



## Yanik Silver's **UNDERGROUND® SECRET SOCIETY** **DOSSIER ISSUE LI**

Here we are at issue 51...or perhaps 'Area 51'. It seems only appropriate we should talk about mysteries that abound since Area 51 is the most famous military installation that doesn't exist. (Just like this newsletter doesn't really exist since not many people know about it.)



Yes, the truth is out there - and we're going to find it!

But first let me catch you up to speed on what's going on here –

A few weeks ago we held our 'Totally Rad 80's Maverick Road Rally' heading from LA to Napa. Starting with getting pink hair, the Mavericks really got into the spirit of the 80's and helped support Breast Cancer Awareness month. Here's the photo that made the "Picture of the Day" in the LA Times blog.

The photo isn't given justice here in print – but you can check out the digital version at the LA Times blog: <http://is.gd/40ZAE>



Our special business icon guest was billionaire John Paul DeJoria, who holds the rank of #261 on Forbes list of World's Richest with an estimated \$2.5B net worth. He told his story, from homeless to billionaire. Looking at this candid pic you'd think I was the homeless one – but this was the 'flock of seagulls' look.



I took quite a few notes during John Paul's presentation. And one of the things I wrote down that really stood out for me was when he talked about how having no money makes you creative. I firmly believe that. He talked about how he had a pending deadline to pay his printer for the shampoo bottles they just screened – so he went knocking on doors.

He made 12 orders by giving the salon owners better-than-risk-free offers. Then he drove to a big distributor, showed them the 12 checks and said, "Here are your first 12 orders." Proof, right? Then he asked the distributor if he could get paid upfront for the product if he gave them a 5% discount. They agreed. Then 5-minutes later he pulled around the back of the building and made the delivery and asked for the check. It was brilliant!

But that kind of creativity wouldn't work unless you've got the absolute best product. J.P. continually harped on this, from the shampoo business to Patron tequila. He has a quote: "You want to be in the reorder business". Think about it. It's possible to make the initial sale but it's the reorder that will make you rich.

And guess what....even after J.P. was a billionaire and he started the Patron tequila company with a friend, he still started small. He didn't invest millions into the project – they bought 1,000 cases to test it out. And he still totally believes in making his product the absolute best. He told us how he spends significantly more to buy the very best agave plants that go into his tequila. And he was always thinking just a bit different. To get distribution he couldn't use a regular liquor distributor because they wouldn't talk to him and the notion of competing against Cuervo was ridiculous. So he decided to go to beer and wine distributors since they call on the exact same customers. Smart.

John Paul was such an inspirational guest and he told everyone he changed his schedule just to be with us – that was really humbling. After saying our goodbyes it was time to hit the open road. All the Mavericks drew partners and their cars. The range of cars were classics like '67 Vettes to Aston Martin and Lambo convertibles all decked out in Rubik's cube stickers and 80's fun.



Part of the Road Rally involved shooting “video missions” for points. There were some pretty funny 80's related missions. Everything from “Preach the gospel as an 80's character” to “High-five a biker at a stop sign”. Lots and lots of silly video will be collected from there (as you might imagine from these pics).



The guys driving the Lamborghini had obligatory custom headwear. Here's Mike Koenigs, founder of Traffic Geyser, at the helm and Mike Hill, CPA Tsunami, co-piloting.

Pretty cool highlight of day two was riding in one of only 3 Zeppelins in the world. I kept badgering the pilot to let me sit in the co-pilot seat and I finally got my wish (though we were on the ground).

From the Zeppelin tour we headed to downtown San Francisco to meet up with Chip Conley, the CEO of Joie De Vivre, a boutique hotel group in CA. Chip is a really incredible guy and the author of one of my favorite recent business books, “PEAK”. I strongly suggest you get it to see how you can incorporate Maslow's hierarchy of needs into your business ventures. And if you have a chance in CA – stay in one of his properties. Hotel Vitale in SF is where we stayed, and the Ventanna Inn is his as well.





