

Welcome to the second meeting of our

Fast Start Club

How to Create More Sales
Using Stealth Tactics

Review and Questions

**Have You Ever Wondered
Why a Successful Marketer
Did Something Strange?**

**Chances are you were
looking at**

**STEALTH
MARKETING**

Stealth Marketing:

Any marketing tactic often invisible to your prospect, increasing the likelihood he will take a specific action

Stealth Marketing can be something as simple as putting quotation marks around a headline to creating a “downsell”

Tonight we are going to spend a good deal of time on two types of stealth marketing, then I'm going to give you another dozen or two in "rapid fire"

You will be using Stealth Marketing when you offer a free download then show your visitors a one-time offer

Here's how to improve it with a downsell

Here's Wishing you Whole Life Success, 1



Kevin

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Click Here Now! -> [YES, I'd be CRAZY to do ANYTHING ELSE—GIVE IT TO ME NOW! \\$1,710 in Audios, Videos, Cutting Edge Instruction and Niche market tools.](#)

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No, I realize this is the only time I will have this amazing offer, but I am going to pass. Take me to the free downloads only. When I want the complete "Niche Profits Power Pack" I will pay the full \$397 price tag. I understand this offer is good once and then it is GONE FOREVER.

“Are You Sure You Want to Pass This Up?”

This is your chance to get all you need to duplicate Roy's success—all for less than the cost of a night on the town. Are you sure you want to do miss that?

Many times people look at a page but don't read it—you don't want to miss this opportunity. Use one of the links below:

Click Here Now! -> **OOPS! I didn't read the page or I meant to hit “YES”, take me back to the previous page so I can pick up the entire package.**

Yes, I read the page, but I still didn't want to take advantage of this one-time offer because...

- [I wanted to, but I just didn't have the \\$79, please take me to the free downloads](#)
- [I wanted to, but I don't have a credit card, please take me to the free downloads](#)
- [I already have more than enough money coming in from my internet business, I just wanted to get the free downloads](#)
- [I don't know you and wasn't sure you were for real, please take me to the free downloads](#)

**Use one of the links above
to access the free downloads**

“This will help you”

Since you want the package and this is
the only chance you have to get this package for less than \$397,
I would be happy to break the \$79 payment into
two monthly installments if that would make it easier for you.

Choose one of the options below now:

[Sure! I can do two payments of \\$ 39.50](#)

[No Thanks, I can't even do that. Just take me to the free downloads.](#)

“This will help you”

Since this is the only chance you have to get this package for less than \$397, I would be happy to have you send us a check or money order in US funds for the \$79.

Simply Send Your Check or Money Order To:

All-In-One-Business.com
Niche Power Pack Offer
956 South Highway 25W
Williamsburg, KY 40769
USA

Make sure to include your own name, address, phone and CLEARLY PRINTED email address so we can send you download information.

Also make sure to include this authorization code with your check: PF45HG89

Once you have written down or printed out the above information, [click here to go to the free downloads](#).

“This will help you--Try It Free for 30 Days!”

Since this is the only chance you have to get this package for less than \$397, but you are hesitant to trust this is the “real deal,” let me make you just one additional offer.

I will allow you to download the entire Niche Profits Power Pack with all the bells and whistles—all \$1,710 worth of resources, tools, instructions and reprint products—and use them for 30 days. **If at any time during those 30 days you decide the package is not everything I said it is, not worth ten times the low investment of \$79, just let me know and I will not charge you. Ever.**

Why would I be willing to give you all this completely risk-free for 30 days? Simple: I know that once you see the value I am providing you here, once you see how much money you can make almost instantly with these resources, you'll be glad to pay me just so you can use these materials yourself.

I'm that confident you'll love this package.

OK Kevin, I'll give it a try. I'll download the entire package free for 30 days. If I don't like it, I'll let you know.

No thanks, just take me to the free downloads.

