

Become The #1 EXPERT In Your Niche:

How to Effectively Sell High Priced Programs

This Is A Sneak Peek Of The Full eBook!



Glenn Dietzel
North America's Top Business Author

"The effectiveness in terms of the revenue that my business is earning has increased exponentially.

Having Glenn as my coach has changed things dramatically - I have a more effective and efficient business model. I can't recommend Glenn's coaching strongly enough."

—Joel Comm, AdSense Code
NY Times Best Selling Author

A Personal Note From Glenn...

Every day I receive manuscripts from authors, many of whom who have already been accepted by a New York Publisher, but who have an extremely limited understanding of how to build a profitable business. This saddens me to no end seeing countless would-be authors with no sound business acumen thinking that a book will make them rich.

This **Sneak Peek** will show what you can expect to find in my FREE eBook, ***Become The #1 Expert In Your Niche: How To Effectively Sell High Priced Programs***. It was written for several reasons.

First of all, I believe there is no better time to build a business.

Second, I am going to show you why I have never been more bullish on beating the recession in any niche.

Third, this eBook was written because of the increased hype and get rich schemes promoted on the Internet today.

Fourth, I have chosen to provide you with the specific paradigm I teach my clients as 10 ‘\$10K+ Business Cash Flow Accelerator Principles’. (NOTE: \$10K stands for \$10,000 dollars.)

Fifth, this eBook is written to show you how to quickly create and sell high end programs and services literally overnight yourself.

Finally, this eBook is written to show you how ordinary people just like you are playing big—

As a former educator who set two Internet records four and a half years ago, my goal is to help you accelerate your learning.

Get ready to challenge your assumptions about success and about what is possible for you, just the ordinary people you will meet in this eBook.

To Your Legacy,

Glenn ☺



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"Become The #1 Expert In Your Niche: How To Effectively Sell High Priced Programs!"

**How Ordinary People Play Big...And How You Can
Too Right Now!**

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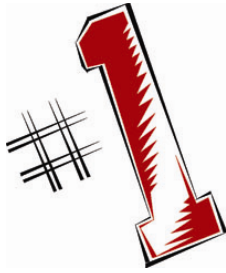
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"Become The #1 Expert In Your Niche: How To Effectively Sell High Priced Programs!"

How Ordinary People Play Big...And How You Can Too Right Now!

"How To Effectively Sell High Priced Programs" is an eBook unlike any book that you have read. I reveal how to create Dividend Value so that you never have to compete on price again.

Please understand. The eBook is NOT just about making money. It is about teaching you how to have your optimum clients crave a relationship with you over and over again where your target market wants to invest in your high end programs immediately. This is where the real money is to be had today. The good news is that this system is not dependent on whether on not the economy is in recession. The best news is that what I am going to educate you about will work at any time and in any niche market.

NOTE: Wherever you read the following, "\$10K+", this refers to \$10,000 programs.

Get ready!

Step 1

Please read and re-read the following letter given to a select group of high level entrepreneurs to understand the paradigm of this eBook.

If You Think We Still Live In The Information Age, Do NOT Read The Following Book And Definitely Do NOT Invest \$100K Like Insiders Have In Working With This Company!

Glenn Dietzel Is Donating \$100,000 In Rapid Business Acceleration Real Case-Study Driven Material As A Bold Experiment To A Few Select Readers. Qualify Now And Gain Massive Exposure For Your Expertise And Passion Using The Leverage Of Zipf's Law.

Dear Entrepreneur:

Are You The Intentional Choice Of Your Market?

Are you the Knowledge Broker for your Optimum Clients who want to choose ONLY you?

If this does not sound familiar to you, then you must read on.

WARNING: What I am about to share with you has not been revealed before.

This is so powerful that clients have invested upwards of \$100,000 in having my company create their own system and then write their marketing program for

them that position them in the new era we now live in: The Recommendation Age.

Your target market is faced with a very real problem. With limited time and opportunity to experiment, your ideal clients intentionally narrow their choices to those who are on top.

And this is acutely true in the Recommendation Age in which you now live.

This is NOT just about how to make money. This is about how to use a little known law called Zipf's Law to compel your target market to want to crave a relationship with you.

It is a proprietary model that will show you specifically how to take an idea and strategically transform it into a Recommendation where your optimum clients can ONLY say yes to you over and over again.

A model that will ensure you accelerated Business Profits just like it has done for Joel Comm and thousands of our successful client's world wide.

