



Yanik Silver

Brought To You By:

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HOW TO SELL AT PRICES DOUBLE OR TRIPLE YOUR COMPETITORS

(And Still Provide an Incredible Value)



Yanik Silver

Yanik Silver is a serial entrepreneur although he still considers himself a 'techno dunce'. Starting from his one-bedroom apartment and with just a few hundred dollars, Yanik has built multiple 7-figure businesses.

He is the author, co-author or publisher of several best-selling marketing books and tools including [Moonlighting on the Internet](#), [Instant Sales Letters®](#) & [34 Rules for Maverick Entrepreneurs](#). Yanik is a highly sought after speaker addressing groups ranging from the prestigious Wharton Business School to international audiences of 3,000+.

As a self-described "adventure junkie", Yanik has found that his own life-changing experiences such as running with the bulls, bungee jumping, sky diving, exotic car road rallies and Zero-Gravity flights have not only brought a profound sense of accomplishment but also led to breakthroughs in ideas, focus and business thinking. That's why he combined both his passions to found [Maverick Business Adventures](#) creating the kind of "club" he'd want to be part of. In between adventures, he calls Potomac, Maryland home with his wife, Missy, and 2 mavericks in the making, Zak & Zoe.

Currently his most important mission is impacting 1,000,000 young entrepreneurs (ages 13-23) to start or grow their business by 2020 and to get his 2½ year old daughter, Zoe, potty trained.

How to Sell at Prices Double or Triple Your Competitors (and still provide an incredible value)

Not too long ago I conducted a \$10,000/person workshop on "How to Sell Super High-Priced Information Products and Services" and I'll share a few insights here...

If you boil down my biggest profit windfalls in my business (and the most astute marketers I observe) it has come down to selling premium products and services at premium prices. That's how my business has leapfrogged from 6-figures to 7-figures and now multiple 7-figures a year!

Personally, I've sold everything from \$5,000 workshops to \$14,500.00 "Apprentice Programs" to \$20,000 MasterMind groups and lots in-between. My most recent high-end product is a \$40,000+/yr program for cosmetic surgeons.

First, let's say you want to make an extra \$1M this year - then you'd have to sell 20000 copies of your 'doohickey' at \$50. Or it could be 2000 copies at \$500. Or better still 200 copies at \$5000. It's a lot easier dealing with 200 customers than 20,000. Think of all the customer service and infrastructure, etc.

Now before we get into the "HOW" let's discuss the "WHY"...

Reason #1: More Profits

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Okay no surprise here. When you sell for higher prices you make more profits. Very few companies have been able to sustain a "low price" position in the marketplace. Sears couldn't. K-Mart couldn't. And now it remains to be seen what Wal-Mart will do with that position. (Actually if you study Wal-Mart you'll notice they are bringing in some significantly high-priced, high-margin products.)

Reason #2: Better Customers

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Price qualifies your customers more than you might realize. The ones that pay \$7 for an ebook are going to be the ones that whine and complain the most! They'll tax and strain your customer support team. But in comparison the customers who spend significant amounts of money are surprisingly easier to deal with and less demanding. (There's an exception to this with forced continuity that I'll explain to you in another issue.)

A perfect example of this was last week when I took my Aston Martin into the shop for some minor work. I dropped off the car and needed a loaner. Usually they provide Mercedes loaners for their customers but they didn't have one available. I told my service manager, Eric that I really didn't care what I drove out with. He laughed and said the Aston customers are the easiest ones - just like me they could care less what kind of

loaner they get. But the C-class (cheapest model) Mercedes customers were the worst because they would rant and yell if they did not get a Mercedes loaner.

What's more, the fact that your customers spent more money means they'll be more compliant and actually do what you tell them to do. As another example I've been to \$500 seminars and I've been to \$15,000+ seminars. Which ones do you think I pay more attention to and make sure I extract more value from? Of course - the more expensive one. *[Funny side note: My friend Jeff Walker had a \$5000/person workshop and people were coming up to him thanking him for charging that price to keep the attendee caliber so high.]*

Think about the last time you gave free advice to someone - what happened? That's right. Nothing. But if you had made them pay you for consulting - they would have taken it to heart.

