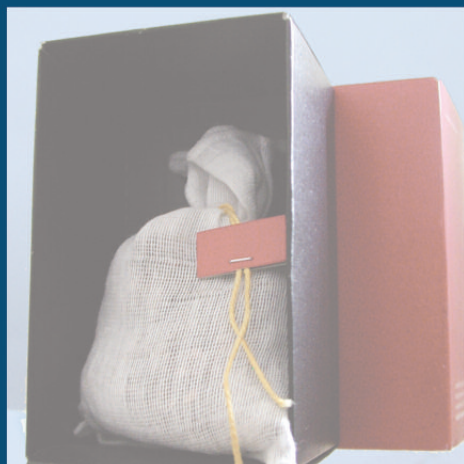
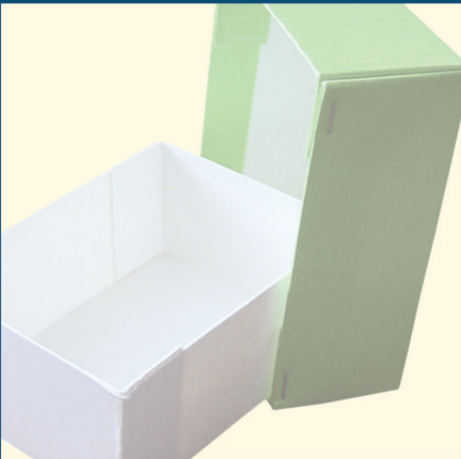


packaging secrets

How to Win More Sales & Profits Through the Marketing Power of World-Class Packaging



Alex Mandossian

with **Bret Ridgway**,
Owner of Speaker Fulfillment Services



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About Alex Mandossian



Since 1991, Alex Mandossian has generated over \$233 million in sales and profits for his clients and partners via “electronic marketing” media, such as TV Infomercials, online catalogs, 24-hour recorded messages, voice/fax broadcasting, Teleseminars, Webinars, Podcasts and Internet Marketing.

Alex has personally consulted Dale Carnegie Training, NYU, Pinnacle Care, 1ShoppingCart Corp., Mutuals.com, Strategic Coach, Trim Spa and many others. He has hosted teleseminars with many of the world’s top thought leaders such as Mark Victor Hansen, Jack Canfield, Stephen Covey, Les Brown, David Allen, Vic Conant, Brian Tracy, David Bach, Harvey Mackay, Robert Cialdini, Harv Eker, Bobbi De Porter, Michael Masterson, Joe Vitale, Gay and Katie Hendricks, Bob Proctor and many others.

He is the CEO of Heritage House Publishing, Inc., a boutique electronic marketing and publishing company that “repurposes” written and spoken educational content for worldwide distribution. He is also the founder of the Electronic Marketing Institute.

Alex has trained over 13,200 teleseminar students since 2002 and claims that practically any entrepreneur can transform their annual income into a weekly income once they apply his principle-centered electronic marketing strategies. (KEY POINT: Alex’s 2001 annual income became an hourly income by 2006, and he has tripled his days off).

He lives in the San Francisco Bay Area with his wife, Aimee, and two children, Gabriel and Breanna, and enjoys over 90 “Free Days” each year.



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About Bret Ridgway



Bret Ridgway is the founder of Speaker Fulfillment Services, a company that provides event promoters with back-of-the-room order processing services and information marketers with product duplication and fulfillment services. Bret has been coordinating back-of-the-room sales activities for events since 1999 with his partner Bryan Hane.

Bret is a frequent guest speaker on teleseminars on the subject of product creation and packaging strategies. He has developed numerous information products of his own in conjunction with Internet Marketing and Information Marketing experts such as Alex Mandossian, Armand Morin, Mike Filsaime and others.

He has also developed numerous websites including the classic marketing book site SFSBookstore.com, as well as 50BiggestMistakes.com, 101TipsForEventPromoters.com, SFSBlog.com.

Bret is the author of the book *View From The Back: 101 Tips for Event Promoters who want to Dramatically Increase Back of the Room Sales* and the course *50 Biggest Mistakes I See Information Marketers Make*.

Bret resides in Terre Haute, Indiana with his wife of 23 years, Karen, and his three children — Christina, 20, Jacob 18, and Mitchell 14, along with their 2 dogs, 5 cats, and 1 guinea pig.



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Learn from
one of the
leading
movers
and
shakers in
the
Information
Marketing
business

Bret: Welcome to Packaging Secrets. My name is Bret Ridgway from Speaker Fulfillment Services, and I am here with Alex Mandossian.

I first met Alex in 1999 at Carl Galletti's "Internet Marketing Super Conference" in Las Vegas, and that was back before Alex was Alex, so to speak. You could tell even back then that he was going to be a mover and shaker in the Information Marketing and Internet Marketing business.

It was also before my partner and I opened up Speaker Fulfillment Services, although I was running the table at the back of the event.

If I remember correctly, Alex sucked up the most information at that particular event. He probably spent \$1,000 in books alone. He has immersed himself in studying materials from all the masters.

To be honest, Speaker Fulfillment Services would not exist if it were not for Alex Mandossian. For that, I thank you, Alex.

I was recently putting together a new course called the *50 Biggest Mistakes I've Seen Information Marketers Make*. In that course, a lot of the chapters are things that I learned first hand from Alex. A large part of the success of our company is due to Alex, and that's why I'm so thrilled to be participating in this course with Alex.

He's got some things on his agenda for this class, and I'm curious to get into this myself. So, without further adieu, Alex, I'd like to jump right into the content for this course.



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Having an
Action
Guide is a
packaging
strategy

Alex: To get us started, take a look at your Action Guide for this course. If you haven't already downloaded and printed out your Action Guide, go to TeleseminarSecrets.com/packaging.pdf and do so now.

Having an Action Guide is a packaging strategy. This course was originally a teleseminar. If you do teleseminars or any type of webcast or webinar, it's good to have a handout to keep your listeners involved. I call them Action Guides or Study Guides.

The first page itself is a clinic — a short course in the subject — because it's in thirds. There is a picture of me in the upper left hand corner. I did not include that picture of me because I like to see pictures of myself. It's so anyone who hasn't seen me before can see who I am and what I represent. I recommend you do the same.

Then, there is a declarative statement beside my picture saying “I want you to PRINT THIS PAGE and TAPE IT TO YOUR WALL so you will remember to attend this *Packaging Secrets* training call ...” Then, it is signed by me.

The reason I want them to print this page out and tape is somewhere noticeable is because, in the middle third of the page, there are all of the “Packaging Secrets Training Dial-In Details.”

This includes the date, the starting time for the different time zones, the dial-in number, the passcode and the topic. The topic is “Packaging Secrets for Info Marketers: How to Win More Sales with World-Class Product Packaging.”



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Every
business is
an
Information
Marketing
business

Every business is an Information Marketing business. I believe that to be true. It doesn't matter what business you're in. Whether you're a small business owner, an entrepreneurial CEO or an independent professional, every business can be marketed with information.

If you want to win more sales with world-class product packaging, pay close attention. Most people in marketing or business forget about their product packaging. They get the sale, but they forget about the package.

On the first page of this Action Guide, the lower third of it says "4 Tips to Get the Most Out of This Call."

The first tip is, "Print this Action Guide so you can **write** notes and fill-in the blanks." I hope you've already done that. If you haven't, do that right now at TeleseminarSecrets.com/packaging.pdf.

Notice that the Action Guide is a PDF document and not a Microsoft Word document. That way, whether your students are on a Mac or a PC, anyone can download it, and it will look the same.

I don't like to have HTML pages. I like to have PDF documents so that I have reliable, sustainable and predictable pages. This PDF has five pages in all. I hope you'll fill all of the pages up, including the final page, which is for more notes and additional ideas.

Tip number two of the four tips is, "Think of how to quickly **implement** the secrets revealed during this training."



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Packaging goes beyond a physical product – it applies to digital and audio products, as well

Tip number three — “Make a deadline to **complete** at least 2 tips you’ll learn during this training.”

I’ll be revealing many tips, over 40, actually. So I want you to make a deadline to complete two of those 40 tips. That would be about five percent of the training. I think five percent is worthwhile, and it will definitely be worthwhile for your business.

Tip number four is, “Calculate how much **money** you make and save from what you learn.” It’s not only about making money from what you learn during this training, but it’s also about saving money as a result.

There is a special note on the bottom of the first page of the Action Guide. It says, “This teleseminar starts on time according to www.Time.gov. So please dial-in five minutes early so you don’t miss any content. Your courtesy will be most appreciated ☺.”

I always ask everyone to call in at least five minutes early for my teleseminars so I can get the attendees excited about the call. I want to raise the energy of every call I do.

That’s page one of our Action Guide, and that’s the packaging you need to use for a teleseminar.