It is NOT that it is expensive and difficult to separate yourself as the only choice like most would tell you. It is that there is a very specific model that few truly understand.

Here's the Proof. Over 90% of businesses fail to make a profit with their products! And the new business reality in the Recommendation Age requires that this be so!

How can you command Zipf's Law to your advantage?

The answer lies in your ability to become an Insider in the Recommendation Age to reap the untold wealth as a Knowledge Broker.

It all begins with using a little known law called Milgram’s Law. This law states that people will invariably and almost blindly believe the words of an expert. How do you become an expert? It’s simple. Author a book.

Research shows that the best lead generator is your book, without exception.

Not just any book. But an entrepreneurially sound book which aligns your passion and expertise to the right distribution channels where you are more than an expert. You are the Intentional Choice.

I am qualifying you right now for a mentoring session using this eBook where you will discover a new system to manipulate Zipf’s Law as the Intentional Choice for your Optimum Clients.

As a former Vice Principal, my goal is to teach you specifically. I will reveal to you the exact Attitudes, Skills and Knowledge to win.

I am going to try a Bold Experiment in teaching a select few savvy entrepreneurs like I did with Joel Comm and many others with whom I am under NDAs. This is the exact science where business owners have invested up to \$100K to have my company create and implement this system in their own marketing endeavors. This system will prove to you “in real life case studies” the dynamics of the most powerful business lead generation system in history.

This is the same material clients have invested thousands of dollars in to teach them to dynamically position them through rapid business acceleration. This is

Glenn Dietzel

“Become The #1 Expert In Your Niche: How To Effectively Sell High Priced Programs”

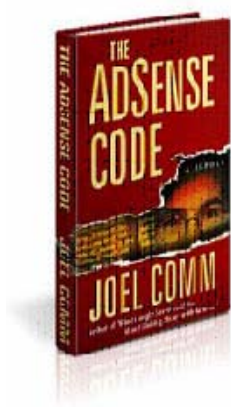
much more than an authoring course. This system will teach you how to become the Intentional Choice for your ideal clients.

Glenn Dietzel

P.S.

Why am creating this Bold Experiment? Because of the mistakes I see entrepreneurs making each day that is literally costing them thousands, even tens of thousands on each sale. We want YOUR success story. By the way, remember this is the very system I used to break two Internet records almost four years ago as a Vice Principal.

P.P.S.



"The effectiveness in terms of the revenue that my business is earning has increased exponentially. Having Glenn as my coach has changed things dramatically—I have a more effective and efficient business model and today I am now a multi-millionaire. I can't recommend Glenn's coaching strongly enough."

—Joel Comm, Loveland, Colorado, **NY Times Best Selling Author**

Step 2

Record these two definitions right now.



Stanley Milgram

Milgram’s Law:

People will believe almost blindly the words of an expert.



George Kingsley Zipf

Zipf’s Law:

With limited opportunity to choose and experiment, your target market will naturally choose the winner—the person or company who is on top. And once they choose a winner they will unceasingly support the winner.

What Does This Mean For Your Business?

In order to tap into the untold wealth that awaits you, you must first be perceived as an expert. By definition our world, especially the media, will listen to experts. By definition an expert is a person with a book. This is the power of Milgram’s Law.

However, to leverage Milgram’s Law and get your target to crave a relationship with you, you must establish your own unique category connected with your ideal clients. You leverage Zipf’s Law by creating a powerful curriculum continuity program where you create your own system and vocabulary to literally compel them to want to do business with you over and over again.

Step 3

Understand These Two Concepts When It Comes to Effectively Selling High Priced Programs! Commodity Value Vs. Dividend Value.

Let's look first at the definition of Commodity Value. A commodity is something that can be found just about anywhere. Items that can be purchased just about anywhere are in great supply. These kinds of items are sold at discount stores such as Home Depot and Wal-Mart. To leverage the power of Zipf's Law, you do not want your product and services to be listed in the 'Home Depots' and the 'Wal-Marts' of the world.

Dividend Value on the other hand is focused on creating an asset that grows over time. This asset grows in two different ways. The first way in which it grows is through appreciation. In business parlance this means growing deep on your business idea by building higher end products and services.



The second method of developing dividend value is by means of having the asset create residuals for you on a weekly, daily even a minute-by-minute basis.

Don't turn your value into a commodity. Create value that sustains long term dividends. Later on I will reveal to you nine reasons why you do not want to compete on value.

Commodity Value Vs. Dividend Value—A Case-Study In Numbers

Don't turn your value into a commodity.

