



Bounty Killer Report

A Case Study By Gabriel De Florio

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Hello everyone and thank you for downloading this report: I am sure that these few words will change the way you approach the production of info products.

My name is Gabriel De Florio and I work for a particular task: I hunt illegal files in the undergrowth of the network and permanently delete them. It seems marginal, indeed how many product makers will there be who need such a service, right?

It takes many subscribers and many fans and maybe you have to be on the market for years before showing through the need for this service, right?

No. Unfortunately not.

The harsh truth is that not just have to be a guru recognized worldwide for being robbed, thieves and hunters of the network of illegal products are always ready to take anything always.

If a novice marketer finally launches its first product sweaty you can be sure that thousands of people out there do not want to risk their money even if there is the ubiquitous and openly declared guarantee 100% money back guarantee. The fear of running into a scam and lose all their money is always stronger than any sales letter, as well as the greed of being able to have a good product without paying for it. Fear and greed are a combination of tremendous excitement for those who have to sell, it is a fact: most of the people arriving on your landing page does not buy. Maybe take a beautiful free gift, so at least they can get back in touch in time and perhaps you can, sooner or later, to gain their trust until they become your customers (preferably to repeat purchase, right?).

But have you ever wondered what happens to those who leave your sales page?

Do you believe them lost? And you think you can not have anything to do with them, right? Mistaken. Certainly not all, but most of those who were interested in buying and not bought has begun to think about how to do to get your product without risking money and then to get it for free.

Think about it, I'm mathematically certain that the idea to download something from the various circuits of peer to peer sites is crossed our minds: you did not want to be fooled, you were not sure that the product really did for you, you did not want to open your wallet or simply because you turned the way it is.

But now that you're a product maker things have changed since you found out that this behavior will directly harm you. Only not imagine how much it hurts you.

I could tell you a lot of things on this subject (I've seen really all colors), but I know you're a busy person and I will make only a concrete example, so you can see with your own eyes.

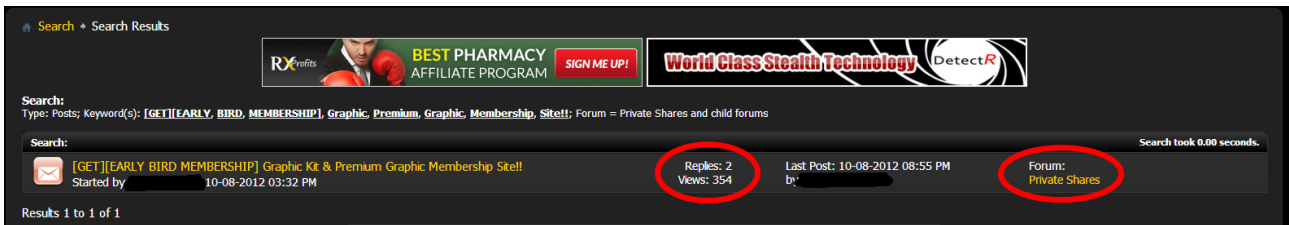
One of my work in this field, I was commissioned by the very kind ChiQ Montes of the site <http://psdsailor.com> through which selling a product called WSO Premium Graphic Membership for only \$ 17. It could be the product of any marketer. Yours too.

The client had given me three illegal links, saying that they were the only ones who knew (two of them even wore the same file on "mediafire") and asked me to delete them. I, knowing full well how things are, did a fast search on this product. Guys, I have not used some kind of expensive

software, I made a simple Google search to jump out dozens and dozens of links to pirated content of the product.

I immediately contacted her saying that the situation was much worse than she imagined, but I did my best to clear all. In my opinion, it had already been too long to stop the gulf that had formed, but still better late than never, right?

I show you an image from a forum that shares files usually illegal:



As you can see the thread 'Graphic Kit Graphic & Premium Membership Site!' is posted in the 'private shares', so it can't be downloaded by anyone, but only by a small number of people and, moreover, the forum in question is fairly well known, but it is not the number one in the industry! Yet look how many views had: 354.

That is 354 people who have searched exactly that illegal content, not something else. So it is reasonable to assume that a high percentage of these users, if not all, have downloaded this file. We want to make the wildest optimistic and think that only 30% of these people have actually downloaded the pirated file? They make, however, the impressive number of 106 illegal downloads.

Let's do some elementary mathematics?

$$106 \text{ downloads} \times \$ 17 = \$ 1,802 \text{ in lost sales for my client.}$$

But only from this site. Warning! If we multiply this figure only for the first 20 illegal links that I found on Google what do we get?

$$1,802 \text{ of average} \times 20 \text{ different sites} = \$ 36,040 \text{ in lost sales on average only about this product.}$$

And as we all know very well a lack of sales equates to a loss. Thirty-six thousand dollars of loss. As you seem?

Horrible. Period.

It is not enough, look here (always from the same forum):

10-08-2012 06:25 PM #2

Banned
Join Date: Sep 2012
Location: wp-content/uploads/
Posts: 62
Thanks: 54
Thanked 450 Times in 39 Posts

it's gone please post the mirror

10-08-2012 08:55 PM #3

Junior Member
Join Date: Jul 2010
Posts: 27
Thanks: 25
Thanked 168 Times in 10 Posts

here is the working mirror..grab it while it lasts..

Code:
http://www.mediafire.com/?kcyrdope8o8hzw

The Following 18 Users Say Thank You to [User] For This Useful Post:

(10-09-2012), (10-09-2012), (10-09-2012), (10-09-2012), (10-08-2012), (10-08-2012), (10-08-2012), (10-08-2012), (10-08-2012), (10-08-2012), (10-09-2012), (10-09-2012), (10-09-2012), (10-09-2012), (10-09-2012), (10-09-2012), (10-09-2012), (10-09-2012), (10-09-2012)

+ Reply to Thread Quick Navigation Private Shares Top

Quick Reply

Once the first file was deleted immediately it has been requested a new one! And came a beautiful mirror even on the same day of the request: less than three hours away!

It is also worth noting the large number of users (probably pirates regulars) who thanked just for the mirror.

Needless to say, this file has been deleted, but as you can see the damage you suffer are enormous. Even if you're a famous guru and your product is not on top of the charts in sales.

The tragedy is that we mustn't waste too much time from a product launch to action against pirates digital because you may allow them to deploy thousands of sites the pirated material.

If you have products for sale, I invite you to contact me now and I will free you from these problems as soon as possible so if someone wants your hard work he/she will have to pay for it.

[Click here now that the service is offered only at \\$97 with a 50% discount!!](#)

– Gabriel De Florio