Packaging goes beyond a physical product. It also applies to digital or audio products like teleseminars, eBooks and more. As I mentioned before, this product was originally a teleseminar.





packaging secrets

*Packaging
not only
makes
sense, but
it makes
you more
money*

We had the teleseminar recorded during the live event. We then had the audio transcribed. Once the transcription was completed, the transcripts were enhanced, meaning the transcript was sent to my designer for her work.

She designed the cover and matching interior, edited the content, added call outs on every page, saved it as a PDF and added live links. The audio has been edited, as well. We put music on the tip and the tail of the call. That's packaging.

Packaging not only makes sense, but it makes you more money.

If you're ever on the stage and selling from the platform, you want your product consumed first before anyone else. As a result, you can sell more products to your students, customers, clients or patients; whatever you happen to call them.

Bret: I've got to say, Alex, that I've never even given thought to the packaging of a digital product, per se, especially a teleseminar. So this is already information that has enlightened me, and certainly everybody should be taking good notes on this.

Let's move on to page two of our Action Guide — "12 Advantages of World-Class Packaging." Take a look at number one, which says, "_____ versus physical delivery." What are you referring to?



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Your
customers
should get
both
digital and
physical
delivery

Alex: The fill-in word for that blank is “Digital.” I’m referring to “Digital vs. Physical delivery.” Audio recordings, which are posted online or are MP3 downloads, and PDF downloads are two forms of digital delivery.

Both the audio and the PDF of this course are available digitally.

The physical delivery of this course includes the audio on a CD and the physical, printed transcripts in a binder, which we’ll talk about in a little while.

Many Information Marketers debate digital versus physical delivery. I think you should have both.

Your customers should get both digital and physical delivery.

You should have digital delivery first to give instant gratification for your students, clients, customers or patients. I’m going to call them customers for now as a catch-all term.

If you have a digital product, you give it to them instantly so they can start consuming right away.

Then, you want to have some level of physical delivery and “thump value,” just like the Action Guide for this course. The Action Guide has a physical component to it.

If you printed it out and are writing on it, know this, the palest ink is better than the best memory.





packaging secrets



The reason you want a digital delivery in addition to the physical delivery is because it will lower your refund rate

Hopefully, you have written in “Digital” in the first fill-in on page two, where it says, “Fill-in each of the blanks below,” and under “Additional Notes,” you’re writing more notes.

Digital versus physical delivery is very simple. Digital is instant. The moment someone orders, you want to have the digital delivery not only be on autoresponder, but also on your thank you page.

The physical delivery will come to them in a few days — hopefully within a week. I do recommend that you have a voice broadcast message sent out, or you call them with one of your client care people saying, “We just mailed out the CD or DVD to you. So stay tuned, it’s on its way.”

The reason you want a digital delivery that is in addition to the physical delivery is because it will lower your refund rate. I’ve seen some people have as much as 50% refund rates with digital products, and that’s because some people steal.

With a physical product, the customer has to return it in order to get the refund, so there is a higher bar to jump over. Because of that bar, it’s a little more resistant. People will much more rarely ask for a refund, even the dishonest ones.

Whether you have customers who you consider to be honest or dishonest, it doesn’t matter. You want to have digital delivery, which is instant gratification, in conjunction with the physical delivery.





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With a physical product, you can include a package insert when it is shipped out

You want to have both. Many times, I'll have a digital product, and for \$10 more, I will offer them the CD or DVD. For the customer, that's a no-brainer at only \$10 more.

I'm offering a course called *Phone Fitness*. It's on how to stay fit while doing teleseminars. I partnered with someone who I'm not going to reveal right now, but she's a marathoner. She's competed in multiple Iron Man marathons, but we'll call it Iron Woman because that's what she is — an Iron Woman.

It's going to be a digital product online, but for \$10 more, we'll have it available on DVD.

People's perception will be that the DVD is only \$10 when it's actually \$49.95. You see, the digital product is going to be \$39.95. Then, for \$10 more, which makes it \$49.95, they will also receive the DVD. The digital product does not cost me anything additional to produce for them, so I am getting \$49.95 for the DVD.

Because I am offering both the digital and physical versions, it will lower our refund rate and increase the impact to the customers. Plus, we can put a package insert in that DVD when it is shipped out.

Bret: I can't encourage you enough to pay attention to what Alex just shared. Let me give you an example that we have seen too often as a fulfillment company for many top Information Marketers.





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You need to have something that keeps the customer happy right away while they're waiting to get the physical product

When you're doing a new product launch, you will need to have a certain number of the physical product produced in expectation of the launch. You don't want to print too many and have stock sitting, but you also want to have enough to fulfill the orders.

Well, let's say that you have exceeded your expectation on sales, and you don't have enough physical products printed for the demand. It will take some time to get more printed.

Therefore, you need to have something that keeps the customer happy right away while they're waiting to get the physical product in their hands. Otherwise, the refund rates skyrocket.

This is especially important when you have a new product launch to keep people satisfied and to manage their expectations so that they will not only wait for your product, but be willing to purchase again from you in the future.

Let's move on to number two. It says, "_____ packaging elements." What are we talking about here?

Alex: Number two and number three are similar. They're external versus internal. So, number two is "External" packaging elements.

Here is what I determine to be an external packaging element. I firmly believe that you should have a box that stands out. There are





packaging secrets

Pay a little more and use a white box rather than a brown box

brown boxes and white boxes. When Bret fulfills my products, they are shipped in white boxes.

White boxes stand out. Pay a little more and use a white box.

If you want to pay even more, you can have a black box or gold box. Then, you can tell people to look for the black box or gold box coming in the mail. You may pay a little more, even a dollar more, but an external packaging element like the color of the box makes a huge impact.

The color of the box is the first external packaging element. The second element is you want a sticker with the ship-to address and a return address. That's critical.

If you have a website, you can put a surprise bonus gift on that label and have people opt-in to get that gift. Even the mailman or mailwoman who is carrying the mail can opt-in. That has happened to me before. That means you will capture their info for your list.

The third external packaging element you want is a sticker that informs the customer about a 24-hour recorded message, which we'll talk about later in this training.

To review, you want the color of the box to be a little different. I recommend white because it's inexpensive and it does stand out. You need to have a ship-to label, which also has the return address so people can contact you.





packaging secrets

You need to be sure that your product and its packaging carry a high perceived value

In addition, you want a 24-hour recorded message sticker, which tells them “Wait! Before you break open the shrink-wrap, I want you to listen to this 24-hour recorded message.” Then, you give them the phone number to call in and listen to that message.

Those are the three external elements that are critically important to your packaging, starting with a white box or any other color box than just brown.

Bret: I agree with you whole-heartedly. When I get a brown box in the mail, my first impression is blah. It doesn't look like something that has any level of perceived value, which is so critically important as an Information Marketer.

This does raise a question in my mind, Alex, and I want to ask your opinion on something.

We have some clients who want their product packaged in one of those bubble mailer envelopes or something else that would be difficult to put the product back into for returns. They do this because they believe that, if it's hard to package it back up, then it's going to be harder for the customer to return it.

They think that they will reduce their refund rate by making the packaging difficult for people to reuse so they can return it. What are your thoughts on that?





packaging secrets

If you have a continuity-based product, keep it in a branded box and make it easy to return

Alex: My thoughts are, in cases where you have commoditized products and people have high return rates, I believe in that. I think that it's important to have something that people will destroy to get into.

I know that Time-Life does that. When I was running infomercials for Time-Life Music and Time-Life Books, you would have to destroy the box to open it, so it would be difficult to send it back.

On the other hand, organizations like QVC and HSN have their branding right on the box, and they make it very easy to return because they have continuity.

I believe in the bubble pack packaging that's hard to return, if you have an episodic type of offer where it's a one-time sale. But, if you have a continuity type of product line, I highly recommend that you brand the box and put your logo on the box.

I know that Gateway, the computer company, has the cow branding on their outer box. Everyone knows what that looks like, and anyone who sees that box knows that there's a Gateway computer inside.

Dell does the same type of thing. You know what's inside because of the branding.

I highly recommend that, if you have a continuity-based product, you keep it in a branded box. Yes, they may return it, but the lifetime value of your customer is what's most important to you.





packaging secrets

If you have an episodic offer where it's a one-time sale and you fear people will return it, use a packaging that will be difficult to use for returns

You have a relationship with your customer like QVC or HSN. You want them to purchase from you over and over again. So, put your logo on the outside of the box and make it easy for them to return.

If you have an episodic offer where it's a one-time sale and you fear that people will return it, then have a bubble-wrap type of packaging so that once they destroy it, it's very difficult to return. This is especially true if you have a high-quality product.