After dinner the 80's party really started. Full-on 80's regalia came out for our night out! My buddies Jonathan Mizel and Tim Ferriss met us out to enjoy the evening. Here's a tiny glimpse at the 80's madness:



The next morning we spent time with a group of aspiring young entrepreneurs from the Bay area providing real-world advice and brainstorming their business ideas. All part of the Maverick mission to have 1,000,000 young entrepreneurs from ages 13-23 start their own businesses. And finally we headed to Napa from San Francisco and enjoyed an ultra-exclusive cave tasting dinner.

It was incredibly cool. Not only because of the wines they poured – the absolute best ‘cult’ wines in Napa from Screaming Eagle (\$1700/bottle) to Colgin and Peter Michael - but because dinner was actually inside the cave. The acoustics in that place were completely nuts. It was hard to hear the person directly in front of you but you could plainly pick-up the conversation on the other end of a 22-person table. I don't know if they were quite ready for us and knew what to expect but they rolled with it. Here's Hal Oates from Porthos pouring a bit of Screaming Eagle down my gullet.



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### **Premium Driving the Sale**

When I'm formulating an offer the bonuses are a real important consideration. And most times I tell students to stick to something that will enhance the main product and give the customer their ultimate ‘want’. For example, when we sell Instant Sales Letters we include a bonus ebook with phrases to start the letter, copy transitions, closes, P.S.'s, etc. This is a huge help to anyone writing any sort of correspondence.

As an aside, you may want to take something out of your main offering so you can introduce it and give it more value by using it as a bonus. A very simple example of that is for a public domain book we sell called “Figure Drawing Secrets”. I actually took one of the chapters on drawing heads out of the book and used it as a bonus.

Now there is a second kind of bonus that, when you get this right, it blows the doors off anything else related to your business offering. But it's also easy to screw this up.

Many of you might remember the #1 way Sports Illustrated drives subscriptions. It's not by selling the magazine - it's by selling the bonus. It's the football phone, the fleece jacket, the collectible hard cover book of the Super Bowl winning team and more! Why would they do this? Because it sells!

(Side adventure – watch the 1989 commercial for the SI Football phone here - <http://www.youtube.com/watch?v=OSuFoyEGFRg>)

Advertising Age magazine used a customized mug with “<Your Name> Wins Marketing Genius Award” as their control premium for quite awhile. Here’s a quick blurb from Bob Bly’s article on this: <http://www.nmoa.org/articles/dmnews/subscriptionpremiums.htm>

*“Ad Age has been offering the personalized mug since 1981. To date, they have given away more than 40,000 ‘Marketing Genius’ cups to direct mail-generated subscribers. And they’ve sold an additional 4,000 mugs to people who wrote in asking if they could buy one, even though the mug has never been advertised as a separate item. ‘Its popularity is amazing,’ notes Kelley.”*

*“The magazine has tested the coffee mug against other merchandise premiums (umbrellas, gym bags) as well as against advertising and marketing books published by Ad Age’s parent company, Crain Communications. The mug has been a consistent winner, and Kelley has no immediate plans to test other premiums against it.”*

In that blurb is a secret to pay attention to. You want your fun bonus to be so exciting that people will ask you to buy it even if they don’t buy the main product. So my first shot at this was licensing a cartoon and using it on a mouse pad with the words “Official Certified Internet Marketing Genius” to go along with our original ‘Instant Internet Profits’ course (no longer available). We used it as a pop-up on the site to help increase response.

Here’s what it looked like –

Time Left to Grab  
Your Free Mousepad

**EXTRA FREE BONUS!**

When you order within the next 19 minutes you'll get this fun mousepad proving to everyone you really are an Internet marketing Genius!

**Official Certified  
Internet Marketing Genius**



“I heard on TV that everyone is getting rich on the Internet! Is this little slot where the money comes out?”

[Click Here Now To Accept  
Your Free Bonus Mousepad Reserved For You](#)

Note: This offer will NOT appear again

We had a lot of people like their mouse pad and get a kick out of it, but I wanted to try something even better and more personalized. So there's the next incarnation I did for Ultimate At-Home Internet Copywriting Workshop (ultimatecopywritingworkshop.com) -

This mug definitely got people excited! You know it works when you have people trying to buy it separately (just like Ad Age) and when customers call asking where their mugs are!

