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Overview

In a nutshell, *eTribe Marketing* is about building an online group of passionate people that will buy from you again and again.

That breaks down into five areas that you're going to learn about throughout this entire book.

- **Passion,**
- **Targeting,**
- **Engaging**
- **Presell**
- **Selling.**

PASSION

It's important to have passion about what you are selling as you will be happier when you are selling and there is also an emotional element to selling.

You have to, by all means, set up a great system that connects with people but the most important element is going to be emotion.

The majority of people, 80 to 90+ percent are people who buy from emotion.

TARGETING

Targeting is important because it's not just important anymore to get to the masses. It's more important to *connect with specific people*.

Seth Godin, wrote in '**We Are All Weird**' on the difference between the 1970s and now.

When you had Johnny Carson back then on the 'Tonight Show' and everybody listened to Johnny. Now we're broken up into different sections.

There used to be a time when the only Sci-Fi out there was, was 'Star Trek' then 'Lost in Space' and 'Star Wars' and 'Battle Star Galactica'. This was in the 1950s, 60s and 70s. Now they have the channel dedicated to science fiction called the Sci-Fi channel. You have the movie 'Avatar' which is coming out as a series. You have 'Aliens', you have 'Terminator' you have 'Predator' and, of course, you have 'Star Wars: The Next Generations' and the prequels that are out there.

You have ‘Star Trek’ which has had roughly several different spinoffs, not only in the movies, but in several other series like ‘*Deep Space Nine*’ and ‘*Voyager*’ and of course ‘*The Next Generation*’.

There are more options out there and there are more people out there.

Targeting is important because what targeting does is help you fine-tune into a specific audience and then into the specific problem, the painful problem so you can give out the solutions.

ENGAGEMENT

You want to get engaged with your audience in conversation. You want to engage with people in your specific area that have the painful problem or need to fulfill because you want to know what they think of your competitors so you can differentiate yourself from your competitors. You want to engage to learn how you can serve them. Its not only to better understand their painful problems or specific needs and its also to learn how you can connect with them.

PRESELLING

The real goal of any preselling is to make sure that you’re in the minds of your target audience. In other words, you’re asking the right questions and you are having the right discussions and answering people and making them laugh and making them feel good.

SELLING

eTribe selling is selling in a way that’s not selling. You just need to connect with people in a way that helps them feel confident and that they can trust you and in a way that lets them know that:

“By all means, I’m here to help you solve your problem because I understand your problem almost better than you do.”

So, let’s get started.



PASSION

What Is Your Passion?

Some people say *“I don’t have a passion for anything.”*

I say *“If you have a pulse, you have a passion.”*

Just ask yourself:

What are your favorite foods?

What are your favorite movies?

What is your favorite music?

What do you enjoy doing?

If you have an emotional connection to something, then you have passions. If you enjoy doing something, you are interacting and connecting with it.

Let’s say you love a certain food. You would make a choice to eat Vietnamese, (my favorite) to Italian if you had extra money. Well, you’ve seen *The Food Network* on your T.V. You probably know a few names of chefs because they are always on T.V.

Do you know there are million dollar media, magazines, mobiles, websites for food and not just food, in general, specific food! Have you heard of the Paleo Diet? If not, it is “eating like our ancestors” and it is the highest selling diet on Clickbank, an affiliate product selling website on the internet.

The point is that you should understand very clearly is that *there is money in your passion.*

What are you passionate about?

What is the industry value of this passion?

A Trillion Dollar industry

There's *money in everything.*

I can prove to you without a doubt, one million percent, that there's money in your passion. Now, there may be less or more money depending on what specific area you're covering in your passion. For instance, there may be more money in Italian food versus French Cuisine depending on where you are targeting.

The money is there.

There are over three billion - that's with a B – billion people online AND this is a trillion-dollar market. Your specific area of passion may be a multimillion dollar market.

When I say that there is a three billion people, trillion-dollar market Forty percent of some of the businesses out there in America, especially home businesses, are gathering business from other countries.

Now, how do you connect the trillion dollars to the passion?

Right now, I want you to look up your passions.

Everything you listed that you said you love whether it was *with food* or *with movies* or *with music*.

Look up these passions that you love and ask about the industry.

You will find within each and every one of those areas, especially in America (being the number one market) you will find a million-dollar industry at the least. In some cases, you're going to find a billion-dollar industry.

What I want you to understand most is that

your money is waiting on you.

Connecting Your Passion To Solutions

The Connection of Your Passion to a Sale.

We talked about what you want to eat; what your favorite foods are and what are your favorite films and music. The truth is, is that, you have to begin to go into your mind and understand what you're passionate about so that you can connect with other people.

We talked about the money.

We talked about it being a trillion-dollar industry.

A trillion-dollar industry, the money is everywhere online.

Now, let's make that connection from your passion to the sale.

There is money there, now you've got to find the money factor that connects to everything to it.



For example, let's look at Italian food.

How much can you make money with Italian food without starting a restaurant or without going out and going to chef school. What is the quickest way to make money if you loved Italian food?

The truth is to connect a passion to the sale, people have to understand, from the very beginning, that you are here to help them solve a problem. You're doing your passion while you are targeting people who are really looking to pay for the solution.

You're in a business. This is not a hobby.

In some cases, can you make money with your passion?

In all cases you can, but depending on the passion it would vary according to the money.

So, where is that connection between your passion and the business?

Let's go back again to the Italian food. What is the quickest way to make a connection to the sale? You need to connect with people who absolutely believe that you are going to help them and they believe that you know their problem almost better than they do and they automatically connect with the fact that you're going to solve it.



How does that happen with Italian food?

Well, one of the biggest challenges, of course, is finding out, (if you're new in town), an Italian restaurant with great home-cooked dishes or finding the best frozen Italian foods that are out there in your area.

Can you sell an eBook, an audio or a video on local Italian food resources in your area? You bet!



Find out what information they want. How do they want to get that resource?

What do they value more? Videos, audio, whatever it is. You've got to connect with your audience.

Where are you going to find your audience?

You say, *"Well, how do I approach such people to see if they want to buy."*

What you're going to do is set up what I call '**The Beta**' and I'll discuss this throughout the rest of this program.

You're setting up a **Beta**, to test, to see what people like, engage with them, and grow it from there.

Beta Test - That's how real business works.

Not a bunch of big business plans or a big monstrosity product launch or a big site, you just want to keep it simple, very, very simple.

When you keep it small and simple:

1. You don't embarrass yourself as much because you don't put yourself really out there.
2. You don't end up spending a lot of money.
3. You get immediate results on a smaller level, if it works.

That is the major difference.

