

# THE **TRIPWIRE** EXPLAINED

# WHAT IS A TRIPWIRE?

An irresistible, super-low-ticket offer that exists for one reason and one reason only... to convert prospects into **BUYERS!**

“Would you believe...”

# 13 records or tapes for \$1.00

plus shipping and handling

if you join the Columbia Record & Tape Club now and agree to buy as few as 9 more selections (at regular Club prices) in the coming 3 years



# 15% OF ALL MUSIC SALES

**TAKE YOUR PICK**

12 inch records   8 track cartridges   45s   7 inch records

- |  |  |   |  |   |   |
|--|--|---|--|---|---|
| 28728 • <b>STYX</b><br>[RCA] Pieces Of Eight | 28417 • <b>PABLO CRUISE</b><br>[RCA] WORLDS AWAY | 28304 • <b>Tammy Wynette</b><br>[RCA] WOMANHOOD | 27752 • <b>SWAY RING</b><br>[IMPERIAL] PLAYING TO AN AUDIENCE OF ONE | 27881 • <b>Paul Simon</b><br>[Columbia] Greatest Hits, Etc. | 28251 • <b>KISS</b><br>[Columbia] DOUBLE PLATINUM |
| 28412 • <b>Kenny Rogers</b>                  | 28376 • <b>RAVEL BOLERO</b>                      |   |  |   |   |

- |  |   |  |
|--|---|--|
| 28414 • <b>ITA COOLIDGE</b><br>[RCA] LOVE ME AGAIN                     | 27923 • <b>MEAT LOAF</b><br>[RCA] BAT OUT OF HELL             | 28330 • <b>BILLY JOEL</b><br>[Columbia] 52ND STREET                              |
| 28718 • <b>CHICAGO</b><br>[Columbia] HOT STREETS                       | 28444 • <b>LARRY GATLIN</b><br>[Columbia] OH BROTHER          | 28382 • <b>Tower of Power</b><br>[Columbia] We Came To Play                      |
| 28101 • <b>ANNE MURRAY</b><br>[Columbia] COUNTRY                       | 28254 • <b>Kris Kristofferson</b><br>[Columbia] EASTER ISLAND | 28210 • <b>WARTY WARRIOR</b><br>[Columbia] ONE LIT UP<br>THAT'S HOT              |
| 28612 • <b>GERRY RAFFERTY</b><br>[Columbia] CARIBBEAN<br>MY WINDY BARK | 27719 • <b>THIN LIZZY</b><br>[Columbia] Bad Reputations       | 11022 • <b>THE PLATTERS</b><br>[Columbia] Embrace of Golden Hits                 |
| 28617 • <b>TONY ORLANDO &amp; DAWN</b><br>[Columbia] GREATEST HITS     | 28257 • <b>BEACH BOYS</b><br>[Columbia] ENDLESS SUMMER        | 28220 • <b>The Best Of The Band</b><br>[Columbia] THE WEIGHT                     |
| 28228 • <b>Barry Manilow</b><br>[Columbia] EVEN NOW                    | 27701 • <b>Loggins And Messina</b><br>[Columbia] FINAL F      | 28349 • <b>JANIE FRICKE</b><br>[Columbia] Singer Of Songs                        |
|  |   | 27248 • <b>JOHNNY MATHIS</b><br>[Columbia] MATHIS IS                             |
|  |   | 28740 • <b>GLEN CAMPBELL</b><br>[Columbia] BRONSTONE COUNTRY                     |
|  |   | 27910 • <b>CHUCK MANGIONE</b><br>[RCA] FEELS SO GOOD                             |
|  |   | 27642 • <b>JOHNNY ARCHER</b><br>[RCA] THE TWO JOES<br>AND MORE                   |
|  |   | 27900 • <b>The Best Of ZZ TOP</b><br>[Columbia] TUSH                             |
|  |   | 28240 • <b>JOE STAMPLEY</b><br>[RCA] RED WINE AND<br>BLUE MICHIGAN               |
|  |   | 28748 • <b>NEIL DIAMOND</b><br>[Columbia] BEAUTIFUL NOISE                        |
|  |   | 28012 • <b>SWAY RING</b><br>[Columbia] SWEET SWEET<br>PARTY TIME FOR RING LADIES |

