

# **MONEY DOES GROW ON TREES!**



**CHAPTER 1**

# Money DOES Grow on Trees

*The Leaked Chapter*



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## How Mike Built a \$10 Million Business Giving Away His Most Expensive Software For FREE

**BUTTERFLYMARKETING2.0**

Many called Mike crazy when he decided to take this risk. His closest friends were warning him not to do it. The Butterfly Marketing software is the star product of Mike's empire and he was going to give it away for FREE...

Butterfly Marketing is one of the most successful scripts ever launched in the internet marketing community. No, not just for Mike, but there are hundreds of internet marketers who have transformed their lives using Butterfly Marketing.

For years, the course sold successfully for \$1,997.

Unexpected on March 10<sup>th</sup>, Mike announced that he would give away Butterfly Marketing for FREE.

**“A \$1,997 that sold well every day would now be free? Surely this makes absolutely no sense, right?”**

The truth is, Mike was losing money on every sale of Butterfly Marketing after calculating fulfillment costs. So, other than his generous nature – what was the business logic?

**Mike knew exactly what he was doing.** He had taken months to implement **Launch Tree** strategies. He had a detailed plan in place – his \$10M plan.

So, what were his strategies? Through this report and over the coming days, you're going to learn exactly what Mike did...

- ➔ How Mike made \$600,000 up-front selling his FREE software (meaning he never lost money to begin with)
- ➔ How Mike could make \$749,820 (recurring monthly) starting the month after he gave away his software for FREE.

You're about to learn how simple the strategies are, and once put to use, how they will change everything about your business.

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## How PPC Classroom Built a \$10 Million Business In 6 Days Giving Away FREE DVDs...



Anik & Amit have made over \$5,360,000 since October 2008 using the same Launch Tree strategies you're about to learn and they expect to make another \$6,400,000 before 2009 is over.

Imagine this. Before implementing Launch Tree strategies, Anik would release a product and that would be it.

However, using the Launch Tree, Anik earned more in the first 4 months of 2009 than he did the *entire* year of 2008. Anik's business is going to grow 300% in 2009 – all because of the Launch Tree.

### PPC Classroom's Story with the Launch Tree...

It all started when the decision was made to build a BUSINESS (a movement) rather than just a product. PPC Classroom wanted to impact the masses – get into the hands of thousands.

For the largest distribution, the course needed to be affordable; less than \$100. But, at that price, how would selling the course be profitable and worth it for PPC Classroom?

The journey to find the answer led to the Launch Tree.

**October 2008** – The first time PPC Classroom used the Launch Tree strategies, they sold 6,300 courses at \$77. That led to total revenue of \$485,100.

However, four months later, PPC Classroom went ahead to make **\$2,700,000** (the initial report sales would **only be 18%** of the total revenue)!

This is PROOF that if you make a few simple “Launch Tree” changes, **you can instantly earn an extra 456%!** That's what we're about to start teaching...

[Mike & Anik talk more about how they used Launch Tree on their own business on May 6th at 9 PM ET – Register Now For The FREE Webinar \(Click Here\)...](#)

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## “But, I Don’t Have a Product – Should I Still Read This Report?”

Let’s address this right now before this thought musters in your head. If you don’t have a product or are just starting – you have all the MORE reason to read this report.

Turn off your phone. Close your door. Remove all distractions. This report alone is going to make sure you get a massive head start – **a truly unfair advantage.**

If you haven’t started online yet – this is the perfect chance to eliminate all the “bad beliefs” you have.

**Start the RIGHT WAY and start FAST.** Just answer this question...

**For The Same Time & Same Effort,  
Would You Rather Make \$100,000 or \$456,000?**

There you have it. If you chose \$456,000 – you need to read this report and take it dead seriously.

The truth is that you’re about to get the **KICK IN THE BUTT** start that you’ve been waiting for. You’re going to get the complete picture.

As a matter of fact, in the coming days, we have a BIG announcement just for you (who are still in the process of starting).

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**We won’t allow you to use the fact that you are just starting as an excuse.**

By the time you get through our course in the coming weeks, you’ll not only be up and running – you’re going to blow your competition out of the water.

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Alright, enough anticipation building, enough hype – let’s dive in, let’s get to work.

**We’ll start by learning exactly what the Launch Tree is about...**

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## So, What's The Launch Tree All About...

### The Briefcase Salesman

Here's a story Anik heard at the first marketing seminar he ever went to seven years ago. It's stuck with him since...