Sometimes, you need to make it difficult for your customers to return those episodic products because there are too many customers who are not as honest as they should be. They'll consume the product and then ship it back.

Your packaging should depend on whether your product is continuity or episodic and on what your goals are. I highly recommend you put the logo on the outer part of your box if you have a continuity type of product. Bret, would you agree?

Bret: I take your advice wholeheartedly, Alex.

Alex: The fill-in word for number three on page two of the Action Guide is "Internal." There are certain internal packaging elements you must include. Here is what you need internally.





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By giving a surprise bonus gift, you achieve the “Wow Factor,” which gets people to marry themselves to you

First, you need your product. Be sure that all of the elements of the product are included. The product should be neatly placed inside.

Second, you need a “Read this first,” “View this first” or “Listen to this first” piece. If it’s “Listen to this first,” it needs to be a CD. If it’s “View this first,” it needs to be a DVD, and if it’s “Read this first,” it’s a sheet of paper.

I recommend any of the three, quite frankly, and whichever one you use should be on the very top of the package when they open it.

Third, you should have some type of contact information inside so people can easily contact you. Fourth, every package should include a bonus gift of some kind. I call it a “Surprise Bonus Gift.”

When you get people to consume your product, they are more likely to buy again, especially if it’s an information product.

Every one of you should be an Information Marketer, because every company, business and independent professional is an Information Marketer. Even if you don’t sell the information, you can promote your product or service through information, even if it’s software.

So, internally whatever it is that you have, you should positively include your contact information and a surprise bonus gift or a certificate that they did not expect. That is the “Wow Factor,” which gets people to marry themselves to you.





packaging secrets

That level of surprise and intrigue creates a level of loyalty, which you cannot buy

Suddenly, that level of surprise and intrigue creates a level of loyalty, which you cannot buy.

To recap your Action Guide, the first fill-in is “Digital.” The second is “External,” and the third is “Internal.”

Bret: When you talk about the unannounced bonus in the package — that surprise bonus gift — is your preference to use an actual physical component or to use something that’s delivered digitally online, for which the customer is instructed by an internal sheet to go get?

Alex: That’s a very good question. I like to give something physical, and one of my favorite things to give physically is a Glossary of Terms. A Glossary of Terms will offer your customer a new vocabulary.

Every single marketer should have their own vocabulary.

I do with my *Teleseminar Secrets* and any other offer I have. The reason is because when I have a new vocabulary and offer a new community, and if I act as a new role model to someone, then they don’t backslide. They don’t fall victim to what’s called recidivism.

If you look that word up on Wikipedia.com or Dictionary.com, recidivism is about backsliding.





packaging secrets

When your bonus is laminated, the buyer is not going to throw that away

If you go to my blog, AlexMandossian.com and type in “recidivism” in the site search area, you’ll see some Wednesday Minutes and some special reports all about it.

I firmly believe the way that you prevent attrition is by having a new vocabulary. One of the things I love doing for that internal packaging element is having a physical, laminated Glossary of Terms.

Even though it’s expensive, many times I have it printed in four-color because that increases the perceived value of it. It may cost me one or two dollars to have it printed in color and laminated, but they can spill coffee on it and it won’t be destroyed.

Instead of a Glossary of Terms, it can be a checklist of what to do to get the most out of the product — step one, two, three.

If it’s laminated, they will not throw it away. That’s also the same philosophy with a laminated “Read this first” document, a “View this first” DVD or a “Listen to this first” CD. Your buyer is not going to throw any of those away. It takes a little more time for those, but they are very handy.

On top of that I like to give something that’s digital that they are allowed to share with a friend.

When I sent out the invitation for the original teleseminar for this course, I told everyone that they were allowed to forward the call-in information to a friend.





packaging secrets

*Do not use
the hard-
plastic
jewel
cases for
your CDs
or DVDs*

If there is an opportunity to send one, two or three friends something of value, then I will put that inside the box as a surprise bonus gift. That way the person who received my product with the bonus has to tell one, two or more friends about it.

Make it something that can be shared digitally through an opt-in so they become part of your list. What a great way to virally build your list and bring more people into your circle.

I believe in using both physical and digital products for the internal packaging elements.

Bret: Very good. Number four says, “Slip cases for CDs and _____.” What is the blank referring to?

Alex: That is “DVDs.” Do not use a slip case or a carrying case that is a jewel case, which is the hard-plastic case like is used for music CDs.

First, those hard-plastic cases don’t have much of a spine. They’re very narrow. Second, they break quite easily. If your package is banged around a lot or squished while going through the postal system and the case breaks, you may get a refund request, even if there is nothing wrong with the DVD or the CD.





packaging secrets



A DVD case rarely breaks and has a much larger spine than a jewel case

I learned this the hard way long ago with my course called *Marketing With Postcards*, which you can see at MarketingWithPostcards.com. My return rate was very high because so many of the jewel cases were getting broken during shipping.

Any CDs that you get from me are always in a DVD-style case — the kind of case the DVD movies come in. This is something that a lot of people have emulated me on in the Information Marketing arena. I don't get credit for it, but I know that I had a huge impact.

With the DVD case, you can put in a CD or a DVD in it. The spine is a lot fatter. So it is easily spotted on a shelf.

You can also put an insert inside because there is typically a little clip that you can use to hold a postcard, which could be a "Read this first" document, as well as a little checklist.

I firmly believe that you need to use the DVD-style slipcases for both your CDs and DVDs. You can find these cases, which can hold a variety of number of disks, at SpeakerFulfillmentServices.com.

With a DVD-style case, you can actually stomp on it. I have done that on stage several times before and have never broken one.

Bret: Some people call them Amery cases because that's a popular brand of that type of case, but I simply refer to them as DVD cases.





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With larger spines, you can use your picture, logo and other branding elements that will help people to remember you

What about the slip cases that are used for library sets, multiple DVDs, CDs or binders, like the slip case packaging you have used in your *Traffic Conversion Secrets* and *Teleseminar Secrets* products?

To describe what I mean to all of you, I am talking about one of those leatherette-type of slip cases where you have multiple DVD cases, books or binders in one slip case, which looks similar to a really nice box with one side completely open.

Alex: That also is another type of slipcase, which I highly recommend. When you use one of these cases, you have even more of a spine to take up shelf space in someone's home or office library.

When you have larger spines, you can put your picture there and your logo there. You can use any other branding elements that will help them to remember you. Then, every time people look at their library, you are branded in people's minds.

Bret, you have a variety of styles of cases at Speaker Fulfillment Services, and I have used some very unique and innovative type of cases. I remember I did one with John Childers where I put his entire face across the six DVD spines. So if you didn't get one of the DVDs, you'd be missing a nose or an eye or ear.

There was this cognitive dissidence or visual dissidence if something was missing.





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I firmly believe in that, especially if you have continuity. What are the different types of slipcases that you offer?

DVD cases are available in a variety of sizes, colors and styles

Bret: The DVD cases can come in any variety. They can vary in color, although black is the primary color used for DVD cases.

They can vary in size and can hold any number of disks from a single-disk case to whatever amount you need for your product.

Now, Information Marketers will typically put less disks per case in order to increase the perceived value of their product, but just using the DVD cases rather than the jewel cases automatically increases that perceived value. Jewel cases are almost never used.

A few marketers might still use a slim-line jewel case for a small bonus item that is inserted into the pocket of a binder, but other than that, they are almost never used.

Alex: The only time I would use it is for a “Listen to this first” or “View this first” that is inside of the bubble or popcorn wrap, which is inside a box, so that it’s not going to get broken.





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Bret: Right. If you have 10 or more disks, we have two-ring and three-ring DVD case albums that you can use. Those albums have rings inside that hold plastic sleeves to hold the disks.

It is better to use cases where each disk is individually displayed or easily accessible

That's popular for a number of people because that has the wider spine like you were talking about. It gives you more shelf real estate space, and it dresses up your product a bit.

There are also various types of clamshell cases available, and these are the big boys. These are the ones that, when closed, the front measures 12" X 9", and they can hold any number of disks because they have holders where you can stack the CDs or DVDs.

I'm personally not a fan of stacking disks on top of each other. I like cases where each disk is individually displayed or easily accessible.

Those types of cases also give you the ability to put workbooks or other documents inside the case with your disks. Those cases also give you a lot of shelf real estate.

The clamshell cases are not inexpensive, and neither are the slip cases that we talked about. Unless you have a very high-ticket item, then the numbers may not justify that type of packaging.

But, boy, it sure does dress up your product if you can.





packaging secrets

*That which
looks
expensive
will
generate
more sales*

Alex: It does, and I firmly believe in dressing up your product, because that which looks expensive will generate more sales. I highly do recommend that.

Bret: Number five says, “How much _____ value matters.” I believe I know this one, but tell us, what is the blank here?

