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## **Special Report:**

# **Results Of “Pick Your Own Price” Test To Non-Buyer Subscribers**

Dear Online Marketer;

What would your potential customers pay for your product if they could literally pick their own price... From full price (what you wanted them to pay for it), all the way down to **one dollar**?

If you think 100% of the people would just pay the minimum \$1, think again...

## **Here Is The Exact Test I Did And The Results (You're Going To Be Shocked, I Think)**

**First, let me put this test in context:**

- 1) The product was a “make money” offer targeted at newbies. (The initial sale was to lead generate customers for future offers)
- 2) The “Pick Your Own Price” offer went to a list of subscribers that had already been hammered with pitches for the product many, many times, and had not purchased. (Those that purchased were removed from the list)

3) **Important Point:** The list did not have a “bond” with the list owner. If you’re one of my subscribers, you know [I give away tons and tons of free video training and help](#), and I have a bond with my subscribers (*at least I like to think so ☺*) that could affect this test.

That is not the case here – This test was done for one of my clients, and it was a generic subscriber relationship that wasn’t nurtured through free content etc, just hammered with “buy this” promotions.

Here’s why I stress this: I’ve written successful sales letters for very famous “gurus” as well as regular folks, and there’s a huge difference between the two... Gurus have “automatic buyers” that regular folks simply don’t have, so your results won’t be the same as theirs – case closed.

**Anyway, to sum up:**

- This offer was not made by a “famous guru”
- The list was not nurtured, in fact it was hammered with pitches
- All previous buyers (thousands) were removed from the list first

### **Here’s The Actual Email Pitch I Wrote That Was Sent To The List**

I may have completely lost my mind, but I started wondering today...

Our XXXXXXXXXXXX sells for \$39.97 and is worth many times that, but if it were completely up to you, what would you CHOOSE to pay? \$19? \$10? \$3? ... or even \$1?

So out of curiosity, I've set up an order page that lets you do exactly that.

Click Here and take a look...

It doesn't MATTER what you pay, you understand, you get EVERYTHING including all the valuable extras valued at \$990 even if you just pay ONE DOLLAR!

And if you're one of the first people to respond, you can literally PICK YOUR OWN PRICE.

Please understand, I reserve the right to remove this page at any moment. Once I get the results I need to satisfy my curiosity, I'm pulling the page.

But until then, if you're one of the first people to respond, YOU'RE in control. (Just don't tell anybody else how you took advantage of me, I don't want the thousands of people who paid \$39.97 to be mad at me.)

Here's your chance!

<https://XXXXXXXX> (URL)

(Heh heh, my accountant's going to kill me for this)

P.S. -If you don't remember all the valuable things you get with your purchase here's a reminder:

<http://> (Sales *Letter Link*)

...but don't order it through that link, "Pick Your Own Price" while you still can at:

<https://XXXXXXXXXXXX>

### **Here's What The Order Page Looked Like When The Clicked Through From The Email:**

*(I put it on the next page so it'd all fit on one page)*

## Online Secure Registration Form

### Pick your Own Price!



**Urgent:** We Reserve The Right To Cancel This Offer At Any Moment  
(For Obvious Reasons!) Latecomers Will Be Turned Away, No Exceptions

☒ **Yes!** I'm responding now and want to take advantage of this exclusive opportunity to **PICK MY OWN PRICE** and try your XXXXXXXXXXXX for myself with no risk!

I understand that my one-time fee is just ~~-\$39.97~~ **ANY AMOUNT I WANT, EVEN AS LOW AS ONE DOLLAR!** - and I don't need to pay another dime, ever.

I also understand that I still get a full 100% Money-Back Guarantee for a full 60 days, and that **you'll refund me the full amount of whatever I chose to pay, no matter HOW little it was.**

I'm claiming my XXXXXXXXXXXXXXXXXXXX through this "wacky" pick-my-own-price you're offering - And I understand I'll get instant access to everything I need the moment I'm done signing up.

**Select the price you want to pay** - It's completely up to you, and you'll receive the complete product with all valuable bonuses no matter what price you select.

Select Price:

  

\$39.97

\$29.97

\$19.97

\$10.00

\$9.00

\$8.00

\$7.00

\$6.00

\$5.00

\$4.00

\$3.00

\$2.00

\$1.00

(...And then the order form started. The "Select Price" box had a drop-down menu, of course, and the selections offered were as shown:

(← Drop-down options shown here)

So what do you think, what happens when you let your customers pick their own price? Does everybody pay the minimum?

## Here's The Final Breakdown:

Price Paid	# Of Buyers	Total
\$1	320	\$320
\$2	16	\$32
\$3	10	\$30
\$4	1	\$4
\$5	25	\$125
\$6	1	\$6
\$7	2	\$14
\$8	1	\$8
\$9	2	\$18
\$10	22	\$220
\$19.97	6	\$120
\$39.97	2	\$80
Totals:	408	<b>\$977</b>

What do you think? Kind of crazy, huh? Interesting observations:

- Two people paid full price!
- Six people paid ½ price
- \$10 made the most money as a price point (\$220), keep in mind that although the minimum \$1 made \$320, a good portion of that is eaten up by credit card fees.

**Important Point:** Just because \$10 was the best “pick your own price” point, that does not mean that \$10 the most profitable price point to set for the product overall. Thousands of people had already paid \$39.97, and for the \$10 to have made more money, literally four times the people would have needed to have purchased.

**Final Point:** I was very, very careful to remove all previous buyers from the subscriber list before sending out this promo, and no, there wasn't one single complaint from someone who had previously paid full price (but if someone would have complained, I would have refunded them the difference if the purchase had been within 60 days (the refund period), or given them a free bonus of some type so they didn't feel slighted.

I hope you found this report useful, and there's a lot more coming 😊

Your friend, Tim Gross



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#### **Update, Just Added:**

- Complete video walkthrough of how I re-worked a struggling "real product" website until it made a sale every 8 to 10 visitors... after I INCREASED THE PRICE

[Click Here To Subscribe Free & Get Instant Password Access](#)

## About The Author:

Tim Gross has been successfully selling products and services online since 1994. He started off selling his own financial and information products through CompuServe and Newsgroups before graphic web browsers were even commonly used.

Jokingly referred to as having a “Swiss Army Brain”, Tim has worked in most facets of E-Commerce, from providing Web Design & Webmaster services, as a professional Copywriter, and as an online Business Consultant and Publisher.

With over 30,000 customers and clients, Tim has helped many of them increase their online sales by up to 400% and more using his tried and true strategies.

For a wealth of free video marketing training, visit Tim’s website [Internet Marketing Course .com](http://InternetMarketingCourse.com), and get a free subscription for password access to even more valuable training.

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