Reason #3: Psychology of Price Works In Your Favor

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This is a big one! We've always been taught "You get what you pay for". It's not uncommon for a prospective customer to discount a product or offering because it's "too cheap". If the price is not in line with what it should be you'd think there is something wrong. If I could buy my Aston Martin from the dealer for \$25,000 - I'd immediately be working overtime on what could possibly be wrong with the car. There are certain products that artificially keep their prices at significant premiums because price is so highly correlated with value.

What's more, you also gain instant respect and recognition. Only a "true" expert would charge high prices - so that puts you in that category immediately. (Of course, you better have the goods to back it up.)

Reason #4: Can Deliver More Value

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Ultimately the value you provide will dictate the profits you receive from your customers. Increase the value and your revenues go up. High-profit products with high-margins give you lots more wiggle room to deliver sensational value. You can really "WOW" your customers and buyers. Not only can you throw in high-value extras but you can afford to deliver truly unique unadvertised bonuses and follow-ups.

For example, I've flown Virgin Atlantic twice now in their Upper Class and each time it's been a truly astonishing experience starting with before you get on the airplane. The lounge at Dulles airport is much better than the United Red Carpet Club I usually go to. I get fresh shrimp, good food and a whole assortment of wines & liquors. Each person in Upper Class gets their own little "pod". The cool thing is you can fully recline even on take-off. Then when you're ready for nighty-night the seat turns into a lay-flat bed.



Onboard the flight there's even a bar where passengers hang out. This was a pic of a random Brit drinking and then my hairy arm holding a Jack & Coke in the corner of the frame.

The funny thing was I went up to the bar and everybody knew each other. They didn't work together or anything like that – they simply flew Virgin so much they that

they all met up at the bar. Another over the top thing is they give you a free massage or manicure on the flight over. They really try to go over and above a traditional airline experience.

On the way home from the UK I try to get over to the airport early to go hang out at the Virgin Lounge in Heathrow. That place is amazing! It cost \$21M and encompasses 27,000 square feet. There's a pool in there, beauty salon, sushi bar, media room, a garden, billiards room, etc. In fact, it was featured in Business 2.0 as one of the top perks for travelers. Though it doesn't quite compete with First Class on Qatar Airways. According to Business 2.0 they added a \$90 million, 100,000 sq foot terminal reserved just for First and Business-class passengers. There is a concierge who personally escorts you to the lounge after security to find all the extras like a doctor on call, full service spa and Jacuzzi. Plus, there's no announcement for your flight – a staff member personally points you to the car that brings you to your plane. Nice.

Another personal example is when I bought my Aston Martin. Previously, I had a Mercedes SL-55 which cost roughly the same as my new Aston and my only thank you gift were 2 keychains. Whoopee! Aston gave me a hat, fleece jacket, beautiful coffee table book on the Aston history and, of course, keychains. 😊

I'm always interested in hearing how high-end companies will go above and beyond the "typical" experience to create an exceptional one.

Reason #5: Some Buyers Will NOT Buy Low-Priced Items

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It sounds crazy but some customers are only premium buyers. If you gave them a discount it would actually decrease the response. Plus, some customers are only comfortable buying in the high-end range. I was shocked when I discovered with my first high-priced offering. My Apprentice program was \$14,500 and at the time this was head and shoulders above any other marketer.

I thought my best prospects for this program would be customers who had already bought from me and were happy. Surprisingly about half of the people in this program had *NEVER* bought anything from me before. Their comfort level was for a premium offer.

Reason #6: Create Big Paydays

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All the big numbers you've seen highlighted in the marketplace have all come from creating high-priced offerings. You've seen some of the numbers...\$1M in a day, \$900,000.00 in 8 minutes, \$3.5M in one week, etc. etc. It's way easier to hit these kind of big paydays by only having to sell to a small handful of customers.

The other point here is something Dan Kennedy calls "Sending the Bill to the Herd". If you have a group of customers who respect and appreciate you – then you can simply create a high-value proposition and let them pay for whatever you want.

Reason #7: You Will OWN The Marketplace

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I think this is the biggest reason of all...

There are 2 big parts to this. First, you can afford to make big payouts to affiliates to push your product. Listen, if an affiliate has a choice between 2 relatively equal products but one pays them significantly more – in most cases that affiliate will go with the higher commission.

