



Selling the Secret Sauce

**The Age-Old Secrets to Outsell Every Other Player in
Your Industry!**

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Selling the Secret Sauce

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Introduction

Before we begin, let's think about why we really buy 'how to' information products.

Many people will say they buy information products to learn something that will benefit them in life.

Well that's true.

But there's a deeper, hidden reason why, can you guess?

Want a clue?

If you don't know a certain piece of information it would be a secret to you, right?

If you already knew it, it wouldn't be a secret, right? You wouldn't buy the product.

So, basically we buy information products to learn something new that we didn't know before 'like a secret'.

Most businesses aren't going to give you the 'how to' information in their ad, they are going to walk around it and hype it up enough to make you curious enough to buy their information product.

Heck, how many times have you bought an information product to only find out that you already knew 99.9% or even everything inside it already?

That's because it was presented as a secret.

So, one of the best ways to increase your sales letter conversions is to present your

information product as a secret, or even call it a secret.

As humans we are wired to want to know about information that is kept hidden from us. And most times will do just about anything to find what the secret is.

For example, Your friend tells you that they know a secret and they aren't telling you unless you do something for them.

An info-product sales letter works the same way. The information product is the secret and you need to order to find it out.

It's their secret and the only way you can find out the secret is to buy the product.

This report will give you tons of way to easily present your information product as a secret.

Secret Symbols

One of the first things that will grab your visitor's eyes when they see your sales letter is your graphics.

You can use all kinds graphics that communicate your information product is a big, closely secret.

- **Locks** - People lock up stuff to keep it a secret.

You could use a picture of a safe, treasure chest, pad lock and key, lock box, locked filing cabinet, combination lock, buried/locked underground, locked brief case, etc.

Body Language - People use body language to present they have a secret.

You could use pictures of people with one finger over their mouth (ex. shhh), with a hand around their mouth whispering in someone's ear or people holding secret closed door meeting (aka secret society), hands passing secret notes or files, etc.

- **Mystery** - People often search for secrets because they are a mystery.

You could you pictures of detectives, magnifying glasses, special agents, spying tools, etc.

- **Publishing** - People know that secrets are sometimes published on secure material.

You could you use pictures of locked diaries, sealed envelopes, red tape files

marked 'top secret', blood written sealed scrolls, online password forms, secret blueprints, secret maps, etc.

There are many other examples of secret-related symbols but these ideas should get your mind rolling.

Secret Words

Another way to convey your information product is a huge secret is to use secretive-related words throughout your sales letter.

Here are some examples:

locked	closed door	mystery	shhh
patented	secret	clandestine	withheld
closely guarded	covert	camouflaged	in the dark
closed door	pssst	private	sneaky
stealthy	undercover	underground	classified
confidential	restricted	top secret	undisclosed
concealed	hidden	unadvertised	unexposed
secretive	secluded	sheltered	never released
hush, hush	insider	nonpublic	unannounced
personal	repressed	silenced	stifled
suppressed	closeted	secret passages	secret door
secret affairs	family secrets	dirty secrets	secret lessons
buried secrets	secret location	secret service	secret blueprint
secret meeting	trade secrets	corporate secrets	success secrets
secret recipes	secret strategies	secret operations	secret missions
secret agents	secret puzzle	secret codes	secret passwords
secret file	military secrets	ancient secrets	lost secrets
unknown			

Secret Language

The final way to express your information product is a gigantic secret is to use secretive-producing phrases or sentences.

Can't Hold It In Anymore

Tell your prospects that you've kept the secret to yourself for a long time and now you can't hold it in anymore.

You can express it many different ways like:

- I have to get this off my chest
- I'm finally spilling the beans
- I've been keeping something to myself for a long time
- I just couldn't keep this to myself anymore
- I'm finally stepping forward and reveling this
- I'm going to break my silence
- I'm going to expose the truth
- I can't keep this silent anymore
- I'm going to pull back the curtain for good
- I can't keep this under wraps any more
- I can't hold it in anymore
- I'm going to break the code of silence
- etc.

After those types of statements you can express how it will benefit them.

For example:

- now it's your turn to know the real truth, consider yourself lucky, you're at the right place at the right time
- consider this is an early birthday present, now you can benefit from this secret too
- etc.

Don't Want You To Know

Tell your prospects that other people don't want you to know about this secret. These people could be other experts, gurus, businesses, customers or your competition.

You could say things like:

- it's a big cover up
- they are telling you lies
- they want to keep
- it all to themselves
- it's a widely known secret at the top, you won't hear this from them
- they won't admit they know this
- they hope you never discover this
- it's cleverly hidden
- in their secret society
- they try their best to keep this quiet
- no one talks about this
- they are laughing at you
- they give you false advise
- they are keeping this from you on purpose

- they are hiding this for their benefit
- they won't own up to knowing this
- they want to keep you clueless at all costs
- they want to keep this behind the scenes
- they go at great lengths to keep between them
- etc.

