

# The Marketing Conspiracy Report

by Teresa King & Patty Baldwin

- Sneaky Tricks Top Marketers use to increase their Sales,  
and how you can use them too.  
Or, recognize them when you see them working on you.

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- **Sneaky Tricks Top Marketers use to increase their Sales,  
and how you can use them too.**

**Or, recognize them when you see them working on you.**

From the time you were very little you have been exposed to marketing tactics. Whether you saw them on television, or heard them on the radio, or saw gorgeous toy packaging, to seeing ads in magazines, and hot ads in your town's catalog, you've been exposed.

Companies spend billions of dollars per year, putting commercial advertisements in front of your eyes.

And, just as you think you've seen them all, along comes another widget that you just can't live without.

Your buying habits may be a little different than your neighbors, your dreams may be different than someone else's, and that is what all the research is about.

It's finding a market for a product, surveying what emotion to mass-produce and to reach out to get the best ad that triggers your buying emotions.

Corporations spend a lot of money keeping full time advertisers and researchers on their payroll.



Now that you are on the Internet, you are being bombarded in your email. You surf the Internet and run into one pop up, under pop up, text ads and banners. That's not all either.

You decide to go to your local chat room, and even those have ads constantly flickering at you. Your curiosity gets the best of you and soon you are reading hot sales pages, that

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mesmerize you to once again get your credit card out for something that you best buy now, or you won't get such a bargain!

And, if that isn't enough to make you think, you still have the stuff you were already getting such as telemarketers, the newspaper, radio, highway signs, business signs, and even car magnets. And, that's not even touching the surface.

You can't even open your bills anymore without being offered more "got to have" stuff. Your own "real" mailbox is stuffed full of offer after offer, and just as you are relaxing and fall asleep in front of your television an info-commercial is in your face, you kind of fall asleep, and wake up and the next thing you know you are getting a pen and paper to call that 800 number for the exciting offer.

In fact, if you are really addicted, you keep a pen and paper handy by your television in case you might miss a bargain!



What I want to know is, how excited are you when that package finally comes in the mail? The sales page is long gone, the "frenzy" to buy has passed by, but still here it is, and you now are a proud owner of a "can't live without widget" and more interest rates on your credit card. Was it worth it?

Was it ever worth it?

This report is going to teach you the sneaky marketing tactics that EXPERTS are using to cause you to buy.

You can use them to learn more about the art of selling, or you can use them to "control the buying beast inside yourself," or both!

Times have changed. Technology has changed. **People have not changed.** The same emotional ploys that good salesman used thousands of years ago, still work today.

If you want to sell something, you need to get your potential buyer's attention.

Once you get their attention, you get their emotions involved.



Yes there are features to all products. But, very little time is spent on the product's features. The rest is all sending you emotional messages.

Top marketers will solve your problems, only if you ACT now, before their deadline for their offer for only a few people. So get it now!

It's called time and bargain pressure.

By nature, people love bargains. They don't like the idea of losing out on a bargain. Let me tell you something, yesterday, today and tomorrow there will always be a bargain. It may not be the exact one, but you will have plenty of chances for bargains in your life that you can brag about to others if you want to, or just have a smug grin on your face. Truly. There will always be “deals.”

So, just remember this line:

**“If you act now, before a deadline, you'll get a bargain” is dangerous.**

It pulls your emotions because it makes you feel like you might lose a good deal!

*On the Internet most of these are plain out and out lies.*

*(I'm not saying all of them, but most of them are just ploys to make you make a decision now). If you DON'T buy, the chances are you can come back in six days, and find the same offer and the same bonuses being offered.*

If you are not supplying something that solves a problem, you are then supplying to people who want things. The reason they want the widget will vary for whatever it is.

What won't vary is how they get you to buy, or your kids to buy or your grandparents to buy. People have not changed in their emotional triggers. We are all human.

Over the years for people, the widgets they may want may be different, but their desires, problems, dreams, are all basic human nature.

If it's a toy, it's made to look fun with lots of smiling kids on the screen, or in the catalog. If it is a miracle pill that may make your condition better they show healthy looking people strolling around playing with their dog or grand-kid.



Yes, pets and kids are great selling images. Who cannot smile at a cute puppy or kitten? And, how hard is it to turn your attention off an adorable baby, or a cute child?

Here is a very common sales page template:

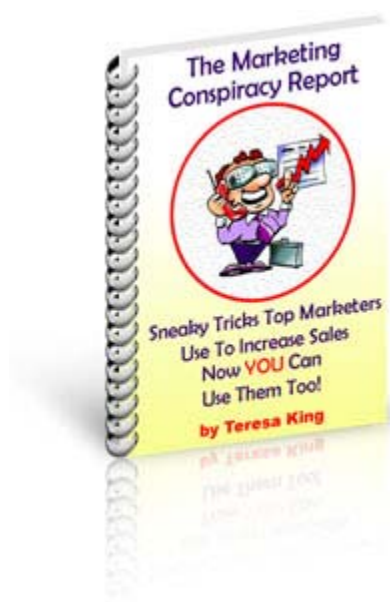
It looks like this:

Top Header Graphic that is eye catching.

