

# THE BROWN BOX REPORT

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## HOW TO LEVERAGE

*Amazon, Sears.com, Overstock.com  
and 10 other Online Giants to Build a*

**REAL VALUABLE ONLINE BUSINESS**

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Special  
Report

E Z R A F I R E S T O N E

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# **The Brown Box Report**

How to Get Amazon, eBay, Overstock, Sears, Etsy and Google Shopping to Build You an Online Business – and Pay You During The Process

*By Ezra Firestone*



## **ATTENTION:**

If you are ready to stop chasing unicorns and living on the smoke gurus are blowing up your butt, this will be the most important report you've ever read...

Hi, My name is Ezra Firestone and I'm here to recruit you to a more HONEST, more scalable, more fun and more valuable way of doing business online.



In this report you'll discover three really big truths.

**Truth #1: People don't want to buy your crap.**

**Truth #2:** People DO want to buy what they really want – even more than they want to **have sex**.

**Truth #3:** You are trying WAY too hard when the key to online success is right in front of your face.

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# Hard Knocks

When I was a kid, I learned this hard lesson:

*If you want to learn how to do something, go find someone who is already doing it. Theory is worthless and there's no substitute for getting your hands dirty and learning by doing.*

I moved to New York City when I was 19, making a living playing poker at underground clubs. I made good money, but after the initial sexiness wore off, I got tired of the card player lifestyle.

Shockingly enough, sleeping all day and sitting around a table all night with a bunch of sketchy individuals wasn't as glamorous as advertised.

Eventually I dropped the "Breaking Vegas" lifestyle and got myself a real job, but this only fixed my sleep schedule.

What I really wanted was to have the time and the means to do the things that mattered to me. I wanted to run a nonprofit, travel, and spend time with friends.

But all that takes money.

Being trapped behind a desk every day trading my time for hourly pay just plain sucked.

I wanted a way out, because I realized something important was missing:

**My freedom.**

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## Would Your Mom Be Proud?

When I started looking around for an alternative to a desk job, my primary motivation was money.

That's fair enough – we don't do this stuff for free. I had to find a different system ... one that leveraged my time and effort into more money.

I looked first to see if anyone I knew was doing this better than I was, and could teach me their system.

One buddy of mine seemed to have a pretty sweet deal in place, making money online by selling information products.

We worked out a trade, in which I taught him poker, and he introduced me to the wild world of Internet marketing for information products.

I continued to soak up information from as many sources as possible.

Within a couple of years I was proficient at everything from affiliate marketing and CPA offers, to creating and selling my very own information products.

I was definitely making money and had much more freedom of time and location ... but still something didn't feel quite right.

## Something Stunk

When you're selling information, you're not selling your customer something they already know they want; you have to first convince them that they have a problem and persuade them to buy your information to solve that problem.

**In short, the sales process looks like this:**

1. Convince someone they have a problem.
2. Convince them you have a solution.
3. Get them to trust you enough to buy your product or service.

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This can take endless weeks of emails, webinars, videos, and more. It was **A LOT of persuasion** to make a sale, and it didn't feel 100% right.

The biggest issue? **I just wasn't proud** of what I did, and I didn't feel that what I was doing had a positive impact.

It all felt too pushy.

## **I Was Ashamed**

The turning point came when I was telling my girlfriend (now wife) about one of my campaigns.

She asked me if I'd be proud to tell her parents about it. It didn't take much pondering to realize I would not.

This isn't because I was campaigning for anything harmful, or even underhanded.

No, **I was less than proud**, because in the end, this was just another hustle, with no real significance to me, and no real value to the world.

This epiphany forced me to fine tune my search for a new business model, and it was these adjustments in approach (and more importantly, *attitude*) that led me to the brown box business.

## **Real Products Bring Real Results**

With the brown box business, I was selling physical products – not theoretical concepts.

There was no doubt I was delivering something of actual, tangible value to my customers. I wasn't relegated to pushy persuasion techniques.

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If customers liked what they saw, they bought it ... and my store delivered it. It was just that simple ...

