

Chet Womach

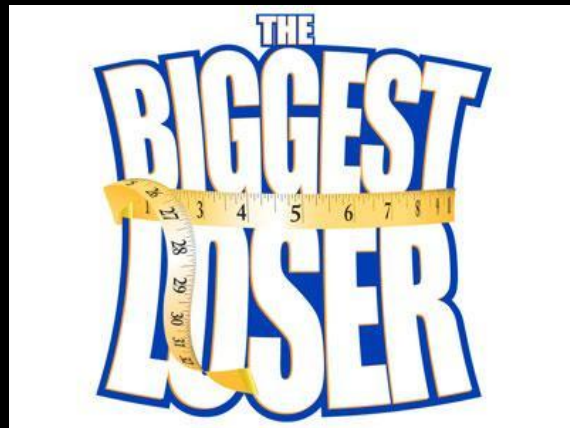
BirdTricks.com

TheDogTrainingSecret.com

It All Started With A *Mean* Bird & A Video Camera!



Reality TV Products



Examples Of My “Reality TV” Products:

- **Stop Parrot Biting Video Course**
- **Parrot Trick Training Video Course**
- **Stop Dog Barking Video Course**

Action Items:

- Identify something you're trying to get good at
- Videotape your every attempt at improving

Product Development Strategy #2

Community Created Products



Tips For Community Created Content

- Allow community to vote for best submission

Bonus - Get's good links

- Get permission to use in your products
- Use file sending service

Recommend – [YouSendIt.com](https://www.yousendit.com)

Product Development Strategy #3

Expert Interview Series



Product Development Strategy #4

Create A Psychological Based Product



Examples Of Psychological Tactics

“Parrot NLP”



Examples Of Psychological Tactics

Reprograms Emotional Reactions In:

- **Birds**
- **Dogs**
- **Children**
- **Adults**

A Sample Process For Creating Psychological Weight Loss Product

- **Compile Research from ScienceDirect.com**
 - “weight loss” + research
 - “weight loss psychology” + research
 - “weight loss emotional” + research
- **Broaden your search to related problems:**
 - Overeating, obesity, body image, food cravings, appetite control

All fields **causes of obesity**

Journal/Book title

Author

Volume

Issue

Page

[Search ScienceDirect](#)

90,218 articles found for: ALL(causes of obesity)


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Content Type

☐ Journal (83,115)

☐ Book (8,392)

☐ Reference Work (1,122)

Journal/Book Title

☐ The Lancet (2,754)

☐ Metabolism (1,868)

☐ Gastroenterology (1,741)

☐ Atherosclerosis (1,392)

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1


Causes of death in obesity: Relevant increase in cardiovascular but not in all-cancer mortality Original Research Article

Journal of Clinical Epidemiology, Volume 59, Issue 10, October 2006, Pages 1064-1071

Ralf Bender, Hajo Zeeb, Martin Schwarz, Karl-Heinz Jöckel, Michael Berger


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2


Beliefs about the causes and solutions to obesity: A comparison of GPs and lay people Original Research Article

Patient Education and Counseling, Volume 71, Issue 1, April 2008, Pages 72-78

Jane Ogden, Zakk Flanagan


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3


Perceptions of the causes of obesity and responsiveness to treatment Original Research Article

Journal of Counseling Psychology, Volume 29, Issue 5, September 1982, Pages 478-485

Kevin J. Hartigan, Denise Baker-Strauch, Gary W. Morris


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4


Obesity: causes and consequences Original Research Article

Women's Health Medicine, Volume 1, Issue 1, November-December 2004, Pages 38-41

Susan Jebb


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Example:

Comparison of daily eating habits and emotional states of overweight persons successful or unsuccessful in maintaining a weight loss

“A group of 20 overweight persons (predominantly women) who had successfully maintained a weight loss over a 1-yr period were compared with 28 who had failed to maintain a weight loss and 20 normal weight controls. Results indicate that all groups tended to eat balanced meals, but the regainers ate high-caloric snacks in a greater variety of situations unrelated to internal cues of hunger.”