Part of what made this one work even better is the customization. You can automate this online by passing variable data through (e.g., a name). We have a squeeze page on UltimateCopywritingWorkshop.com and the first name that they enter there gets automatically inserted into the mug at the bottom of the sales letter. (If you want to skip to the sales letter - it's at [www.ultimatecopywritingworkshop.com/go/](http://www.ultimatecopywritingworkshop.com/go/))

**\*\*\* Last Minute Extra Bonus \*\*\***



**FREE!**  
**Personalized Mug**

Order immediately and you'll get this very cool mug (pictured above) personalized with your first name on it. Now you can prove to everyone that you create money out of thin air with just words...and you really are an "Internet Copywriting Genius"!

Your Personalized  
"Internet Copywriting Genius" Mug Awaits You!

And we also use customization when we send out direct mail pieces about the course. Here's the insert we use (loose) in the package.

**FREE Personalized Mug**



**Order immediately and you'll get this very cool mug (pictured to the left) personalized with your first name on it. Now you can prove to everyone that you create money out of thin air with just words...and you really are an "Internet Copywriting Genius"!**

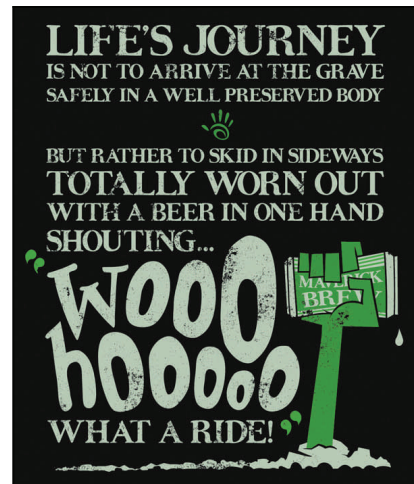
**Your Personalized "Internet Copywriting Genius" Mug Awaits You!**

Surefire Marketing, Inc. 10832 Brewer House Rd, N. Bethesda, MD 20852 Ph: 301-770-0423 \* F: 301-770-1096

This is a really powerful way to get a bump in sales and add a fun element to your promotion.

If you need a cartoonist, I'd recommend Dan from DansCartoons.com. Just email him at [dan@danscartoons.com](mailto:dan@danscartoons.com) for a custom cartoon or select one he's already created and license it. I believe I paid a few hundred dollars for my cartoons.

I've got another idea I'm going to try at some point soon, using either a poster or a t-shirt of this design for the Maverick 1 Million Association (which I'll be starting soon). Let me know if you'd wear this or want it as a poster.



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### Nichification: The World's Most Customized Printing Press

In the last section we talked about customizing mugs with first names – I believe part of the power of the Web is the true customization that customers can get from it.

In fact, that's a nice tie-in to something else I stumbled onto that is taking customization - or as I call it "nichification" - to a new level.

**Ziblio.com** When I originally found it you could not even get to their main home page, but I uncovered a few of their sites out there in some really tight marketplaces they were BETA testing -

Mormon Families:

<http://www.myldsmemories.ziblio.com/>





Zion National Park:  
<http://www.zion.ziblio.com/>

There is an interesting play here where Ziblio will be the engine/template for your group (maybe a NING group or community or membership site) and allow you to totally brand photo books. I might try it for an upcoming project. This is another good example of technology coming together with customization to allow us to create what's really important to us.

\* \*

### Selling a \$12,000.00/Year Newsletter???

If you want to stretch your mind a bit – try to conceive selling a \$12,000.00 a year newsletter. I mean, I love high priced info products (and I even have a killer course on it at InfoPlayers-Workshop.com) but \$12k – damn!

Let's check out the process a little and see what can be gleaned here:

I first saw this ad on a Yahoo! page about the highest paid CEOs under 40. It's a good solid example of a direct response ad with a compelling message that gets your attention if you are an investor. (Notice 'Click Here for Instant Access to This Report' is in blue and underlined – makes it familiar to web browsers.)