Two friends walk into a boutique airport briefcase store and go to different directions of the store; one to the left and the other to the right.

There is only one salesman in the store; he has to decide who to approach first.

He notices that one of the men already has a relatively new briefcase, only a few months out-of-date. However, the other man's briefcase is practically falling apart – he seems to need a bag badly.

#### **Who should the salesman approach?**

(Think hard about this. This is the biggest lesson Anik has ever learned in marketing...)

If you said he should approach the man with the NEW briefcase, you are right.

Why?

It's simple. The man with the old briefcase has made it clear that his briefcase is not important to him. Given the condition it's in, he's likely had many opportunities to replace it. Why would he replace it now and at such an expensive boutique shop?

However, the man with the new briefcase has shown interest. It's clear he cares about having a stylish briefcase and may not be aware that his is already outdated.

**The best potential customer is the one who has already shown interest.**

**Lesson #1:** When you see interest, you have a great target customer. Most times “want” is a stronger word in marketing than “need.”

***Sell your customers what they want, not what they need.***

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## Ever Ordered a Big Mac?

Have you ever walked into McDonalds and said, "I'll have a Big Mac please..."

What's the next question they asked?

"Would you like fries with that?" Assume you say "Yes..."

Next question: "Would you like a large Coke?" Assume you say, "Sure, why not..."

Next question: "Would you like to add 2 apple pies for just \$1?" You think, "Sure, I'd like some dessert. It's only a \$1 and I've already spent \$6..."

You think all you've done is order some food, but you've actually just participated in proving one of the greatest concepts in marketing...

### The Upsell

Yes, we realize that the word "upsell" has taken on a bit of a negative meaning, but before you scream bloody murder, hear us out.

**Upsells are not evil – they've been around you your entire life.** They've actually been adding value to you, your entire life. They just helped you order a full meal!

The key is that when upsells are used properly, you won't even know. They're simply allowing you to get more of what you already want.

When customers order something, they are at their highest level of interest. They want as much as they can possibly get.

You are actually doing your customers a disservice by not offering complementary products or services that can help them further enjoy their main purchase. The BEST time to sell customers anything is when they're already buying something else.

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**Lesson #2:** When a customer is ordering a product, their level of interest is the highest. The customer is the most likely to add to their order at this point.

**You are doing a DISSERVICE by not offering additional supporting products...**

## The Savvy Suit Salesman...

The underlying teaching of this story is right out of the book Influence...

A customer walks into a store to buy a suit. He approaches the salesman to ask for help. The salesman realizes that the customer will need a matching shirt and tie as well. A new shirt and tie will cost an extra \$60. *He has two choices...*

1. He can offer the shirt and tie before showing any suits.
2. He can wait until after the customer has selected a suit and is ready to buy.

***Which should he choose?***

If you chose AFTER the customer has selected the suit, you were right.

Here's why. The customer did not come in to buy a shirt and tie. If the salesman starts "selling" right from the beginning, offering the customer things he doesn't want, he's decreasing the chances of even selling the original suit.

The customer will think he's being hustled for an extra \$60.

However, once the customer falls in love with a suit that costs \$500, the entire story changes.

- A) He has a new suit that he wants to look the best he can in.
- B) He is happy with the service, hence, in a different frame of mind.
- C) He just spent \$500; an extra \$60 is no big deal...

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Read (C) again. That's the key point of this story. Initially when the customer walked in, \$60 was a big deal. However, now that the customer is happily spending \$500, **adding** a simple \$60 to perfect his purchase – it's perceived as a bargain!

The customer went from thinking he was getting ripped off to being excited about the same exact deal. The only thing that changed is **when** the deal was offered.

**Lesson #3:** The best time to ask a customer to add a product or service is when they are ready to spend money. **Give them a good deal**, help them "**perfect**" their initial purchase and they'll love you for it!

## The 1 Step That Instantly Adds 42% More Income...

**Admit one thing right now: *You're leaving a lot of money on the table.***

There are TINY tweaks you can make in your sales process that will instantly add 42% to your income. Even 42% is just a start, remember, the Launch Tree shares what it takes to add up to 456% (when the entire tree is put together).

**It can be as simple as adding one page.** The key is to do it correctly. The Launch Tree not only teaches you exactly how to add that page, but how to do it in such a way that your customers will **LOVE** you for it.

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### The First Leg of The Launch Tree – Mike Convinces Anik...