Create value that sustains long term dividends.

To understand the power of this case-study in numbers it is important to understand the following scenario:

- 👉 1000 people driven to your site with good conversion rate.
- 👉 5% purchase your \$20 product. (To get this kind of conversion, you will need to hire out a good copy writer which could easily run you an investment of \$20,000 or higher.



Scenario A: Jennifer

(\$20 CD/DVD With No Differentiation)

- 👉 **5% conversion into lead program comes from good copy.**
- 👉 **Jennifer has a \$20 CD/DVD with no differentiation. She has no defined system to solve a specific problem.**
- 👉 **Return Rates on products like this (over 90% of products on the Internet fit this category) are normally as high as 40% and higher thanks to social media. I use 20% to be conservative.**
- 👉 **Backend conversion into a higher end program is 6% according to our stats.**

Let's look at the stats.

With a 5% conversion rate from 1000 people who see your product page, 50 people purchase your \$20 lead product. The numbers look like this.

- ✔ 1000 People At 5% Conversion Rate And 20% Return Rate
- ✔ **Front End:** 50 people purchase a \$20 product = \$1,000 (less \$200 for returns) leaves \$800
- ✔ **Back End:** 6% Move into \$3,000 Program = \$9,000
- ✔ Total Of Front End and Back End: **\$9,800**

Note: With most programs the return rate is much higher than 20% because of poor dividend value and because of the power of social media in the Recommendation Age.



Scenario B: Ryan

(A \$20 CD/DVD With Differentiation)

- ✔ **5% conversion into lead program comes from good copy.**
- ✔ **Ryan has a \$20 CD/DVD with good differentiation. He has a defined system to solve a specific problem.**
- ✔ **Return Rates on products like this (over 90% of products on the Internet fit this category) are normally as low as 2%. I use 5 % to be conservative (We have return rates of less than 0.2%).**
- ✔ **Backend conversion into a higher end program is 20% according to our stats.**

- ✔ 1000 People At 5% Conversion
Rate And 5% Return Rate
- ✔ **Front End:** 50 People purchase a \$20 product = \$1,000 (less \$50 for returns) leaves \$950
- ✔ **Back End:** 20% Move into \$3,000 program = \$30,000
- ✔ Total Of Front End and Back End: **\$30,950**

But the story doesn't end here!



Scenario C: Betty

(Entrepreneurially Sound Book)

- ✔ **5% conversion into lead program comes from good copy.**
- ✔ **Betty has a \$20 book with good differentiation. She has a defined system to solve a specific problem.**
- ✔ **Return Rates** on books that are entrepreneurially sound are normally as low as **2%**. I use **5 %** to be conservative (We have return rates of less than **0.2%**).
- ✔ **Backend conversion** into a higher end program is **20%** according to our stats.

Key Concept: An Entrepreneurially Sound book doubles the conversion rate due to the power of Milgram's Law. In other words, Betty makes 2X what Ryan makes! See below.

- ✔ Doubles The Numbers from Ryan
- ✔ **Front End:** 100 People purchase a \$20 product = \$2,000 (less \$100 for returns) = \$1,900

✔ **Back End:** 20 people move into \$3,000 program = \$60,000

✔ Total Of Front End and Back End: **\$61,900**

But the story still doesn't end here...**The Power of An Assessment Instrument**



Scenario D: George

(An Entrepreneurially Sound Book + The Power Of An Assessment Instrument)

- ✔ **5% conversion into lead program comes from good copy.**
- ✔ **George has a \$20 book with good differentiation. He has a defined system to solve a specific problem.**
- ✔ **Return Rates on books that are entrepreneurially sound are normally as low as 2%. I use 5 % to be conservative (We have return rates of less than 0.2%).**
- ✔ **Backend conversion into a higher end program is 20% according to our stats.**

Key Concept: An Entrepreneurially Sound book with an assessment instrument that sets the standard for your niche doubles the conversion rate due to the power of Milgram's Law and Zipf's Law. In other words, George makes 2X what Betty makes! See below.

✔ Double The Numbers of Betty

✔ **Front End:** 200 people purchase a \$20 product = \$4,000 (less \$200 for returns) = \$3,800

✔ **Back End:** 40 People move into \$3,000 program = \$120,000

🔥 Total Of Front End and Back End: **\$123,800**

Who Is The Better Entrepreneur?

George (\$123,800) who works 12X more efficiently than Jennifer (\$9,800). Jennifer has to work over 12X harder than George.