You can follow up those statements with a statement that convey you aren't like those people like:

- I'm not as greedy as them
- it's time they come clean
- I have no problem telling you
- I don't care if they get angry
- I've been warned not to tell you but I'm not scared
- they tried to pay me off not to say anything
- they threatened me not to reveal this but I'm not intimidated
- etc.

Just Between You And Me

Tell your prospects that what you are telling them is a secret only between you and them.

You've likely heard some of these statements in your life:

- don't tell anyone
- promise you won't say a word
- please SHHH keep this to yourself
- keep this confidential
- PSSST this is just our little secret

- OK, I'm going to let you in on this
- don't share this with anyone
- don't go blabbing this to everyone, you better keep your mouth shut
- I'm swearing you to secrecy
- stay tight lipped about this
- I can hardly wait to share with you
- don't leak this to a soul
- just keep this between you and me
- please keep this hush-hush
- I'll whisper it into your ear
- don't let the wrong people hear this
- lock your lips and throw away the key
- cross your heart
- you need to swear you won't tell anyone
- don't tell them I told you
- put your hand on the Bible
- I never told anyone this before
- etc.

It's Really A Secret

Tell your prospects that what you are selling them really is a secret. A lot of people think they already know what your product is about because they've bought so many similar ones in the past. Other people think there are no secrets left to find.

You can convince them by mentioning things like:

- you would have never thought of this on your own
- you won't find this anywhere else
- if you heard this somewhere else they must have swiped it from me
- think you've seen this before?

- you are wrong
- don't assume you know what this is about
- if you knew what this was you would be jumping for joy
- you won't find this anywhere else
- your jaw will hit the floor when you read this
- it's not what you think
- you'll be shock you've never heard this before
- almost everyone overlooks this
- you won't even come close to guessing
- no one has ever released this before
- this isn't available anywhere else
- etc.

I Feel A Little Nervous

Tell your prospects the feelings you had before revealing the secret to them or the possible effects you may experience after releasing the secret. It will make people think that the secret must really be powerful.

You can say things like:

- I feel a little nervous just thinking about revealing it, I'm having a hard time bringing myself to tell you
- I may be known as a sinner afterwards
- I may need to join the witness protection program
- I might be making a big mistake
- they would roll over in their grave if they knew I told you this
- I was feeling very hesitate before saying this
- I'm was kind of struggling with exposing this to the public
- I was a little apprehensive about saying this to you
- I feel stupid

- I really have should kept this for myself
- I'm going to feel guilty for a long time
- I'll likely be highly criticized for this
- etc.

This Was Closely Guarded

Tell your prospects how you went about protecting this secret for so long. It will make your secret extra valuable and even more tantalizing to find out.

You can persuade people with things like:

- I didn't even tell my family members about it
- you had everyone sign a NDA
- it's so secret I can't even reveal it on the ad yet
- a bank isn't even safe enough to guard this secret
- you will need more than one password to get access to the secret
- I searched for bugs every time I entered my house
- I bought a fire proof safe just to keep this one secret in
- I even had high paying clients that don't know about it
- I always hid this in my best hiding place
- I use to have this secret buried in my back yard
- I had to take an oath to see this secret
- etc.

I Went Through A Lot

Tell your prospects what obstacles you had to go through to expose the secret to them and general public.

You can say things like:

- I got in an argument with another person over telling you this
- I've been offered money not to tell you this, I was threaten to keep
- this a secret
- it took a lot of arm twisting for me to be allowed to expose this
- I had to beg for permission from another person to tell you this secret
- I got into fist fight and brawl before so I could tell you all
- I went through long, heated, tough negotiation to get this
- secret out to you
- I had a bitter debate and conversation before I told you this
- I had to rick breaking a legal NDA to tell you this
- I had to bribe another person to tell you this
- I had to do a lot of brow- nosing to release this
- I did about everything except hold a gun to their head to tell you this
- I had to break my promise with my best friend to say this to you
- I hacked into a computer to decode this for you
- I had to eavesdrop and eavesdrop on a closed door meeting to give you this secret
- I had to steal this secret from my boss hope he/she don't find out
- etc.

Conclusion

Making your information product sound more secretive has many benefits. It can create a bond between you and your customers because you are the only ones that know it.

People want to keep discovering secrets because they want to be sure they aren't out of options to gain their desired benefits. It makes them curious to find out what they don't know.

If people didn't have any secrets left to unearth than the world would be a really boring place.