

Restrictions Report



By Ross Vegas

Restrictions Report

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Welcome To The Restrictions Report

Introduction:

One day, I figured out an amazing discovery that changed the way I looked at marketing online forever!

I'm going to share that discovery with you today.

Without getting into too much detail yet, what I uncovered, led to this little file on my desktop called restrictions.

The name was a bit of a pain though, because I could never remember what I called it. It was such an unusual word that I kept losing it in all my files, and didn't know what keyword to use for searching.

However, this short document is worth a fortune in the right hands! Every time I uncovered it, I found balance and direction in my marketing efforts online.

Perhaps you've tried to sell something online, but it was not well received?

Why do you suppose that was the case?

In this short report, we'll examine a simple trick that will change your marketing efforts forever, and help you increase your sales dramatically.

It never stops surprising me, how the most obvious things have the biggest results.

Enjoy,

Ross Vegas

"bright, shiny, fun – and up all night!"

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Buy My Crap Already! –

I used to be surprised at the lack of quality floating around the marketplace.

People come to me and say, hey check out my site. I'm not making any sales, what do you think?

Note: Biting your tongue all the time is not fun.

How do you tell someone politely that they aren't selling anything because they are basically saying "buy my crappy stuff that was the easiest thing for me to cobble together on a pennies budget."

So lesson number one.

Take a good hard look at what you're selling. It might just be a giant stinky pile of nothing.

Are you trying to sell the same ebooks you once bought, but deep down know they aren't doing anybody any good?

Are you looking for the fastest and easiest thing you can put on a page?

Here's a hint, so is everyone else.

Don't do what everyone else is trying to do. The world is flooded with people pushing the bare minimum requirements and expecting above average results.

It didn't work in school, and won't work here.

So what do we need to do, so that we aren't stinking up the place with rotting master resale ebooks?

Value is Worthless

If we want to make the world a happy place and sell lots of great stuff what do we do?

Well, we add value...but I refuse to leave it at that. Let me explain.

Value is one of those stupid words in marketing that doesn't really mean a load of squat on the face.

People throw it around like they are some kind of genius.

"ohhhh, well you have to add value"

Great, maybe if I sit in the corner and chant a thousand times it will make me rich.

Truth be told, it's a tired cliché people use to sound smart.

Value has so many meanings that it becomes a useless phrase.

....parroting that crap doesn't help anyone.

Squawk, squawk, add value... squawk.

The real question, we need to ask:

What does your market consider valuable?

What do all people consider valuable?

If you can answer those questions you are light years closer to making money online.

Next consider your objective.

Are you trying to get more money from one launch?

Are you trying to build trust?

Do you want a rapport with your customer?

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These are all part of the value discussion.

In business they call it the value chain.

All the activities that increase the product and its perceived value are part of the value chain activities.

So that gets us closer to something tangible we can go out and "add."

But on the most basic level, people value anything that

1. Saves time
2. Solves a problem
3. Entertains
4. Changes emotions (makes happy, excited, feel accomplished)
5. Creates exclusivity (the 5 year old in us says na, na, I got it and you didn't)

Let's look at some examples.

Great customer support and interaction is part of the value chain, in that it helps customers feel happy and positive about their order, and wait less time to get problems resolved.

This also applies before the order as well. If they like you or your company, and consider it a worthwhile source of quality information, that's added value!

Limited quantity makes it exclusive.

Great information saves time, or solves problems.

Easy, right?

These are all simple ways to make your products and offerings more valuable.

The Money Button

Keeping that in mind, where do most products go wrong?

You know how that little made in china sticker almost implies it's cheap manufactured goods?

Some sites just ooze that feeling.

If it looks like it was thrown together on a shoestring budget, and the viewer thinks that it's not exclusive, or helping their wants and problems, then they probably consider it worthless.

But you don't need super fancy graphics to avoid that cheap made in china look.