Alex: This is “Thump” value. Thump value is perceived value only it has a thump. When you drop the product and it makes a boom, then you know it has thump value.

Many people like to have more thump value by double-spacing their transcripts. I don’t particularly believe in that. I like increasing my thump value by having more packaging, not more fluff.

I believe in spending \$5 or \$10 more on packaging costs in order to have a highly expensive-looking product.

Most of my products are extremely expensive to put together. I use pre-loaded portable media players and iPods. That’s something that I initiated three and a half years ago. As far as I know, I have bought more iPods as a civilian than anyone else on the planet — 3,300 iPods, plus over 2,000 MP3 players. Now I’m doing MP4 players.





packaging secrets



You can use the same content in a different modality and charge 10 to 20 times more because of the thump value

That has thump value as it relates to a CD. When you drop a CD, it doesn't make near as much of a sound as an MP4 player. Thump value is, if you dropped it, it would make a sound. Now, I don't recommend you dropping an MP4 player, but it does have more thump value.

When the thump value is greater, the perceived value is many times greater — and it does matter. It absolutely does matter.

If you were to get a regular perfect-bound book that you would buy in the store with 200 pages, you'd probably spend about \$20 on it.

Let's say you took that same book content, put it on 8.5" x 11" sheets of paper, drilled three holes down the side, added call outs on every page, called it a transcript and put it into a three-ring binder with a full-color cover wrap and color intro page. Then, you recorded the content to audio, you could sell that \$20 book for \$500.

It's the same content, only a different modality — that is thump value.

A book doesn't have nearly the same thump value that an audio course, eCourse or a course that has a how-to component, such as transcripts and audio, does.

Thump value does matter, and that is the fill in.

How much does thump value matter? It matters a lot because you can get 10 to 20 times the value of a perfect-bound book.





packaging secrets



Get your customer to consume your product in their minds before they consume it in their heads

Bret: Back to the Action Guide, we are now going to talk about number six, “_____ placed on shrink-wrapping.” What should be placed on to the shrink-wrapping.

Alex: This is my favorite. The blank is “Stickers” — “Stickers placed on shrink-wrapping.” Now, what do these stickers say?

They say something like this. “Wait! Before you break open this shrink-wrap, call this 800 number.”

Here is what happens. When they call the 800 number, you get them to consume your product in their minds before they consume it in their heads. Their mind is connected to their heart.

Therefore, if you get them to feel, think and do, that’s much more effective than think, feel and do.

Many times, if you try to get them to think first, you can’t get them past that. They never feel. But, if you can get them to feel, then you can usually get them to think and do.

For instance, on my pre-recorded message, I tell them how proud I am of them that they called the 800 number — they’re one of the few who do — I tell them that they’re actually following through and I know they’re going to be successful.

I’m selling hope on that 24-hour recorded message.





packaging secrets



If people
can
consume
the
product
before they
break it
open, then
they will
listen, read
or view
whatever it
is you have
inside

My 24-hour recorded message service is called Automatic Response. You can check them out at AutomaticResponse.com. You can talk to Jeff Troyer. I don't get an affiliate commission for recommending him. I personally use that service.

I like having 24-hour recorded messages. I've done this with *Teleseminar Secrets*, *Stick Strategy Secrets*, *Marketing With Postcards* and *Podcast Secrets*, and I firmly believe in using 24-hour recorded messages on any package that goes out.

I've taught many consumer product companies and many software companies to do this.

If people can consume the product before they break it open — in other words, if you can create tension and anticipation, just like Alfred Hitchcock did in his movies, then you build such a level of suspense that people will break open the bubble pack — then they will listen, read or view whatever it is you have inside.

They will also want to consume your product before they consume anyone else's. Stickers placed on the shrink-wrapping are critically important, especially when those stickers advertise a 24-recorded pre-recorded message. I love them.

Bret: You talked before about an external sticker on the outer package with an 800 number on it. Now you're talking about an 800 number





packaging secrets

When you can use the sticker on the external packaging, it gets the consumer to anticipate what's inside

on your internal components that are shrink-wrapped. Should we use both? Is one better than the other?

Alex: If possible, I firmly believe that the sticker should go on the external box. Sometimes that box will be shrink-wrapped; sometimes it won't.

When the sticker is put straight on the box, as you do for my products, people call that 24-hour recorded message before they break open the box. The reason they do that is because you're telling them.

It says, "Wait! Before you break open the package, call this number." The reason you do that is because you're getting them to anticipate what's inside. They get excited about it. So I like to put it externally.

I have put it internally, as well. If you put the sticker internally, it is important to put that on the outside shrink-wrap or bubble wrap that is surrounding your product pieces so they still see that label before they break open the actual product pieces.

If you go to TeleseminarSecrets.com, you'll see a 24-hour recorded message. I think this is one of the first times a recorded message was used on a website, and I've gotten many orders through that.

So the sticker can be placed on the external packaging, which is the most effective, or it can be used on the internal shrink-wrap or bubble wrap that surrounds the product inside the box.





packaging secrets

If a buyer opens the box, they are a lot less likely to return it

Bret: That makes sense. Have you ever attempted to use those stickers with the 800 numbers, not only to help the current sale to stick, but also as an upsell strategy?

Alex: It is, yes. It is an upsell strategy. Here's what I do with those stickers. When they call the number, I tell them what they're about to experience and that there's a surprise bonus gift inside. That gets them to open the box.

If they open the box, they're a lot less likely to return the thing.

I often sell my packages during my stage presentations, so my product will often get delivered at the same time as many other speakers' products, as many people purchase more than one thing. With these stickers, not only will I get my boxes open when they get delivered with all the other boxes, but the buyers will also keep consuming my stuff because I'm teaching them to consume it.

I tell them what's inside. I tell them that there is a surprise bonus gift. I tell them to go to page 77 or some other page internally to view a specific piece of content, so I get them to consume deeper into whatever information product I have inside.

By doing that, as I said before, I create a sense of anticipation, which creates tension, and that gets the product consumed.





packaging secrets



You can offer an upsell at the end of your recorded message

Many times, I get them to buy something else because I tell them, “If you do this, I will also give you a discount for this,” and I’ll have that upsell offer at the very end of the presentation.

I’ll say something like, “I want you to stay tuned because in three and a half minutes, I’ll show you how to get a \$100 product for only \$20, but before I do, I want to say I am so proud of the fact that you’ve called me, because you are one of the few who do.

“Before you break open the box, I know that it’s important for you to know what’s inside. There is a surprise bonus gift that you don’t even know about. It’s called the Glossary of Terms. It is laminated. Also on page 77, there is an extra bonus.”

I keep going on like this, and then I say, “If you would like to get the DVD to this course, call us at ... and you can purchase this DVD, which usually sell for \$100, for only \$20. You’ll save \$80 on the purchase. Do it now. We look forward to hearing from you.”

We get sales that way.

Bret: Do you have any hard data on the impact of these stickers from before you started using these 800-number stickers with the pre-recorded message versus afterwards on the refund rate?





packaging secrets

When someone calls on the phone, it's a very intimate way to communicate with them

Alex: My refund rates have been slashed to a minimum of one-half and sometimes to as much as a third of what it previously was.

If your marketing hard, a refund rate is typically about 7% to 8%. They've been slashed to 3.5% to 4%. In addition, I generate 30% to 40% more sales of the upsell product as a result of the upsell strategy with my audio message.

I believe in audio. When someone calls on the phone, it's a very intimate way to communicate with them. I firmly believe in having that 24-hour recorded message.

Bret: Great. Let's move on to page three of the Action Guide. We're on number seven now, which is "_____ pack vs. 'popcorn' pack."

Alex: The blank is "Bubble." We are talking about bubble pack versus 'popcorn' pack.

I hate popcorn packs. Forgive me if you pack your packages with popcorn filler, but I hate it. It sticks to my hands, my forearms, my furniture and everything. A popcorn pack keeps stuff safe, but so does a bubble pack. I believe in bubble pack. It's cleaner, and I love it.

That is what you've packed my stuff in, Bret. Maybe you could talk about the difference between the two.





packaging secrets



Bubble pack is definitely the preferred packaging choice for marketers

Bret: I agree with you completely. From a fulfillment standpoint, bubble pack is much easier to work with than ‘popcorn’ pack. ‘Popcorn’ pack is usually referred to as packing peanuts, as they are shaped a lot like large individual peanuts.

I’m like you, Alex, if I open a package and have those peanuts falling out all over the place, it’s a nightmare. As an Information Marketer, I would never use a ‘popcorn’ pack for the mess standpoint alone.

Alex: Yes. It’s not environmentally-friendly either, unless you specifically buy the biodegradable ones, and still, they make a mess.