September 2006: Anik watches Mike on stage at the TIMME event (a live seminar). Anik's been thinking about adding additional products and more value through upsells, but hasn't been convinced yet...

Mike had just finished testing the first leg of the Launch Tree, back then known as the one-time offer (a term that you should never use again – you'll see why), **and he had some shocking results.**

Mike made an extra \$749,820 by adding one page to a product he sold for \$97. He went from selling a \$97 product to an \$897 product.

After hearing this, Anik was convinced – he had to try it.

He had a launch coming up in less than a month, the perfect time to test Mike's strategy. He immediately called his team and decided on what would be the most valuable addition to their main product.

What could Anik offer that would make the customer's life easier while also being profitable for the company?

After arriving at the perfect product, they prepared the **one page** to add to their sales process. They were set – here it goes!

On launch day, Anik was shocked and even **upset** to see an immediate 42% INCREASE in income without a single customer complaint!

Why upset? Because he couldn't help think about all the money he had left on the table in his last 2 years in business.

Over the coming days, we're going to show you exactly how you can add that "one page" very quickly. Not just add it, but add it so it's done perfectly.

Here's an example:

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Recently, Russell Brunson took an hour consultation with Anik to review his sales process. After looking at page one alone, Anik made 3 simple recommendations.

Russell now admits that he was very skeptical. “There was no way those 3 recommendations were going to do anything...”

However, 90 days later, **Russell made an extra \$350,000** and took his conversions **from 8% on the one page to 26%!**

**So, yes, you have to do it RIGHT.**

We’re releasing a **FREE** interview with Russell that reveals exactly what changes he made – watch your e-mail around May 8<sup>th</sup>!

## In Summary, What’s The Launch Tree About?

Launch Tree has a few goals...

- Show you how to build a real **BUSINESS**, not just a product online...
- Show you how to instantly increase your income by **456%** (if not more)...
- If you don’t have a product, **get you started within days**...
- Build you safe and **consistent** income...
- Add immense value to your customers in the process...

Here is what the Launch Tree is NOT:

- There are excellent products that teach you how to “launch” a product – that’s not what we do...
- It’s not teaching you how to upsell (that’s just a small piece of it)...
- It’s not a “get rich quick scheme” – we’re talking real business...

The Launch Tree is all about showing you, step by step, how to build a business structure that is simple and easy to implement. We teach you how to build a process that gives you an instant 456% raise while helping you forge a life-long relationship with your customer.

If you plan on making a dime on the internet; the psychology behind the Launch Tree is key. You’re about to learn the bare roots of marketing, down to the psychology of your customer.

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Let's start at the roots. If you're going to understand the tree that builds your business, you'll first need to understand the psychology that controls your customers...

The following is Chapter 1 entirely from our course. It's exactly as seen in the course – our gift to you for taking this first step.

## Chapter 1 - The Psychology of the Launch Tree

### Chapter 1 - The Psychology of the Launch Tree

#### Are Upsells & Downsells "Evil?"

We understand that the word “upsell” or “downsell” has taken on a negative meaning in the past few years. That's only because they have been used wrongly. After you go through Launch Tree, you'll see how upsells and downsells can actually **add** great **VALUE** for your customer.

You don't realize it, but upsells and downsells have been *improving* your own life for decades!

Even Anik wasn't convinced about upsells or downsells for a long time; he had a closed mind. He only changed his mind after he saw Mike's amazing results.

And since that day, as long as he uses the Launch Tree strategies *to the letter* – he has never had a single serious complaint from a customer!

If you use upsells incorrectly, you upset your customers and even risk chasing them away completely. **But do it right and you're actually building a strong lifelong relationship with them.**

The problem with upsells and downsells is that a lot of marketers just don't get it. Their attitude is that "upsells and downsells are about squeezing as much profit out of the customer as possible."

That's where the belief "upselling is evil" comes from.

But what if...

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- Your business is all about offering real and lasting value to your customers...
- You want mass distribution of your product (which requires a far lower upfront cost – meaning you need the Launch Tree!)...
- You'd like a strong positive relationship with your customers...

Then you need to implement the Launch Tree strategies exactly.

The first critical step is to understand the *sales psychology* behind every purchase a consumer ever makes.

## Ever Bought a Big Mac?

Ever walked into a McDonald's and ordered a Big Mac? What's the next question you were asked?

“Would you like fries with that?” Assume you say “Yes...”

Next question: “Would you like a large Coke?” Assume you say “Sure, why not...”