If I sold a treasure map, and you knew for sure there was a million dollars at the X, you might be willing to pay quite a bit, regardless of whether I wrapped it in a fancy pirate minisite design.

In other words, if you can't afford all the graphic touches, the easiest way to bypass that feeling is to turn up the value in other ways.

Make the headline instantly appealing, and focused on problem solving, time saving, entertaining, and all the things we mentioned above.

This is where most people go wrong!

They go for the easy button, and not the money button.

It's easy to polish a pile of junk and wrap it in a pretty bow.

The problem is that a majority of people are pushing products for the sake of the product.

They have no idea if it saves time, solves a problem, etc. for the people coming to their site.

Not Good!

How are you going to write persuasive ad copy when you don't even know what you're trying to persuade with?

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Enter the money button

I figured out one day, something so stupidly obvious, but amazingly powerful.

People buy what they want to buy, and all you have to do is provide it.

Okay it's obvious but how do we do that.

Long story short.

If you are getting traffic, you have a list, you're on forums, or you have a social profile following, take a little time to listen for problems, time killers, and emotional hot points.

If you can't dig it out with good listening and research, just ask them!

To me, the best business in the world provides exactly what each customer wants.

Right?

Well you can't reach everyone, so at some point you have to go for most.

That's marketing in a nutshell. Looking for that group you can meet their needs and speak their value language.

Now here's your gold bar, you've been patiently waiting for.

I have already done the work for you in the marketing niche.

I've been doing this for years, and I've asked my very own lists for exactly what they struggle with.

The result, was that magical file I kept, called restrictions.

Now, here today, you are getting that same list!

I'm giving you exactly what the internet marketing niche wants to know.

It's an amazing concept isn't it? -

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Find a group, ask them what they want, give it to them in exchange for some cash.

I think it's the new-ness of internet marketing that corrupts our thinking.

We do this every day.

We buy gas we need to get our car going. We pay for meals that taste good and make us feel happy.

We watch movies that are entertaining.

And we do it all by spending money.

What you don't see, is the companies out there running focus groups, doing surveys, and market research to find out exactly what things you want and spend money on.

So when you are struggling to sell an old cheap ebook, consider that it might just be you have no idea how to communicate the value of the contents inside!

Time to do some research!

Wait...

Time to swipe mine!!!!

May I present to you...

Restrictions –

The most hot button value points in the internet marketing niche.

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Problems

1. Time management
 - a. Too much to handle
 - b. Info-Overload
 - c. Need effective planning/systems
 - d. building a real business
2. Budget
 - a. Advertising costs
 - b. Product creation
 - c. Finding content
3. Technical expertise

Want To Develop These Desired Skills

1. Get traffic - generating leads -JV partners
2. Immediate profits
3. Responsive list / conversions

Summary

Many People In The Internet Marketing Niche
Want A Product Or Service That Does The Following:

- Saves Them Time
- Gives A Business Plan
- Provides Good Advertising
- Offers Cheap Product Development
- Provides Affordable Content
- Takes Care of Technical Problems

The better you can communicate your offer, and let them know you can solve these problems, the more sales you will make.

If you aren't able to tap into these things real people have shown they want, you will have a very hard time trying to prove to them you can provide the things they consider valuable.

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Conclusion

From my experience, the more you can help solve specific problems, the better off both sides will be.

You'll get rewarded for your understanding and ability to provide a solution, and they get relief from struggling with their problems, and time wasters.

It's my personal opinion, that people DON'T like to get blasted with ads every single day.

Sure they will buy stuff once in a while, but that approach provides little to no value and isolates you from your list.

If you agree, and would rather get a rare chance to actually learn solutions to YOUR problems than this is it right here...

It's as easy as telling me what you want and need so I can add value to your life, and we both end up better off.

If you haven't yet, please take a look at this quick survey so I can get a better idea of how I can help you, and not be a total pain in the butt like most of the lists you signup too!

[Let Us Know How We Can Help Get You On Track](#)

Keep Rocking,
Ross Vegas