**... and just that honest.**

When dealing in physical products, the value of the product is obvious to the buyer, and the basic sales process is as follows:



Of course, there is plenty of work involved in appearing where my customers are searching and there are many factors that go into creating a quality site.

**But there's MUCH more work involved in creating information products.**

**It felt good** to be putting my time and energy into creating a tangible business.

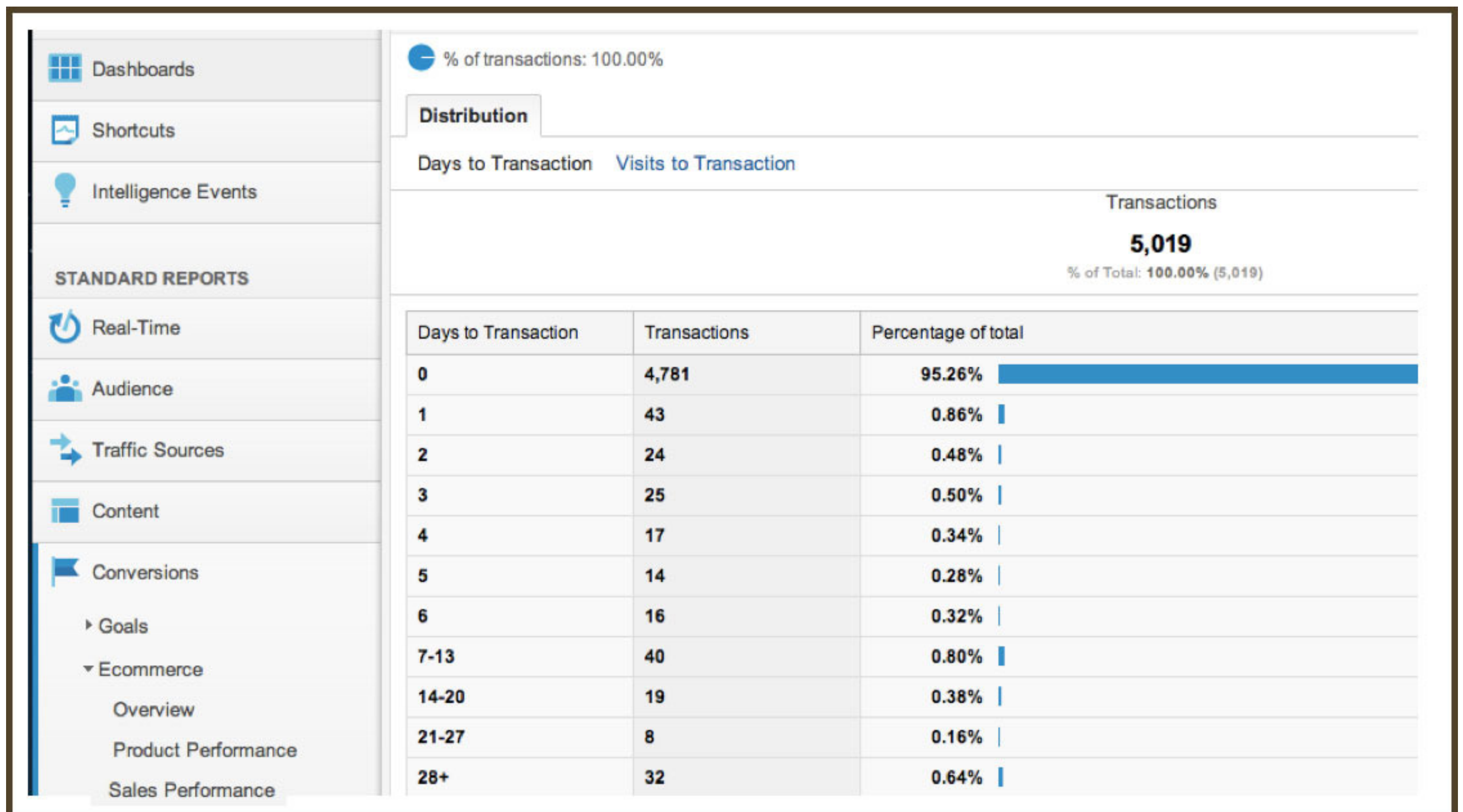


# I Make People Happy

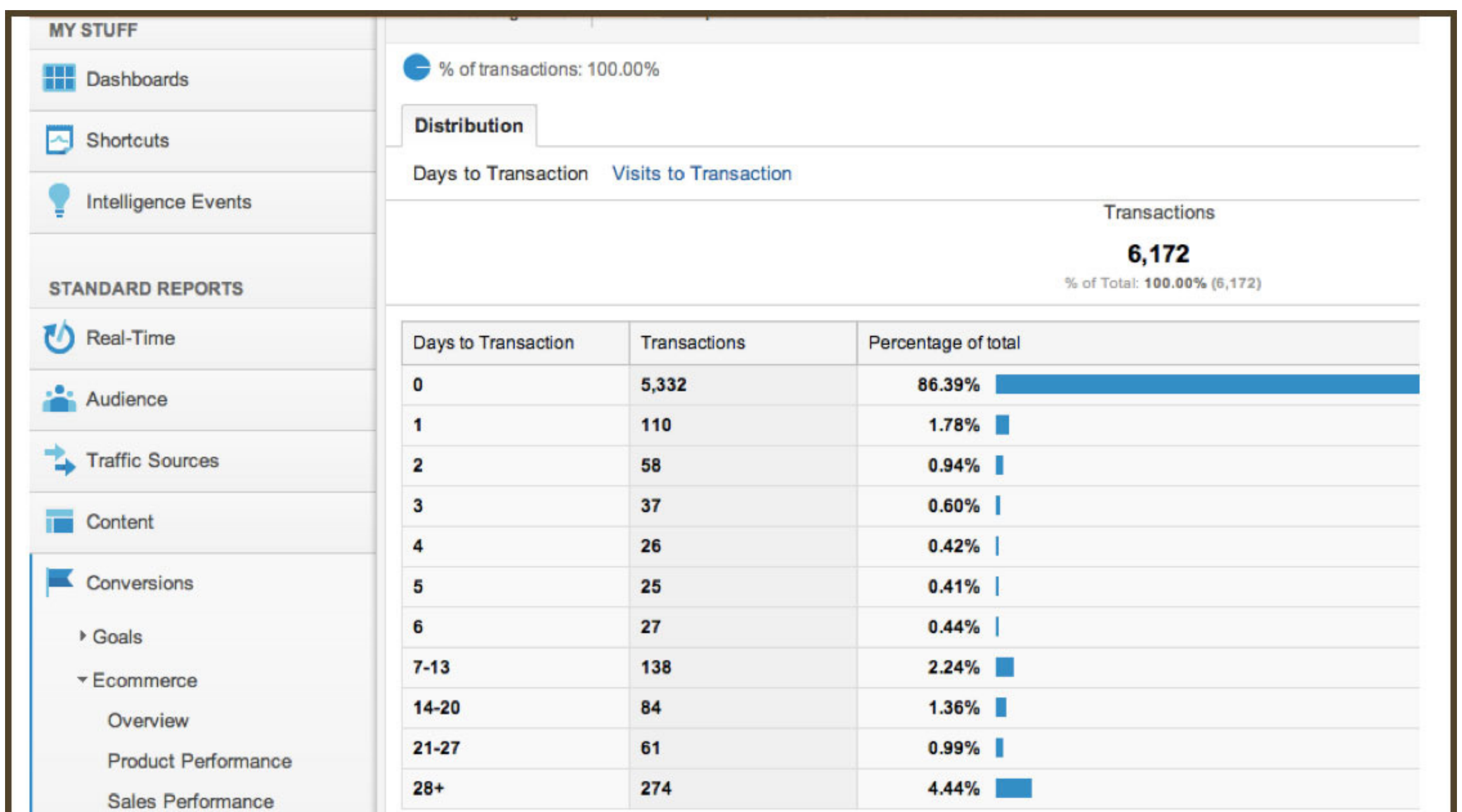
You'll see an indicator of a good business model if someone buys from you the first time they see your offer. This tells you that not only is the value of your offer apparent, but also that you've developed a level of trust with the buyer almost immediately.

