

The **Guru's** Apprentice Series

How the Jerk Got Rich

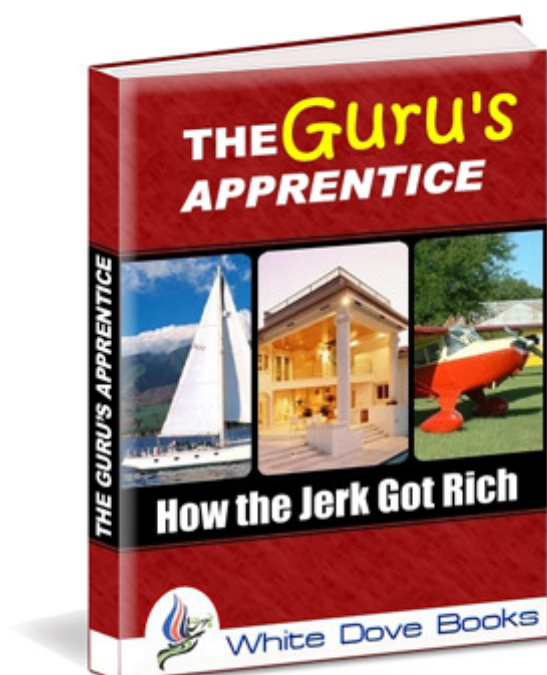
by Will Edwards

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Contents

Introduction – Short & Sweet	3
The Bug & the ‘Bugger’!	5
The Rich Jerk’s Sales Page	7
The Rich Jerk’s Principles	17
The Copy-Cats	38
What is This Report Worth?	40
My Early Testing	42
Master Resale Rights	44
About the Author	45

Introduction – Short & Sweet

In case you want to know something about me and my background: my name is Will Edwards and I began my internet marketing career because I needed to learn how to leverage the internet for products sold from my main Personal Development site: <http://www.whitedovebooks.co.uk>

Rather than unnecessarily taking up time and space here, I have included a brief biography at the end of this report for those who may be interested in finding out a little more about me.

More importantly for now, I am an Internet Marketer - just like you - who bought the Rich Jerk's book and I am busy implementing and testing his techniques and strategies. This report deals with the results of my earliest testing without giving away anything of the content of the Rich Jerk's book. If you haven't yet read the book, you might also consider getting a copy.

Just like the Rich Jerk himself, the Apprentice is not here to bore you with endless fluff about Internet Marketing - regurgitating stuff you could pick-up for free anywhere on the web. We are going to get straight into the good stuff!

If you need to know how to set up a web page, learn how to ftp, select a hosting company or join an affiliate program, then this report is probably not for you. But if, on the other hand, you want to learn how the Rich Jerk managed to take the internet by storm and how you can legally copy him, then this report is exactly what you need.

The Rich Jerk has made a small fortune by using the exact principles you are going to learn in this report. If you master these principles, you too can get to the next level in Internet Marketing.

The Bug & the ‘Bugger’!

When I first came across the Rich Jerk’s site, like so many people (please pardon my French) I thought to myself, ‘listen to this arrogant bugger!’

Immediately deciding to turn my attention to something more profitable, I surfed off somewhere else. Having bought a number of internet marketing books over the years, I was initially sceptical about the Rich Jerk book. But the Rich Jerk just would not go away. I kept getting e-mails from various marketers all recommending this ‘amazing’ book; heralding it as a ‘breakthrough’ in internet marketing and - what do you know – they were all talking about the Rich Jerk!

Eventually I found myself reading his copy again – actually I’m not really sure if I actually read it the first time; at least not properly. But this time I did; and there was this apparently obnoxious individual confidently telling me that if I wanted to get rich, I needed his book. He said he didn’t care whether I bought it or not because he was too rich to be bothered by losing a few dollars. It was compelling!

‘Sod it – I’ll buy it!’, I thought. A few clicks later I had the download and devoured every page looking for the secret and

guess what? I began to think, ‘here we go again; another scam – what has he really got to say here – where’s the substance?’ It even crossed my mind that I should ask for a refund, but then I thought, ‘hang-on a minute – perhaps the secret is really here – in this book’.

If this guy is indeed rich, perhaps I need to listen, learn and apply this stuff. How could I make such a snap judgement about the book when I had not given it a fair test. Perhaps I just needed to see it in a different light. It was as if The Rich Jerk himself was challenging me to prove him wrong.

‘Go ahead’, I could almost hear him say ‘you have a choice. You can be like the other 99% of people who will just put this book to one side and never try these strategies – or you can get smart. What are you going to do?’ Now I must point out that I don’t normally hear voices in my head, but on this occasion I did; and I almost immediately decided to take him on as my mentor!

That day I started my blog <http://guru-apprentice.blogspot.com/> The idea was simple. I’d try out his strategies and blog the whole thing. I would find out for myself whether or not they worked. It would at least give me something to write about. So began my affair with the Rich Jerk.

The Rich Jerk's Sales Page

The Rich Jerk himself suggests the reader should go to the Rich Jerk sales page & take another look. He points out his use of reverse psychology in his own sales copy. I went and looked again – yes it was all there – was *that* why I bought the book? It made me realise that a careful examination of the Rich Jerk's sales page would be very worthwhile. After all, this guy has made a fortune selling this book alone.

Here is The Apprentice's Analysis

Firstly, although he is selling an ebook, he doesn't use a traditional ebook graphic. When I have asked people to critic my own sales pages, amateurs will often say you need a good ebook graphic – but here is evidence that you don't! In fact, perhaps the ebook graphic is part of what might actually turn people off your product. Why? Because they are everywhere; and we get tired of seeing them.