Bret: I keep a little on hand for those rare clients who insist on using them, but probably less than one in 200 clients request the ‘popcorn’ pack. Bubble pack, which is often referred to as bubble wrap, is definitely the preferred packaging choice for marketers.

Alex: It’s a lot cleaner, and it works well.

Bret: Yes, and it makes for a nice looking presentation.





packaging secrets

Get the
buyer to
touch and
feel
everything
that's in
the box by
using an
inventory
checklist

Alex: Right. Another reason I don't like 'popcorn' pack as well is because a "Read this first" document and any other papers get all smushed in, and any other loose items get lost.

I've seen this happen. Many times people don't even realize there is anything in the box, because it's lost in the popcorn. I prefer bubble pack over 'popcorn' pack.

It's a big tip, and it's a big money-maker. In addition, bubble pack can sometimes be less expensive than 'popcorn' pack.

Bret: What are your thoughts on including an inventory list in the package that let's them know what's inside?

Alex: I firmly believe in that. It's a table of contents of what's inside. I like to put that as a part of the "Read this first" document. I like to make it a checklist. I put boxes next to it.

I tell them to grab a pen and check off each element on the list as they unpack them. If these elements are there, then they know they have a complete package.

That is almost — and I'm saying this in the good sense of the term — manipulating their attention so that they know everything is there. They're actually touching and feeling everything that's in the box.





packaging secrets

Pages should be three-hole punched, shrink-wrapped and left off the rings so the customer has to put the pages in the binder

If you have a checklist with boxes and they're checking through what's inside, that is a huge boom to your business and a huge advantage because they are keeping track of what's inside.

If they touch something, chances are they will consume it.

Bret: If any of our students are doing their own product fulfillment, the question always comes up on how something should be shipped when they are creating a physical, printed product.

For example, if you have a three-ring binder that will have 100 or more pages, should you deliver those pages to your clients on the rings or off the rings?

Alex: I firmly believe that the pages should be three-hole punched and then shrink-wrapped and left off the rings so the consumer can put it inside the rings. The more you get them to touch and feel the product, the better. You've done that for me.

In fact, I've actually mandated it.

It costs me a little more, but I think it's a lot better. Plus, the pages don't get all torn up in the shipping process.





packaging secrets



Pages can shift during shipment and get torn or bent in the process

You want them to be shrink-wrapped when shipped so you can get your customer to put the pages onto the rings. The more they do that and the more tender loving care they have for your product, the more likely it is that they won't return it and they will consume it.

Bret: I have one client who insisted on having their multiple-page manual already inserted into the binder knowing that they were running the risk of pages getting torn in the shipping process — and that's because pages will shift during shipment.

Alex: Plus, the rings themselves can bend when you have the extra weight on them during shipment.

Bret: Right. Normally, we do what you have recommend, Alex. If it's 100 or more pages, they are shrink-wrapped with color sheets inserted in where the tabs would go if tabs are included in their package.

The tabs would be put on the rings, but they would have to assemble the binder pages on their end.

With this particular client, their perspective of the situation was they didn't want their customers to do any assembly on their end. Would there be situations where you wouldn't want assembly at all?





packaging secrets

The more they touch the product, the more likely it is they'll read it; the more they read it, the more likely it is they won't return it

Alex: I hope I know the person or client that you have that asks for the non-assembly, because I wholeheartedly disagree with them. Here is why. With an information product, you want your customers to touch and feel the product.

What is the big deal about putting pages onto three rings? It's ridiculous to make it such a big deal. It is no big deal.

The more they touch the product, the more likely it is they'll read it. The more they read the product, the more likely it is they won't return the product, and the more likely you'll get them to do something.

You can't look over their shoulder. You can't tap them on the shoulder and say, "Read that. That's a very important page." Even though you can't do that, you can get them to assemble it.

If you send it pre-assembled, you are robbing yourself of the opportunity of getting your customer to assemble it. It is very little effort on their part, and chances are, they may read a few pages that they otherwise would not have read.

Bret: I agree. Number eight is "_____ This First' Docs/DVDs/CDs." I believe this is something you have already been talking about, Alex.





packaging secrets

*Every
information
product is
a consum-
able
product*

Alex: This is so important because it's the starting point. The blank could be one of three things. I'm going to give you the most basic choice, which is the easiest to produce, and that is "Read" this first.

That's a document, and I highly recommend that, if you use a "Read this first" document, you laminate it. Lamination will protect the information if they spill coffee or water on it. It will still stay true.

You can have a "Listen to this first" or "View this first" instead.

"View this first" is for a DVD. "Listen to this first" is for a CD. You need to have a starting point. Every single information product should have a "Read this first," "View this first" or "Listen to this first" document of some kind.

If you don't include one of these, then people won't know where to start. You have to give people the objective and the directions on how to consume your product.

Every information product is a consumable product. It's like a stick of deodorant or a bottle of shampoo; it's consumable.

If you don't believe me, imagine if people bought four or five of your books or your how-to products and none of them were consumed. They just sat on the shelf. That person wouldn't buy another one.

The moment they consume it, they want another, just like they would buy another bottle of shampoo or stick of deodorant.





packaging secrets

The
customer
wants
permission
to
consume
your
product

Every product that's information based is consumable, so you must include a "Read this first," "Listen to this first" or "View this first" to get the buyer to start consuming. Those are the three possible fill-in's for number eight.

If it's a "Read this first" document on paper, laminate it. Spend a little extra money so it won't get bent up and people can spill on it and still make sense of it.

Bret: My personal preference is the laminated "Read this first" document, because that doesn't require the buyer to take any extra step to partake. They can read right away.

Alex: I absolutely agree. I really only recommend the listen or view options because some people like to use that for software. Sometimes you have a screen capture and you want to view this first.

"Read this first" is critical because it's so simple. You just read the points — step one, two, three — and you know what to do.

The customer wants permission to consume your product. Give them permission through a "Read this first" document.





packaging secrets

The “Read this first” document is the easiest for the buyer to use and requires the least amount of work for you to create

Bret: If you have a CD or some component in your package that’s not a standard audio disk, something I always tell my clients is you need to have specific instructions in your package — preferably on the disk label itself — telling them how to use that particular component.

I don’t know how many people have called and said, “This disk doesn’t work.” Then, they have to explain, “It’s a data disk. You can’t put it into a CD player. You put it in a computer.”

Alex: Right, I agree. You need to be sure that your product is easy to use and easy to consume.

By the way, I have even seen flash drives used for the “Read this first” document. I don’t know if I believe in that or not. I do think it’s a great way to repurpose your content.

My recommendation is to use a laminated “Read this first” document. It’s the best thing you could possibly have. It’s the least expensive and the easiest for the buyer to use, and I highly recommend it. It takes the least amount of work to create on your part, too.

Bret: If number eight is “Read this first,” “Listen to this first” or “View this first,” then what’s number nine? It says, “_____ -Start’ Docs/DVDs/CDs.”





packaging secrets

Use a quick-start guide to take them through the process and get them to envision and imagine what it's going to be like

Alex: The blank for number nine is “Quick.”

It is a Quick-Start Guide. That is different than a “Read this first” because the first element on the “Read this first” document can be, “Listen to the Quick-Start Guide.”

With *Teleseminar Secrets*, *Podcast Secrets* and *Virtual Book Tour Secrets*, I have quick-start guide. Quick-start guides teach people how to consume.

“Read this first” is like a table of contents of what’s involved, whereas a quick-start document, DVD or CD is all about what to do — here’s what you do first, second, third, fourth, fifth, sixth, seventh.

You literally take them through the process and get them to envision and imagine what it’s going to be like.

It’s longer than a “Read this first.” Typically, in my world, it takes about 30 to 40 minutes to create. The quick-start program gets people to start.

I don’t like to start them at the beginning. I like to start them in the middle because it is more likely to induce them to listen to the beginning and the end than if you started them at the beginning.

If you had a 200-page, how-to course, I like to start them on page 77 and get them kind of in the middle with my quick-start guide.





packaging secrets



When you start in the middle, there is more intrigue, tension and anticipation

Bret: You don't think starting in the middle creates confusion?

Alex: No. I think starting in the middle is a very elegant way to get them to consume. Some of the greatest copywriters will tell you if they've written a 2,000-word ad, the one-thousandth word is where the headline is.

You want to start something in the middle.

Many times people like to get things started, but they don't start as quickly as they should. I like to start my stage presentations with a story, and I dive right into it. It's like starting in the middle without any introduction. There is more intrigue, tension and anticipation.

"What is he going to say next?"

I like a quick-start guide to get the buyer to start in the middle. It doesn't cause confusion. It causes consumption, and that is exactly what you want.