You can start talking about the biggest problems. You may already know the biggest problem. However, you should confirm it online and find out what the problems are by looking within forums or through groups on Facebook and social media.

Then look and see who is selling the solution. Many times, there is someone selling a solution, but don't get afraid. It's okay.

Even with the people who are selling solutions, there's still enough money there for you.

For instance, I'll give you an example.



There are many businesses right now who sell cookies.

But when Mrs. Fields Cookies came out, no one else did cookies like Mrs. Fields Cookies in the United States. They were fresh-baked cookies. Before that, you could go to a store and buy packaged cookies or buy them from the bakery. However, Mrs. Fields Cookies cooked them fresh every day and they made it an incredible experience to go in their store and see the variety and you could smell the cookies. That was a differentiating factor that made people buy because they bought from a sense of smell and immediate connection. That's something you can't get in a grocery store.

The point I'm getting to is that the "more you can connect your passion to the problems" that are out there in your passion, the greater the chances you have to create a connection to a beta sale.

Passion --- Problem ----Connection ---Sale

Remember, beta is something that's a test. When you have a Beta test and you can find a connection to the problem, you can begin to start developing solutions.

TARGETING

In order to create a winning connection to your audience, you need to understand the people in your target market at an individual level. This means, not as a mass of demographic statistics, but as actual human beings. You need to appeal to their needs and desires, as well as their frustrations, worries, problems, and pain points. When you connect in this way, you create an emotional bond.

The first step is getting to know these individuals.

Study Demographics



Start by looking at demographics. Find out your target customers' age, gender, occupation, education level, and income. Try to be as specific as possible. Although you may have a good idea about your target market's demographics, don't leave it up to guesswork. When creating a demographic profile, rely on hard data wherever possible.

How to find out about your Target Market?

For your target market

- Look at trade magazines for your business;
- Look in the advertising pages of a magazine ;
- Call up a magazine and get statistics on who is their audience
- Look at your competitors website or local advertising;
- Look at statistics searching for “target market statistics” on Google Search

For example, if you wanted to sell Italian gelato, you would want to know if there is a market of gelato lovers in your community.

So “italian gelato statistics” search in Google Search gave this information:

Mario LoScerbo of Mario’s Gelati in Vancouver, who serves grocery and dealers, told in [article](#) *that sales have always been strong and his market has born prices of \$17 a pint with success.* <http://www.italiangelato.info/> is “the very first Italian gelato portal for both gelato makers and gelato lovers”

The [Ice Cream and Gelato Store Franchises industry](#) has been in slow decline during the five years to 2014. Several factors have been influencing demand for ice cream and gelato, especially the increasing health consciousness of consumers, higher input costs and the emergence of frozen yogurt.

So, from this, in order to appeal to your gelato lovers, it has to have an exclusivity and uniqueness for the gelato to get people to buy gelato.

Psychographics

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles. To understand your audience, besides the demographics, you need to look at the culture, values, opinions, interests and lifestyles of your potential audience.

Do they spend money on movies, opera or country fairs? Do they go to church or temple? Do they value second-hand markets or do they buy new everytime? Do they have a one week vacation getaway or have stay-at-home vacations? Do they love the outdoors or love a good Xbox game? To learn about the psychographics of your audience, you have to go where they hang out and listen to them or read the magazines or blogs they do!

So you need to observe your Market

Gather data about your market both online and offline. Online, you can use social media sites, forums, reviews and blogs. Find out where your customers hang out online and spend time there. Offline data gathering methods include surveys and focus groups. Facebook, Twitter and you can join groups and converse and you will find out what they want, what they are struggling with and what will make their life easier, better or safer or more complete.

In addition to looking for demographic information, you can also look for psychological data.

How do people in your market feel about themselves and the products they buy? Try to understand what makes them tick. –

You can look at market research, Google Trends, check out Think with Google or look at surveys of your Age Group you are marketing to, to see what they are thinking.

Engage Your Market in Conversation

Get into conversations with your target market to learn more about them.

A common offline market research method is to conduct surveys. Surveys work well but they're one-sided.

A better approach is to get a dialogue going. You can do this through social media sites like Facebook, online forums, or your blog. Engage people in conversation related to your product or just come right out and ask them how they feel about it.

Take Good Notes

When conducting market research, it's important to take good notes. Record all of the data you gather and organize it so that it's easy to analyze. Separate data into categories, such as demographics and psychology. Look for data that's consistent from one person to another.

Quantify and Summarize Your Results

Try to find ways to quantify your results. When it comes to market research, objective data is the most important. Subjective data, such as someone's feelings about your product, should be used to support the objective data.

Draw a Picture of Your Ideal Customer



Take all of the consistent trends you find and create a picture of your ideal customer. Identify their demographic information, their opinions, their buying habits, and all the other data you've gathered. Once you've done this, it's much easier to create a picture of your target market. You now have a good idea of what your customers want and need in the products they buy. You can write information so that it speaks directly to their wants and needs.

You can even look at the physical picture you've drawn as you're doing your writing, so that it sounds as realistic and personal as possible.

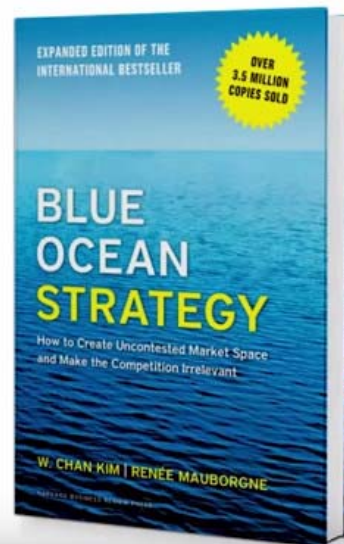
Get an Edge on the Competition

Armed with all of this information about your target market, you'll have an edge over the competition. It'll be easy to see what mistakes they are making and how they are not delivering. You and your company can then fill in the gaps and give your market exactly what they want.

Differentiation

You could go out and try to compete with your competitors and get some of their business. However, it is better to side-step and compare yourself to your competitors so your market knows how you differ from your competitors.

blueoceanstrategy.com



There's a book called '**Blue Ocean Strategy**'. This book talks about it in the best ways. Instead of trying to compete with everyone, how about you separate yourself from your competitors and solve specific problems?

Getting Into Specifics

'Selling More To A Specific Group of People'.

The difference between you competing with anybody else and cutting them out, involves you selling specifically targeted information to people who need it.

One size doesn't fit all.

When you try to sell to large groups of people, you end up losing something important. Within those large masses are smaller subgroups of people and there are subgroups to those people. The more specific you get into those subgroups, the more you realize the *big solve that one problem* doesn't solve anything.