Next question: “Would you like to add 2 apple pies for just \$1?” You think, “Sure, I'd like some desert, it's only a \$1, I've already spent \$6...”

You think all you've done is order some food, but, you've actually just participated in proving one of the greatest concepts in marketing. You just got upsold!

## Ever Ordered a Dell Computer?

The minute you add the machine you want, you are asked if you want to upgrade your memory.

How about the hard drive?

Would you like a monitor with that?

By the way, you can also add a printer for just \$49.99, interested?

I bet you've never been “offended” that Dell is asking you about these “customizations.” There's a reason for that.

You do not perceive these upsells negatively. Rather, these are all bargains that are allowing you to better personalize your purchase. They are allowing you to “perfect” your purchase so you can enjoy it even more.

You actually **appreciate** being asked to upgrade your order!

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Here's some KEY advice that we will dive deeper into in a future module. Don't look at upsells as UPSELLS. Look at them as CUSTOMIZATIONS.

Dell never "upsells" anyone. They only offer related "customizations." Dell makes the customer feel as if the customer has the final power over their decision (and all the while Dell is influencing the customer's decisions in their favor)!

The point here is that the biggest Fortune 500 companies around the world have used upsells and downsells -- offering "customizations" -- for decades. They've used these concepts to multiply their revenue while building a strong relationship with their customers.

What the Launch Tree has done is simply convert their formula into one that can be used on the Internet.

## **"Customization" – The Magic Word Customers Love**

It's an old saying in sales: "People hate to be sold... but they love us to help them buy!"

If that's true, why do we keep using order buttons that say "BUY NOW?" That's blatantly hard-selling the customer!

As you start to understand the Launch Tree, the concept of "Buy Now" will disappear, and you'll replace it with "Customize Your Order."

## **The Psychology Behind Customizing...**

When we customize something, we make it exactly the way we want it. It's about choice. We get to select the features, the benefits, and make them our own.

So by shifting the emphasis from "spending money" to "customizing a purchase," you can transform your entire sales process.

The upsells now become *opportunities for your customers to personalize their purchase* by selecting the value(s) most important to them.

By now you are probably seeing that this shift requires a different sales vocabulary. We call this the "vocabulary of customization."

When you use the vocabulary of customization...

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- The customer is not "being sold." He is being given the chance to enhance his purchase with additional "custom" value.
- The customer has the freedom to choose.
- The customer is not being reminded of the money he is spending. The focus is on the additional benefits he is opting to get.

In fact, we think it's interesting that the word "customer" and the word "customize" are so similar. Both come from the word "custom," which means a cherished, comfortable, traditional practice.

And the Launch Tree is all about making your customer feel cherished and comfortable, so they buy from you again and again.

## How Do Upsells and Downsells Add *REAL Value*

Upsells and downsells can add value in many ways. As long as the product you are offering is something that complements their main purchase and will help them benefit from it faster, you have a good product to upsell or downsell.

However, the process of adding value is not done yet.

Using upsells and downsells to add value has as much to do with *positioning* and *timing* as it does with the quality of the product.

The key is to never make your customers feel like they are being "sold." No one likes being sold. Customers want to know that they are in control. They want choices, not upsells.

### Let's look at this story straight from the book "Influence:"

A customer walks into a store to buy a suit. He approaches the salesman to ask for help. The salesman realizes that the customer will need a matching shirt and tie as well. A new shirt and tie will cost an extra \$60. *The salesman has two choices...*

1. He can either offer the shirt and tie before showing any suits.
2. He can wait until after the customer has selected a suit and is ready to buy.

***Which should the salesman choose?***

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If you said AFTER the customer has selected the suit, you were right. Here's why. The customer did not come in to buy a shirt and tie. If the salesman starts "selling" the shirt and tie right from the beginning, offering the customer things he doesn't want, he's decreasing the chances of even selling the original suit. The customer will think he's being hustled for an extra \$60. However, once the customer falls in love with a suit that costs \$500, the entire story changes.

- He has a new suit that he wants to look the best he can in.
- He is happy with the service, hence, in a different frame of mind.
- He just spent \$500; an extra \$60 is no big deal...

Read the last point again. That's the key point of this story.

Initially when the customer walked in, \$60 was a big deal. However, now that the customer is happily spending \$500, **adding** a mere \$60 to "perfect" his purchase – it's perceived as a bargain!