SELECTIONS WITH 2 NUMBERS

# Remember This Example? (Bonus Into A Tripwire)

**ATTENTION:** Dehydration can kill you in as little as 72 hours. Here's how you can easily filter water...

## *How To Quickly and Easily Purify ANY Water, Even Urine - To Store, Drink or Cook with AFTER a Disaster*

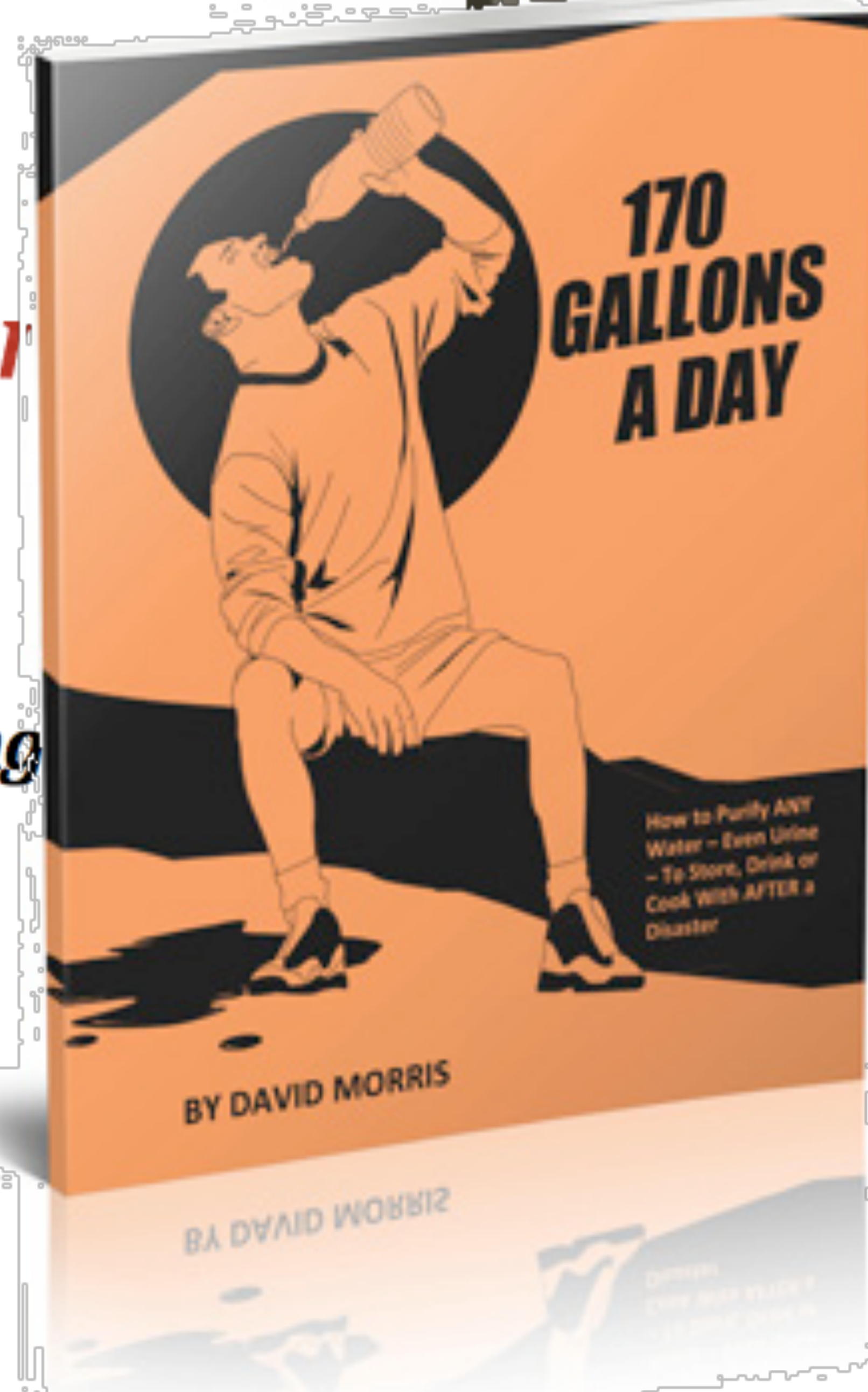
*Leading Survival Expert Reveals Little Known Ways To Get Plenty of Clean Drinking Water - Even In the Worst Conditions*