There is a store called Dunkin Donuts in the United States. There is another store, Starbucks. Dunkin Donuts used to be the dominant figure in selling pastries and coffee in the United States up until the 1990s and then Starbucks showed up.

How did Starbucks grab a piece of Dunkin Donut's market? What they did is, they saw what Dunkin Donuts was selling but they got more specific. Dunkin Donuts had the *big picture list*, so Dunkin Donuts sells donuts, some pastry and coffee.

But there were people who wanted flavored coffee; there are people who want specific types of coffee; there are people who wanted specific pastries to go with that coffee and Starbucks recognized that and began to fit within that market. Dunkin Donuts was for everybody, whereas Starbucks was for specific people.

We are all Weird



Remember what I said about Seth Godin's 'We Are All Weird'. 'We Are All Weird' is an incredible book. The great thing about that book is that, it covers the specifics in people.

Getting into specifics helps you narrow down.

Some people say getting into niches and sub-niches but the real deal is getting into a specialized group of people *who get you, you get them and you both understand.*

That's the connection. That's the immediate connection to you earning more money.

You can get into the big picture or you can get into specifics.

How do you target your people?

Target it by subcategories of whatever you love. You love Italian? What kind of Italian do you love? Do you love pasta? Do you love pizza? When you say pizza and you say pasta then you're talking about a totally different group. Also when you say you love Italian coffee or Italian drinks. The whole idea is that these are things that could fall under Italian cuisine; however, you get a little more specific when you start talking about Calzones.

The more specific you get then you're talking about a whole another adventure.



Hey, you might like ice cream but what kind of ice cream do you like? Do you like a specific brand? Do you like a specific type? What kind of ice cream are you into? Those are the things you have to begin to ask. You've got to get into details.



If you're into cars, what kind of cars are you into? Honda? Chevy? Volkswagen Bug? There are clubs for you everywhere that are specific to your passion.



For example, just in Canada there are 10 Corvette Clubs through the country with a newsletter, yearly convention, Rally, Show and Shine” and Shalom events every year.



At my local A&W, in the summer, every Thursday is Classic Cars Night and enthusiasts come to look and discuss who refurbished their old cars the best!

What is your specific breakdown of your group?

Where do they live?

What is their age range?

What is their gender?

What career and work history background?

What is the culture they grew up in?

The more you can get into specifics, the more you can pinpoint the problem and be able to understand the pain.

Finding The Painful Problem

What painful problem you might ask?

We talked about finding your passion; we talked about that there is an economy that will support you earning money with your passion. We talked about how *there's a connection to your passion* and a sale as long as you address a painful problem. We went further in this area under targeting on how to sell to specific people. What should you be looking for? What demographics? What geo-targeting should you be using? Now, as you geo-target, you begin to find who is your ideal client; who is your audience.

Now think about exactly what is their problem? Not just a problem, ***a painful problem***, something that is absolutely disturbing them.

Why?

Why do you want to get a painful problem?

People with painful problems are willing to pay for the solutions.

So, what is it that is the greatest problem in what you love?

Now, if this is something you love and you have a passion for then you probably know several of those problems already but you can confirm through groups. You can confirm through discussion

across the web, through search engines, through social media, through Facebook groups. There's tons of places you can find, in forums.

You can find what the painful problem is because that's going to be the most important thing to pinpoint as that is the difference between you selling and *really selling*. You can sell a little but the more you know a specific group with a painful problem, the more you will earn

Ask yourself, what are the painful problems?

For example,

Coffee

There are a lot of people who really did want flavored coffee and Starbucks knew about it. They discovered that whole idea and concept and how to deliver it in a quick and easy manner.

Pizza

What about the people who love Italian food. What is the biggest painful problem? Is it finding the right restaurant that is open at the right times, or is it the quality of food? Is it finding authentic Italian food restaurant or just finding a great restaurant that you enjoy even though it isn't authentic?

In pizza, one of the biggest problems initially used to be, "*Let's have our pizza quick,*" because the local service many times didn't deliver quickly. So Domino's said, "*We're going to deliver really quick.*"

Domino's was founded as a college business and college people wanted a pizza real quick and they want it delivered. Now that Domino's has expanded past the college market, they've changed their focus onto quality pizza.. The problem for their core audience has changed from them initially wanting pizza delivered right away to now wanting a higher quality pizza.

A flipside to that is something like Papa John's or like Pizza Hut they focused on quality over the delivery time. What you want to begin to see is, what is the painful problem and who is solving it immediately?

Now all the pizza businesses have ecommerce sites. What problem are they solving now? Pizza Hut and Papa John's are battling over quality. Then you have Domino's that's battling over speed and delivery.

Now look at what the specialty pizza places are solving? It's not about the delivery but what it is, is about the specialty. You can't get New York pizza or Chicago pizza from anywhere, so you have to look at the specialization within that. How are they solving the painful problem? For specialty pizza it's about people who really want specific types of solutions to getting a speciality pizza.

The whole idea you want to look at when you talk about painful problems –

what is it that is bugging them the most?

What is it that's keeping people up at night?

You can find it right now. They're talking about it right now. This discussion is happening right now in all of your passions online.

Finding Your Competition

We just got through talking about the painful problem and finding the painful problem. Before that, we were talking about finding the specific audience. Now, you're going to run into your early competitors.

Before you even have your business out there, you're going to find people who are selling the solution but don't panic.

When you're creating something from scratch, you don't know if you have any customers, so you're taking a real big chance. However, if this group has a problem and they're purchasing from someone already, you've got proof of a market. It exists.

There are sellable solutions in your passion.

Now that you've found that in your specific group and you see who's selling it, you have to differentiate.

You have to be the Starbucks to their Dunkin Donuts. You have to be the McDonalds or the Burger King to their Wendys. You have to be the opposite person and really be able to position yourself very carefully.

If you're creating something from scratch, all you're doing is doing all of the hard work for your future competitors. Wouldn't you like that the other way around?

First of all, you're going to find whatever your specific audience is buying, or trying, to solve their problem. Then you're going to log some of their comments and problems and if you can go out and buy the competitors solutions You want to know firsthand about all of the *solutions* that are out there.

The goal is to know all of the players and understand all of the players in the game. Who are the people who are offering the solution right now?

In the next section you are going to learn how to differentiate and stand out from the competition.

Differentiate!

Let's do a recap here so we are really making a connection between everything.

- we talked about finding your passion
- we talked about that there's money in your passion and I made the connection you've got to find a specific group within your passion
- we talked about finding their painful problem
- we talked about finding who's selling the solution currently.
-

Who are the Competitors Exercise

Who are your competitors right now?