In the wrong scenario, the customer will think he's being pressured or ripped off... but in the right scenario, the customer is excited about the same exact deal. The only thing that changed is **when** the shirt and tie were offered.

So, if you use a heavy-handed upsell process, pressuring customers into buying even your best products, you haven't presented them with real VALUE. They'll either be resentful or confused, and either way you lose that customer.

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## What Kind of Value Sells The Best?

Value can be many things. It can mean:

- Convenience
- Enjoyment
- Knowledge
- Ease
- Advantage
- Wealth
- Health
- Success
- Love
- Community
- And dozens of other things!

But no matter what kind of value it is, your goal is to give your customer more of what they want.

If they bought product A, product B obviously needs to complement it. So, product B should make product A either more “complete” or more perfect or easier to use. For example, if Dell offered you a tennis racket in their “tree process,” would that make any sense? It’s an extreme example, yes. But it exemplifies how an irrelevant upsell will stop customers cold, because they’ll stop seeing value and say “no.”

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## Get Inside Your Customer's Head

### How You Cheat Your Customers by Not Offering More

If you have the attitude that upselling your customers is somehow taking advantage of them... then you may be likely cheating them.

If I knew something that would help you solve a problem faster, would you want me to tell you about it?

What if I had a video or gadget about your hobby, wouldn't you be upset if I hid it from you?

Of course you would. It's simple human psychology – if I can help you, you subconsciously expect me to!

Rather than worrying about what your customers will think when you offer them additional products, **think about giving them choices.**

What's the worst that can happen? They say no and move on? But, if through your fear, you never offer the product to begin with – you're hurting the customer that could have used it.

The Launch Tree will show you how to properly position your additional products so you never upset the customers who choose to say no, and excite the ones that choose to say yes.

#### **LAUNCH TREE PRINCIPLE**

**Give your customers a choice – let them make the final decision.**

#### **Amazon – The King of Choices...**

If you've bought a book on Amazon.com, then you've seen the concept in action. As soon as you add a book to your cart, you get choices showing you other similar books.

Amazon even tells you what other customers who buy your book are buying. That makes you feel comfortable adding more products; you know they are relevant and that you'll probably like them.

The minute you selected your first book, you told Amazon what you're interested in.

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Amazon is now able to offer you additional choices (aka upsells) without ever being intrusive or making you uncomfortable.

Those “upsells” actually enhance your whole shopping experience.

## PROOF That Your Customers Will Pay For More!

Whether it's the sales teams at the world's Fortune 500 companies, or the late-night infomercials, the smartest minds in business today recognize this fact:

**The average consumer is actually very comfortable with being upsold.**

The exact numbers on how well upsells work vary by industry. A lot of the information is even kept private by companies.

But based on figures that "leak" into the media, you can safely assume that **40-60%** of consumers are actually quite comfortable purchasing an upsell.

### How McDonalds Started Making an Extra \$19 Million/Day!

Unofficial estimates say that the simple question, "Would you like fries with that?" boosted McDonald's sales by \$19 million *a day!*

And according to Jim Sullivan, chief executive of Sullivision Inc...

"Statistics vary, depending on what segment you're talking about, but the statistics I've seen show that suggestive selling [upselling and cross selling] will work anywhere between **58 and 72** percent of the time."

*From Nation's Restaurant News, Oct 4, 2004:*

[http://findarticles.com/p/articles/mi\\_m3190/is\\_40\\_38/ai\\_n6247340/](http://findarticles.com/p/articles/mi_m3190/is_40_38/ai_n6247340/)

**There you have it. Undeniable proof!**

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## The Importance of Proper Timing!

### Timing That Counts – Back To The Suit Salesman...

In the story we presented earlier, we discussed why the suit salesman waited until after the customer chose his suit to offer the shirt and tie.

As you begin to design your tree and create your customer experience, it's critical that you stay inside your customer's head.

Make sure to first give the customer exactly what they are searching for... and only then offer them further customizations.

This all goes back to not "selling" your customer. The minute you offer them something they're not psychologically ready for – you've started selling.

### **LAUNCH TREE PRINCIPLE:**

**First take care of what your customer originally wanted, THEN offer them additional options.**

### **Even the specific upsell you offer needs to be properly timed.**

To understand the "offer timing" issue, we can look to McDonalds again.

When you ask for a Big Mac, the first thing they offer you is French fries.

What if they asked you if you want apple pies *before* they asked you if you want the fries? Would that make any sense? Nope. You don't want dessert *before* your meal, you want it *after*. McDonalds knows that subconsciously you think about the dessert course *after* the main course.