The Rich Jerk's site uses professional graphics but the he gets your attention right away on the 'sizzle' and not the 'steak'!

The 'sizzle' or, in other words, the benefits of reading his ebook are right there subliminally suggested immediately in his

headline graphics. The first things you see are the four tantalising pictures: Yatch, Ferrari, Island and Mansion!

To the left of the sales page is the image of the Rich Jerk himself – it's a cartoon image rather than a photograph. The image helps to give the page quite a fun look and feel and this, I think, is an important part of the whole sales message. The Rich Jerk is essentially a character not a person. Oh, there is a real person behind the mask; but the Rich Jerk is the mask – not the real person.

The whole idea of creating a persona and delivering the marketing message in character has been quite brilliant. It allows him the freedom to don whatever mask he likes. Obnoxious, loud, brash and filthy-rich are the attributes of this particular mask. It polarised the market some people hated it; some loved it - and it didn't matter a jot because the market is huge! People who were repulsed by this innovative approach were balanced out by people who loved it; and the ones who loved it bought it in their thousands!

Below the image is the Trust Logo. The Jerk himself says this speaks volumes for your credibility. I didn't believe that people would be so hesitant to buy but this in fact turns out to be a real problem for internet marketers. I asked a friend in marketing

(not internet marketing) to look at one of my sales pages. One of her comments was to the effect of how could my money-back-guarantee be trusted? I was amazed at that comment – I thought everyone knew that ClickBank would issue a refund if necessary without my consent. But, of course, that’s what psychologists call *projection* – people don’t know do they? So detail like the Trust Logo is vitally important for helping to build that confidence in your visitor.

We have the compulsory pop-up of course, but notice it too is different! It looks like a bit of fun and not like the sort of thing you would cut out of a magazine to send away for incontinence pants. It doesn’t have the sign-up box displayed – you have to click to get at it and the message ends –

“... ARE YOU WORTHY? IF SO CLICK HERE.”

There’s a another bit of psychology for you – you are worthy aren’t you?

Now for the guts of the letter. You’ve probably heard time and again that testimonials are what sell the product. Well, there are definitely people that don’t trust them. They say they are false – written by the vendor – now can you believe that? So how does the Jerk tackle this problem? He puts one or two on the page -

notice they are not together but are used in boxes to break up the text and make the page easier on the eye. However, he has a [click here for 'more testimonials'](#) link just in case you do want to read what other people have said. This is brilliant – keeps his main page free of unnecessary clutter but the required information is there when needed.

The Jerk breaks up his text with selective use of 'bullets'. He uses two types: a plain 'bullet' and a 'check' mark. He uses plain 'bullets' when answering his own hypothetical questions e.g. 'There are 3 reasons why I can confidently reveal my strategies to you'. The reasons are then bullet-point listed below. This technique simply makes the text easier on the eye.

The second 'bullet' – the check-mark – is used to list what's included in the package. This is especially useful if someone is skimming the page since they will be almost certain to take notice of these bullets. Subliminally they are saying 'look what's included; look at all these check-marks; there is a lot of stuff in this book!' And the 'check-mark' itself adds a psychological 'yes' to each one – 'yes this is included' it says, 'yes, this too', 'yes, this stuff is also there' and so on.

Now then – what about the text. Before we look at what the text says, let's notice the font size. What do you think would be the

best font size – 10 point, 12 point, 14 point? Well here's a surprise, the font size is 11 point! That is very unusual isn't it? We used to do the same thing in our sales letters (hard copies) at a company I worked at sometime in the past. Subliminally, the text is saying to your brain, 'this is different'. And you are inferring, 'perhaps, this is the one!' Actually, there has been some interesting research done on this: it concluded that smaller text is more likely to get people reading whereas larger text is more likely to encourage skim-reading.

Now what about the typeface – it's Arial. A good choice! It says 'modern', 'clean', 'fresh' – all good associations. Are you not amazed at how many sales pages are written in Times Roman? You know what that says? Amongst other things, it says you don't know enough about your software to select a font other than the default! Seriously, it's old-hat! Serif fonts like Times Roman may be easier to read but they are dated. Subliminally, you may assume an out-dated product to be associated with this out-dated typeface. Don't use it on your sales pages! Instead use a sans-serif font – like Arial.

You will notice that our sales page for this book is also Arial 11 point for the reasons above. The text of this book, however is indeed Times New Roman. Within a book is the right place to

be using serif faces. The serifs help the eye to connect the letters and thus the text is easier to read.

Next, let's consider the layout. Like so many sales pages, it consists of a centralised table on a different-colour background. But notice a few things about it. Firstly, the background is white – not the usual dark colours that are backgrounds for so many sales pages. Secondly, notice there is no fancy tiled graphic at 45 degrees. Both of these details are important ways in which the Jerks page is subliminally differentiated from the rest of the field.

The white background again gives a clean, modern, minimalist feel to the page and builds on the impression provided by the typeface itself. The table has a light-blue background – this permits black type to be used. Essentially you need good contrast between the foreground typeface colour and the background. Generally black and white provide the best contrast, but we also need to contrast the table with the page background; and that is the purpose of a very light non-white background. Why blue? Because it's culturally acceptable all over the world.