What you want to do is find two to three of the leading competitors and you're going to put their name on an Excel sheet.

	Lifetime Warranty	Custom Rims	All Brands	Free Car washes	Insurance
Auto company1	Yes		Yes		Yes
Auto company2		Yes	Yes	Yes	
Auto company3		Yes	Yes		
Auto company4			Yes	Yes	
Differentiation					
YOUR Company		Windows replace	Motorcycles only	wash & tuneup	yes

Open up an Excel sheet.

In Column 1, put two to three competitors. Then below that you're going to put your company name or your offer or your solution,. Make it simple.

Then in the next column you're going to put at least one feature that you know these three competitors are doing.

One particular car company has a lifetime detailing warranty.

Or they offer a specific custom-made rim so list that in 2nd column. Try to find five features that one of the companies has so it has its own column.

Then you put a check in the column for the company or companies that have, for example, a lifetime warranty.

Now you've got a decision to make.

Are you going to do what they're going to do?

For instance, there are some things that you can differentiate and decide that you will never ever do. You can take advantage of that by making sure that everybody understands that you don't do that because **you're going to master a certain area.**

What's an example?

Well, in the car detailing business, you may only want to deal with windows. Sounds crazy maybe, but then if you decide you're going to deal with windows and rims and you're going to deal with only specific things like maybe sunroofs, then you automatically know how you differ from everybody else, and they're going to know it because those are the three things you'll become known for. That's true.

An example of Differentiation



<http://www.discovery.com/tv-shows/treehouse-masters/>

There's a guy right now who has a show on [Discovery Channel](#) who does nothing but tree houses. He doesn't build houses; he builds real-life plumbing and electrical working tree houses. Real homes – tree houses believe it or not. What's so incredible about the whole tree house experience is that people search for him across the country trying to get this man to do tree houses. He makes a fortune doing it, he's happy and loves what he does and he's specific. He knows he has a specific audience. He knows the painful problem is finding the right contractor to help them deliver that dream.



It doesn't always have to be an problem or an emergency but it has to be something that people specifically want and value. The Treehouse Masters understood that someone out there may be competing with him, but he has very low competition because he's working on a specific thing – tree houses. He differentiates by providing his own crew and standing out in a clear definitive manner and he has a TV show!

You've got to ask yourself, how are you going to stand out?

	Lifetime Warranty	Custom Rims	All Brands	Free Car washes	Insurance
Auto company1	Yes		Yes		Yes
Auto company2		Yes	Yes	Yes	
Auto company3		Yes	Yes		
Auto company4			Yes	Yes	
Differentiation					
YOUR Company		Windows replace	Motorcycles only	wash & tuneup	yes

I've already shown you how to create all these columns. You're looking at the first column with your competitors and you, then you're looking at the features in each following columns, and then right in that same feature area right by the respective competitor, you're check-marking off whether they have that feature or not.

Now, here's where it gets interesting.

When you talk about you, you as a person, as a business, do you want to provide what they're providing? That's either a yes or a no. That's very clear. Out of 10 features you may only want to provide six or a specific six, and your competitors on average may only provide six, but what specific combination of six do you want to provide? That's where you differentiate quickly.

Another Differentiation Map



Starbucks vs. Dunkin' Donuts

Starbucks	pastries	Frappacino, double double expresso	Comfy couchs to keep you there	music	Free wifi
Dunkin Donuts	donuts	coffee	Quick in and out service	No music	?

Look at Starbucks when they talk about pastries, they say we're going to do pastries versus donuts with coffee like Dunkin' Donuts. Compare the two and you will see how they differentiate.

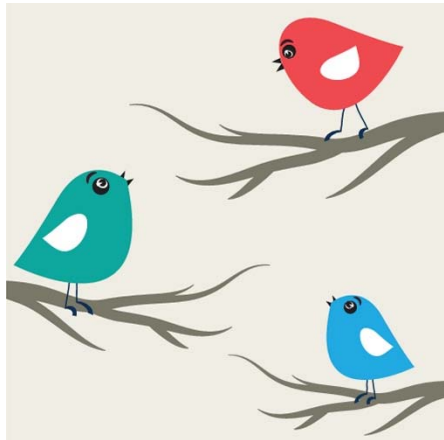
In the next area we're going to talk about engaging which is the pre-selling without selling and really engaging with people.

To repeat, Engaging without selling and Engaging is the Pre-Selling!

When you differentiate, people will immediately see it and recognize it and be open to do business with you before you have your business officially up.

You have to look at where you can differentiate quickly, because if you are not differentiating online, you lose.

ENGAGING



Now, here comes how to engage with your audience so you can be able to pre-sell.

The bestselling author, Seth Godin, who is also an incredible 14-time New York bestseller, says that

Engagement is the brand.

In other words, you want to get engaged and be part of the conversation with people in your specific area that have painful problems because you want to know what they think of your competitors, and how the competitors are serving them so you can better learn how to differentiate from your competitors. So you want to better understand their painful problems and you want to learn about what competitors are doing so you can differentiate, **but also** to connect with them.

How do you do that online? You've got to get into forums; you've got to get into social media groups. You have to literally get involved and engaged, and believe it or not, people will trust you early in that.

For example:

You bought one of your competitor's software. You have some ideas on how to use that software better. You could package a report or video or audio as something to offer for sale?

How to use this product better or how to get the best out of this product, product for sale because there are other people who have already bought it and they want to know how to use it, how to use it better or other ways to use that product.

That would automatically position you as an Expert as someone who understands that product.

You have been through an experience with the product.

So, since you have had the experience the people will look at you as an expert and they will want to connect with you as someone who has experience.

Just look at Amazon.com where real people have given real reviews of all the products or books or everything being sold on the largest retailer in the world. People read these reviews and sometimes base their buying a product on the reviews.

The reality is that if you want engagement with people and begin to develop your authority with others, you need to have opinions.

You become an authority expert based upon your opinions on things that matter to that tribe, to those people.

You begin to develop your own tribe and leading based upon what matters to that tribe.

Engaging The Presell

What is ‘*Engaging the Presell*’? I could talk about sales persuasion stuff; but it’s really not about that. It’s all about you doing simple things that connect you to people in a human way. For instance, if you are asking questions when you don’t know something or connecting and laughing with people (without selling or making an offer) or discussing subjects with them. Of course, this is talking with your passionate group of specific people in a forum or in a group; it isn’t endless hours scrolling through Facebook. Engaging the Presell is also about answering questions where you can and making people laugh and having that overall, real connection with people that matter.