So the basic lesson is this: When you offer customers additional "courses," they should make sense. There should be a logical progression.

The order in which you offer your products can make all the difference!

**Now what if your customer simply cannot afford your additional products?** What if the customer buying the suit does not have an extra \$60 for the shirt and tie?

Many would assume the sale is lost, but with the Launch Tree, we're just getting started!

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## Why Downsellings Are Critical

### The Only Real Reason Most Customers Say No

**Let's face it - your customer IS interested.** They just pulled out their credit card and bought your main product. Now you're offering them even more to make their life easier. Why would they not "want" it?

Let's assume you offered it for free – would they say yes? Of course they would! So the only difference now is that you're not offering it for free, you're asking for money. The only reason that most people say "no" is because they have a problem with the price. They can't afford to buy your additional products.

Obviously they want anything that can help them more – after all, they just bought a product from you. As long as you are offering them something complementary – it makes sense that they would want it (especially when it comes to information products).

**So, the hurdle we have to get over is the "cost" of the additional products you are offering.**

### Why "No" Doesn't Always *Mean* "No"

When a customer says no to an offer, many marketers consider the sale lost and give up. They assume "the customer didn't want the product. That's not only a wrong assumption, but a costly one.

Let's look a little more closely at what happens when a visitor says no. We'll go with the simplest initial transaction: your visitor goes to your site and buys your main product. A customer pretty much always wants any product or service that can help them more with what they just purchased. It only makes sense.

So if the customer has said "no," you need to figure out why. From experience, we can safely tell you that 95% of the time it's the cost.

Your job as a marketer is to respond appropriately to the customer who says "no" The way you do that is to change your offer so they start saying yes again!

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## The Importance of The "Yes" Cycle

The word "yes" is a very important psychological trigger. When you say "yes," you have, in effect, made a commitment.

On a subconscious level, you just entered into an agreement: "Yes, I will do this." Or "Yes, I will accept this." The word "yes" implies a handshake, a promise, a pact.

So it's very important not to waste any "yeses" from your customers! If at all possible, make it easy for them to keep saying "yes."

Here's a very simple example from door-to-door sales. **It's called the "foot in the door" technique.**

You answer the door and the sales person asks "would you be interested in a free cleaning of any room of your choice?" Most likely you'll say "yes." That's the idea!

The salesman wants you to start saying yes. It's proven that once you say yes, you are much more likely to say yes again and again.

Now that the salesman has his "foot in the door" you've just agreed to a live demonstration of his product - the best kind of sales presentation. Imagine if the sales person started pitching you the moment you opened the door. You'll likely tune out and close the door with a "no thanks!"

In fact, "no" would be the first word out of your mouth and maybe even the last. Let's take it one step further. You've said yes to get one of your rooms cleaned for free and have now seen the great results.

The salesman now offers you a 50% discount to clean up to 5 additional rooms. *This is the first time the salesman is asking for money.*

Assume you say no to that offer, do you think the salesman will simply say "Okay, thank you" and just leave? Not if he's a good salesman...

The sales person would respond to your "no" with a downsell.

## What Exactly Is a Downsell?

**A downsell is the offer you make after someone says no to an upsell. It's typically a lower price (or a payment plan).**

**It's meant to "save the sale" and to get your customer saying "yes" again!**

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So in our example, the salesman may offer a downsell package to clean a fewer number of rooms, or maybe only the dirtiest rooms.

The salesman may even get creative and offer something like:

“Just pay me \$1 now and if you aren’t 100% ecstatic with the cleaning, you never have to pay me more...”

The downsell offer has many options. You have to find the one that works the best for your customer, yourself and your business.

***LAUNCH TREE PRINCIPLE: When a visitor says "no" you can safely assume he did not say "yes" because of price.***

***Offer that customer a downsell!***

## Huge Profits in Downsells

According to Mike's calculations, up to 60% of customers will purchase an additional product if offered a few opportunities -- meaning you present them with a few different options in succession.

*He also estimates that 40% of customers actually start out as non-buyers! That means 40% of the people who buy an additional product actually started out by saying "no." That means that 40% bought the downsell.*

Here's an example, straight from Anik's business this past year:

When we had an upsell that 8% of our customers said yes to, usually about 5% would take the downsell (of the total customers who took the main offer).

So if our downsell was \$147, and we sold 14,000 units of the main offer... that meant 700 would buy our downsell at \$147 ( $14,000 \times 5\% = 700$  downsell customers).