Now for what the text actually says. Quite amazing really – early on, he actually invites you to leave the site. He does the

same thing right at the end of the page. That is, of course reverse psychology – he wants you to stay and read; and the text is truly riveting! He tells you that his program is not the usual stuff. You know: how to choose your niche, build your website etc. In fact, he is quite scathing about other marketers who have products that deal with those things. He says his program is ‘unorthodox’; he calls it ‘guerrilla’ marketing; and he claims to be the real deal.

Now then, why do we believe him? Think about it – go on – why do we believe him? Try to answer this for yourself because this is crucial. If we don’t believe him, he doesn’t get our money; he only gets our money if we do believe him!

The market he is aiming at is people just like you and me; people who are not Newbie’s (though he skilfully lets Newbie’s know his product would be useful to them too); people who have perhaps been burned. He knows that we - Internet’s Marketing’s hopefuls and wanabees – are still possessed with the notion that we have missed something. Because we don’t know what we may have missed, we are periodically ready to buy another book in the forlorn hope that it will contain the thing we missed. But the truth is: they all contain the same information: how to choose a niche; how to build a site; how to begin affiliate marketing; how to conduct a Google Adwords

campaign; how to profit from Google AdSense etc. You can get all this information for free!

OK so now I'll tell you what my answer is to the question. The reason we believe him is because we relate to the story he tells! Read that again and let it sink in. The story he tells is *our* story – the story of being disappointed yet again by another marketing book or course; and the promise of this program being different. We believe it *will* be different because everything about his sales page *is* **DIFFERENT!**

That, my friend, is a subliminal message. A subliminal message, as I am sure you are aware, is a one that is designed to pass below our normal limits of perception. It flies underneath our radar – so to speak. Although, I believe, there is some nonsense spouted about subliminal marketing, good copywriting is full of subliminal associations; and good copy-writers seem to grasp this intuitively.

If you can't get your sales page right, you simply don't deserve to sell your products; and a vital key to getting it right is to make sure that everything about it delivers the message you want to be received. This should be the sole purpose of graphics, use of colour, seals of approval and anything else that is a feature of your sales page – over and above the copy itself!

Of course you must get the words right too. But almost everything you will read on this subject will tell you how you can do that. My intention is you get you thinking about the non-verbal means of communicating your message. Ignore them at your peril.

One last very important point, notice, the Jerk is not offering a whole bunch of Bonus goodies. Why? The answer concerns congruence.

You will, no doubt, have visited many sales pages that promise the Earth with their programs. You read the copy and it tells you quite plainly that if you will just buy this one book, this bit of software or join this program, then you are going to make one shed-load of cash. At the bottom of the page you then find you are being offered a whole array of extras.

Suppose your main product is called: *How to Make Your First Million Dollars on the Net*. It's a good little book that does contain some excellent advice on Internet Marketing. Now, because you want to get those sales, you decide to offer several of those Resale Rights offerings you have lying around as free bonuses. The first one is called: *How to Make a Stack of Cash on eBay*. The second one is called: *How to Rake in a Fortune*

using Adwords. These are, of course, just hypothetical titles we are using as examples, not real books.

It is very understandable as to why you want to offer these bonuses, but what is the subliminal message here? It is that your book will not work. Make sure you understand this – the subliminal message is a negative one because the message as a whole is incongruent. Let me explain.

Why would I need a second book that tells me how to make my fortune on eBay when your book is supposed to make me one million dollars? Do you see that? Why indeed do I need a third book apparently telling me how I can do the same thing on Adwords. I only need *one* way to make a million dollars so the inclusion of these particular bonuses with that particular product is not appropriate; and will be harmful to your sales message – it will effectively dilute your message.

Now, don't get me wrong here: I am not saying that bonuses are not a good idea. It's just that you need to think very carefully about what bonuses you are including and only include products that strengthen your case; not ones that will make it weaker. If you really believe in your product and if it really does deliver, then you may wish to consider doing what the Jerk does – leave them out.

The Rich Jerk's Principles

Everything you need to know about copywriting can be gleaned from the Rich Jerk's sales page and my in-depth analysis. Here are the important principles you need to master and make use of:

Be Highly Original

You are a creative individual – all human beings are. So make use of that gift and be highly original. This is the number one lesson you can learn from the Rich Jerk! You may dislike his style, you may not like his book but you have to admit that he has been highly original in his approach.

You can also be original. Of course it takes time, effort and hard-work but you can do it. You can create your own products and market them in your own unique and highly original style. To really succeed, that's what you need to do.

You may have heard advice to the effect that the Internet marketing business is now saturated and you would do better to find another niche. Well, that may be the case, but the Rich Jerk has demonstrated that even in this highly competitive niche, if you can get your marketing right – and to a large extent, that concerns originality – you can succeed.

In fact, you could almost take it as a rule of thumb that whatever the masses are doing right now is the wrong approach. Why? Because by doing exactly the same, not only will you completely stifle your own originality, but by boring your visitors, you will literally repel them from your site. So learn these principles well – and then make full use of them!

Adopt a Marketing Persona

Frankly, I am amazed that so many people have confused the public persona of the Rich Jerk with that of the private individual. He apparently gets hate-mail because of his ‘on-stage’ attitude but I am sure he doesn’t worry too much about it.

Even at my own blog, which is not officially connected with the Rich Jerk site, I get a certain amount of overspill comments about his ‘obnoxious’ attitude. Remember that someone once said, "say whatever you like, but spell my name correctly". Just remember that by adopting this persona, he achieved his goal: he got everyone involved in Internet Marketing talking about the Rich Jerk – no mean feat!