April 18, 2012

**Re:** Lifesaving water filtration secrets you must know to survive almost a situation

Dear Friend,

You can die within 72 hours without clean drinking water



# A Tripwire Is Not A Coupon...

This is a coupon...



**SOFT, CLEAN CARPET**

*What's In Your Carpet?*

**3M Scotchgard**  
Protect Your Investment

*The Answer May Surprise You*

**\$20 OFF**  
Five or MORE  
ROOMS OF  
CARPET CLEANING!

**\$10 OFF**  
THREE OR MORE  
ROOMS OF  
CARPET CLEANING!

Not to be combined with other offers. Restrictions may apply. Residential only. Expires 11/30/10

W

This is TRIPWIRE!



**SPECIAL OFFERS**



**FURNITURE  
STEAM CLEANING**

**\$89** SOFA & CHAIR

Recliners, sectionals, and over size chairs extra. Environmental fees may apply.

**Get Special Offer ▶**

# TYPES OF TRIPWIRES

# I) Physical Premium (Want But Don't Need)

**Free** EVERSTRYKE PERMA-MATCH



**Everstryke Perma-Match**

For a Limited Time: **FREE** with Shipping  
Tell Us Where We Can Send Yours Below:

Claim yours now::

1 Everstryke Match - FREE + \$2.95 S&H

[Enter Your Shipping Details ▶](#)

SECURE ORDERING **100%** PRIVACY PROTECTED

 **NRA** Business Alliance  
The Business of Freedom.



**Free** THE CREDIT CARD KNIFE



**Survival Life Credit Card Knife**

For a Limited Time: **FREE** with Shipping  
Tell Us Where We Can Send Yours Below:

Claim yours now:

Each Credit Card Knife - FREE + \$2.95 S&H

[Enter Your Shipping Details ▶](#)

SECURE ORDERING **100%** PRIVACY PROTECTED

 **SURVIVAL LIFE**  
PREPARE • LEAD • PROTECT

 **NRA** Business Alliance  
The Business of Freedom.



## 2) Small But Critical (Need But Not Sexy)



ebay Shop by category

Back to search results | Listed in category: Musical Instruments & Gear > Guitar > Parts & Accessories > Picks

**100 pcs**

FREE shipping

**Lots 100 pcs New Medium 0.71mm Assorte guitar picks**

Like Want Own

Item condition: **New**

Quantity:  879 available / 1,018 sold

Price: **US \$7.99** [Buy It Now](#)

[Add to cart](#)

Best Offer: [Make Offer](#)

[Add to Watch list](#)

**Bill Me Later** New customers get \$10 back on 1st purchase  
Subject to credit approval. [See terms](#)

Shipping: **FREE** Economy Shipping | [See details](#)  
Item location: **Lawrenceville, Georgia, United States**  
Ships to: **United States** [See exclusions](#)