So if you do the math...

$700 \times \$147 = \$102,000$

**That's \$102,000 of revenue that would have been LOST if we did not use a simple downsell.**

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## How To NEVER Use Upsells and Downsells

At this point you have a more clear understanding of the psychology involved every time your customer makes a purchase. More specifically, how that psychology impacts your ability to upsell or downsell.

Now we're going to introduce some concepts that all rotate around one basic principle: **Treating your customers with respect.**

We'll focus on...

- Never "tricking" your customer and avoiding manipulation
- The wrong way to present upsells
- The right way to present upsells
- Bonding with your customer

These topics will be covered in much greater detail in later modules also.

### Don't "Trick" The Customer!

Some merchants think it's very slick to "coerce" customers into buying upsells. They create clever ways to get the customer to say yes, without properly explaining what the customer is saying yes to.

***We obviously disagree with this tactic completely! It may seem like it pays off immediately, but trust us – the long-term damage far outweighs any short-term profits.***

Applying "manipulative pressure" will completely ruin any chance of having a positive relationship with your customer.

A manipulated customer is...

- Already thinking about "refunds"
- Is more likely to issue a chargeback by calling their credit card company
- Will spread bad "word of mouth" to all their friends and associates (your worst situation)...

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***Under no circumstances should manipulation ever be used as a sales tactic. Let's see what some examples of "upsell manipulation" are...***

## **The wrong way to present upsells**

The best way to show you the wrong way to present an upsell is to give you a real life example.

Mike actually had this experience as a consumer...

"I saw an offer for a Corvette Z06 collectible coin, and thought it would be great to have, since I drive a Corvette Z06. I ordered the coin and noticed that they had additional offers. The first click was the confirmation for the coin. Obviously I wanted that, so I said "Yes."

The second option was to purchase five coins, each with the Corvette Z06 in a different color. 'Cool! At least I'll get the coin in my car's color,' I thought, so, I clicked yes again.

Next, I was offered a collector's box to store my coin in. Once again, I said yes. I was then offered a chance to get a coin with some flashing taillights. I was still interested, so I clicked 'Yes.'

But right around this point I began thinking that I no longer wanted some of my prior selections. I didn't see a way to "go back" in the order process, so I figured that once I got to the checkout cart, I would remove some items. That's pretty standard in all shopping carts -- you get the option to remove items before you finalize your order.

You see, the entire time I was clicking messages like "Add To Cart." Had I been clicking something that was saying "Immediately Upgrade My Order & Charge Me \$X..." I would have known that I was already billed.

But, when you tell me that I am "adding to cart" – I should be able to safely assume that I can also REMOVE from that cart!

The next option was to get a commemorative coin made with real silver. I thought this might be a collector's item, so I said 'Yes' again.

Next, I am offered the option to buy a gold coin. Now I thought 'Oh man, I wish I knew the gold coin was coming before, because I would have definitely made some different choices!'

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But again, I assumed I would be allowed to make adjustments in my shopping cart at the end of the process. So once again, I clicked 'yes' to get the gold coin.

At checkout, I expected to see an overview of all the items in my cart. Remember, they've been letting me 'Add To Cart' – how am I supposed to know they are already billing my card?

I also expected that I would be given the ability to customize my order -- remove items from my cart, change quantities, etc.

But instead, when I clicked 'complete,' I received a message stating 'your order has been shipped!'

And because they already had my credit card information, there was no way I could go back. Naturally, I was irritated. Instead of giving me control over my order -- and my money -- *they took control away from me.*

They didn't give me any way to retrace my steps. Nor did they give me any options to change my order at checkout. Maybe the company thinks that was slick. But I felt manipulated and will never order anything from them again."

Yikes! Can you imagine a more blatant example of what not to do to your customers? How would you feel if you were Mike?

- You would leave the site feeling resentful about the whole process. After all, you were basically *forced* into charging things on your credit card you didn't want.
- You'd already be thinking about which items you were going to return for a refund.
- You would have felt manipulated because the merchant took away your *power to choose*.

## The *Right* Way to Present Upsells

Now let's think about how CorvetteDollar could have done things differently. How about this for a better way to present that the upsells?

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- **Customize the upsells based on the customer's responses.** In other words, each time Mike chose an option, the next upsell would have taken his selection into consideration.

He would be shown an upsell that was *the next logical step*, based on what he just selected.