Now don’t copy the attitude – that would be breaking the first principle of originality wouldn’t it? Instead, copy the idea of

creating a persona to use in your marketing. If it is done well, it will bring a freshness to your sales letter that is notably absent in the millions of competitors offerings that, at the time of writing, begin with: ‘From the desk of ...’ or ‘Dear Internet Friend ...’ or something similar. There is nothing wrong with either of those examples per se, what’s wrong is that the net is full of that stuff so it breaks our first and second principles.

The Rich Jerk is certainly rich but probably not a jerk! So many people seem to have swallowed his line. Remember the ‘map is not the territory’ – you too can create an Internet Presence – a persona (Lain: mask). The ‘Happy Slob’ (see below) provides a good example of the right way to do it!

Avoid Tradition Like the Plague

This principle is related to the first principle but is distinct from it. The Rich Jerk does not do anything in the accepted or fashionable manner. Instead, he sometimes appears to actually break widely accepted rules (not all of them) about how to construct a sales page.

Remember the Jerk does not have the normal 3D image of an eBook or a box-shot at the top of his page. He also, to some extent, avoids the word ‘ebook’; usually preferring the term

‘program’. There are many other ways in which his sales page breaks with tradition as we will see in some of the remaining principles.

Tradition by definition is related to the past so, unless you personally have a very well-known and well-respected past, you will always come-off as a poor second if you try to emulate any tradition. By contrast, if you are the first to come-up with an innovative approach, you may set a whole new tradition – that is exactly what has happened with the Rich Jerk.

Think about what a traditional sales page looks like. You know all the elements don’t you? The benefit-laden headline, the testimonials, the long-long-long body copy, the proof of earnings, call to action, guarantee, postscripts etc. That is tradition! Nobody has decreed that it must be that way; in fact, if you participate in any marketing forums, you will know that internet marketers themselves are beginning to doubt whether some of these elements actually achieve their intended purpose.

Somebody, somewhere at sometime wrote a good book on how to write a sales page - and there is no doubt about it, many of those pages do quite well. But you don’t have to do it that way - just think of what might happen if you liberate your mind from

the prison that tradition has imposed upon the layout and style of your copy.

Sell the Sizzle not the Steak

Yes – I know – it’s the first rule of selling but it’s true for all of that. So make sure you are selling the ‘sizzle’. The reader must immediately sense the benefits of what you are offering. You can do this subliminally through the use of your graphics – we’ll consider this next – and also in your copy. So really spell it out for your readers.

The Rich Jerk leaves us in no doubt about the benefits of his product. If we buy his book, we know we are going to learn exactly what methods he has used to make his fortune on-line. This is something we also need to remember after we have bought the book. He has definitely told us what he does so now we know it’s *not* some big secret we are missing – it’s simply that we need to learn how to market our products effectively!

Start to watch TV commercials with a different mindset; look at advertising in magazines with new eyes; watch for billboards with renewed interest. These professional marketers are all experts in capturing your attention and getting you to read the

message. Start to notice how they do that! Start to see the 'sizzle' in their advertising.

It is quite astonishing when you really begin to look at it, how little professional advertising actually talks about the product. Instead, it focuses on basic human needs and then skilfully associates the product in our minds. Abraham Maslow told us what these basic needs are. Here they are:-

Self Actualisation:

The pursuit of a dream; being the best you can be.

Esteem:

The need for recognition, respect & responsibility.

Social:

The need for friendship, love and affiliation.

Safety

Need to live & work in a safe environment.

Physiological

The most Basic human needs for food, water, shelter etc.

There was a famous advertising campaign in the UK in the days when it was acceptable to advertise cigarettes on TV. The ad showed a man who left a party alone, walked to a street lamp and lit a cigarette. The caption below announced, 'you are never alone with a Strand'. That campaign was a complete flop.

The company, sometime later, re-launched the product with a new name and a new advertisement. The new ad showed a man at the party, the centre of attention, handing-out cigarettes to his many, happy, smiling friends; and the renamed cigarette went on to become the largest seller in the UK.

Notice that – they were the same cigarettes! They just had the marketing wrong – that’s all! Pay attention to this message: you might have the best product on the internet, but if you don’t get the marketing message right you won’t sell anything!

Getting the message right is all about selling the ‘sizzle’!

See how the new cigarette ad was addressing the social needs of the viewers? Subliminally this ad was actually saying: if you smoke these cigarettes, everyone will like you.

Professional Graphics

If you are going to use graphics, make sure they are good ones. The Jerk's graphics are all highly professional. Let's face it, if he can't afford a Graphic Artist, we will intuitively know his claims are false. As we know, this is another example of being congruent. Every picture tells a story – make sure your pictures tell the right story!

There is so much to take into account when choosing graphics. In particular, pay careful attention to resolution, colour and background. All three of these components can subliminally suggest professional or amateur; and you know the association don't you? Amateur graphics equals amateur product. Take a slapdash approach to the presentation of your images and you will pay for it in lost sales.

Professional copywriters may tell you that words will beat pictures every time, but you don't need to take my word for it, the absolute top marketers – people like Seth Godin - fully recognise the extreme importance of images in marketing. Just in case you have never heard of Seth, let me tell you that his portfolio includes companies like Google. So he knows what he's talking about and I can assure you he places proper emphasis on getting the marketing message visually right.

The subliminal message presented via images attaches itself to your product. Poor image creates a poor impression of you and your offering. Every graphic you elect to use can work for you or against you. So use only the best.