Don't Just Look For Human Studies



"I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite." -- G. K. Chesterton

Product Development Strategy #5 “Counter-Intuitive Products”



Brainstorming “They” Strategies

- Children ride bikes at 4 years old
- Children are potty trained around 3
- Children should finish their meals
- Daycare helps socialize kids
- Kids are born with social vs. non social personalities

Find research that proves all these and other common ideas wrong and you have an interesting product... and an easy job for your copywriter

Product Development Strategy #6

Lazy Man's Continuity

- What's being bought all the time, but not via continuity?
- Can you use a scientific argument that's NOT currently being taken advantage of?

Product Development Strategy #7

“Turn Competitor’s Products Physical”



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Featured Websites and Domain Names For Sale

| | PRICE | BIDS | ENDING |
|---|---------|------|---------------------|
| FurnishedRentals.com - #1 Google 10 YEAR Old Domain | \$5000 | 0 | Mar 29th at 8:14am |
|  \$489 DEC/JAN, SOCIAL MARKETING SITE, FACEBOOK/TWITTER, \$1 START BID! | \$1 | 0 | Feb 28th at 12:12am |
| MobileKings.org/MobileKings.mobi - Mobile Site Gold Mine | \$55 | 3 | Feb 28th at 6:28am |
|  Profitable Minisite Design Business, \$60 per sale, NO RESERVE! FULLY... | \$100 | 1 | Feb 27th at 9:33pm |
| Network of iPod Domains/Website | \$5000 | 6 | Feb 27th at 8:03pm |
|  PR3 Battlefield3Forums.com Premium Website Massive Niche | \$1 | 0 | Mar 3rd at 8:52pm |
|  Established Alton Towers Ticket & Hotel Affiliate Site - 20 Domains - ... | \$2000 | 0 | Mar 29th at 2:57am |
|  Yardmaps.org - turn key yard & garage sale website - 100 CITIES | \$10100 | 1 | Mar 2nd at 1:15pm |
| YARDMAPS.COM - YARD Garage Site | \$107 | 1 | Mar 28th at 12:12am |

If You Suck At Negotiating Prices:

www.karrass.com

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"You don't get what you deserve, you get what you negotiate."
Dr. Chester L. Karrass





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- The Follow-on Program](#)

[Effective Sales Negotiating](#)

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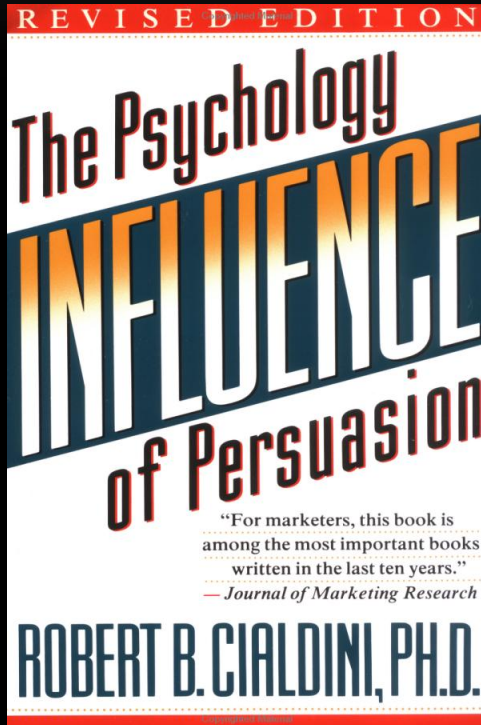
The 4 Types Of Affiliates I Recruit

- Google Adsense Sites
 - with more than 50,000 monthly uniques
- Competitors Affiliate Site
 - Go after top 10
- eCommerce Sites
 - Should make more than 5 sales per day
- Personality based emailers
 - Should be mailing at least twice a week

Pay 1 Month's Earnings In Advance To Persuade Affiliates To Test Your Offer



“Giving To Get”



- Email endorsement
- Free Product
- Advice
- Good resource they need
- Email Promotion Idea
- Redo Graphics
- Redo Site Design
- Give back commissions
- Marketing Videos
- Pay For Interviews (they'll link to it)

Ask If Their Site Is For Sale?