The reality is it is all about getting and connecting to the people that matter in your audience. The reason that’s important, is because if you are not engaging with people at a basic decent human level, it’s going to be hard for them to trust you in what you’re doing.

You have to stand out.

People buy from people.

If you can just talk to people and connect with them then do you realize that 99% of your competition aren’t doing that? When you’re differentiating from your competition and discussing, engaging, asking questions, answering, talking to people and laughing, do you realize how much of your trust and authority builds up in that group?

A lot, a whole lot; especially when they discover you have a solution to a painful problem.

Then it becomes really easy for people to connect with you immediately. For instance, if your name is Bob and they’re like, “Bob has that solution. Did you hear about that?” They will be more than glad to share with other people those solutions. That’s what it’s all about, it’s about connecting with those solutions. Those people who need that connection.

Well, how do they do that? You've got to build up your trust factor. I'm not talking about sneaky ways in selling. I'm talking about asking questions and answering questions. Making them laugh and connecting with them and making yourself immediately available so that you can help them and that you become a contributor to that group.

Now, of course, you want to introduce a beta sell and, you want to grow something within that audience or that group. The easiest way to do that is if that group has some form of advertising opportunities, or you can put a beta sell in your signatures in the forum that you can lead them to a product or course.

We're talking about that other way of doing things.

In other words, it's one way to do it that way where you're connecting and doing the advertising and so on, that's great. But what about talking with them one-on-one in chat rooms and saying, *"Hey, would you try this out as a beta and would you be willing to give me some feedback on it?"*

Now, the first couple of sales you have may not actually be sales. Maybe you'll have a beta group and you are bringing some people in so they can give you some strong feedback on it and some insight into the product or course that would be beneficial to improve the course. From there on, it is absolutely imperative that after you begin the conversation then you keep the conversation going, where you're asking, you're discussing and where you are really connecting with answers. The whole idea is that the more people you connect with the more opportunities you have to grow.

Let's talk about 'Selling' in the next section. I'm not talking about selling in a way that is what you expect out of something that's cheesy or underhanded or psychological, but real ways to connect with people so they totally get it and you can launch an incredible opportunity to go beta and connect with a group of people.

You end up building your own tribe.

SELLING



So far we've been talking about how to build and connect with a group of passionate people. We haven't talked about purchasing. Now we're on the selling part. I want you to understand this isn't selling.



If you've noticed throughout this entire program, there hasn't been any sneaky tricks or tactics, it's about connecting with people and genuinely helping them. That's the important part and that's what I want you to understand. But this, if you don't get this part, you just have a community, you don't have a corporation. You are not earning money, you're just basically earning a lot of respects and hugs and I guess that's great, but that doesn't **keep your lights on** or keep your phone ringing or food in your mouth. **Does it? No, it doesn't.**



Passion is Important But...

Here's a reality point for you, that passion is important because not only should you be happy but they should see your happiness and love for what you do then they'll want to work with you. 'They' meaning your prospects and clients because they'll see it.

They also understand in passion that there's a connection to the trillion dollar industry that's out there. The same industry that's making people hands over foot, giving them the lifestyle they want.

To review, we talked about targeting, we talked about finding a specific area of your passion and the painful problems and really finding the people who are competing in that market right now. We talked about who are your leading people in that specific area selling that solution and how to differentiate from them. How to engage with the people in that specific area in a way where you're asking and discussing and where you're connecting and answering and where you're laughing so where **you're making that connection**.

Now we are talking about selling, and not selling like some sort of sleazy car sales person, we're talking about real ways where you connect to people. Not tricky little gimmicky ways or loophole ways because we aren't that type of people.

Tricks and Loops and Gimmicks reduce your trust and credibility as an authority!

No, we're talking about people connecting with people, and hopefully you feel that by this point. But here's where 99% of the people will stop. They'll build up that passion and they'll know their target audience and they'll know the painful problem and then they'll know who's selling it and know that they can differentiate, and then they begin to engage people and then they just stop.

Just like that. ***Stop. What stops them?***



Selling!

Selling the Beta

The billionaire understands that selling is not in any way a wrong thing. It doesn't make you a slimy gimmicky person. At this point, you've got excited people, because you have a highly focused targeted group of people in something you're passionate about and you've developed some ideas on how to solve things because you're just like them.

So remember that they're not really buying from somebody who is unknown or a corporation, they're buying from you. They're buying from Bob, that nice guy who's in their group and in their forum and who's developed some solutions and who's putting it out there as a beta to test it out.

You're testing things with a group of people who are highly motivated.

So let's talk about that.

Create a simple solution.

Think about that. What is your simple solution to the painful problem for your specific people? What is it?

There's a trade secret to quick-packaging your offer. You don't have to over-think it, but create an offer as in a beta that really makes sense.



We're going to put a cash register to the solution and see who's going to step up and buy. It can become a little scary sometimes and I understand that, but you have to begin to brave the question of

"what if?"

Remember:

You have hardcore data.

You found competitors who are earning money with it right now,

You get in there and differentiate

You'll rule the world!

Simplicity

So far we talked about 'Passion', getting into those targets and really engaging and asking simple things that have you connected with them and builds their trust, right?

Well, now, one of the worst things you can do is saying,

"Hey, buy my stuff."

That's not going to work.

What you want to be able to do immediately is come up with a simple solution that differentiates from your competitors.

Keyword here 'Simple'.



In the differentiation map, let's say you just deal with three features that really make you stand out and master those and let people know that you have a beta product or course and it's a trial. *"I'm testing this out, I would love you to come in,"* but you don't let them in for free. You might let a few tests in for free maybe secretly but overall you really want people who will just pay at a super low price.

I'll discuss pricing a little later but I want you to understand the goal here is to focus on simplicity and quickness.

I have a trade secret in the following area I'm going to break down to you. Find the quickest possible way to deliver a solution and test it out with the right key people. You would definitely prosper.

Secrets To Selling Programs And Products

When you present information, it's either in the form of or combination of audio, written and video.

In my example, let's say you're in a specific passionate group about Italian cuisine, and they want to learn about your Chicken Alfredo and you have other solutions, you have other great recipes and other things that you want to share, what are you going to do? Are you going to write a book?

Are you going to sell an eBook?

What's the highest value there? *Showing them how to cook it.*

So you can show people exactly how it's cooked and done through pictures and a slide presentation like a PowerPoint. If you don't have PowerPoint, you can always get OpenOffice and Mac. You want to deliver the highest value to that group immediately.

Let's say you did record a picture presentation through PowerPoint. You put one together and you show them how it's done, the quickest ways, the inside secrets and everything that you could in that area, right? What are you going to do?