Also remember to couple the above principle i.e. selling the ‘sizzle’ into your graphics. Remember the Jerk doesn’t say read my book and you too can have a Yatch, Ferrari, Holiday or Mansion – instead, he simply includes quality graphics that subliminally suggest that such a lifestyle can also be yours.

Get Some Fun in There

The Rich Jerk's site is full of fun. It's there and we do notice it! The fun is there in the style, the graphics and the text. As an example, take his comments right at the foot of the page where he asks the reader 'what are you doing reading down here?'.

Remember it's the principle you need to use and not the actual words. The Internet belongs to us! We are the marketers of the future. We don't have to do things the way some faceless corporation would tackle it – so get some fun into your marketing. Your readers will love you and your copy for it!

There are many ways you can get a bit of fun into your sales page and unless you are selling some product for which a light-hearted approach would be clearly unacceptable, remember to entertain your visitors. Again, look at the fun that you find in TV advertising – all the best adverts really entertain us don't they?

You Need to Build Trust

This is a difficult area but the key to building trust lies in your ability to demonstrate trust-worthiness – this is fundamental. Human beings do not trust complete strangers instantly. Add to

that, the fact that you are communicating via a very impersonal medium – the web.

Building trust usually, therefore, involves building a relationship. If you think about it, many internet marketers will tell you that an important key to selling over the internet is follow-up. Why? Because you get the opportunity to demonstrate trust-worthiness over time.

So if you are not using a name-capture and auto-responder facility, you are missing out on the chance to develop that trust. Now here is another problem for us because almost everyone these days is doing exactly that and so visitors are less likely to give you their email address in the first place. As you know, the usual answer to this is to bribe them with a free gift.

In today's climate, we need to think of ways we can build trust in our readers without forcing them through the old name-squeeze, bribery routine. Think about how you can build trust in the reader. The Jerk himself joined the Trust Logo program which you can do if you have a privacy policy. It costs a few bucks but it's certainly one way of building confidence in your visitors.

Here again, the general level of professionalism of your site will subliminally suggest whether or not you can be trusted. Why do professional marketers spend money on glossy brochures when cheaper, mass-produced alternatives exist? To reinforce the subliminal message: we are here to stay – you can trust our company.

One website I noticed displayed a message that said something like: ‘online since 1996’. You will remember that date puts them right at the beginning of the web; and again, it subliminally suggests they will continue to be around should you need them because they have already been around for all this time. Remember, these are not magic words; they are a magic principle.

Finally, think long and hard about the wording of your guarantee. It can be difficult for internet marketers, who have accepted the reality of buying and selling on-line, to understand the mental difficulty many people still have when it comes to passing their credit card details over the internet. So make sure you help them understand why they can trust you and trust your guarantee.

Use Reverse Psychology

If you tell people **not** to do something, it may increase the chances of them actually doing it. Think about the signs you touched when you were a kid – remember the ones that said **‘WET PAINT!’** Don’t worry – it wasn’t just you - we all did it just to make sure!

Not to boast here, but you may remember on our sales page too, we actually told you *not* to download this report. We added the words ‘just yet’ subliminally suggesting that you would download it later. You can also use this technique – this does not mean using the same words. In fact maximum effectiveness here stems from your own application of the psychology. It is a correct principle.

As I said earlier, the Rich Jerk himself suggests the reader should go to the Rich Jerk sales page & take another look. He points out his use of reverse psychology in his own sales copy. Three times - he says - he told you not to buy the book. Interesting, don’t you think?

Since the book hit the market, I have noticed this principle being used everywhere; and I am sure it’s down to the Rich Jerk himself. Personally, I think that many people are in danger of over-doing it and, in some cases, are using it ineffectively.

However, you might like to try a test for yourself: put a link on your web page somewhere using the anchor-text ‘Don’t Click Here’ or something similar. Then make the click go to a page you would like people to see. Wait and see the results for yourself – it’s is indeed psychologically compelling; even if you understand the principle yourself.

Now again, if this works for you, remember to use the principle, not the actual words but you could have links that say things like:-

‘Unless you want quality information on xyz, **don’t** click here!’

‘**Don’t** click here under any circumstances!’

Perhaps you might couple this with a bit of humour. For example, if you were marketing a Spyware removal tool, you could now show a blown-up computer and maybe play a ‘boom’ through the speakers; and a headline that says ‘I Warned You Not to Click There!’’. Then pick-up with great copy on how your software will stop the reader ever experiencing the blown-up computer scenario.

How to Use Testimonials

Some internet marketers seem to be professional testimonial-givers. I will not mention any names here but, do understand that if your reader keeps seeing written testimonials by the same people over and over again, the effectiveness of any testimonial you use from that source will be diluted.

You want testimonials from real people and – here is another challenge – they are hard to come by naturally i.e. organically. Hopefully, in time, you will get such testimonials because of the quality of your products; and they will indeed become important marketing tools. The Jerk uses photographs to highlight that the comments do indeed come from real people.

Don't insult the intelligence of your readers by writing fake testimonials – I know you wouldn't do this anyway, but don't even be tempted. Recognize that the effect of any testimonials you do decide to use will vary considerably; some people will trust them; others will not. Remember how the Jerk tackles this problem by providing short testimonials with the option to look at more.

Recently, the jerk has added videos to his testimonial boxes. Again the option is to play the video or skip it. In other words,

you don't get assaulted by an audio-visual when you first hit the site; but you can have the experience if you really want.

You can use them to break-up a lengthy sales page. Keeping them short and sweet but with the option to look at the longer list, I think, is a brilliant idea. For those who want to be convinced by the opinions of others, you have made the information available; for those who don't trust them, you are not boring them with endless – sometimes questionable (perhaps, in their eyes) – stories.