Bret: A related question to these extra documents that you include in your package is what about a thank-you letter? Do you think the physical product should include a separate thank-you letter, or should it be part of the "Read this first"? Or does it make any difference at all?





packaging secrets



If you have something that's a surprise, it's like your a kid getting the surprise in a Cracker Jack box

Alex: I think there should be a letter of introduction, and the letter of introduction should say something like, “We have a help desk, and here is the help-desk address. In case we don’t respond to you as quickly as you would anticipate, I hope you let us off the hook because our business is going through the roof.”

Say something that is going to insinuate that you’re very busy, which hopefully you are, and it’s a letter of introduction that’s very brief.

I don’t like to have a very long and drawn out letter. I like to have a thank-you letter that’s a letter of introduction. Do tell them how proud you are that they have purchased.

Many times, your letter can mirror what you say on the 24-hour recorded message when they call the 800 number on the sticker on the outside of the shrink-wrap.

Bret: Number 10 says, “Benefits of _____ bonus gifts.” What is number 10, please?

Alex: Number 10 is the “Benefits of surprise bonus gifts.” We’ve talked about this before. The fill-in is surprise. If you have something that’s a surprise, it’s like your a kid getting the surprise in a Cracker Jack box. I love it.





packaging secrets

Make it a high-impact surprise, and you'll be shocked at the level of gratitude you get from your customer

I love the fact that someone's anticipating it being there. If that surprise is of high value, I love it even more.

Many times, it's something that someone else created. It's a gift, and it induces reciprocity, which means they may want to buy something from you in the future.

Make it a surprise and make it high impact. When you do, you'll be shocked at the level of gratitude you get from your customer.

Bret: I know one thing that's becoming very popular, and I'd like your thoughts on this, Alex. It's a trial membership in a membership site.

It might be a free trial for a month or two as an unannounced bonus gift. They use a membership site trial as the gift in hopes that they get some continuity out of it.

Alex: I don't like that, and I'll tell you why. I used it before and got bit in the backside. The reason is because it is very transparent about my selfish or self-serving interest. The buyer knows I am trying to get more out of them by offering it, especially for such a short time.

If they had a membership, it wouldn't be a trial bonus because that is a forced continuity. You're giving someone an extra headache by





packaging secrets

*A surprise
bonus gift
should be
uncondi-
tional*

making them have to remember whether to cancel or not to cancel. That's not a surprise to me.

A surprise is unconditional.

Two extra months in addition to what they already signed up for is a good bonus if you have a membership. I don't like to give a trial of a membership as much because it induces a level of obligation. I don't want that done to me. I don't want to have to remember what I signed up for.

I don't recommend it. It's not the very top of the food chain of what I like to offer, although I've done it before and I've seen it done before. I like to have an unconditional surprise bonus gift where someone says, "Wow! That is amazing. I didn't realize I would get that."

Bret: I hear what you're saying, and I think there are going to be some very well-known marketers who won't like what you said.

Alex: I realize that. I make a lot of money, and I'm sure they do, too. The whole point of this is to have a dialogue, so bring it on. I know what's worked for me, and I'll go up against anyone to show them the lifetime value of my list.





packaging secrets

When you bind someone to something, you'll get them on board, but you're decreasing their lifetime value

I believe in non-binding gifts. When you bind someone to something, yes, you'll get them on board, but what is the lifetime value of that customer?

If they measure it, I know very few people who can generate over \$3 million worth of sublists with just 38,000 people on an email list. Very few people have ever done it before. I only know one — me.

I realize that I'm gloating right now, but the fact is, I do these things by learning from my mistakes.

I think one of the mistakes I made was having trial memberships. As sexy as that may be and as much of a surprise as it is to offer a month or two free, it creates resentment because people have to remember.

Yes, it works for a few months, but when your gift is unconditional, the lifetime value of it has a lot greater impact.

Bret: Number eleven is, "JV _____ insert advantages."

Alex: The fill-in is "package." These are JV package insert advantages.

I am shocked at how few people put package inserts into other people's packages going out.





packaging secrets



Use a package insert to reach people who are decisive and are already taking action

When any package for an information product is going out, it's either a confirmed lead or a customer. You know for sure it's someone who's taking action. You want people who are decisive and are taking action.

If you put a package insert in someone else's package or in your own package, then you are furthering your cause.

You are continuing your continuity of whatever it is that you're offering. It's an excuse to get something else in someone else's hand. A joint venture package insert is someone putting something in your package or you putting something in someone else's package.

This is the way Jay Abraham, the marketing wizard, built his business. He put inserts into newsletters that people purchased.

When people get a newsletter, they have taken action. So I highly recommend that you have a JV package insert. Joint Venture with the ones who are offering a newsletter that is directed to the same target audience that you are trying to reach.

The advantages are endless.

You have someone who has taken action and who might possibly purchase something from you, sign up for a trial offer or opt-in to your list, and it's costing you very little.

It's not even costing you the price of a stamp, as it is going out in a package or newsletter that the postage is already paid for. Many





packaging secrets

Find out what is selling at your fulfillment house and see if you can contact them to do a JV package insert

times, it will cost you just 10 to 15 cents, which is like one fifth of the cost of mail with a standard direct mail package.

Bret: Let me give you some hard numbers to back up how little this tactic is used, even by top marketers. Of the several hundred clients that we have at Speaker Fulfillment Services, I have only two who put along offers of some type in their package.

It amazes me because many in the marketing community who have done this have found so much success with it.

Alex: It amazes me, too. All of you need to utilize this powerful, marketing technique. When I look for the right JV partner for this, the first thing I want to know is what is selling.

When I call Bret or talk to our other fulfillment house, I ask what is selling so I can know what categories of products are selling.

Then, I ask, “Can I contact those people and put package inserts in those products? You’ll be fulfilling more of my stuff when I sell as a result of the insert, and that client will get paid for those package inserts.”

I highly recommend a JV package insert.





packaging secrets



Never use spiral binding – it's flimsy, you can't use your branding and people won't know what's inside

Bret: Number 12 says, “_____ binding vs. 3-ring binding.”

Alex: That fill-in is “Spiral.” People wonder, “Should I use spiral binding or a three-ring binder?”

If you use spiral binding, it's a huge mistake. You want to use a three-ring binder. You cannot brand yourself with a spiral bound notebook. It has no spine.

I don't care how thick the spiral is, it's flimsy, and it falls over. You can't put your picture or any of your branding on the spine, and the spine is what you see when it's sitting on a bookshelf.

Three-ring binding is where it is. I will defend this to my death.

Spiral binding is for the birds. Do not do it. If you're doing it now, stop doing it. Actually, if you're doing it, I hope you compete with me because three-ring binding will always out pace and out market spiral binding.

Spiral is flimsy, and although it may look cool, you don't even know what's on the inside when you see it on the shelf.

When there are spiral bound transcripts in my library, I don't know what's inside. Do you know what I do? I take out the spiral binding, three-hole punch the pages and put them into a three-ring binder.





packaging secrets

Take advantage of the real estate on the back of your binder by sharing your customer testimonials

Then, I have Abby, my Executive Assistant, put one of those Brother P-touch® labels on the side of the three-ring binder. That way, I know what's inside.

These people are world-class marketers. They should be ashamed of themselves because I don't know what's inside. I'm saying this to raise your consciousness, open your eyes and probably wake you up.

Spiral binding is bad. If you do it, let's compete. Three-ring binding is where it's at because you get to brand yourself. Plus, a three-ring binder stands up on its own.

Bret: Another topic with the three-ring binders that we should talk about is the fact that a number of people do use three-ring binders, but they stop short of doing it right.

They put a front and a spine insert in their binder, but they don't take advantage of that real estate on the back of their binder.

How should people utilize that?

Alex: I firmly believe the back of the binder should have testimonials. What a great place to put testimonials with pictures of the people who gave you the testimonials. I've done that many times with the





packaging secrets

A checklist should be a single page, and it should be numbered

products you've printed and fulfilled for me. I firmly believe you should have testimonials on the back.

A book often has endorsements on the back, and you should do the very same thing.

Bret: What is this bonus tip at the bottom of page three of the Action Guide? It says, "The importance of a _____ list."

Alex: That's "The importance of a checklist." I believe in checklists. Every single Module of my *Teleseminar Secrets* series, *Podcast Secrets* series, and *Virtual Book Tour Systems* series has a checklist. *Tele-fundraising Secrets* is going to have a checklist, too.

All great marketers have checklists. I like to have them laminated when I hand them out, just like I do with my Glossary of Terms. If I don't hand them out, I like to at least have them on a single page in a PDF document.

The checklist should only be one page, and it should be numbered.

A checklist is a great way to get people to start consuming your product and to start getting their ideas flowing. You should always have a checklist of the ideas that each one of your Modules or each of the elements of your information products conveys.





packaging secrets



A checklist is a list of ideas that are conveyed with your information product

This is not a checklist of what's in the package, although I do believe in that, and we mentioned that earlier. This is a checklist of ideas, such as “The 16 Most Egregious Mistakes Teleseminar Marketers Make.”