With high-priced products you have the room to give affiliates such a significant commission that you'll see a feeding frenzy of activity. (When they're getting a big affiliate check the affiliates pull out all the stops themselves like incredible free bonuses, etc to make the sale.)

Plus, the other piece of the puzzle is you can spend more on your own to acquire a customer. This is huge! If I'm in the same marketplace and I'm competing against someone who only has a \$100.00 product at the end of his or her funnel and I have a \$10,000.00 offering - there's going to be almost no contest. I can spend more on Pay-per-click, more on advertising, more on affiliate pay-outs, more on offline follow-up, more on testing unusual advertising places, etc..

And I can make bad results work for me. If I'm direct mailing for a high-priced product I only need a fraction of a fraction of a fraction of the response for a low-priced product to make me money.

Fact is, the business owner who can spend the most to acquire a customer will WIN.

Period.

End of story.

(Please tape that quote somewhere where you can focus on it!)

Most people are undercharging for what they provide. My rule of thumb and one of my values I look at every morning in my planner says "***I get rich by enriching others 10x - 100x what they pay me in return***".

That's a big deal for me. If you pay me \$1000 for a product - I want to make sure it delivers \$10,000 in value for my customers. I suggest you consider something similar. If your product isn't good enough for you to raise your price on it - make it better!

And that's the first step at the "HOW" to double or triple your prices...start brainstorming the value you provide.

Step #1 – Brainstorming Additional Value

Either find a trusted advisor, work with your team (if you have one) or just grab a blank yellow legal pad and start coming up with answers. It doesn't matter how crazy they are. Just write them all down. In fact, the rules of brainstorming should be used:

- Rule #1 – No criticism allowed (turn off your left brain)
- Rule #2 – The wilder the better...everything's possible
- Rule #3 – Quantity
- Rule #4 – Jump off and "Plus" others ideas

You want to start with a blank slate and just "blue sky" questions like these:

- ✓ "How can I provide 10x the value to my customers?"
- ✓ "What can I do that will absolutely amaze them?"
- ✓ "How can I get my customers the end-result they want on a silver platter?"
- ✓ "How can I 'do it for them'?"

Step #2 – Your thinking

Next, setting higher prices begins inside your head. People are usually too slow to raise prices and it's more about confidence & self-image than the actual value delivered. Get Maxwell Maltz's book "Psychocybernetics" and consider your self-image. We all have self images in every single area of our life and if you are not charging a premium it's usually more to do with what's in-between your ears than the actual marketplace. Which brings me to my next point, never allow your competition to set your prices. Just because someone else charges \$x dollars – that does not mean you have to charge similar prices. There will be always a very profitable spot for businesses at the premium scale who deliver what's perceived as exceptional products and value.

Another issue I see facing clients who want to raise their price is underestimating how much your customers are willing to spend. Today, it's no big deal to drop a \$5000 on a TV or a couple hundred on an iPhone. If people will spend that much on gadgets – they'll spend a premium if you make them WANT your product badly enough.

Step #3 – Targeting the right marketplace

Another mistake I see a lot is going after markets who cannot afford to pay premium prices. There's no reason you cannot have another division of your business go after customers who have already shown they will pay premium prices for products/services. For example, I have a giclee of a painting by Thomas Arvid in our dining room at home. I believe we paid about \$2500-\$3000 for this work. Now in case you are unfamiliar with the term a giclee is really just a fancy print. This one being on canvas. I can most certainly assure you there is a high margin in this piece.

Why would I and many others pay such a premium for it? Well, the artist's originals go for \$25,000 or more now (if you can even get them) and he chose a subject that buyers would pay a premium for – and that's high end wines. Also, it's a limited edition piece (something we'll discuss in greater detail shortly.) Arvid only specializes in hyper realistic wine paintings. They are absolutely beautiful and the first time I saw his work in Carmel, CA I was blown away. (You can see for yourself at www.thomasarvid.com) Arvid paints high-end wines like Opus One, Silver Oak, Caymus, etc.

And the people who are passionate about these high-end wines will pay a premium for wonderful art. He stumbled onto this by accident when he started painting and found that a red wine painting was snapped up immediately. Very astutely Arvid learned more about wine and which ones to paint so that customers would open up their wallets.