Many times marketers will mess it up completely.

They will

- make an audio version; they'll
- make a written version and they'll
- keep the video version and then try to sell all three
- or they're trying to give away all three.

Wrong.

Here's what you're going to do.

You're going to offer

- the audio as a sign-up and
- then you're going to sell the video at a beta price.
- you're going to sell that video and you're going to include the transcripts.

Where do you get that done, like the transcripts?

(Let's say you only do audio and you don't know how to do video. What you can do is open up software like Camtasia or Snagit and record on a mic and you have a video.)

What you can do immediately is to begin to start recording solutions that you know **differentiates you from your competitors in your information.**

Then you would convert it into other media; you develop your opt-in and you can develop an offer.

Now, how do you make the offer? What's going on there?

How do you make that offer? You don't need a long sales page.

- Create a short video with a presentation or have a very short sales letter and let people know in your group or in your forum that you want to help them.
- When they sign up via email for your free audio, you can rely heavily on writing to them via email and educating them about the importance of what to prepare, and
- How they should get prepared for this experience to get this great opportunity to get your video, your beta video, because it's not available yet.
- You build anticipation by educating them and then you offer it at an incredible price. I'll tell you about pricing in a moment but deliver the highest value that they believe in.
- In one group it's going to be a video.
- In another scenario it may be audio, like in personal development.

You have three different media that are going on here: video, audio, written.

Do what you do best. Don't try to make it difficult

That's the smart way to do it. **That's the trade secret.**

Where everybody else fails, is they try to do the hard thing first. They try to write when they don't write. They try to do video when they don't do videos. They try to do it all themselves and that's absolutely crazy.

Not in the Everyone Business

If you've noticed when I talked in the chapter about passion, how people will say they don't have a passion. Also, people will talk about how they don't really have a target market. They try to hit any and everybody. They get no one because they aren't speaking to their tribe.

We're not in the business of trying to get everyone. We're trying to get specific people. Don't try to be gimmicky just be a real person. Then it opens up the conversation to give you opportunity to connect with these people. That's the connection. That's where the real money is.

Pricing Strategies



You know you have to create something, you've got to make it simple, you've got to deliver it in the quickest, easiest way. You already have what I call the lead magnet, the something that's going to attract people into signing up to your list.



So now we are talking about the art of pricing your beta. You have a test offer. Let's go back to that example with the Italian cuisine for the Chicken Alfredo. You've created a video and audio and a written product. You created your own video and you did a presentation. You put it together and you created an audio from it because it seemed like it'd be a good audio. You offered the audio for an opt-in and people signed up to your list. You made an offer of your video.

You have two options:

Option 1 - People will make an immediate offer when you sign up.

Option 2 - You have a beta offer and you offer it at a beta price.

How much would you charge for a video program learning how to cook several Italian dishes?? Some people might charge \$100. Some might charge \$50. It depends on that specific market.

If it's a bunch of mothers who are basically almost either out of a Fortune 500 company or their husbands are working they would easily have \$100 to learn that online, if they trust the person and you are really delivering to the painful problem that they have. If you are really connecting with them and they're trying to find out a way to cook chicken and get the most organic chicken with specific types of cheese have, you can charge a specifically higher price.

So, \$100 wouldn't be bad if you had a mini-test of an Italian dinner. You price it at \$100.

Are you going to charge \$100?

No you're not.

It's a beta offer.

You want to find out who is going to be interested. So, for the people who are on your email list after signing up for the free audio, you can say, "Listen, I've got this 50% off of this \$100 valued product. You could test it if you want."

Now you say, "This is \$50 because I want to beta test this out and see if this works. You're getting a \$100 product that's going to go for \$100 when it goes live and it's official to the public, but right now you're getting it for \$50, which is an incredible deal." They will be interested.

Now let's go back to that one video example, because you might be asking, "Wow! You're going to charge \$50 for one video of Chicken Alfredo?" No, that's where it gets interesting. We're talking about tiered pricing.

What you're going to do is give away the audio for an email signup, but then you will offer them the video for \$4.99 to see exactly how it's done. You explain to them that not only do they get in for \$4.99, but they also get a chance to get a tremendous discount on the main product, which is worth \$100 and they will get a 50%+ discount for the main product if they buy the video that at \$4.99.

Now you've got two instances: one is super low price for something that they get a quick answer to via video because they already got the audio and then they get 50% off of the actual product

when it comes live. They'll be the first group to get it or maybe exclusively the only group to get that offer.

That's an incentive for them to buy. They go ahead and buy. They like your video and you continue to train them via email and get them into the mood. Then what do you do? You immediately let them know that, "Hey, this is going to be available, my beta launch of my program whenever you're ready is going to be available." What you do is you create a couple of videos. When I say a couple, I'm talking about anywhere from three to five and you have it available for download in the backend to create a site from.

Where do you create your site?

One of the ways you can do that is using WordPress for the website and Aweber to deliver the downloads. You can use a host site like HostGator and a Namecheap domain and have it uploaded to the backend in your website.

Do you need a big fancy membership site?

You're still building your tribe, you're still in beta. Later on you can have something like Wishlist membership software added to your site.

What you want to do right now is set up your products. Your audio, your video, your written, and you would offer your audios free as a download and then what you want to do with your video is offer that at \$4.99. In return, they get not only a great training video but they get an incredible 50% discount on getting into your beta program.

When you open up your beta, those are the first people who are going to jump in on your beta program. They've already bought from you the low price on that one video, so they're more than likely to be willing to get some more education.

Then they buy into your beta program. What you want to do is to engage with them, not only for the sake of a presell in the future but more importantly, for feedback from them on how to make that program even better.

What you're also going to do from that point on, is get other people into the beta. See, the more you get people into this, the more you're going to build your – not only your beta offer -but the prelaunch for your beta.

You have the opt-in for the audio. You have the offer of the video, which is a low price. In return for them doing that, they get 70% to 80%+ off of the beta launch. That's a no-brainer, most people will go for that, especially if you're specifically targeting those people and you know they're passionate on the subject.

You launch your beta and they're in there immediately. Then there are other people who are on your list who may not have bought who are on your beta immediately.

Now you are really kicking things up, because now you have two levels: you have one free group that you developed; you have another group that bought the initial video, and then the last group that are in your beta. You have feedback and you have initial sales to see if this is something you really want to continue beyond the beta.

You have four ways to continue this whole program and to develop into a big program if that is what your audience wants.

1. Free group on your list who committed to free item and may pay later.
2. Small purchase of video on your list who are now a buyer.
3. Beta group who bought your video and beta low price.
4. Full program developed from feedback from beta group which you know your audience wants because it was developed with their feedback.

