



Presents

## The Marketers Mind: I'm Leaving On A Jet Plane

Imagine you spend your entire adult working life building a business. Now, imagine that business becomes very successful and you decide to teach others how to duplicate your success.

So, you begin devoting a large portion of time, money and energy towards achieving the goal of helping people just like you to reach the same heights you have.

Along the way, you create a few products and services and begin to build a name and reputation for yourself.

Eventually your industry peers crown you as an expert and call you one of the masters of your discipline. You attract the attention of the biggest name in your field who wants to work with you.

Together, you spend the next 2 years of your lives putting together a product that you hope will help thousands of people to achieve all their goals.

To make sure the most people possible get access to the product you have put together, you put together an amazing no risk way for people to "try" your product before they buy.

Then you go all out for 6 weeks straight selling your product to almost 800 customers.

Then imagine that after these years and years of blood, sweat and tears, the very same people who you set out to help, the same ones you "took a loss" to deliver your prized product to start to rip you apart and attack you and your business with the ferocity of a rabid pit-bull.

Imagine that one of them calls you a Jewish swindler.

Imagine that you were called unethical and immoral

Imagine one of your customers calls your home office at 3 AM screaming at the top of his lungs and calling you a thief and threatening to send you to the FBI.

Imagine MORE than one of your customers accuses you of using deceptive advertising methods even though your entire promotion was more upfront and straightforward than any other promotion you could remember.

What do you do?

What would you do?

Now stop imagining.

And let me tell you this is not some imaginary story.

Welcome to my life.

This is the story I have promised to give you.

The one I rewrote a few times over the past few weeks.

The one that many marketing gurus were hoping I wouldn't write.

So, what's this all about you ask?

Well, from November 1st to December 15th, our company made an effort to sell off all the copies of the JV Mastery product we created with our partner Jay Abraham.

If you remember, the promotion was based around a marketing technique called "The 30 Day Hold" which means that customers could grab the product for just the price of shipping and then have 30 days from the date of their order to decide if the product was for them.

If the customer chose to keep the product, on day 31, they would be automatically rebilled the first of 2 monthly installments of \$248.50

If they wished to return the product, all they had to do was open a ticket on our helpdesk, request an RMA # within 72 hours of the end of the trial period and they could return the product and owe us nothing.

Sounds good right?

We thought so.

And apparently so did about 800 other customers.

Now, I am not an unrealistic person.

As I told you in the last newsletter, we make projections in our business. We were projecting for a worst case scenario of 20% bad debt and returns.

That would have resulted in 640 sales at 497.00 each which would have been: \$318,080.00 in gross sales.

But, apparently there was something missing in our calculations.

There was a miss-step. There was something intangible that we didn't account for.

It all started on the week before the very first set of rebillings was scheduled to take place.

We had decided to offer Paypal as a courtesy to customers who had asked for an alternative to credit card payments.

Offering multiple payment methods is really easy to do with our GoldbarOne ecommerce solution. We had about 100 customers who had taken us up on the Paypal option.

But something strange began to happen. A number of customers began to cancel their paypal subscription right before they were scheduled to be rebilled.

For those of you who don't know - Paypal is very convenient but they also give too much power to a buyer - allowing the buyer to cancel their rebilling and not giving the merchant a chance to fight or explain that the buyer has not met their financial obligations).

I couldn't believe what was happening since I had not been notified by our shipping company that any returns had been received from these customers.

So I began to call these customers and ask them what was happening and why they had cancelled their subscription without returning the product.

Here is a small sampling of what I heard -

"Oh I don't want to be rebilled"

"I plan to return it, it's just sitting in a corner right now"

"I returned it already" (they had not)

"I never cancelled that...let me call paypal and straighten this out"

"It must be my bank that cancelled this...let me call them"

"I didn't receive the product" (actually they did - we use UPS or the USPS and request a tracking # and signature confirmation to insure we deliver to our customers.)

Now, of all of the original paypal cancellations I received, only 2 actually returned the product. The rest kept it and have not paid one cent beyond the shipping.

I will get back to them shortly.

Then after a month the 1st batch of rebilling started. We were excited to see the results of all our hard work. What we weren't prepared for was:

- 20 customers whose cards could not be rebilled
- Customers who were able to be rebilled who had "forgotten" that they had ordered and immediately began screaming that they meant to return the package.
- Customers who were able to be rebilled who said "I thought that all I had to pay was the price of shipping"
- Customers who were able to be rebilled who said "this wasn't 30 days" this is deceptive advertising, you are a scam artist I want my money back.