Here are some examples:

**95% of this store's total customers buy the first time they visit the store.**



**86% of this store's total customers buy on their first visit.**



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If someone is already searching for “**bar stools**” and you’ve got bar stools to sell, all you have to do is make it easy for them to buy from you.

And they will. **No persuasion required. No “slick” sales pitch necessary.**

I’ve figured out how to make an honest dollar, and realize that the more I believe in the work I’m doing, the more successful I am. This has certainly proved to be the case with my brown box stores.

Brown boxes have given me a business model with integrity—and yes, one that **I am proud to share with my wife’s parents.**



## **I Ain’t Hatin’**

Now, the point of this is not to say that all information products are bad. In fact, a great deal of my foundational Internet business knowledge came in the form of online training and courses.

If done well, and with the intention of spreading legitimately valuable knowledge, these products can be great.

But, if you have a successful information product, I highly recommend adding physical products to your marketing mix.

## **Leaving Money on The Table**

If selling physical products is an option and you are not doing it, you could be leaving 75% of your money on the table.

**People like to buy tangible things.** There’s something about receiving a package in the mail that creates excitement in buyers.

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If you already engage with a community of people to sell them information products, why not also offer them physical products?

You've already done the difficult work of gaining their attention. **Finding products to meet their needs is the easy part** – and since you already know what these needs are, it is also a great way to better serve them, while simultaneously increasing profits.

If given a choice between finding a product to sell, or writing an e-book, which would you choose?

Which will take you more time?

More importantly, **which will be a more efficient means of generating income?**

I know which one I'd choose! And that's the beauty of the brown box business: You do not have to create the products you sell. You simply have to locate them.

## Manufacturers LOVE Me!

I'll clue you into a little secret: people who produce or manufacture physical products always need people to sell them. So, if you're set up to sell a certain type of product, you'll likely be approached by other people with similar offerings.

Brick-and-mortar retailers receive product pitches all the time. **On an average day**, I can't even begin to tell you how many emails I receive that resemble the following:

name: Melissa Stephens

email: [info@giftcakesgalorenmore.com](mailto:info@giftcakesgalorenmore.com)

custom phone number: 866.209.1231

custom inquiry additional information: Dear Sir / Madam,  
Hi, My name is Melissa Stephens and I represent Gift Cakes Galore -n- more, a diaper cake manufacturing/distribution company located in the heartland of America, selling our products to wholesale & retail markets. We offer a Great Drop Ship Program, We offer a 25% to 30% discount off of the MSRP to approved e-retailers and we do not charge a drop ship fee or one time set-up fee like other companies.  
In reviewing your site and current product lines, we feel that our diaper cake products would be a perfect fit and profitable addition to your offerings. I would like to submit my products for consideration with your company.  
If you should have any further questions please feel free to contact me at 1.866.209.1231 or email me at [info@giftcakesgalorenmore.com](mailto:info@giftcakesgalorenmore.com)  
Best Regards,  
Melissa Stephens  
[www.giftcakesgalorenmore.com](http://www.giftcakesgalorenmore.com)  
1.866.209.1231

Our Mission at Gift Cakes Galore -n- more is to create beautiful and stylish hand-crafted diaper cakes using only premium ingredients for a gift that the new mom will surely appreciate, adore and use! We offer unique, high quality diaper cakes manufactured with dozens of white fluffy diapers and seventh generation free & clear diapers, with each layer being embellished with ingredients such as Gund Baby® "plush personalities", premium baby products such as Burt's Bees® Baby Bee™, Johnson & Johnson® and Little Twig Natural Baby Care™ at very attractive retail prices.

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# Marketers Are From Krypton!

If you're coming from an information marketing background, I've got some good news:

**You are like SUPERMAN in this business.**

You already understand marketing better than most physical product business owners, because you already have a basic understanding of the marketing process.