Then you might expect something a bit flashier when you hit the landing page for the report - but look how simple the first step is:

ADVERTISEMENT

### What Terrifies Bill Gates...

Since creating Microsoft, in 1975 Bill Gates has held an almost perfect monopoly... Allowing him to rack up a \$50bn fortune along the way.

But right now, he is nervous.

The Microsoft software is obsolete. And 72% of Japanese are already... using the technology that will replace it. New report reveals the stock ticker of the company that will profit most from the "Death of Microsoft".

[Click Here For Instant Access to This Report!](#)

PRESENTED BY CONTRARIANPICKS.COM

**FREE: The Stock that Terrifies Bill Gates...**

Allow the next page a few seconds to load...

Email

We take your privacy very seriously. You can read our entire [privacy policy](#) here.  
©2008 ContrarianPicks.com, All Rights Reserved. By entering, you agree to terms and conditions found [here](#). By entering your email address you are also requesting and agreeing to subscribe to our free Stock Picks email newsletter. We hate spam as much as you do, and provide opt-out links in all communications.

Wow, right? I mean this is not really that complicated. Considering they are running on Yahoo! I would imagine they have tested this kind of layout against a more graphical one. And in my MasterMind group we've had many members report a simpler (even ugly) look will usually out-pull pretty.

Once you've input your email address you'll get a thank you page asking for your full address, but this is done with a pretty powerful "reason why – please read below".

Now here's the final landing page teasing you about the Contrarian Picks subscription. There is some great copy here and I'll come back to point out a few highlights.



<http://contrarianpicks.com/thanks.php>

Thank You For Subscribing...

In the next 3 weeks I am going to send you a stock pick to the email address you just entered.

The stock pick I send... will I believe double or more in price. And whether you decide to invest or not it will serve its purpose...

You see my name is John Meriwether and I have operated the ContrarianPicks email newsletter for 3 years. Once a month, every month... subscribers of my newsletter receive one stock pick straight to their email inbox.

And these picks on average make a 84.7% gain, in the following 3 days...

Allowing my small group of subscribers to almost double their money each and every month...

But before you get excited, I don't send these heavily researched stock picks for free. In fact, subscribers of my newsletter pay a rather hefty \$12,000 per year for the privilege.

#### **Extortionate?**

Not when you consider that many of my subscribers earn thousands of dollars a month, simply following the stock picks I email them.

And they do this all from the comfort of their own home, on their own computer. But this rather high price tag has posed a problem... Not many people are willing to shell out that much upfront, without being personally recommended the service by an existing subscriber.

So I got thinking, about how I could prove my stock picking service is worth such a high amount. (And my stocks do in fact make an average 84.7% gain each and every month).

What I decided was this: As stated at the top of this email over the next 4 months I am going to send you 4 stock picks (1 each month).

These are the exact same stock picks my current subscribers (whom paid \$12,000) will receive.

And so over the next 4 months, you'll see my stock picks rise in price and you'll see that my newsletter is everything I say it is. And then after those 4 months are up, you'll be given the option to continue receiving these picks for \$12,000.

Some members, in the past have been able to write me a \$12,000 check out of the profits they made in their 4 month free trial!

Sound fair?

In a moment I'll also email you a quick guide on getting a brokerage account (to trade the stocks with) and another few details you'll need to know, to start profiting. If you would also like the stock picks sent via FedEx to your address (100% FREE)... submit your address below (US, Canada and UK only). In addition to mailing you the stock picks, I'll also send you a free starter pack (only sent via mail)... Which details exactly how you can make the most from the four stock picks you're about to receive:

Then after you submit your address you get this page:

**Please expect your starter pack, within the next 5 - 7 days.**

While you are waiting for you pack to arrive, you can subscribe to the FREE SMS stock pick alert service. Just enter your mobile phone number into the space provided below, and we will send a welcome message to confirm your free subscription.

**Country:**

**Mobile Number:**

Country Code	Prefix and Number (no leading zero, no spaces)
<input type="text"/>	<input type="text"/>

On the final step they are getting your cell phone number. I really think SMS marketing is one of the biggies left for marketers because nearly everyone carries their cellphone with them 24/7 and they get something like a 90% open rate on text messages. We'll probably cover this in another issue.