This was just the first day of rebilling.

Today, January 19th was the last day that a "first rebill" could take place.

AND WE ARE STILL DEALING WITH these very same issues to this very day (and much, much worse which I will get to shortly).

Now - we have spent YEARS building a reputation online as perhaps the most ethical business you will ever encounter.

If you have ever listened to me on an interview or if you have been on this newsletter for a while, you know one of my catch phrases is:

"A person has nothing except their character".

I have lived by that mantra my whole life, so being called a scam artist or a thief, or a deceiver is a surefire way to get me to defend myself.

We spent weeks planning and creating this promotion. We had our attorneys, Jay's attorneys, our marketing and his marketing department review the entire campaign.

Everything related to the 30 day policy was laid out in stone multiple times:

- on the Sales copy
- on the Order form
- on the thank you page
- in the email thank you
- in the thank you letter that went out with every product

We had a return policy linked in clear view on the site.

Our support staff referred ANY customer who asked to review and familiarize themselves with the return policy.

This wasn't just drawn up to protect us. This was drawn up to protect EVERYONE from the consumer to our company.

It's an easy policy to follow. It's clear and there is nothing deceptive about it.

If you are interested in what this policy contains, you can view it [here](#)

Over the past 7 weeks of rebilling, here is a sampling of some of the things we have had to endure:

Carlos from California told us: "we had no right to say that we were not available to address his ticket requesting an RMA # on Christmas because we were Jewish" he then went on to call us "swindlers"

Sorry, racism is one thing I will NEVER tolerate (no one should). I will never deal with a racist other than to stand up to them and tell them to go to hell.

Carlos barked up the wrong tree but let's share with you just what led to those racist remarks of his:

Our system was unable to automatically rebill him on Christmas eve and sent him an email letting him know this.

This "failure notification" is part of our [GoldbarOne](#) automated rebilling solution and it even offers customers the ability to update or change their credit card information (which many customers love).

Carlos however flew off the handle, calling us "Greedy" and saying we "ruined his holiday".

We had given our support staff the weekend off and just happened to login to the helpdesk to see if there was anything urgent to deal with the day after Christmas and we saw the "greedy" comment.

So we posted a reply that we were unable to address his ticket due to the holiday but since he couldn't be rebilled anyway we really didn't know what the problem was.

This is when Carlos launched into a tirade with racial stereotypes and insinuations.

Needless to say, Carlos will be reported to the Anti-Defamation League.

How about this one:

Rambo (his real name - I am not making that up) opened a ticket saying he had received the product without the CDs in it and wanted to return it.

Knowing full well that our shipping company is EXTREMELY efficient and never would leave out the main part of our product, our support staff suspected that he was trying to keep the CDs and not pay for them. as a matter of fact, here is EXACTLY what Rambo said:

"there was no cd`s in the package and after reviewing the material , I decided this is not for me."

Now I ask you, my dear readers, how could you review the material if there were no CDs?

Our support staff told him that based on precedent they highly doubted that he did not receive the CDs but they would send him a new package instead.

Rambo flew off the handle, threatening to go to the FBI, the CIA and every other agency.

He was opening up ticket after ticket threatening, getting more and more agitated. Finally they told him to call our office during the morning hours.

Our office phone rings in our home and Rambo was opening the ticket at 3 AM.

So what did Rambo do?

He decided to call our home office at 3 in the morning. And he kept trying and trying. I finally got up and went into the office and picked up the phone and was met with a literal tirade of screaming at the top of his lungs, obscenities and threats to send us to the FBI.

Now, who needs that?

I hung up on Rambo and disconnected the phone line, called my night support guys on my cell phone and told them to just let him return the product with or without the CD's.

I mean who needs to deal with people like that?

Who needs that situation in their lives?

I know no one else who would put up with this.

Then there were the customers who refused to look at, let alone follow, our return policy and sent the product to our White Plains headquarters instead of to our shipping company and then took no responsibility for their mistake and instead DEMANDED a full refund even though they were clearly in the wrong.