What's the checklist? The checklist reads like this:

1. Don't use a cell phone.
2. Don't use a portable phone without a landline.
3. Don't turn the beeps on with your bridge line.
4. Don't have call waiting on.
5. Don't give the wrong passcode.

The list goes on and on; there are 16 of them on this list.

Everyone loves a checklist because it's in one place, and people can follow along easily.

Bret: It's another great opportunity to brand yourself. You can include your photo, logo and other branding elements on the checklist, and it's something that people will look at over and over again, isn't it?





packaging secrets



Repurposing is repackaging your information product in a format that people will consume

Alex: Totally, and since it's on one page, it's a great thing to hang up on their wall to use as a mind jogger. When they see it, they say, "Wow. I forgot about that."

You can have a huge impact on your customers with just a single page.

Bret: We're ready for page four of the Action Guide, and I'm really intrigued by this. The floor is yours.

Alex: These are "21 'Repurposing' Ideas for Packaging." What does 'repurposing' mean?

If you're an author who has a book, if you're a teleseminar marketer who has recorded teleseminars, if you have an eCourse, eBook or anything that is information based, you can always repurpose the content into another type of delivery method.

Repurposing is repackaging your information product.

It's not only about repackaging for physical or digital delivery, it's about repurposing the content in the format that you get people to consume your product.

Here are 21 Repurposing Ideas. Actually, I have 23, so you will get two bonus ideas, as well.





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A digital eCourse is instant and can be consumed faster than a physical course

1. An eBook

Let's take a 60-minute teleseminar. Have it transcribed, and turn it into a 50-page eBook. That's called repurposing.

2. A mini eCourse

You can have a mini course, which is currently in physical, printed form. You turn it into a digital mini eCourse, which is another repurposing idea for packaging. People love eCourses because they're instant. A mini eCourse means it can be consumed faster.

3. A CD

A teleseminar can go on one or more CDs. It's a great repurposing strategy. It has a little more thump value when it's physical. If someone purchases it or gets it as a bonus gift, you will minimize your returns, and that's a great stick strategy.

4. A podcast

If you have a Teleseminar, audio content, or a written product, you can record it and turn it into a podcast. Then, you can make it available through iTunes or any of the podcast channels online. You can make it downloadable on your website.

A podcast is time shifted. You don't have to listen at a specific time. It's like TiVo® for digital video or audio.





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A physical transcript brings more thump value and has a higher perceived value

5. A blog post

How many blog posts have I already given during this course? How many small articles could be pulled from this content.

There could be a good 30 blog posts in this content, and that's good for at least a year worth of blog posting. Blog post is another repurposing idea for packaging.

6. Online video

If you have a video that you need to show often, you can put it online like I have at Alex300Seconds.com. Check it out. That is an online video of some of my best stage presentations.

When an organizer for an event says, "Alex, let me see some of your work," I send them to Alex300Seconds.com. It's instant. I don't have to send them to a DVD or anything in the mail. They can go there, and make a decision on the spot with that online video.

7. A physical transcript

I believe in three-ring binders with 8.5" by 11" sheets of paper, which has three holes drilled down the side.

A physical transcript is a very powerful way to repurpose your packaging. It brings more thump value to the organization that you're selling from, and it has a higher perceived value.





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A PDF transcript is something that can be printed out or viewed on your desktop

8. A PDF

A PDF transcript is just like a physical transcript, only it's in PDF form where the customer can print it out. The Action Guide, which you downloaded from TeleseminarSecrets.com/packaging.pdf is a PDF. It is delivered digitally and can be printed out physically.

The Action Guide that you are currently using is much more valuable than it was at the beginning of this training, and that's because you've been filling in all the blanks and taking notes.

Using a PDF is a great way to add value to your products.

This course was converted into a PDF transcript and a physical transcript from the original teleseminar audio recording.

A PDF transcript is something that can be printed out or viewed on your desktop. It is a very powerful way to repurpose content, especially if it's audio.

If it's video, you can repurpose that, too. You can have a DVD transcribed and make a PDF transcript. You can also repurpose a book into a PDF transcript and make it digital.

9. A DVD

When you have a DVD video of something, not only does it have thump value, but it also will lower your return rate. It has a huge perceived value, especially if it's in a DVD case.





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Preloaded means they are loaded with audio or video content before they're shipped to the customer

10. Preloaded MP3 or MP4 players

This is one that I made famous. MP4 is video, and MP3 is audio. I do both. I have purchased iPods, which are MP4s of sorts, only they are branded as iPods. I have preloaded other MP4 players that I get overseas, which have video.

Preloaded means they are loaded with audio or video content before they're shipped to the customer, and then the customer can download more information from a membership site or from web pages.

A preloaded MP4 or MP3 player has high-perceived value. Mine have a \$2,800 value because of all of the preloaded content.

When I speak at live seminars, I offer a preloaded MP3 player that I give away for free as a bonus gift. By itself, it has that \$2,800 value because that's how much content is preloaded on there.

Because I am including that as a free bonus, I will have a lot of people purchase my \$1,500 course, *Stick Strategy Secrets*, as a result of that actionizer.

That is because I have repurposed all of my content into audio that I have preloaded onto an MP3 player.

11. A branded flash drive

A flash drive is like a memory stick. You stick it into your computer. You can put PDFs, eBooks, audio and video on there.





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Your
content is
your
marketing,
and the
media is
the
message

I firmly believe that a flash drive is the future of repurposing, because it's so inexpensive. For less than \$20, you can have thousands of dollars worth of content on there, especially if you have access to membership sites.

Think about a physical flash drive. It is so inexpensive, and I am now using to repurpose my content and am having branded through my good friend Dan Safkow at MySeminarPlayer.com. I am finding that a flash drive is a great way to repurpose.

Those are the first 11. Do you have any comments or questions?

Bret: It sounds to me like a large tenant of this is basically that your content should be your marketing.

Alex: Your content is your marketing. In fact, the media is the message. All of these are different media sources.

You have your message — you are the message.

You have your media source. A media source is a book, eBook, mini eCourse, CD, podcast, blog post, online video, physical transcript, PDF transcript, DVD, preloaded MP3 or MP4 player or flash drive.





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Use online videos that are high in content and have high impact

Media is the means that you get to market, and then you have the market. You have a message, which is you. You are the message. You have the media source, and you have the market.

Those are the elements, and the perfect message to market match is having many media sources. The media is the message.

Bret: As you know, our company has primarily grown by word-of-mouth, but I've just been experimenting with video in the last couple of weeks — and I'm amazed. I've taken my product, *50 Biggest Mistakes I See Information Marketers Make*, and I'm repurposing each of the mistakes as a short video and putting them online.

So far, I have put five videos on five different sites, and within just five days, I have had 1,000 video views.

Alex: It's incredible. I use videos, too. I have put up AlexYouTube.com, which is a redirect to all of my YouTube videos. They are high in content and have high impact.

You'd be shocked at how many views I have had. I'm not in the movie *The Secret*. I'm not very well known compared to those with celebrity status, but I have thousands of views on those videos. That's because of the viral component of YouTube.





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You can use audio postcards to create a series of tips that you send as auto-responders

Bret: We're ready for number 12 of the 21 repurposing strategies.

Alex: This next item is something that I co-invented with Armand Morin and Rick Raddatz, because we recognized the power of audio.

12. Audio postcards

An Audio Postcard is an HTML page. It has a layout that looks just like the back side of the postcard where you would right your message. It has a stamp graphic in the upper right-hand corner, which can be a stamp image or a picture of you.

It has a link where the address would go on the postcard. That's a call-to-action link, and they have a message on the left-hand side. That is where the message would be written on the postcard.

An audio postcard is a great way to repackage. You could have a sequence of audio postcards like I do for my "52 Teleseminar Secrets Tips," or you can have a single audio postcard, which has audio and the written word. What a great way to repackage.

13. Autoresponders

You could have a 52-week, autoresponder coaching program. The autoresponders can be audio postcards, because these repackaging and repurposing ideas have a cascading impact.





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An auto-responder is nothing more than pre-writing or pre-recording something, which is emailed when someone opts-in

An autoresponder is nothing more than pre-writing or pre-recording something, which is emailed when someone opts-in. I firmly believe in autoresponders as being a great repurposing strategy.

14. Newsletters

Your newsletter can be physical or digital. If you have a newsletter, it's typically more than a single thought on multiple pages.

I know many newsletters that do very well. "Early to Rise" is one of them. My good friend, Michael Masterson, puts out "Early to Rise" every single day. A half a million people read that every day.

How many newsletters have I written with this course? I could probably repurpose this content into six or seven newsletters on different aspects of packaging.