But most importantly, George taps into the power of Milgram’s Law and Zipf’s Law!

Take-Away #1: You cannot quantify what George makes! This is why this system is much more than making money. It is about dominating your niche with your unique system!

Take-Away #2: And Jennifer can’t build a business since she has to keep working harder to get the same results!

Here is the Genius With Situation B

But here is the real problem. With Scenario A (Betty), since one’s lead product is weak, that is it isn’t entrepreneurially sound, there is no opportunity to capitalize on Zipf’s Law. It is only with Scenario D (George), since the lead product is strong—albeit a book and an assessment instrument that projects you as the standard of you your market place—one can capitalize on Zipf’s Law. This is how you scale a company quickly. With 1/12th the effort for leads, you operate more efficiently to invest your earnings into marketing and entrepreneurship.

The real power in using Zipf’s Law is in Quality Education. The real secret is that with a little strategic thinking, it is easy to position yourself as the standard of your industry. This is critical in the Recommendation Age and it is the key to leveraging Zipf’s Law. Remember, earn the market place’s trust and they will choose you for a life time!

Quality Education Refers To The Following:

- ✔ You focus on powerful market differentiation through education—doing what your competitors are not doing
- ✔ You provide your target market more quality than what they expected
- ✔ You provide a powerful assessment instrument to help your target market self-reflect on their problem and at the same time showcasing your differentiation
- ✔ You easily create a unique category in your market supported by your million dollar story and systematic differentiation
- ✔ You leverage the power of Milgram’s Law and Zipf’s Law to become the only logical choice for your optimum clients.

Did you understand what I just wrote? This is the way you control markets. Through education. This is why you must create a business which focuses on value creation as wealth. If you analyze the numbers from above, cash flow is not based on the size of your list, but on the quality of educated buyers who want to invest in you over and over again!

Key Note From Step 3: You dominate markets by highly differentiated curriculum that leads with an entrepreneurially sound book and is leveraged by strong positioning. The strength of this is in your optimum clients seeking you at all cost over and over again.

NOTE: This is how I set two Internet records 4.5 years ago. This is a system we teach our clients to use and you will meet some of them in the Free full version of this eBook along with the 10 critical business accelerators to turn any idea into a \$10,000 program—easily and quickly with a Rapid Business Acceleration Cash Flow System that has more video case studies than any other program today.

Final Note

I salute you to taking action on your journey into the new territory of fast Cash Flow in your entrepreneurial endeavors. I commend you to live and leave your legacy as someone who wants to control your niche market as the objective standard by which all others measure themselves by you.

To Your Legacy,

Glenn Dietzel

Are You Ready To Instantly Turn Any Idea Into A \$10,000 Program?

Are You Ready To Easily Transform A \$19.95 Book/CD/DVD Into A Recurring \$5,000/Monthly Income Stream?

Are You Ready To Discover A Hidden Economy Whose Business Fundamentals Know Nothing Of Concepts Like "Recession" Or "Downturn In The Economy"

Then right now, you need to do the following:

1. Go To <http://SellHighPricedPrograms.com> and download the Free full version of 'Become The #1 In Your Niche: How To Sell High Priced Programs.' (Eliminate Normal Business Coaching.
2. STOP the 'Greater Sameness' mantra of every other business coaching program today. Discover the difference between an Information Age Backend Product Funnel versus A Recommendation Age Backend Cashflow Funnel.
3. Use the Unconscious Credibility Marketing System™ To Build Instant Credibility...Even If You Are Starting From Scratch. (Save \$20,000 right away – you won't need to hire an expensive copywriter when you have unconscious credibility.)

<http://SellHighPricedPrograms.com>

(STOP 'Diagram A Syndrome' that every business coaching program is teaching today and...create your multi-million dollar story, and leverage it to create high priced programs of \$25,000, \$50,000 or higher!)

About the Author

Glenn Dietzel, CEO of Awakened, LLC, has been involved in JV partnerships that have produced over 1.2 billion in revenue with their clients over the past 7 years. Top CEOs and entrepreneurs globally hire Glenn for personal mentoring with his focus on accelerated cash flow through accelerated business execution focused on creating and selling the most expensive programs in their niche markets immediately.



Glenn’s company has created the first software, The Expert Positioner Software, which allows his clients to eliminate their competitors in less than three minutes and have their ideal clients choose them for life. The EPS system allows any entrepreneur to be seen instantly as the Thought Leader in their industry and position themselves as the celebrity expert using the power of customized education.

