

Sean Mize 60 Day Coaching

Day 6: Audio 1

Decline Of Info Sales, Rise In Personal Interaction

Audio Length: 32 Minutes

There are some huge changes that have occurred recently in the Internet marketing industry. Internet marketing has become so much more competitive. You get polarization of the market. People are dropping their prices.

There's a pressure in the market. There are so many people out there in every niche trying to compete.

You can get information for free online. But the point is learning from people you respect.

People who genuinely spend time in the marketplace are going to stand out. Those who interact personally are going to be able to charge a higher price.

You can buy jeans for a few bucks at one store or you can buy at the high end boutique. There are people who buy just for the logo. It's the interaction you get from the boutique store that sets them apart. That's why people are willing to pay more. They value the experience and are willing to pay more for it.

There's something in your life you can compare this to even if you're not into jeans.

Why does Sean go to the local bookstore to pay top dollar? He values the experience of physically going to the bookstore, being able to sit down and read the first chapter, etc. This is pleasurable for him.

We Need Human Interaction

People are looking for that armchair experience that Sean gets from that bookstore.

Our lives are being such a commodity that it's creating an empty space. We seek true relationships with each other. In our society, we're slowly losing those true relationships. Everyone has his or her own TV and is stuck online. Humans need a certain level of real relationships.

Our bodies are hard wired to communicate with humans. We may not recognize that we need it, but we need it.

You're willing to invest more if you can get that human interaction and personalized feeling.

The \$0 Profit Model

People online are reducing prices lower and lower. The problem is that the digital price for delivering the product is \$0. There's no cost. There will always be someone who's willing to move that price lower. It's not so in the offline world, where people have a cost for their goods. The marginal profit on digital products goes down to \$0.

99% of the people who buy these info products don't get results... they aren't getting results because they don't use the information.

The people selling products for low prices don't have time for you. They can't sell something for a few bucks and make time for you. They have to keep moving forward to keep up.

People think they can drive their prices lower and lower but this means it doesn't have value to the end user and the marketer can't provide those personal relationships.

Personal Interaction

Those who provide personal interaction stand out. They are able to spend time with people and personally interact with them. Position yourself and you'll really stand out.

People will start to seek you out because you're one of the few left over who can spend personal time with them. You won't have to compete with most of the other information sellers.

Do some simple positioning that will allow others to see you differently.

You'll actually help people where low end info product sellers can't.

Sean gives the examples of premium shoes, etc. These are pricier but suit his needs. They're better and longer lasting. He gets results from them.

Once someone interacts with you at a personal level they won't want to go back to those little info products.

If you want to really succeed, you have to ID, today, what it is that makes you special.

Why should someone work with you instead of someone else?

Figure that out and write it down. Base your business on that answer.

The \$0 profit model has another huge problem-- people don't use the information because it's worth nothing to them.