Social Successes

BIRD FLYCK

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Parrots Abused In Drug Environments

February 3rd, 2011

204


Like

4

Tweet

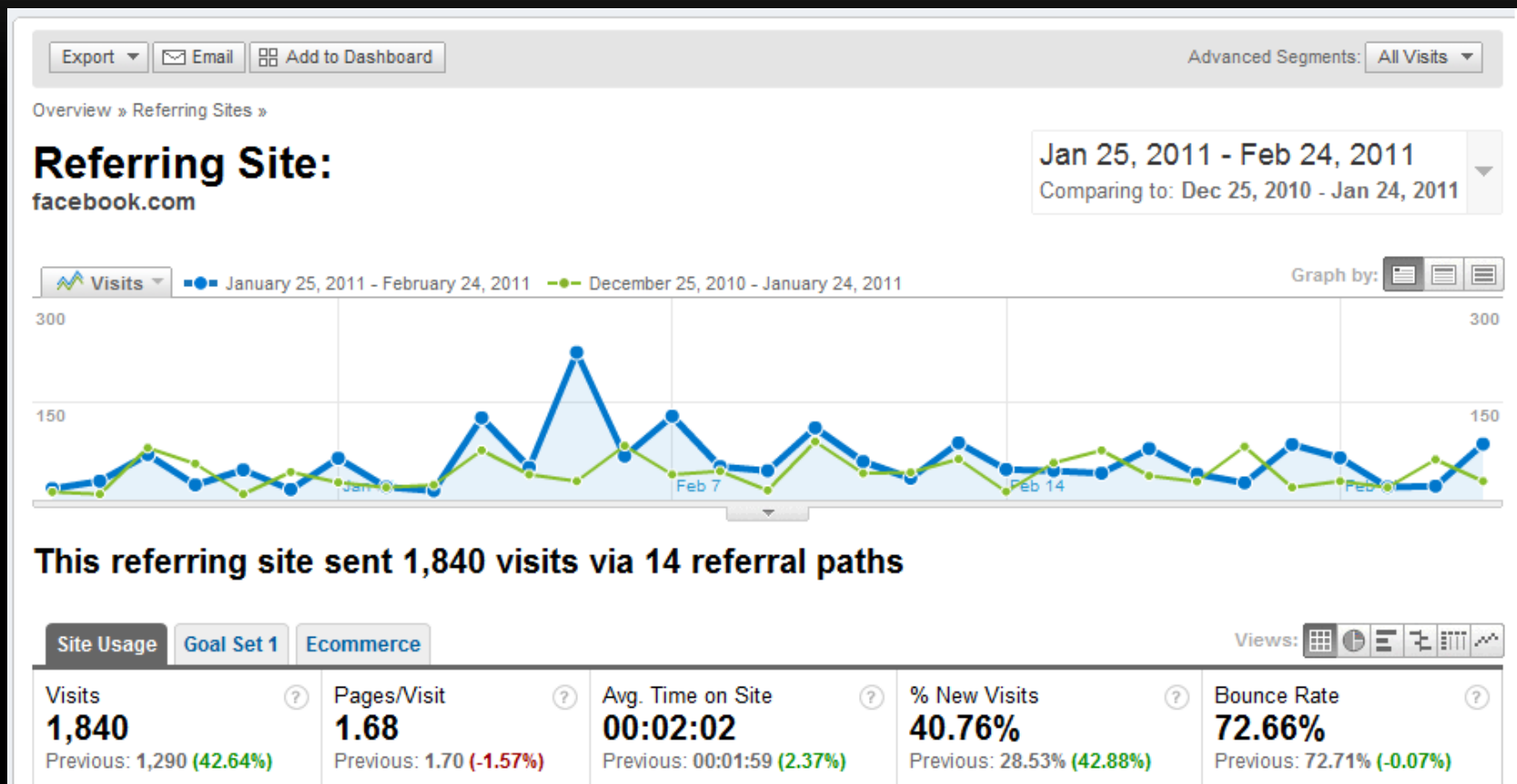
353

Share



Two red arrows point to the social media sharing buttons. One arrow points to the 'Like' button, and the other points to the 'Share' button.