Then there were the 10 - 15 customers who threatened to "report our practices" to Jay as if we were instituting this "firm but fair" return policy without his knowledge (we were not) and that Jay was our father instead of our partner.

Then there were the customers that have filed chargeback's and kept the product.

Oh, how about the customer who contacted us tonight wanting to know why we were trying to rebill him again since he had already paid his \$248.50 once and isn't once enough?

This has been an absolute administrative nightmare over the past 6 weeks and one that looks like it may very well continue for at least a few weeks more.

We have to dedicate a fulltime support person to just deal with the customer return and refund requests.

We have to take away sales from affiliates who worked hard just because their customers can't follow simple policies or instead, choose to do chargeback's.

We have to now hire a collection agency to go after the hundreds of customers who kept the product and either cannot be rebilled or blatantly cancelled their paypal subscription without paying.

This is no small amount of money; we are talking about over \$50,000.00!

But, once again, I must reiterate, put all the monetary issues aside and what is the worst part of this all?

The customers who attack our character and/or call us scammers, thieves and deceivers.

I must say though, I don't place 100% of the blame on them.

I think a lot of the blame must be shouldered by many of my peers in the Internet Marketing industry.

Those who make it so easy to refund just to stay off the radar of the FTC and the Attorney Generals.

Those who tell you they are millionaires traveling around on a yacht who don't really need your money.

Those who put out absolute crap products knowing full well that most people will never do anything with them and not really caring whether they do or don't.

Internet marketing has created an industry that has produced a lot of pure garbage information products and has bred a customer base of skeptical, cynical, and browbeaten people.

It's also an industry that has attracted a fair share of parasites, scumbags, scammers, thieves, deadbeats and tire kickers.

I spoke to Jay about this and he could only agree with me. As a matter of fact, he told me he has returned his attentions to his original business model: delivering high end consulting and seminars to real businesses with 7 and 8 and 9 figure gross revenues.

This led me to realize that I have been focusing far too much attention in this company on the information products and not enough on our core business - delivering the worlds best ecommerce solutions.

So, I have made a major decision - Goldbar Enterprises, LLC will sell off our stock of returned JV Mastery products (cause you know we have a lot of those) and then we will no longer sell physical information products.

Our digital information products will be put in the capable hands of our marketing director Jim Hofman and he will run them as a separate division of our company. We may also offer some limited reseller licensing opportunities of these products.

I will NOT be involved in new JV information products at all anymore. I may appear on teleseminars or at upcoming live events but I will be speaking about technology and ecommerce and NOT JVs.

Goldbar's core services - [GoldbarOne](#), [HostOne](#), and [ExpertOne](#) will be enhanced and made even better than they already are.

We will add more services to our "One" line and will focus our attentions on delivering the utmost value to new and future customers.

It's been an interesting ride to say the least. I never wanted to become a "famous" JV expert. I never set out to do speeches and teleseminars talking about JVs. I just happened to perfect a solid marketing technique to grow my ecommerce company and others asked me to teach them how to do it.

I know there are many marketers reading this who are glad to see me leave the information products business. I can tell you why - every product we ever produced was solid and full of quality, useful information that could help anyone to succeed. Can they honestly say the same?

What drove me crazy over the years was that, no matter how hard we worked and how much effort we put into creating products that could genuinely help people to live a life beyond their wildest dreams, you always encountered negative people who try their utmost to attack you and bring you down and suck away your positivity.

I should note, there are hundreds of people who kept, paid for and ABSOLUTELY love JV Mastery. I hope they make a complete success of themselves and their businesses.

I will share just one small testimonial with you that I just received tonight from one of them:

Marc, JV Mastery is awesome. Just one idea from disc 2 had my mind spinning. A hundred thousand a month from that...? Unbelievable."  
-Ryan Healy

It's those people that kept me going for years when the negative people had you wanting to jump off a roof :)

I wrote this to peel back the world of "big ticket" info products. To reveal a little bit of the truth about the oh so glamorous world of internet marketing.

Now, fear not, I will continue to publish this newsletter (in various different multimedia formats) to teach you all about marketing and ecommerce and to help those small business people who want to be helped.

I will continue to use Joint Ventures to grow my own business and I will continue to be a man who defends himself, his family, his company and of course his character.

Till next time,

A handwritten signature in blue ink, appearing to read 'Marc Goldman', with a long horizontal flourish extending to the right.

Marc Goldman