For example, when Mike said "yes" to the first coin, why not give him an option to choose his color right there? The first upsell they had with the multiple coins in different colors brings very little value to the customer, other than giving the customer a chance to get the coin in their own color choice.

The company is counting on the customer saying "Yes" only to get their own color. However, the entire time the customer feels a bit cheated for having to do this.

They could even charge a bit more for the option to choose a color up-front, the customer would still feel "helped" and not "manipulated."

- **Give control of the order process to the customer.** Mike thought he was adding things to his cart - he should have had final control of the cart!

They could have easily turned their upsells into "customizations" but the simple forceful nature of the buying turned it into manipulation.

- **Another lesson in POSITIONING** – the smallest change in how you do something can have the largest impact on how it's perceived.

Of course, those are not the only factors you need to keep in mind when presenting upsells -- they are just the *bare minimum*. Here are some other aspects we'll get into in later modules:

- **How to present recurring charges properly.** Later on we're going to encourage you to develop products that bill on a recurring, monthly basis.

But we're also going to actively *discourage* you from "tricking" your customer into agreeing to those charges unknowingly. We'll explain why you're better off taking the "forced" out of "forced continuity" when presenting a recurring offer as an upsell.

Bottom line, your customer should always know exactly what they are buying.

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- **The power of guarantees and reassurances.** A customer should feel secure about buying from you, particularly when you are presenting them with upsells.

Inserting a guarantee statement at strategic points in the upsell process will increase your conversions and improve your relationship with your customer!

- **Say not only the right things, but with the right words.** We've already touched on this when we spoke about "customizing" an order. We'll cover upsell and downsell language in much more depth later on.

**This will be KEY module – pay close attention to it!** This is the same information that helped Russell Brunson make an extra \$350,000 in 90 days by just making a few tweaks to his pages!

- **Tell customers how much their credit card will be billed.** We'll explain not only the right way to do this, but how often it should be done.
- **Be up front about refund and cancellation procedures.** This should be done throughout the upsell and downsell process. Using Launch Tree strategies, you're going to have minimal refunds and chargebacks.

## What's Coming Next...

We're not even close to done yet. Make sure you follow the blog closely:

<http://www.LaunchTree.com/blog>

### 1. Brian Johnson From Rich Schefren's Strategic Profits

We did an amazing interview with Brian Johnson where he revealed the entire launch tree that Rich Schefren recently used...

...the SAME tree that was used to sell customers up to \$25,000 packages!

You'll also see that we had a lot of fun with this. It is not another "boring" interview – it's an actual TV production. Have a look:

[Click Here to Watch Brian Johnson's Interview...](#)

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## 2. Frank Kern From Mass Control

Anik flew to San Diego to meet with Frank personally. Listen in as Frank reveals how he's used the underlying strategies of Launch Tree in his own business.

Frank also reveals one of HIS most successful trees used.

This interview will release on or around May 6<sup>th</sup> – watch your e-mail!

## 3. FREE LIVE Webinar with Mike & Anik – May 6, 9 PM ET

By the time you get through the Kern interview, you'll start to have questions. Mike & Anik will get on a LIVE Webinar and start answering all of them one by one!

The only catch is that we have only 1,000 lines open – [register now](#) and be sure to log-on at least 10 minutes early!

Date: May 6, 9 PM ET

[Click Here To Register For FREE!](#)

## 4. Russell Brunson From DotComSecrets

Russell was able to turn a ONE-hour consult with Anik into more than \$350,000 over 90 days. Guess what? He never “launched” a product; he just made a few easy tweaks to his existing products.

Just a few tweaks and he made an extra \$350,000.

Russell will actually REVEAL the tips he used – it's truly amazing and worth seeing...

**This interview is expected to release on or around May 8<sup>th</sup>. Watch your e-mail!**

## 5. FREE Webinar – More Q&A – May 11, 9 PM ET

More questions? No problem! Mike & Anik are here. The day before we launch the full Launch Tree course, you'll get another chance to listen-in LIVE to a FREE webinar.

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Again, we have only 1,000 lines open – [register now](#) and be sure to log-on at least 10 minutes early!

Date: May 11, 9 PM ET

[Click Here To Register For FREE!](#)

## 6. LAUNCH - May 12<sup>th</sup> - 12 PM ET

We'll officially launch the Launch Tree course. Worried about the price? Just wait and see what we're done – you won't believe it!

For now, focus on the training going on – don't worry about May 12<sup>th</sup> just yet!