42.6% Increase In Facebook Traffic



Where To Get Sharebox

 **wpbeginner**

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Services »

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Contact »

Free WordPress Setup

We have created a perfect guide for you so you can maximize the potential of your blog.

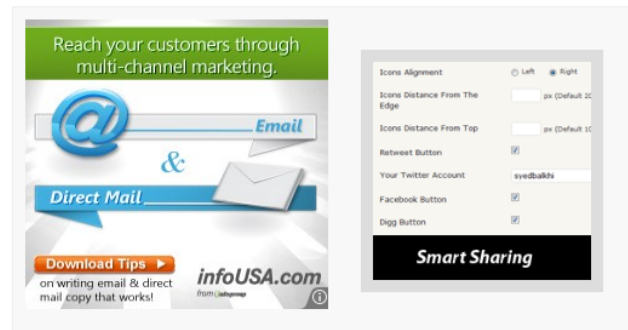
35
tweets

retweet

20
Like

Add a Floating Share Box in WordPress with Smart Sharing Plugin

By Editorial Staff in WordPress Plugins



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infoUSA.com

Smart Sharing

Icons Alignment: Left (selected), Right

Icons Distance From The Edge: px (Default: 20)

Icons Distance From Top: px (Default: 10)

Retweet Button: ☒



Your Twitter Account: eve@bulkn

Facebook Button: ☒

Digg Button: ☒

Like 20 people like this. Be the first of your friends.

We were getting enormous amount of emails from people asking us how to make

subs  criebe 

stay updated via Twitter

stay updated via email, we hate spam as well*

12

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FIXING YOUR PARROT'S PROBLEMS

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Vocalizing Is Not Screaming

February 24th, 2011

Posted By:

[Patty](#)

Feature Product

Teach Your Parrot
A New Word In
24 Hours

**CLICK
HERE**

Hyacinth macaw

I grew up in the era where children were supposed to be “seen and not heard.” Fortunately, my parents did not subscribe to this philosophy. There were six kids in my family, however, and sometimes playtime would escalate to nearly intolerable levels. At these times, we were asked to take our racket outdoors. We were all fine with that, though. We would hurl snowballs at one another, and there were trees that needed climbing. Most importantly, we could be as loud as we wanted.

The term *screaming*, with relation to ...

Natural Parrot Toys

All Natural
Parrot Toys

Safe & Fun
Toys For
Your
Bird

Click Here

What To Send A Customer 3 Weeks After They Order That Will Double Your Back End Sales



How This DVD Increased My Continuity Subscribers By 50%



How I Convinced 40% Of My Customers To Pay Twice As Much For A Physical Product



[Checkout](#) ⇒ **Confirmation**

Billing Information

[Your order is safe and secure](#)

Required fields are in **bold**.

| | |
|------------------------|--|
| First Name | <input type="text"/> |
| Last Name | <input type="text"/> |
| Company | <input type="text"/> |
| Phone | <input type="text"/> |
| Secondary Phone | <input type="text"/> |
| Fax | <input type="text"/> |
| Email | <input type="text"/> |
| Confirm Email | <input type="text"/> |
| | We respect your email privacy |
| Address | <input type="text"/> |
| Address 2 | <input type="text"/> |
| City | <input type="text"/> |
| ZIP/Postal Code | <input type="text"/> |
| Country | <input type="text" value="--- Please Select a Country ---"/> |
| State | <input type="text"/> |

Subtotal: \$37.77

Total: \$37.77

Payment Information

| | |
|------------------------|---|
| Card Type | <input type="text" value="Please select a card type*"/> |
| Card Number | <input type="text"/> |
| Expiration Date | <input type="text" value="01"/> / <input type="text" value="2009"/> (MM/YY) |

Submit Order ▶

I authorize Womach Brother Productions to charge me for the above total. I further affirm that the name and personal information provided on this form are true and correct. I further declare that I have read, understand and accept Womach Brother Productions's business terms as published on their website. By pressing the Submit Order button above, I agree to pay Womach Brother Productions.



YES

Chet, I'm ready to eliminate my dog's WORST BEHAVIORS and **claim my 50% Discount Copy** of your comprehensive "Hands Off Dog Training System"!



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Any Questions?