Glenn’s executive mentoring program, the first true business integration system with its focus on both the online and offline world, focuses on accelerated business growth using the Awakened Ideation Process™ that quickly translates an idea into a powerful recommendation. Glenn’s Unconscious Credibility Marketing System™ provides any entrepreneur, even with no business experience, a system to quickly build credibility even if they are just entering a new market.

Not only does Glenn offer the first in the authoring and publishing field, instant access to a New York Publisher with his focus on entrepreneurial authoring, but his system helps his clients build the most expensive programs while they author their own books. Many of Glenn’s clients have hit the best-seller lists, including Joel Comm who went to #5 as a NY Times Best Seller.

Glenn Dietzel

“Become The #1 Expert In Your Niche: How To Effectively Sell High Priced Programs”

If you are ready to challenge your assumptions about success, and ready to experience the new science of influence and lead generation where you will discover a system to eliminate your competition in less than three minutes and ethically compel your ideal clients to choose you forever, you will be glad that you met Glenn Dietzel.

Why Would Alex Mandossian, Who Is Responsible For Over \$300 Million In Increased Profits With His Clients, Say This?



"No one has more video case studies than Glenn Dietzel today.

In fact, no one comes even close."

—Alex Mandossian, San Francisco CA
Teleseminar Secrets

Because Of These Real Life Stories...

Some Of The Thousands Of Ordinary Entrepreneurs Who Have Benefited From The Proprietary Business Acceleration System You Will Witness In The Following Pages...

“Glenn Dietzel did more for us in 6 weeks than the previous year and a half. I was able to quit my job within nine months of working with Glenn, leaving what most people would consider a dream job as a systems’ analyst with a major corporation in my home town. Today we have the largest scrap booking membership site on the Internet! Thank you, Glenn!”

Wes Waddell

Author and Business Co-Owner

<http://PrincessCrafts.com>

“I hired Glenn Dietzel to help our company with our business planning and today we are the industry leaders with our Power of Grant Money System! I regularly sell information programs that exceed well in access of \$50,000 thanks to the system Glenn helped me create. But most importantly from Glenn, I learned to let go of fear and never give up, and now bring that to the entrepreneurial world with our system. I have been able to use my personal experiences and the opportunity it has given me to reach out to others and give them hope. Glenn, I thank you for what you bring to me personally and to my family in letting us share our story as our business continues to expand.”

Sherry Watson

Leading Grant Expert For Entrepreneurs

Albuquerque, New Mexico

<http://PowerOfGrantMoney.com>

“I rarely give testimonials. Maybe one a year over the past eight years. Glenn surpasses my expectations. Glenn Dietzel is one of the top marketing experts, hands-down in this world. He is the highest ethical caliber and will show you how to super-charge your business acumen. Glenn was responsible in helping me change my thinking my entire paradigm about membership sites before I launched my high end mentoring. Today I speak all the around the world and am seen as the industry leader in creating membership sites where I command the highest investment.”

Len Foley

Los Angeles, California

<http://LenFoley.com/>

Glenn Dietzel

“Become The #1 Expert In Your Niche: How To Effectively Sell High Priced Programs”

“Glenn will help you focus your passion and expertise with a market place. I’m hearing back from all over the world about what a difference my book is making because I build a business using the principles covered in this book. I use my book to leverage my backend business funnel which I inverted just like Glenn told me to. This allows me to instantly position my \$10,000 coaching program. Within two days of doing this, I had two clients who instead of paying me \$500, invested \$10,000 all because of the power of Glenn’s system. Because of these principles, I have some of the largest personal development organizations clamoring for me to sell licenses to my programs and also help them create their high end mentoring programs!”

Margaret Merrill

Author of “Live The Life You Love”

<http://FulfillYourPurpose.com>

“I have worked with amazing authors and entrepreneurs such as Mark Victor Hansen, Mitch Albom, Stephen King, Howard Stern, President Jimmy Carter...yet never have I met the caliber of Glenn a number of years ago. This guy is a master. He has set internet records and I regularly refer to him as the guy who builds people’s big backends!”

Rick Frishman

Best selling author and speaker

President of Planned TV Arts

<http://www.RickFrishman.com>

<http://www.PlannedTelevisionArts.com/>

“Thank you Glenn. You have helped make my clients famous!”

Imal Wagner PR

Publicist for World Class Authors and Speakers including Mark Victor Hansen and Robert Allen

<http://www.ImalWagner.com>

...And Thousands More. Now It’s Your Turn!

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