

SPECIAL REPORT

Product Splintering

Pillar #1 in the Wholesale Traffic System

By Mr. X

What Does Toothpaste Have To Do With Google?

I like Crest toothpaste...just plain old Crest.

But have you noticed lately that “plain old” Crest is harder and harder to find on the drugstore shelf? There is Tarter Control, Whitening, Fresh Mint, Swirly Color, Bubble Gum Flavored and the list goes on and on.

There are currently 12 versions of basically the same toothpaste on the Walgreen's or CVS shelves today taking up a 4 foot wide 5 foot tall area.

It's called product splintering.

What Proctor and Gamble and other savvy marketers have discovered is that by niche branding the same product with only minor changes they are able to multiply their market share and create more loyal customer base because their toothpaste is made “just for them”

Product splintering is powerful. So powerful in fact that since starting this practice started Crest has increased its gross sales by \$300M per year in America alone.

But what does that have to do with getting wholesale traffic? *A lot!*

Google Loves Splinterers

See, Google wants its readers to find EXACTLY what they are looking for the first time they click, thus making the user experience efficient and pleasant.

Google rewards advertisers that splinter their products into niches. The more relevant to the key word searched, the cheaper the cost to you and the higher your position.

For example, let's say your ad is for Cat breeding:

How To Breed Cats for Profit
The Cat Breeder's Guide
Learn to Breed Cats Successfully
www.catbreedingmagic.com

This ad would yield a high quality score, resulting in cheap traffic and great placement for the term “cat breeding” but not much else. If you drove how to breed Siamese cats to this ad you will pay dearly...first in **traffic cost**, next in **lousy placement** and finally in **poor conversions**.

Here is why conversion would suck.

Everybody wants a product specific for their need and want. By offering a cat breeding product for ALL cat breeders, you’re essentially talking to none of them. If, on the other hand, you splintered your products so that you had a unique offer for every different breed...well now you have something that EVERYONE wants.

Splinterers Earn Multiples of Non-Splinterers

In a mall 70% of all shoe stores are owned by the same management company. Why don't they just rent one big store and have all the shoes in it?

Because they won't sell, that's why.

Specialty retailers have realized that by splintering they not only can they sell as much as 10 times more merchandise in a single mall, but customers are actually willing to pay PREMIUM prices for products that they believe are especially designed for them.

And here’s the really good news for you...

Splintering Online is So Much Easier

A year or so back I started selling a natural pesticide online that kills almost any crawling insect. This stuff is amazing. It's 100% safe for pets, kids, adults etc... it just kills bugs and lots of them.

I was so excited!

I built the site, listed all the bugs it would kill (over 70) bought all the bug names in AdWords and that super specific keyword “Bug Killer” and I was off to the races...

To my great disappointment **this product was a flop**. It was a great product and I was really bummed-out that it wasn't selling. The conversion rates were below .05% and the traffic costs where ridiculous.

About a month of that fun was all I could stand. I quit.

Six months later (after getting my Google education) I revisited this product. This time I looked at the old traffic campaign and took the top 20 insects that received the most searches. Next, I customized a landing page and created 20 ad groups for each one and Eureka! **Instant success**. (Ok, maybe not so instant...)

The Results: This product group's sales were 800% higher than before averaging a 1.88% conversion rate, and my traffic costs were a third of what they had been before.

And remember, this was post "Google Slap" ... so while everybody was bitching and moaning, I was making bank because of splintering.

Best of all, it was insanely easy!

I didn't have to invest one more penny in inventory, rent any new buildings and I actually slashed my ad costs.

If your aren't splintering online your flushing 2/3's of your profits down the toilet.

Splintering is Even Easier With Info Products

This is the easiest yet. Most information products have sections or chapters. Each one can be sold separately at a super low price and the complete product can be sold as an up-sell usually at a great multiple of its original price.

Here is an example that you should have already read about in the "Self-Liquidating Offers" report...

Instead of selling a \$37 product on buying scrap metal you would instead sell 8-9 reports on buying scrap gold, scrap silver, scrap lead etc... for \$17 each. The result should be you ending up a higher dollar amount of total sales with these small reports. So instead of selling 10 reports at \$37 or \$370, you should instead sell around 30 reports at \$17 or \$510.

Tripling Profits With Splintering

Here are the big ah-has:

1. Because you were specific, Google will reward you with prime placement and cheap traffic, at least half price.
2. You can now offer “The Complete Scrap Metal Buyers Library” as an up sell on the thank you page at \$67 and expect a 20%-40% conversion rate. 30 customers x 20% conversion rate up sell = 9 up sells at \$67 or \$603 in FREE MONEY!
3. Because you splintered you added 30 people to your list, not 10. This is a 300% increase in BUYERS to your list.

In total, thanks to “splintering,” your net sales increase increased from \$370 to \$1113 and your ad costs dropped by at least half.

Are you beginning to see it now?

Splintering is a strategy that can be applied to almost any on line business but rarely is. Savvy marketers all use splintering, do you?

Splintering is an essential part of the wholesale traffic system and self liquidation offers.

Keep an eye out for my next report on “Risk Free Upsells”. This one strategy alone, coupled with “wholesale traffic”, can triple the net of almost any on line offer.

Sincerely,
Mr. X