Bullets & Check-Marks

You know all about bullets don't you? Of course they help with the ease of reading and serve to reinforce your most important points. If people are tempted to skim-read your copy, they will almost certainly slow down to read your bullet-points. If you have some good eye-popping benefits in there, they may go back and actually read your text.

But remember you can use a check-mark graphic as a bullet. This is subliminally very powerful because in our minds, it says **YES!** Remember how Dale Carnegie told us, way back, about powerful words? Well here is one of them - and a method of subliminally getting that word into your message.

Your bullet-pointed, benefit-laden list of features and benefits is then transformed. It subliminally says ‘yes’ we have this; and ‘yes’ that too; and ‘yes’ this is also included!

One more point about bullet-pointed lists. You could go on forever couldn’t you? And some people do! Don’t do it. Seth Godin recommends getting three knock-out features bullet pointed to stop people skimming your list. You may also notice that our own sales page uses checkmark bullets in groups of three. Certainly people will read three bullet-points so this idea is worth considering.

What about all the other great features you have? You can use the same principle as for testimonials - Click Here if you would like to see a full list of our great features!

Typeface – Small is Beautiful

Small is good if you want people to read your copy – that’s what the research says. The Jerk uses 11 point – that’s small. For reference, the text of this book is 16 point.

He also uses a Sans-Serif face – that’s one without the twiddly-bits. Look at the difference ...

T – Serif Face With Twiddly-Bits

T – Sans-Serif Face Without Twiddly-Bits

There will probably be some stalwart copywriters who would not agree with the use of sans-serif typefaces for body copy but remember all these subliminal differences all add up to produce the overall effect - something that appears fresh, original and different. The time to start using Times Roman on your sales pages will perhaps be sometime in the future when everyone has switched to sans-serif faces for body copy – but that time is not now!

Clean Layout

You can probably bring to mind some gaudy colour schemes that have offended your eyes in times past; and I am sure you realize the importance of making your copy easy to read however, for goodness sake make sure you choose your colour-scheme wisely.

You need to use high contrast for your text. Most professional copywriters favour black on white which is easiest to read, but remember that you also need to stand out from the crowd. The Jerk's solution is black on light blue. You could get good contrast with dark-blue on white but be very careful. Poor choice of colours – especially in your text – will simply send visitors away!

One other thing worth mentioning here is the use of reverse video or high-lighting. Many sites favour a bit of yellow highlighting with some also changing text foreground colour to red at the same time. Be very careful. The Jerk does use highlighting but does not change his foreground colour; and this is probably a fair compromise. You will notice we are using a subtle blue – now that's a bit different, less demanding on the eye but still achieves the desired effect.

Do pay careful attention to the colours and layout of your site – it must above everything else, look really professional. Why? Because the quality of your sales page reflects upon the perceived quality of your product. Again, that's a decision we will make sub-consciously.

A Riveting Story

Human beings just love stories - history was passed this way before writing was invented; and today, we tell them for fun. Think about how you can use stories in your copy. Testimonials are one possibility. Instead of the usual, 'I think your product is great' type of testimonial, you can use short stories that highlight the effectiveness of your offering. But remember to keep them brief and keep them interesting.

Also think about your overall story. You need to tell a good story; one to which your reader can really relate – that's what the Jerk did. And when he told us his solution was different to the others, we believed him because – remember this – **everything in our experience** (his sales page) convinced us he really was different!

All of the small differences in his unique approach added up to produce a message that we perceived as truly different. We had

read many similar claims which had been made by other marketers but we were subliminally convinced by his innovative copywriting that this book was different. That's how he won the *Toughest Click* – the click we made that took us straight to his payment processor!

The Copy-Cats

There have been many copy-cats of course - the Jerk himself actually alludes to them in his sales copy - but in my opinion, most people are copying in the wrong way. There are many examples I could cite, however, take a look at this one ...

<http://www.therichpunk.com/>

Firstly, I think the site looks really good and I have absolutely no idea how well it is doing. Also - let me make it clear - it is not my intention to knock anyone's marketing efforts. However, this is a clear copy - and, in my opinion, it is not the right way to copy the Rich Jerk's success. Why? Because innovation works the first time! After that, it's not innovation.

You may remember a kid from the UK brought out the Million Dollar pixel page to pay for his education. At the time of writing, he is well on his way to selling-out, so he will make \$1,000,000 from just one page which I personally think looks a complete mess. But whether or not I think it's a mess is completely irrelevant – he *will* make his one million dollars so well done and good luck to him.

The reason I mention his site here is that in the wake of his success, we are now seeing other people also creating pixel

advertising sites as if there was something magic about the format. The real magic was in being the guy who thought of it in the first place – the copycats will likely fail.

OK so is there a right way to copy the Rich Jerk's strategy? **Yes** – I believe there is! Take a look at this page ...

<http://www.happyslob.com/>

Notice a few things. Firstly the name 'Happy Slob' – hopefully , you can immediately see where that idea comes from. Second, notice the graphics – the same fun-attitude that pervades the Rich Jerk site. Third, notice the originality. Christina - the 'Happy Slob' does actually reveal her true identity unlike the Jerk - has managed to copy the principles used by the Jerk without copying the actual substance - and that is the key.

If you apply the Rich Jerk's principles – the ones we have covered in this report - without actually copying his style, then you will have finally found that secret that has been constantly eluding you!

What is This Report Worth?