It has a headline that snags you in such as:

### "The Marketing Conspiracy Report"

Sneaky Tricks **Top Marketers** use to **increase** their sales and how **YOU can** use them too!



Next, you'll see a colorful graphics software box that makes the product look really cool. *Top marketers do not put up cheap looking product covers! If you can't afford one, it's better to not use one at all.*

Then the copywriter weaves his magic web.

He keeps your attention.

He might tell you a story.

Then he will tell you about your big problem (your pain)

*"What you are working your butt off to get hits, and no one is buying? That really hurts, doesn't it? In fact, your whole life hurts. You probably are sick of working for that over-bearing boss, or that stupid boss who probably inherited his daddy's business.*

You are so much smarter than that. How can you face each day? What a rut you are in?

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*You must feel awful. Here, let me take some of your miserable hard earned money from you, and I will tell you the secrets to NOT fall in the traps of the (other) predators out there.*



**Then he will tell you how he will solve your problem for you using visualization of your wants and needs.**

*Imagine working for yourself. Imagine having a website that is an Internet Cash Machine.*



*That new car you always wanted.*

*Or, maybe that smile on your loved one's face. Hey, the smile on your face.*

**Next comes the Sub-header:**

Do you know what **triggers** your emotions? Do you know those emotions make **you** grab **your** Credit Card?

Next comes the Bullet Points:

**You'll Learn how to:**

- ✓ Stop spending so easily, or get others to buy from you
- ✓ Recognize the Hypnotic Words they Use to Get You to Buy
- ✓ Not give their customers time to think before they buy
- ✓ Make them feel good about buying

## AND THAT IS NOT ALL:

You'll be **able** to:

- Increase your sales per visitor that you receive
- Turn your prospect into a customer
- Get another chance to sell to them

Top Marketers spend 12,400,219,370.19 per year on researching and advertising campaigns to get the most out of the buck. *(That's not a true figure. It's an example that when you are selling, that using an exact figure brings in more sales. Don't say over 600 graphics. Say 619 graphics. After all, if you don't let them know that you pay attention to detail, why should they trust you?)*

## TESTIMONIAL

Wow, I read this report, and with just a few easy minutes of my time, within days, my sales were increasing.



Tricky Susan. (She got the product for free for her testimonial.)

## TESTIMONIAL



You got to get this report. You'd be crazy not to.

It's going to make you money!

(Big name marketer, he did a joint venture)

The report tells you the truth as it has NEVER been revealed before, and since you are here today. (They put in today's date with a clever java script):

✗ You are not going to pay 39.95 for this report.

✗ You are not going to have to pay 19.95 for this report.

In fact, you get this report totally free. All you have to do is sign here, and it's yours.

**It's guaranteed or I'll take your name off my list.**

But, you have to act now, because if you don't, I'll go to your house and break your arms so you don't miss the chance to get this report for free. In fact, we are going to give away only 496 of these reports....

There are only 4 left. Hurry.....

P.S. When you get your report, we are going to send you 5 daily lessons about what you can do each day to triple your income. (You were only making NOTHING, right?)

P.P.S. Hurry, this offer is about to expire.

Their name, their email....

AND there you have it... the hottest ever, sales page in history.

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## Have you learned anything yet?

I hope so.

Is this wrong?

No, it is all totally fair in love and war, and you've been raised all your life around advertisements. It's **you** that can use this information to increase your own sales, or use it to put the brakes on your buying frenzy, anywhere you go in life.

Because there are more things for you to think about!

Did you know the color of a website will make you buy.

And, it all depends on what you are selling.



Did you know that when you walk into a restaurant, only a foolish owner will use too much blue. Blue is good for a quiet talk or a brainstorming conference but not for selling food.

It's not good to serve someone on a blue plate. Blue is not a natural food color. It does not increase the appetite.



Did you know ORANGE makes you hungrier?

(An orange upper stripe in a restaurant or orange flowers can actually make you order more food.)

Did you know that, if you want to give a person power, GIVE them Red or Black but



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don't over-do it.

You'll see many navy blue backgrounds and black backgrounds on a website. These are strong colors giving you a feeling of security.

Did you know yellow houses sell faster than other houses in the same price range, so before you take 10,000 off your price tag, spend some money and paint some yellow on your house :)

Did you know that pink is not power, and that when you make your little girl's room all pink, it does not put the power she is going to need into her future as more than likely she will grow up to have a career. (Try lavender instead. It's still feminine and girlish but it won't settle her into not being as aggressively competitive when she grows up for that job she will have.)