You can deliver via email and they can download all of your free content like your audio as well as your video paid content. Your beta website is a simple site. You want to develop a connection with your tribe but you also want to develop a series of small little betas that can be hosted on that website. What you end up getting are people who immediately understand that you are of value, because you are over-training, over-delivering, but you're not spending a ton of time. **You're getting paid to do the product immediately.**

Taking It to The Platforms

I've talked about the passion, the targeting, the engaging, strategies for selling and talked about pricing.

I've only shown you one particular model. Do you remember what I said about trade secrets and how to create videos, audios and create written material very quickly. How to sell with a beta offer and keep it small by giving away the audio, selling the video for a low price and then lead it up to a beta.

What if you did it in another three ways? In other words, you had another three revenue streams to do the exact same thing, with the exact same group of passionate people and deliver it to them at the highest amount of value.

Online Live Event

What if you just put together a special online event, teaching people live, via Live Video on how to cook that Chicken Alfredo; If you can do it live videostreaming, you will have great engagement as you teach a live event that automatically connects with everybody.

Audio

Can you do it via audio? Yes, you can do a training via conference calls or via Skype groups. You doing it in a way that is very unique and it's one time only. Can you offer that under the same beta offer? Yes, you can.

One of the ways you would do that is, you still offer the audio of something but in an event, you would do an audio training.

Weekly Demonstrations

What if you had a way to show people and teach people on a regular basis? Wouldn't that be incredible? You're helping them in the form of an info- providing service on how to do Italian cuisines every week. Could you do that in the form of advice? Well, that's the highest form of payment there.

Online Course

You're teaching people exactly what to get, where to go get it and how to go get it. So you have a scenario where you are selling an offer of value like an online course or a live event. You have a scenario where people are benefiting from a service that you give to them in the form of online recorded video lessons.

Done For You

The service you could give, of course, for Italian cuisine could be finding a private chef service that is cooking for them or delivering meals for them.

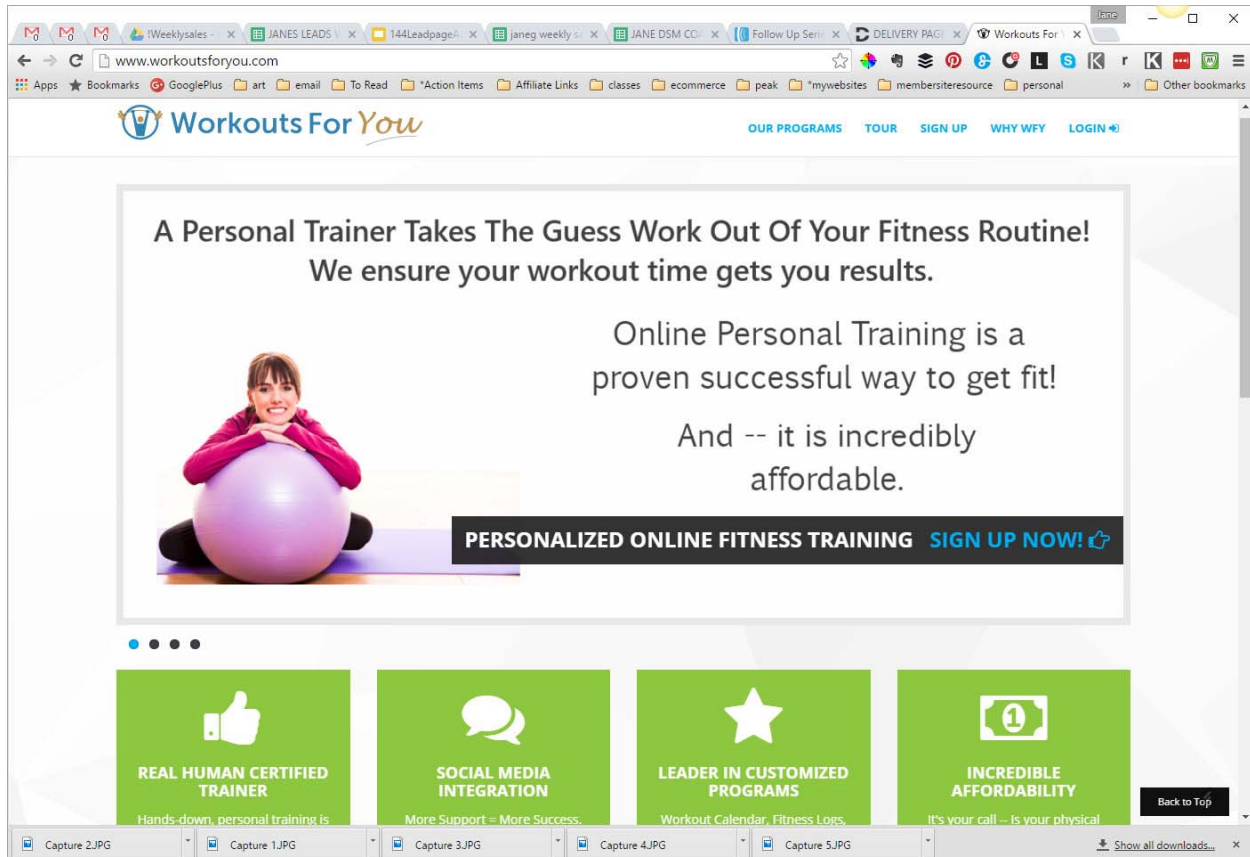
Advice or Coaching

But then you have a last one here that comes off of advice. You're selling, trading, and leveraging your advice in a speciality to help them get the best that they want. They want to become better chefs inside, or better cooks at home inside of 30 days or inside of 30 to 60 days. You can help them out via the internet. You can teach them. You can show them and you can give them insight into their food. You can't taste their food unless they send it to you or