Do you remember my initial reaction after buying the Rich Jerk's book?

It was basically: *oh no – here we go again – no substance*. But that thinking turns out to be wrong! The Rich Jerk's book does contain his tips, techniques and strategies. I have tested some of them and I am in the process of testing others so expect more detail to follow in due course.

The first-fruit of my research and testing is this report specifically dealing with the psychology of the Rich Jerk's sales page. I believe that if you will really take the time to understand and let this information sink-in, you will have discovered a vitally important key to your own future success on-line.

This Report could be worth nothing to you! On the other hand, it could be worth a small fortune! It all depends on **YOU**. What are you going to do with this information?

If you have been around Internet Marketing for while, you may already have a whole array of eBooks and software which you could sell on-line for profit. If not you could obtain Resale

Rights to many excellent packages at my blog. Ideally, you will take the time to create your own excellent product.

Many Resale Rights products come with their own sales pages – and here is where many people go wrong. A good percentage of people will simply put a copy of these sales pages on their websites, connect the payment links with their payment processors and then wait for the steady trickle of money to roll in. And that's exactly what will happen - for most people – the money will trickle in. If that's what you want, then fine.

However, if you want to get to the next level in internet marketing – and I sincerely believe that you do - you need to learn how to translate that trickle into a steady cash flow. The products themselves may be good but if you don't get the sales message absolutely right, you will likely fail.

To really make money on-line you need to digest the content of this report. I can assure you that the vast majority of the competition is not using these advanced marketing techniques. That, of course, is really good news for both you and me! Be creative, have fun, be original and make your sales copy stand out from the crowd by actually using these principles and you will begin to win more of those really tough clicks – the ones that lead to your payment processor!

My Early Testing

The first real bit of advice in the Rich Jerk's book concerns the subject of copywriting. The Jerk covers the subject, in his own style, making specific recommendations. I have not revealed any of his tips here – that would, of course, be completely unprofessional. All of the tips which appear above are my own work and are derived from a careful analysis of his sales page – one of the most successful campaigns in Internet Marketing history!

Here I reveal the results of my own testing using the exact principles outlined above. The bottom line is this: in the four ClickBank pay periods since making changes to my sales pages along the suggested lines, I have seen an approximate 20% increase in my conversions. So I would say that the advice here is good. I still don't think I have the pages absolutely right either, so there will need to be more tweaking and testing to be done in the future but let's face it, a 20% increase in sales speaks for itself.

If you will follow these principles in your marketing, I believe you can similarly increase your profitability. Remember above all, there is a right way and a wrong way to copy. The main thing is to adopt the key principles and not copy style or content.

Finally, I hope you have enjoyed reading this book in *The Guru's Apprentice* series. Further books in the series are listed at the end of this document.



Will Edwards

P.S. Also do keep an eye on my blog (button right at the top) for future books in the same series.

Master Resale Rights

You are granted Full Master Resale Rights to this book! That means you can make money in the following ways: -

✓ **MAKE MONEY** - Use the same advanced techniques being used by the Rich Jerk and fully explained in this book. You will begin to make money immediately you apply them.

✓ **MAKE MONEY** - Resell this book and keep all of the profit for yourself. This could bring you thousands of dollars especially right now while the information is completely fresh and never before released.

✓ **MAKE MONEY** – Your customer also automatically receives Master Resale Rights to this book. This is a valuable bonus for you because the retail value of this book is significantly higher when sold with rights.

You may **NOT** give this book away! It **MUST** be sold. You can sell it for any price you deem fit. However, remember that it automatically includes Master Resale Rights; and so can command a higher price than similar books offered without.

One final subliminal point on pricing: if you try to sell at too low a price, understand that people may assume your offering is not worth buying. Intuitively, people recognise that you do get what you pay for! This is a great product and it comes with a professional sales page incorporating all the above principles.

Finally, do watch out for our other products with Master Resale Rights; and here's wishing you great success!

About the Author



Will Edwards is the founder of White Dove Books - the internet's leading website for Self Improvement and Personal Development. A graduate of the University of Birmingham (UK) he develops and teaches Personal Development workshops and he is a published author.

Within its first three years, White Dove Books was recognised as one of the internet's leading sites for self help and personal development; breaking into the top 100,000 sites on the internet at the end of 2005.

The INSPIRATION newsletter was started in 2005 as a way of providing helpful information including tips, articles and free inspirational ebooks to our visitors.

Today White Dove Books works in partnership with many authors and on-line publishers of inspirational material to provide a quality on-line service that serves thousands of people in many countries across the world.

Our mission is to help people to develop their own unique talents, abilities and passion in order that they may lead more meaningful, joyful and fulfilled lives

The Personal **Success** Series

The Deepest Desire of Your Heart

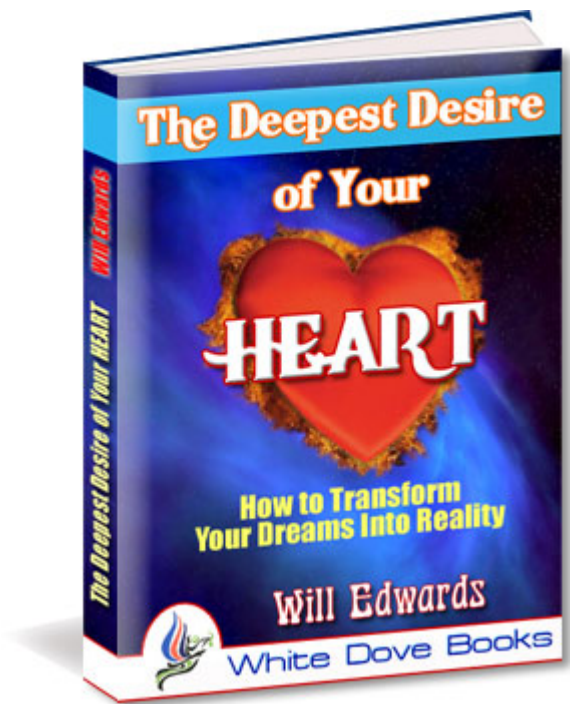
by Will Edwards

Find & Fulfil Your Unique Purpose in Life

Using the exact methods taught in our program, very many people are already producing amazing results in their lives; and so can you.