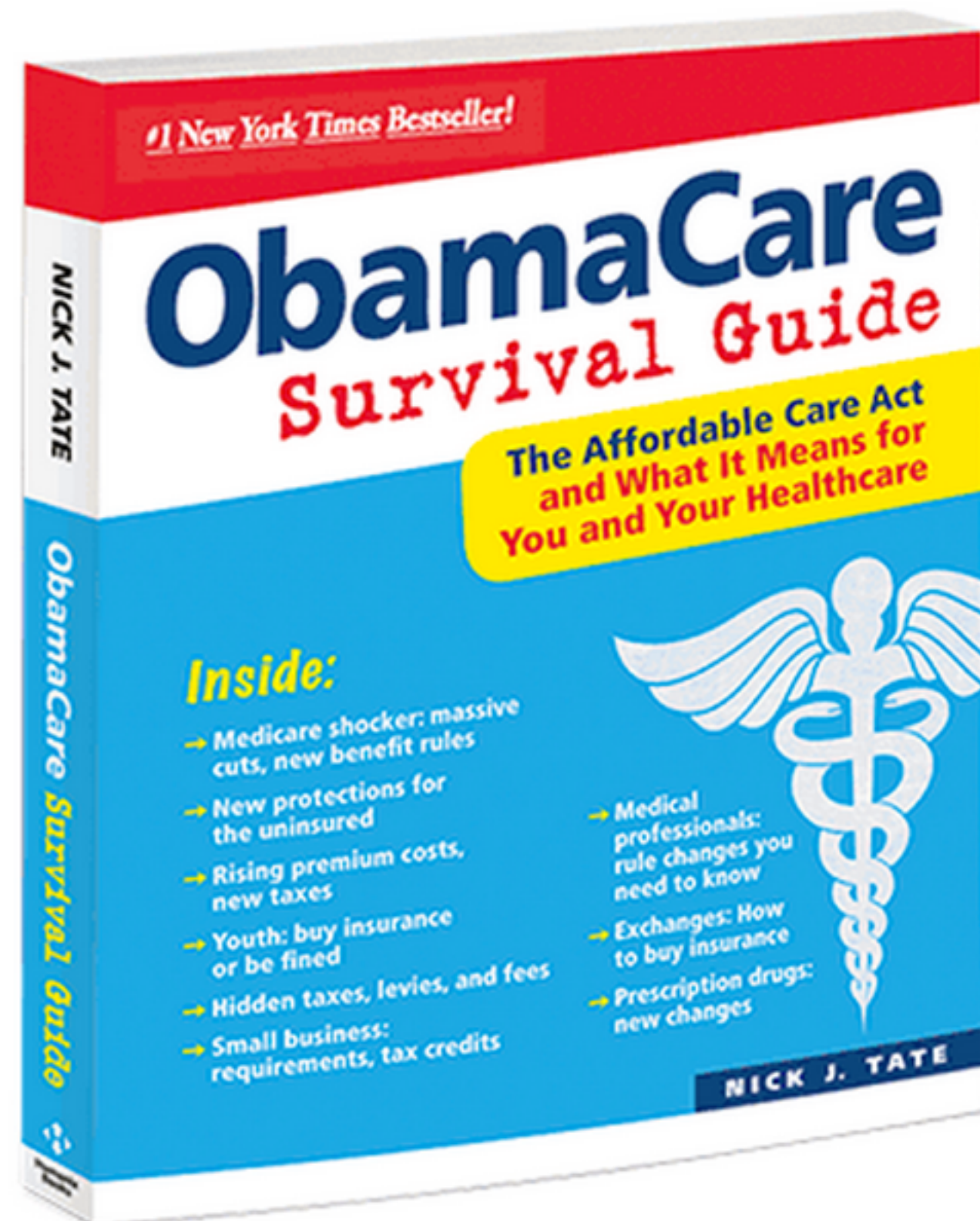
Delivery: On or before **Tue. Apr. 16** to 78739  
Estimated by eBay **FAST 'N FREE**

Payments: **PayPal**, Bill Me Later | [See details](#)

Returns: 14 days money back, buyer pays return shipping | [Read](#)



## 3) Book/Report



8+1

**#1 New York Times Best-Seller**

# OBAMACARE SURVIVAL GUIDE

Retail Price \$19.95

**SPECIAL OFFER \$4.95**

Plus shipping & handling

**SAVE OVER \$10!**

[Get Your Copy Now — Click Here!](#)

## Are You Prepared to Survive ObamaCare?

**Warning:** What You Don't Know About ObamaCare Could Hurt You . . .

As an American, the ramifications of ObamaCare will soon hit you — whether you are retired or still working, unemployed or a business owner, robustly healthy or suffering from some pre-existing medical condition.