Did you know that pink is soothing and it is perfectly okay to use that color when your target market are women?

Do you know why most institutions use a light green?

It's because it is not exciting. Do you want excited criminals or institutionalized lunatics on your hands?



Do you know that a darker green also stands for money! And, it also stands for jealousy and envy. It can bring out strong emotions one way or another.

Did you know you should only have maybe a small nook or a wall at the end of a long hallway inside your house painted yellow?

Yellow, though bright and sunny, will tire a person down if they are surrounded by it for hours on end.

DID you know that most people in America will come up with the same answer to the following questions: Who knows, maybe you too are programmed?

Here you go... think fast!

? Name a Laundry Detergent

? Name a soft drink

? Name a brand of jeans

Well, how did you do?

You know, I didn't grow up with much television, so I have to admit I didn't get any answers correct.

My answers were

- Bold
- 7up and
- Wranglers.

**BUT** the most common answers are:

- 1.** Tide
- 2.** Levis and
- 3.** Coke with Pepsi coming in a very close second.

I've tested many friends with those and they answer those same answers, but mostly COKE over Pepsi

And, for Tide, I've seen a few people choose different brands, but Tide does come up an awful lot for a company that you very seldom see run an advertising campaign anymore.

Now, I don't know if that is your age or how much exposure you have had to advertising top name brands.

Here is one to think about. It's not so much about marketing but it is what happens with the mind and it this kind of thing that researchers test for.

What is?

?  $1+5$

?  $2+4$

?  $3+3$

?  $4+2$

?  $5+1$

Now repeat, saying the number 6 to yourself as fast as you can for 15 seconds.

Then scroll down.



***QUICK! THINK OF A VEGETABLE!***

Then scroll down.

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**Keep going.**

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You're thinking of carrot, right?

If not, you're among the 2% of the population whose minds are different enough to think of something else.



98% of people will answer with carrot when given this exercise. I'm guessing because there are six letters in carrot. I don't know. I remember doing this and the disappointment on my friend's face as I said broccoli. :) Hey, don't ask me. I truly believe it was because of being raised out in the country and away from mass media.

Anyway, it's just to let you know that;

- we are programmed,
- we are studied and tested.

Great marketers test their ad campaigns. They test their slogans, they check their ratio of turn-over on customers, they test what to sell their target market for an up-sell to something else.

They test the colors of their packages.

They test to see how much adding a bonus helps their product. They test adding more bonuses, until their campaign is DANGEROUS to you as a consumer. That is if you want to hang on to your money.

**So, don't forget it.**

As a consumer do STOP. Take a day or two to make up your mind. Let it rest.

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As a marketer, hit them as subtly as you can. But, I warn you to be honest. And, over deliver on what you promise. If, you over deliver, maybe if they find out you lied to them, they will forgive you with a shrug of their shoulders.

If you tell someone they need to buy now or they won't get the bonus or a reduced price, most will remember when they go back to your site and see that you still have that same offer, many days or many months later.

Good marketers build trust.

Are you buying a car?

Beware the double close. This is when two sales people get together and team up on you. Whew! One says, he wishes he could help you save \$1,000 and shakes his head. The other comes in and says, wait, I think I can get you \$500.00 off that OLD beater. Oops, I mean on this great car that we paid some poor sap \$300.00 for.



Beware the smooth salesperson who is asking your questions as he writes your answers on a form, then toward the end, he simply turns the paper toward you and asks you which three financial choices would you like to sign for NOW?

Hey, take a day away from the sales pitch. Those offers are not going anywhere.

***Last, but not least, is the close.***

By this time, the writer expects that you are definitely going to buy the product. Every emotion possible was put in the mix, except for one last ploy. Fear of loss.

This is where the bonuses come in. To read their copy, some of the “big time” marketers give so doggone much away in bonuses that the original product is perceived as “junk.”

Try to not fall into this trap. There’s nothing wrong with a bonus or two. In fact, we encourage it. Just don’t take it to an extreme. When you do, you give the impression that your product or service isn’t good enough to stand up to muster so you **have** to offer outrageous bonuses to make up for the perceived loss!

Make no mistake; this is powerful stuff. Did you know that more people are likely to buy out of “fear of loss” of a perceived value than they are likely to buy due to gain?

It’s true. That’s why it is important to have a balance and not overdo the bonuses. It’s like baking a cake. . .too little sugar and the cake will be awful. . .too much and it will likely make you sick.

We hope these tips are helpful in your business building efforts. The whole purpose of this report is to “educate and inform.” We have given you some insight as to what to look for when selling and what to look for when buying.

Use what you can and discard what doesn’t appeal to you.

Thanks for reading,

***Teresa King*** <http://www.wrapsoap.com>

***Patty Baldwin*** <http://www.allbizservices.com>

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