Our outstanding program represents the culmination of many years of research into the application of the principles of success; and everything you need to accomplish the most amazing transformation of your life is included.

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- ☒ **Stay On-Track to Achieve Your Mission**
- ☒ **Overcoming Obstacles**
- ☒ **Getting from Theory to Making it Happen**
- ☒ **Professional Tips & Exercises**
- ☒ **Identify Your Most Important Activities**
- ☒ **Complete System to Optimize Time**
- ☒ **How to Ensure You Achieve Your Goals**



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The Personal **S**uccess Series

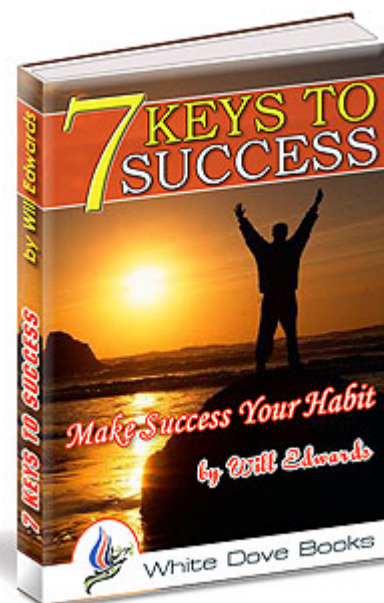
The 7 Keys to Success

by Will Edwards

Your **FREE** Gift from White Dove Books!

The 7 Keys to Success began as a Movie at the White Dove Books site. We then made it into an eCourse for our subscribers. Now finally, it is available as a FREE eBook.

This book contains an important message. I hope you will get your copy and work with us to change the world.



- ☒ **Commitment**
- ☒ **An Open Mind**
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The **Guru's** Apprentice Series

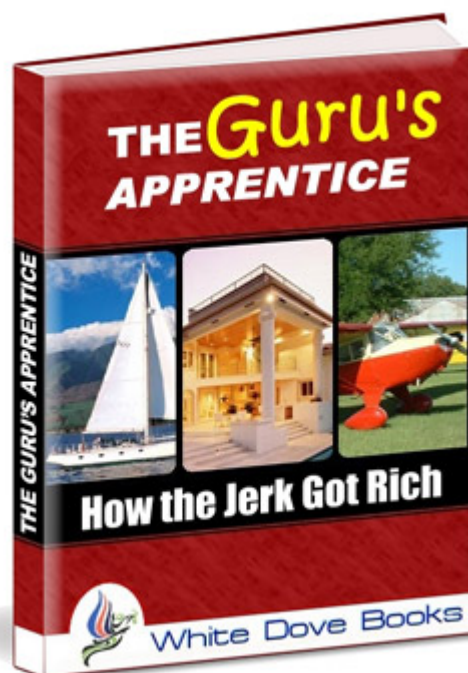
How the Jerk Got Rich

by Will Edwards

How to use Subliminal Techniques to Write a Sales Page that Sells!

The first book in the *Guru's Apprentice* series deals with the techniques used by the infamous Rich Jerk. It shows exactly what you need to do to make the breakthrough and reach financial independence.

This cutting-edge report deals with the results of our earliest testing of the Rich Jerk's principles. You will find out exactly how the Rich Jerk used advanced subliminal techniques to market his products and how you can do the same.



- ☒ **INCLUDED** - *How the Jerk Got Rich* book revealing the subliminal techniques the Rich Jerk has used to generate **massive** on-line profit - secret techniques you can legally copy!
- ☒ **INCLUDED** - A Professionally written Sales Page complete with Professional Graphics - the cost of these graphics alone is far greater than the very small price of this offer.
- ☒ **INCLUDED** - Master Resale Rights to the book *How the Jerk Got Rich*. You may resell this book and keep 100% of the profits. You may also sell the Resale Rights for pure profit.

[Click Here](#) for More Details ...

The Guru's Apprentice Series

Protect Your Product

by Will Edwards

How to Combat Copyright Theft of YOUR Digital Products

Do you know what is the biggest problem Internet Marketers are facing today? It is Copyright Infringement. That's when someone else steals your product and robs you of the profit that is rightfully yours! It is a growing problem for writers and publishers of digital products!

In this book you will find a simple, workable solution to the problem. It comes with Full Master Resale Rights too!



- ☒ **INCLUDED** - *How to Fight Copyright Theft* revealing the simple 6-Step system anyone can use to protect original work without paying for registration services.
- ☒ **INCLUDED** - Professionally written Sales Page complete with Professional Graphics - the cost of these graphics alone is far greater than the very small price of this offer.
- ☒ **INCLUDED** - Master Resale Rights to the book *How to Fight Copyright Theft*. You may resell this book and keep 100% of the profits. You may also sell the Master Resale Rights for pure profit.

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