Bret: Do you think newsletters should be physical, digital or both?

Alex: Both. You can charge \$50 a year for physical newsletters that are shipped out, and they're going to cost you about \$1 each to print and ship out to people, if you do it right.

Your cost is \$12, and you're charging \$50. What's the net profit on that? You're making an additional \$38 on the physical newsletter,





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*A fax tip is
a great
thing
because
there is no
spam filter*

and people like physical. You can have your newsletters three-hole punched before they are mailed, and when someone signs up for the subscription, you give them a three-ring binder as a bonus.

Now, they have somewhere to put that newsletter. They can put it on the shelf, and you can brand the spine of that three-ring binder. A three-ring binder and the newsletter can do that for you. I firmly believe in a physical newsletter.

15. Fax tips

I firmly believe that fax tips are the most underutilized form of repurposing there is. I have “The Wednesday Minute” that comes out through email every Wednesday. Well, I’m going to start doing fax tips where I send “The Wednesday Minute” via fax.

I’m going to charge people \$99 a year to do that. Plus, they will also receive online access to get the audio and digital version of that Wednesday Minute Tip, as well. A fax tip is a great thing because there is no spam filter. It’s physical, and many small business owners prefer the fax, once they give you permission to use it.

A fax tip is a great way to repurpose, and not enough people utilize it. It’s a lot less expensive than direct mail. It will cost you 5¢ to 10¢ to send out a single fax broadcast.

By sending faxes, there is no spam filter, and it’s a great way to sell product and high-perceived value.





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Online
audio
gives
instant
access to
all of your
audio
content

You can put that in a three-ring binder. Put little spaces where they can punch holes in it.

16. Online audio

Audio Generator™ is a great way to listen to online audio. Audio Acrobat® and many other sources have online audio. When you click a button, you listen to a flash audio presentation.

I originally made this famous by having online audio with *Marketing With Postcards*. I think I was one of the first in the world to use online audio for commercial purposes in the year 2000. Now, it's not only a software tool, but many people have followed suit.

Online audio is a great way for repurposing. You can take your CD content and repurpose it so people can listen to it online.

I do this with *Teleseminar Secrets*, *Podcast Secrets* and *Virtual Book Tour Systems*. For this course, we repurposed a teleseminar into online audio, a PDF transcript, a CD and a three-ring binder transcript.

Online audio is one of those important components. It has very high value and gives instant access.

17. A booklet

I firmly believe that any teleseminar or video content can be turned into a booklet. The reason a booklet is a lot less intimidating than





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Use booklets as a package insert in someone else's package so people can read details about your products

a book is because you can have a 20 to 24 page stapled booklet that a person can read instantly in one sitting. It is easy to read.

A booklet is something that is often overlooked. Some people look at it as a pamphlet. I like a booklet that's stapled along the folded edge of the paper, which is called saddle-stitched. It has no spine. It's not perfect bound.

A booklet has a higher perceived value if it's laminated or if it has been printed on glossy paper.

A booklet can be part of your package, or it can be an extra bonus as a package insert. I like using it as a package insert in someone else's package so people can read details about what I'm offering.

18. Live workshops

This content could easily be repurposed into a live workshop for a full-day or even two-day event. I can expound upon what I've just delivered, and it could be a live workshop.

With a live workshop, I could charge upwards of \$500 for that. That is a repurposing strategy. It is repackaging what I'm delivering in an information-marketing format.

A live workshop is a great way to experientially get people to network with each other, as well as teach them. You can give them handouts and utilize all the other different repurposing strategies I've given you in this training.





packaging secrets

*You can
write with
your
mouth,
rather
than your
hand*

19. Articles

I've written maybe 20 to 30 articles so far on this training. I hope people are taking notes feverishly. I hope they have writer's cramp. I hope they have run out of ink.

My job is to make this as high content as possible so you can tell friends and ultimately lead others to buy this package, as well.

An article can be used to resell your products. You can use transcripts of your audio to write articles. Once you have the articles, you can put them into PR Web or PR Leap or any other type of PR or article directory. Those articles will drive traffic to come to your website and purchase from you.

Articles are a great way to promote your website.

When I record my teleseminars, I create articles in real time. I write with my mouth, not with my hands.

Do you remember the M&Ms candy commercial? "Melt in your mouth, not in your hand." I write with my mouth, not with my hand.

Note: Repurposing strategies 20 and 21, as well as the two bonuses are ways to cascade and use the other forms of repurposing. These demonstrate how to use the repurposing strategies in concert with each other — how to combine them for even more effective usage.





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*Upsells
and free
bonuses
have a
cascading
impact*

20. The upsell offer

You can have articles, live workshops, booklets, online videos or fax tips as an upsell. You can have transcripts, online blog posts, podcasts or CDs as an upsell. They can have a combination impact.

An upsell offer is another way to repurpose, but it's using a combination of some of the other repurposing ideas I've already given.

I upsell using all of these methods, because there is higher perceived value when I do that.

21. Free bonus

You can give away a mini eCourse, eBook, CD, podcast, blog post or online video. Those are all free bonus gifts that you can give, and like the upsell, it can have a cascading impact. A bonus is not an upsell. It is something that is given for free, not sold.

You can also give a booklet, fax tip series, PDF transcripts or a DVD.

Bonuses are great. People love them, and that falls into the realm of greed. Greed is good, as the great attorney Melvin Belli once said.

22. Bonus tip #1 — resale rights

You can sell resale rights for your products. For instance, for this course, I could offer the resell rights for the transcripts and audio for \$200. What is it costing me? Nothing. I've already created this.





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If you
have
resale
rights to
anything,
it's free
money

With resale rights, I am giving all of the above repurposing strategies, and I am giving it as a bonus gift.

If you have resale rights to anything, it's free money. You have paid for it once, and you can sell it over and over again. I love having resale rights. I have done that with *Marketing Manuscripts*, *Mind Motivators*, preview calls to *Teleseminar Secrets* and with my *Teleseminar Secrets Reunion*.

Resale rights are a great way to make more money by repurposing.

23. Bonus tip #2 — certification

Maybe you have a course that requires certification, such as I'm going to have teleseminar training certification. If you have certification of any kind — to be a fulfillment house, to be an editor, a coach, etcetera — that is another way to repurpose.

What a great way to charge people for your content. You can offer them all the other different repurposing strategies as a form of that certification.

Here are the 23 repurposing ideas:

1. eBooks
2. Mini eCourse
3. CD





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Use the repurposing strategies in concert with each other – combine them for more effective usage

4. Podcast
5. Blog post
6. Online video
7. Physical transcript
8. PDF transcript
9. DVD
10. Preloaded MP4 or MP3
11. Branded flash drive
12. Audio Postcards
13. Autoresponders
14. Newsletters, both for promotion and resale
15. Fax Tips
16. Online audio, such as Audio Generator™
17. Booklet
18. Live workshops
19. Articles
20. Upsell offer
21. Free bonus
22. **Bonus Tip #1** — resale rights
23. **Bonus Tip #2** — certification





packaging secrets

*Shame is
the
beginning
of
inspiration*

Bret: I'm ashamed to admit how few of these I'm doing.

Alex: Shame is the beginning of inspiration. I hope that you teach everyone these strategies.

These strategies have made me a multi-millionaire. I'm blessed and proud of the fact that I'm doing most of them. The reason I teach this is so I can remind myself about the need for doing all of them.

Bret: The one thing I noticed wasn't on your list was membership sites.

Alex: Here is why I didn't put membership sites on there. They are a drag. They take a lot of time. I do have one really good friend who makes membership sites work, and he makes a fortune from them. But, he also works like an animal to do so.

I love teaching how to put together membership sites, but they are difficult and a drain on your time. Yet, that's the first thing new marketers gravitate towards.

Do it last. A membership site should be the last thing you do as a repurposing strategy, and that's because it requires the most amount of content and work on your part.





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I didn't put it on there because it's so much work, but you could make it bonus tip number three.

You can learn even more about repurposing at AlexMandossian.com

Bret: Alex, I can't tell you how much I appreciate being able to participate with you during this training. I did run out of ink.

Alex: Good, Bret. Help me bid farewell to everyone.

Thank you all for experiencing this product with us. I want all of you to hold my feet to the fire, folks. If, for instance, I don't do some of these things, make sure you remind me at AlexHelpDesk.com.

I do hope you check out Alex300Seconds.com and my blog at AlexMandossian.com. There is a ton of content on my blog that you should check out, including all of my Virtual Book Tours.

You can check repurposing in the site search area. Just type in 'repurposing' under the site search, and you'll get all the repurposing articles that have been posted, which I think you'll find to be some of the best repurposing articles on the Net.

All good wishes to all of you. I hope our paths cross again.