Another thing I want to point out is that they are getting multiple database fields in a sequential way using commitment/consistency in small baby steps - starting with just an email address.

So how do you sell a \$12k/year newsletter? Pretty much the same way you sell other info products. I would study this model and pick it apart to see how you can really create an irresistible offer and something your prospects would LOVE to hear from you about.

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### Underground® Resources

The screenshot shows the Trademarkia website interface. At the top, there's a navigation bar with 'Search', 'Logo Themes', 'Category', 'Owner', 'Attorney', and 'File a Mark'. Below this, a main banner features the text 'Trademarkia automates and simplifies the trademark process. Now you can register a mark as easy as 1-2-3!' and 'Get your Trademark for only \$159'. It includes images of the Coca-Cola, Disney, and Toyota logos. A search bar at the bottom contains the text 'Search All Trademarks' and a 'Search' button. The page also includes a sidebar with 'Logo Themes' and 'Trademark Categories'.

[www.Trademarkia.com](http://www.Trademarkia.com)

Check out this great meta search engine for trademarks. Anytime you're coming up with a new business idea or product – it's smart to check for trademarks. A) So you can possibly file your own trademark and B) to know you're not infringing on others and they can come back to sue you. (Not fun!)

Previously I used [www.USpto.gov](http://www.USpto.gov) and it was pretty clunky. This is a pretty awesome tool to keep track of trademarks, spy on competitors, etc.

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### **Underground® Secret Society FORUM Password for November:**

Be sure to check it out to discuss this month's issues, new resources or anything else just for members. A new password will be sent to you with each month's issue so only active subscribers will retain access.

Here's this month's information:

<http://www.undergroundsecretsociety.com/forum>

**login: november**  
**password: filecase**

Note: Because members receive their issues at different times – this password will be enabled for 2 months.

\* \* \*

Check out this month's Secret Society interview and don't forget your new extra audio CD from Lee Milteer plus the bonus material on CD-rom of new website critiques.

All the best,



Yanik Silver

**P.S. Coming soon – you can look forward to the power of authentic stories, customized info products and lots more!**

### **Underground®**

#### **Secret Society Recap:**

From numerous undisclosed sources, clients, friends and colleagues I've gathered some shocking and extremely profitable insights, ideas and strategies that I just can't share with everyone of my customers, my regular subscribers, or even when I'm speaking in public.

The thing is, I can't let all of these "underground" strategies out or else they may lose their effectiveness. That's why, I've decided to allow a strictly limited number of charter members into what I'm calling the "Underground™ Secret Society". You'll get:

- **Yanik's insights, ideas, hot strategies, "spy strategies", research and "Underground" secrets.**
- **Interviews with "Underground" success stories.** Not the same usual suspects and not people making their money pushing "how to make money online" info. Plus, a bonus "Millionaire Mindset" audio.
- **Web Site Critiques.** CD-rom filled with real-world copy critiques submitted by students.
- **Private closed-door mastermind meetings with me** in different parts of the country (and even the world).
- **Open Call-in Days.** Throughout the year, I'll set aside significant blocks of time only for Secret Society members.
- **First chance on "deals" that cross my desk.** From time-to-time you'll be alerted on hot Joint Venture opportunities that come to me.
- **You'll get the lowest VIP pricing for tickets to any upcoming "Underground Online Marketing Seminars" and lots more!**





## Yanik's Schedule Notes:

**Maverick Business Adventures®** - [www.MaverickBusinessAdventures.com](http://www.MaverickBusinessAdventures.com)

"Ultimate Baja Adventure"- Loreto to Cabo San Lucas, Mexico, January 26-31, 2010

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### **MasterMind**

**Millionaire MasterMind I** –Jan 11-12, 2010

**Millionaire MasterMind II** –Jan 13-14, 2010

**MasterMind call-in dates:** Dec 17, Feb 25, 2010

[www.SurefireMarketing.com/mastermind/](http://www.SurefireMarketing.com/mastermind/) for details. If you have a high 6-figure or a 7-figure business –you can get on the waitlist here.

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**Underground VI (mark it down early to make sure you are there!)**

**March 12-14, 2010 - Washington D.C.**

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