And the final aspects of creating a high-priced offer are the psychological ones...

We've talked about the psychology of scarcity in issue #21 but a quick review to make sure you got the complete picture is a good idea. Inside Robert Cialdini's monumental work, "Influence: The Psychology of Persuasion" one of the major psychological triggers he explains is scarcity. Human beings have been hard-wired to want what is going away. Many more people are motivated by the thought of potential loss than potential gain. You see this used all the time in marketing and it works *IF* there is truth behind it or we perceive there to be truth behind it. Here's one example from a company I buy a lot of wine from that really illustrates this point (combined with 'reason why'):

Porthos Wine Vt 01:18 PM 5/1/2016 LAST CALL: Silver Oak AV Cab + BIG Bottles + Shipping Discount!
Default [Compact]

[Monthly Wine Clubs](#) | [Wine Gifts](#) | [Shop For Red Wines](#) | [Shop For White Wines](#) | [Our Rarest](#) | [Sampler Packs](#) | [Other Services](#)

LAST CALL!

Silver Oak

→ Alexander Valley Cabernet 2001

This highly-rated wine is about to disappear forever! We've managed to get a small quantity to offer you (including rare large bottles usually only available at the winery) while supplies last! [CLICK HERE](#)

Dear Friend of Porthos,

WINE ALERT: As you probably read in the news, our friends at Silver Oak experienced a terrible fire at their winery earlier this year. At that time, there were rumors that they had lost most of their past and current vintages. Hence, the winery ceased new sales of their prized Silver Oak 2001 Alexander Valley Cabernet -- Robert Parker's highest rated Silver Oak since renowned 1997 vintage -- to the great disappointment of thirsty collectors across America who have made this wine the #1 selling Collector Cabernet. However, today the big news is our friends at Silver Oak just found 15 more cases of this wine + several BIG bottles including an extremely rare 6L quadruple magnum (details below) safely tucked away in their private cellar and have made an exclusive offer to Porthos Insiders on a "first come, first sell" basis. These are the last cases and only big bottles of this prized vintage that will ever be available for sale so don't miss this insiders-only offer!

We're offering these cases at a special price of \$59.99/bottle plus we'll throw in a **50% Shipping Discount** on any full case orders. Wine details and availability:

[Silver Oak Alexander Valley Cabernet 2001: \\$59.99 / BOTTLE – 15 cases available \(limit one case per order please\)](#)

[Silver Oak Alexander Valley Cabernet 2001: \\$129 / MAGNUM – 12 available](#)

[Silver Oak Alexander Valley Cabernet 2001: \\$399 / DOUBLE magnum \(3 Liters\) – 2 available](#)

[Silver Oak Alexander Valley Cabernet 2001: \\$799 / QUADRUPLE magnum \(6L\) – 1 available](#)

Why? The most impressive Silver Oak bottling since the renowned 1997!

PORTHOS INSIDER SCOOP: wine guru Robert Parker ordained Silver Oak 2001 with an "Outstanding 91 points" rating which means collectors of this wine (#1 Cabernet in America) have been ravenous to add a few cases to their cellars, particularly since the winery stopped selling months ago.

Tasting Notes: The 2001 Alexander Valley Cabernet Sauvignons reveals a seductive panoply of spices including cedar wood and plum in addition to a lusty, sweet perfume of cassis, spice box, licorice, and lavender. The wine is a sexy, sensual, broad, flavorful Cabernet offering attractive fruit, plenty of ripeness, and a big wallop of American oak. Silver Oak fans dream about. Drink it over the next decade.

If you have trouble reading the text in the email – here's the main part (underlining is my own):

WINE ALERT: As you probably read in the news, our friends at Silver Oak experienced a terrible fire at their winery earlier this year. At that time, there were rumors that they had lost most of their past and current vintages. Hence, the winery ceased new sales of their prized Silver Oak 2001 Alexander Valley Cabernet -- Robert Parker's highest rated Silver Oak since renowned 1997 vintage -- to the great disappointment of thirsty collectors across America who have made this wine the #1 selling Collector Cabernet. However, today the big news is our friends at Silver Oak just found 15 more cases of this wine + several BIG bottles including an extremely rare 6L quadruple magnum (details below) safely tucked away in their private cellar and have made an exclusive offer to Porthos Insiders on a "first come, first sell" basis. These are the last cases and only big bottles of this prized vintage that will ever be available for sale so don't miss this insiders-only offer!

