exceed the price tag then it should fall under the "good deal" category. Right?

Recently, one well-known "guru" was selling a \$5000 solution (\$4997 to be exact) for "how to structure your Internet business like a real business" or something to that effect. Anyway, with all the inescapable hype surrounding this particular offer it ended up sparking a different reaction in me. I suddenly remembered a great book covering much of the same topic, pulled it off my book shelf and re-read it. The book I'm referring to is "The E-Myth" by Michael Gerber. My cost: About \$10 I spent years ago. What a great book. And speaking of "books" the next thing I did was *book* a flight to Las Vegas and a room at the Mandalay Bay and with all the money I "saved." But that's a story for another issue! 😊

This really got me thinking. There are a mountain of high-priced info products covering a wide variety of topics on the subject of direct marketing, copywriting and everything related to making more money online. I'm going to make a simple suggestion to you right now: Before you whip out the plastic to spend another \$997, \$1497 or \$4997 for that hot new home study course: Step back, take a deep breath pay a visit to Amazon.com, eBay or your local book store. You'll probably find a sensational book on the same exact topic for less than \$30 bucks that is every bit as good as the \$997 blockbuster of a course you were ready to buy.

And don't get me wrong, there are some terrific higher-priced courses out there. Jeff Walker's Product Launch



Formula comes to mind. And I'm sure the \$4997 course I mentioned earlier was terrific, the man behind it is razor sharp. **My point is this:** Don't forget about the good "old-fashioned" book. For the price of a large pizza you might find that one gem that blows the doors off that \$1000 course you were so close to buying.

All this leads me to one of the most important recommendations I've made in years. If you really want to learn the secrets of direct marketing and direct-response copywriting which in my *strong* opinion are the most important money-making skills you can possess; I'm going to recommend a series of books that may prove to be the biggest bargain of your business life.

"The KING" as I referred to him earlier is none other than Mr. "NO B.S." himself, Dan S. Kennedy. Love him, hate him, never heard of him, it doesn't matter. He's absolutely one of the great marketing minds in history.

Please note: I am NOT an affiliate of Dan Kennedy's and as of this writing I've never met the man, I receive no compensation, I'm just a thrilled customer for many, many years and I know how much his teachings will benefit you.

Dan packs more punch into one of his \$20 books than most of the expensive home-study courses out there combined. He has authored a series of books on the stuff that *should* matter the most to business owners. Dan has mastered the ability to write with amazing clarity. He doesn't waste a word and is an extraordinary teacher. His writing style is fresh and lively, you'll find yourself entertained as you learn from the one of the true "marketing gurus."

A million-dollar marketing education for the price of a few books is what I call a "steal."

So if you're ready for a crash course on direct-marketing, copywriting, time management, business success, sales and more, here are the books by Dan Kennedy that I recommend you *devour*.

Ultimate Sales Letter

Ultimate Marketing Plan

How To Make Millions With Your Ideas

No Rules (How To Succeed In Business By Breaking All The Rules)

NO B.S. Sales Success

NO B.S. Business Success

NO B.S. Time Management For Entrepreneurs

You can find all of these books at your favorite book store but you might get a better deal at the two links I've listed below. 😊

Enjoy and prosper!

[NO B.S. Books](#)

[Dan Kennedy](#)

That'll do it for this issue of the "Meat 'n Potatoes eMarketing Report." I'll have another tasty money-making meal for you next month!

Yours for success online and off.

—Jimmy

This Month's Quote:

“Ever notice how it's a 'penny for your thoughts', yet you 'put in your two-cents'? Someone is making a penny on the deal!”

—Steven Wright