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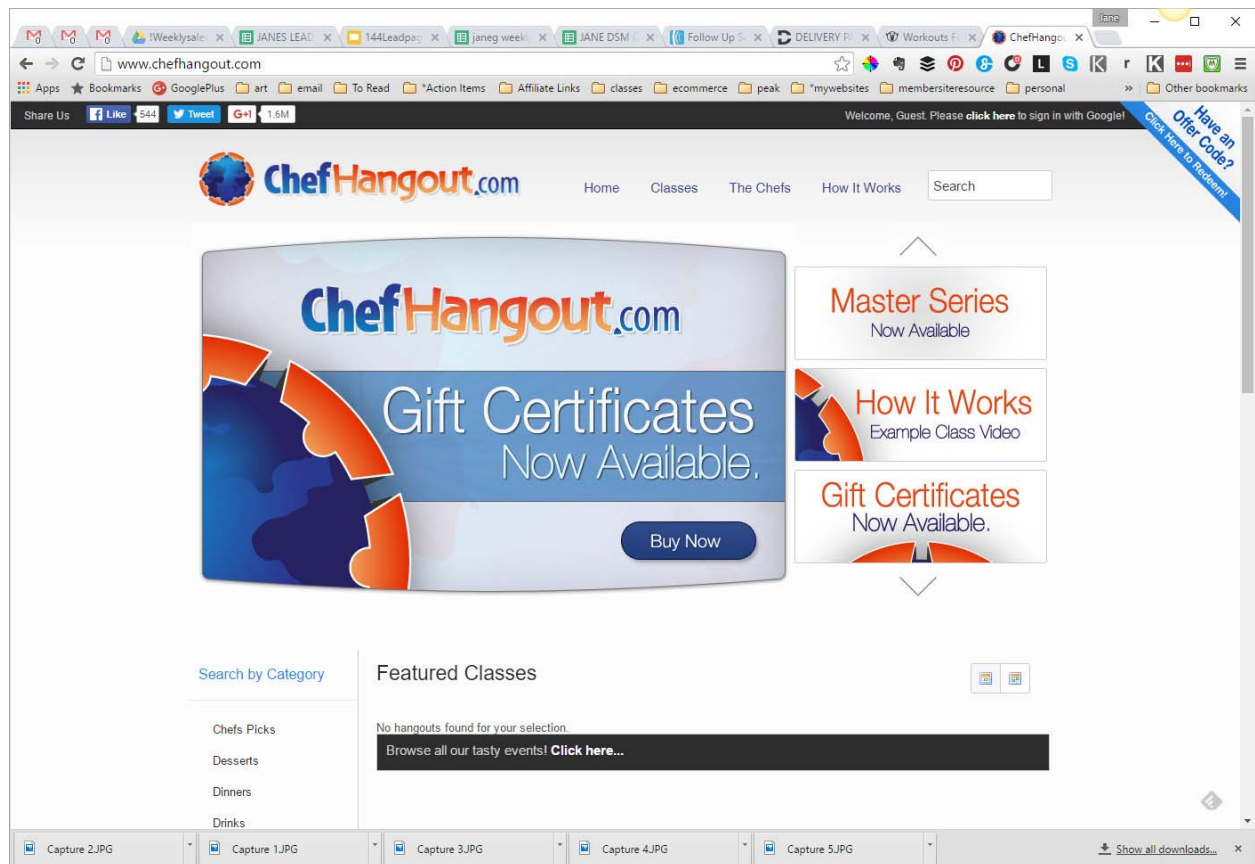
something, but I wouldn't suggest that. But at least they got a good idea of what it should taste like and they should have a resounding, some sort of connection with you to understand that, "Wow, yes, my food does taste better because John the chef has helped me out via the web."

People right now, are using these same strategies. Not only everything that I told you to build up with your tribe and connect whilst offering a program or product, but yes, they're doing that via service.



There's are fitness companies right now where you can get personalized online fitness training with online videos and accountability

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There are chefs already taking advantage of the use of Google Hangouts to provide a service.



Use the links below to jump to specific questions and answers during the hangout (questions are paraphrased):

- [Do you think we should ban handguns?](#)
- [If the government passes a law to make legally owned guns illegal, wouldn't you be taking away people's guns?](#)
- [What are your plans to keep high-tech businesses and jobs in the United States when other countries don't have the same restrictions?](#)

You have the President of the United States doing Hangouts on special events. There is heads of states, royalty and even the Pope who are using special events online. You can do that too, especially within audio.

So there are programs and products; services, advice, special offers and special events. This is your opportunity to benefit, to grow and to use all this information to your advantage.

It's not just about building a tribe that is excited and engaged and emotional and that loves you. See where people fail, is having that bridge to a sale. You're starting a business. You are growing a business if you already have one. People are connected but you want to help them in your highest, easiest form of delivery.

You can do that in form of a product or service advice or special events online and you price it in the way that I've shown. You're going to benefit because you made it a way that it's risk free to them. They got the audio and now they get the video at a super low price, plus a 70 to 80% discount on a beta. Important note is that it is super easy, because remember, **you're targeting the right people.**

If you think "Well, maybe they don't take my low offer and the beta discount, maybe they don't do that. Why wouldn't they?"

You were highly targeting the right people who had painful problems and you knew all of the competition that were delivering those solutions and what they were selling and you differentiated from your competition.

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Why wouldn't they be engaged? You were engaged with them in your communities, your online communities through social media, through forums and through groups. You were engaged with them and they trust you. So, why would they not test something simple with you?

This is million-dollar advice on building an eTribe again and again and again in a simple way that doesn't cost you a lot of money. You're testing the small things that they should automatically connect to it. If it doesn't work then move on to something else but at least you'll have proof every step of the way that there is a market here.

You're not making things from thin air. You're looking at who's already selling, differentiating and creating opportunity for yourself. You're doing that not only on one platform like programs and products but you're also doing that on four platforms through advice, through services and through special events. This method to build your tribe from not only a point of passion but from a point of ethics and a point of helping people. A method of selling that will build a group of passionate people that will buy from you again and again!

To Sum Up

1. Look at your Passions
2. Define the Problem and what is your Solution
3. Define your potential Customers
4. Differentiate your business from Competitors
5. Engage with your potential Customers
6. Offer a Beta
7. Sell other Beta
8. Diversify your Platform

WHO AM I?



Hi I am Jane Gardner, the owner of [The Business of At Home Business](https://jane-gardner.com) and my Mentoring site <https://jane-gardner.com>.

I wanted to introduce myself and ask you”

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What do you want for a business and what do you want for your life!?"

I know the challenges and triumphs you can have in a home-based business as well as challenges of being online for the last three years.

- If You are looking to earn extra income to help pay for unexpected expenses.
- If You are looking to leave the corporate world and have your own business that you have always dreamed of or
- If You want to get your message out on the internet and learn HOW-TO, I am here to help.

I am here to help **You** progress your idea into a viable business to make you income.

If You also are willing to be an action-taker and implement and excited to get your own business that makes sales and gets you customers then connect with me!

There are internet tools and technology and new frontiers like social media to get your business up and running and help you save time and money while being more productive in your business so there is no excuse to not have a business if you are willing to Implement!

Have a look at some of my programs at <https://jane-gardner.com/programs>.

To your success,

Jane Gardner

Feel free to email me any questions at jgardner@jane-gardner.com.