Some of you know I bought the 6L quadruple magnum (that's equivalent to 8 regular bottles). I really like Silver Oak anyway so I wouldn't have bought this just because it was so scarce (or at least I tell myself that). I'm planning on popping this bad boy for my 35th birthday celebration and some other gems.

When I've used scarcity and exclusivity it has nearly always produced excellent results. I've limited sets to a certain number and they've sold-out in record time. A spin-off of scarcity is rarity and exclusivity. The more someone believes they are one of the very few who can have something – the more they want it. Sometimes this is done artificially like when you see a long line outside a club and then you get inside and there's nobody there. Or when output is knowingly kept below the demand to keep the exclusivity up as done with most exotic super cars or really high-end 'cult' wines.



Or you can create exclusivity and rarity as your main selling points from the beginning like this site – www.20ltd.com. Here's what their site says when you get inside:

*"All the items you are about to see are unique limited editions.
All are made in extremely low numbers and will never be made again.
They cannot be purchased anywhere else in the world."*

Another good example of exclusivity is American Express's Centurion card (or the 'black card'). Application is by invitation-only. I have a black card now and it's kind of a long story beginning with the road rally I did with Frank Kern and ending with everyone in the room we were hanging out in having one except me. At the time I had a measly Platinum card. 😊

The welcome package is so elaborate and almost makes the \$3000/year fee worth it. (Almost.)

Other important psychological factors to consider in your offer when appropriate are "ego appeals" and "being part of an insider's only group" or "once-in-a-lifetime experiences". Think about how you can use that.

And the final psychological aspect that has been the most impactful for me personally is the Takeaway! Once again going back to we want what we cannot have like in dating when the guy stops pursuing the girl and she wants him more. Many times I will use a qualification process or application process to show that not anyone can buy this. There are several good reasons to do applications when they apply to your offer.

- 1) They truly enhance the scarcity/exclusive nature of your offer.
- 2) Allows you to screen people who are legitimately not a good fit for your program/service/product.

- 3) Shows people who are accepted they are in a more exclusive group.
- 4) Gets people to ‘sell you’ on why they should be accepted and turns the sales dynamics on its head instead of you pursuing them.

Here is part of the application I’ve successfully used for the \$14,500/person Apprentice program:

<p style="text-align: center;">Deadline for Application: January 10, 2009</p> <p style="text-align: center;">Yanik Silver Internet Apprenticeship Program Application</p> <p>Congratulations and thank you for your interest!</p> <p>As a candidate for the year-long Internet Apprenticeship Program, I welcome you to complete this application so we can review your opportunities and challenges before accepting you as an apprentice. Don’t worry if some of the questions do not apply to you — just do the best you can. The more thorough answers you provide the better.</p> <p>I look forward to reading all about you and determining how we can work together to build your very own Internet information empire! Please return your fully completed application (pages 24 – 34) along with payment to our office (I strongly suggest FedEx): Surefire Marketing, Inc. 10832 Brewer House Road, N. Bethesda, MD 20852. Note: this is a new mailing address and the old Silver Spring, MD address will delay your application being logged in. (Please be aware that, due to our selection procedures, we require hard copies; e-mail responses are not accepted.) If you need answers to any questions about your application, the selection process or the program itself, please email: Melissa@surefiremarketing.com</p> <p>Thanks, Yanik Silver</p> <p style="text-align: center;">* * *</p> <p>Personal Details:</p> <p>Your Name: _____</p> <p>Mailing Address: _____</p> <p>City/State/Zip: _____</p> <p>Email address (please print): _____</p> <p>Day Phone: _____ Evening Phone: _____</p> <p>Fax: _____</p> <p style="text-align: center;">* * *</p> <p>Personal Background and Experience:</p>
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Tell me the most important things you'd like me to know about you?

Do you own a business? Yes No

Retired? Yes No

Married Single

Education:

Advanced Degree(s) College Grad Some College

High School Grad Some High School

Please provide three business/or character references:

Individual's name

Phone#

Relationship

1. _____

2. _____

3. _____

Tell me about your business/career background/situation?