For better or worse, the Supreme Court has ruled President Barack Obama's Patient Protection and Affordable Care Act constitutional. This means that the Act will go into effect on September 8, 2010.

## 4) Paid Webinar / Teleseminar



**DigitalMarketer™**  
it's just smarter

# 13 SNEAKY LITTLE EMAIL TRICKS

LIVE Webinar: Thursday, August 22nd - 2:30PM, 8:30PM and 11:30PM EST!

[REGISTER NOW](#)

### Session Details:

When: Thursday, August  
22nd  
Time: 2:30, 8:30 & 11:30 EST  
Duration: 60 Minutes  
(including Q&A)

**Triple Your Open Rates, Double Your  
Clickthroughs and Sell Up To 200% More  
With Email - Including How To **Beat**  
**Gmail's New Email Trap****

# 5) Software / Plugin



## The Ultimate Amazon Spy Tool

Have 3 Seconds? Find Out What Your Customers Really Want To Buy...

Google	how to brew kombucha
Google	how to brew 4 cups of coffee
Google	how to brew beer in 7 days
Google	how to brew on a 7 bbl system
Google	how to brew
Google	how to brew cider



## 6) Ala Carte Service



# Case Study: Small Service As A Tripwire

- 2000 trade show attendees
- 603 people approached the booth (good lead magnet: “Get 100 Free Customers”)
- 87 purchased the Tripwire at \$20
- 19 converted to \$500/mo Core Offer immediately
- 23 more converted later after followup/results

**BEFORE:** Each show averaged 3 new clients at \$500/month...

**AFTER:** 42 new clients at \$500/month or **\$21,300 a month from just this one show!!!**

# Source For Ala Carte Service Ideas: [Fiverr.Com](https://www.fiverr.com)

The image shows the Fiverr homepage. At the top left is the 'fiverr' logo. To its right are navigation links: 'HOME', 'START SELLING', 'SIGN IN', and a green 'JOIN' button. Below the logo is a 'CATEGORIES' dropdown menu. To the right is a search bar with the text 'SEARCH' and a magnifying glass icon. The main banner features a landscape with green hills, trees, and clouds. The text reads: 'Welcome to Fiverr', 'The world's largest marketplace for services, starting at \$5', and a 'GET STARTED NOW' button with a link 'How does it work?'. Below the banner is a horizontal menu with categories: Advertising, Video & Animation, Graphics & Design, Programming & Tech, Music & Audio, Gifts, Fun & Bizarre, Online Marketing, and Writing & Translation. The main content area displays four service listings. The first is 'I will draw a cute chibi lineart' by a 'FEATURED TOP RATED SELLER' for \$5. The second is 'I will shoot a 20 word video on a green screen for your website, prod...' by a 'FEATURED TOP RATED SELLER' for \$5. The third is 'I will dress in clown costume and create a custom message' by 'cindiva' (UNITED STATES, 261 reviews) for \$5, marked 'Exclusively on Fiverr'. The fourth is a pink card titled 'SHARE YOUR LOVE' with the text 'Explore Valentine's Day Gigs' and a 'See Inside' button. At the bottom left, a URL is visible: 'verr.com/cindiva/dress-in-clown-costume-and-create-a-custom-video-birthday-message'.

# DISCOVERING YOUR TRIPWIRE

“What’s the credit card knife for your market?  
What’s the one thing everyone wants, but  
doesn’t necessarily need?”

# DISCOVERING YOUR TRIPWIRE

“What’s the candle wick for your market?  
What’s the one thing everyone needs, but  
doesn’t necessarily want?”



# DISCOVERING YOUR TRIPWIRE

“What’s upholstery cleaning for your market?  
What’s a valuable service you can perform quickly and inexpensively that will deliver results in advance and get your foot in the door?”

*Action Item*

# **BRAINSTORM THREE TRIPWIRE IDEAS**

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