

“How To Make \$14500 Giving Everything Away Except One Thing”

Gabriel De Florio

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Type of book: FREE

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Author

Gabriel De Florio is an online marketer, writer, producer, blogger and I.M. expert since 2008. In this report information is published that the self-styled gurus release *only for payment*.

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"How To Make \$14500 Giving Everything Away Except One Thing"

Story

One of my clients is 'crushing it' (as they say) with this method.

I have to say I love this approach and it makes a hell of a lot more sense for this particular person than trying to sell \$9 products.

So this chap realized very quickly that it's a lot easier trying to sell **one product priced at \$1,000** than it is to sell 112 products priced at \$9 to make that same \$1,000.

He's dead right too - it is.

The only snag is having the reputation and building up the trust of your list to ask for that \$1,000 price tag.

So here's how we did it...

I can sum up his business model in just a few words:

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He gives everything away for free except the high ticket stuff.

So all his front-end reports are free, and interestingly, so are his upsells.

If you opt-in in to one of his free WSO's you'll put your name into the squeeze page as usual, and also as usual you'll expect to be presented with an upsell or OTO and you ARE...

But that 'upsell' is also free!

His emails to his list aren't affiliate emails, he only ever recommends his own products and he gives LOADS of content away with his emails.

You might think he was leaving a lot of money on the table but when you hear this next bit you'll see why he does it.

Giving everything away for free builds trust like you wouldn't believe... and it's working because this is what happens next:

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Every month he opens a limited number of places to work with him on a one-to-one basis at different levels.

Email coaching, personal coaching (although he actually positions it as ‘personal guidance or help’) and on average he sells \$14,500 worth of personal help to his small list each month.

He spends about \$1500 of this income building his list each month and continues to give everything away for free *except* his higher ticket services which run from around \$300 to \$5,000 depending on the package you choose.

Here’s the important thing:

He’s a relatively new marketer with no real reputation (except to his list) yet he’s using free offers - giving everything away free except his higher ticket products - to make MORE MONEY per month than marketers who are doing WSO launches every 6 weeks to get themselves started.

I think it’s a lovely model AND youd’ sleep well at night knowing you were providing solid info for free...

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- Gabriel De Florio