What are your hobbies?

What are the reasons you want to work with me during this apprenticeship program?

With this information the only thing stopping you from raising your price is yourself. But if you want to just try it out – you can always start small by offering a “Deluxe” or “Gold” version of your existing product/service and see what happens. I think you’ll be pleasantly surprised by adding some of these elements to your marketing how you can easily double or triple your prices and still provide an incredible value.

Now if you want even more help on high priced products, the recordings of the workshop are available here – www.InfoPlayersWorkshop.com

Additional Tools & Resources

Underground Online Seminar®



Have you ever wondered IF there might just be a group of “under-the-radar” people making mega bucks online who do **NOT** speak at the seminars? Could there be some well-hidden achievers who have **truly cracked the code to Internet wealth** out there?

The answer is absolutely! But finding them is another story all together...

You see, these Internet “men and women of mystery” don’t go around looking for publicity!

They don’t advertise their accomplishments because they don’t need to nor want to. **And they are quite content to remain in the shadows and make their money “in the dark”**, while keeping their mouths shut and their secrets very close to the vest. However, the Underground brings out these real-world moneymakers for the online marketing business building and networking event of the year.

“BEST OF” Underground Online Seminar®

Discover the Underground Moneymaking Strategies of 18 of the Top Internet Insiders to Ever Appear at the Underground Online Seminar®. Get the DVDs, CDs and workbooks from the best presenters of Underground I-III. Covers everything from information marketing, affiliate marketing, eCommerce and more.

Public Domain Goldmine™

Here’s your chance to cash in on the booming demand for ‘How To’ info in the high-demand health, self-help and sports niches -- *without* being an expert or even writing a word yourself.

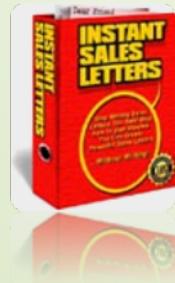
You’ll get 10 different, full-length, copyright-free public domain works related to Health, Self-Help or Sports. Even better – you get them on a silver platter with nearly **EVERYTHING** done for you and ready to start making you money. We’re talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. – All for a TINY fraction of the time and money you would have to spend if you did it all yourself.

Instant Sales Letters®

“In Only 2 ½ Minutes You Can Quickly and Easily Create A Sales Letter Guaranteed To Sell Your Product Or Service...Without Writing!”

Looking To Increase Your Business? Just Fill In A Few Blanks And *PRESTO...* You’ve Just Created A Powerful, Money-Making Sales Letter!

Instant Sales Letters® templates work for nearly any business owner who wants to increase their profits. It doesn’t matter if you own a professional practice, service company, retail store, restaurant, or even sell business to business - these letters will add your bottom line right away.



Additional Tools & Resources

Ultimate 'At-Home' Internet Copywriting Workshop



This massive home study course is taken from a \$4000/person workshop taught exclusively by Yanik Silver for 2 1/2 days!

Inside you can sneak away with every single trick, tactic, formula, shortcut, strategy and jealously-guarded secret the Internet's #1 most-celebrated copywriter uses to create huge piles of cash at will.

Includes 3 huge 3-ring binders, 12 DVDs, and a pile of CDs and extras. Everything is tabbed so you can quickly and easily find 'swipe files' for any sales copy you need. It feels like cheating!

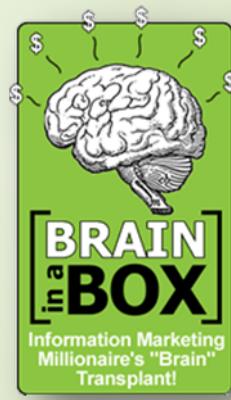
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Yanik's Internet Lifestyle® Blog



Fun, Freedom, and Financial Independence funded by the Internet. Yanik Silver shares his personal experiences, adventures and business insights on his popular blog.

Information Marketing Brain-in-a-Box



Here's every shred of Yanik Silver's information marketing knowledge extracted and distilled down to a comprehensive step-by-step formula to duplicate his 7-Figure 'Kitchen Table' empire.

Discover how you get the exact same secrets revealed during two sold-out \$15,000.00/per person workshops...all for a tiny fraction of a fraction of what others paid!