Using these “downsell”
techniques will dramatically
increase the number of people
who take you up on your offer

Never Apologize for Making an
Honest Profit – We are dealing
with Laws of Large Numbers

Another type of Stealth
Marketing is to Use
Personalization In Your Emails

Most of You Have Seen
Personalization Used in Subject
Lines and Salutations

An advanced technique is to use personalization in the body of the email itself

{!firstname_fix}

If you haven't already done so, you need to go now and pick up your 2007 Fast Start Guide.

It will have you making money before the end of this month.

We will be meeting for some training Tuesday where I will personally help you create a high quality digital product that will be irresistible to buyers.

You won't believe how easy it can be **{!firstname_fix}**

Get it now:

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<a href=" http://www.TrafficWriting.com/fsc ">  
http://www.TrafficWriting.com/fsc  
</a>
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Here's Wishing You Whole-Life Success,

Kevin Bidwell
Kevin@All-In-One-Business.com

Using Your Prospect's Name In
the Body of Your Email will Cause
Him to Read it and Respond to It
More Readily

To make personalization more effective, Scan your List Monthly for “Email” names and Edit Them

SamJones@MyEmail.com becomes Sam Jones

Weezy235@Hotmail.com becomes Weezy

Htergrint@Yahoo.com becomes Htergrint

Many Techniques Are Used to
Create Urgency – Urgency is Your
Friend!

A Countdown Timer Creates Urgency

A Limited Time Bonus Creates Urgency

A Limited Supply Creates Urgency

Another Stealth Technique is the
“Pre-Sell” Technique

The Bigger the “Launch” the
More Pre-Sell You Can Use

Pre-Sell Techniques:
Forum Buzz
Press Releases
“Accidental” Leaks
Collecting Email Addresses
“Partial” Products

Images Can Subliminally Make the Sale

WARNING

**THIS PRODUCT WILL
CAUSE YOU TO
LOSE WEIGHT!**



**Drop 14 POUNDS
in 7 DAYS! No PILLS!**

**The Negative
Calorie Diet**



Click To Order!

Use Images of the Desired
Outcome – Even if you don't have
“Before” and “After” photos

Place Photos Near
the “Decision” Points

The Same is True for
Testimonials

Place Testimonials on Your Order Pages

You Just Made The Best Decision Of Your Online Career—You Are About to Take Your Life to a Whole New Level

Looking back on it, it was really the mentoring that allowed me to take it step-by-step the right way, start making some money and even build it from beyond there.... You really guided me through a lot of those steps, I sidestepped a lot of obstacles.

Jeff Anderson, Optimum-Anabolics.com

YES! I want to receive Kevin's personal coaching to make my own Fast Start in 2007.
I understand I will receive:

[Continue to Secure Payment Form](#)

Wow!!!!

This was fabulous!!! Well organized and executed with lots of information.

Of all the information I have been researching on internet marketing, Kevin's is the most concise and detailed and amazing.

Thanks Kevin I learned a lot I felt like I was in college again (this is a good thing).

Carla

Turn Customer Service Into Sales

Assume the Sale

Have a “Special Offer” Just for
People who Write In

Have a Mini-Commercial
Signature for Another Product

Turn Refund Requests
into More Opportunities to
Create Satisfied Customers

Thank you for writing to All-In-One-Business.com.
We are sorry our product did not meet your expectations.

We would be happy to refund your money, but we
also wanted to provide you with another option.

If you decide to keep the materials, Kevin will send
you the download for his Passive Income Report.
This report alone sells for \$49.95. You can view it
here:

<http://www.All-In-One-Business.com/passive>

Kevin will give it to you free.

Let me know either way and I will send you the download
or issue a refund. If you still wish to receive a refund, please
forward a copy of your email receipt.

Thank you again for your interest.

Write Articles to Establish Expertise

Use Good Press to Your Advantage

Go for the Bandwagon Approach

Use it To Recruit
JV Partners as Well

Pay Someone to Launch Your Product

Conclusion:
**There are More Ways to Make
Money Online than You Can
Possibly Imagine**