## My Competition SUCKS!

They don't have a clue. It's like I'm Mike Tyson fighting Pee Wee Herman ... they never know what hit them!



All you need to learn is **how to adapt** this knowledge to fit the framework of the physical product business.

Think of them as different dialects of the same language. Being fluent in one makes learning the other much easier.

Just be sure you're starting out with a mindset of building customer trust.

Leave behind any and all outrageous claims designed make a quick buck.

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Instead, learn to establish trust and goodwill with your customers so they buy from you again and again.

I've already mentioned that brown box businesses hold more value than information product businesses. Here's why:

## They Came Here To BUY!

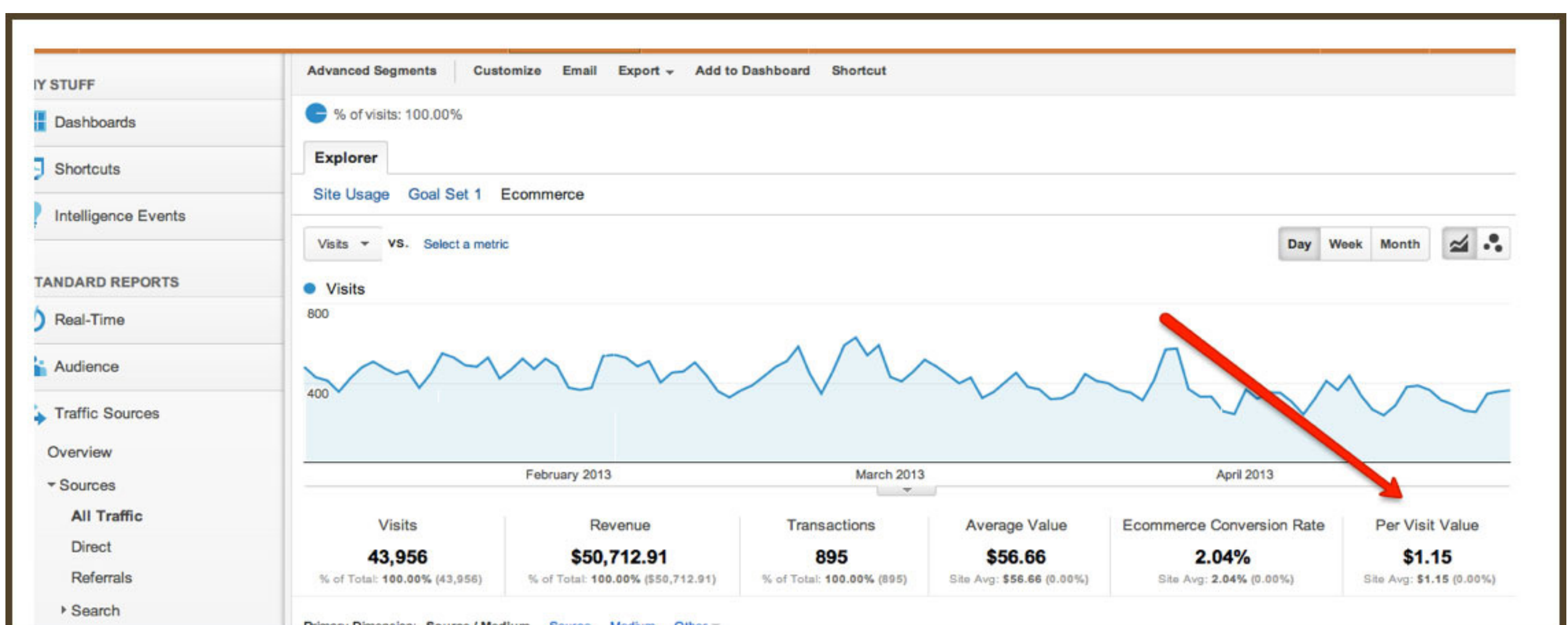
### #1. Physical product website visitors are already coming with the intention to purchase something

By searching for products via Google, or browsing through a physical product website, they are doing the online equivalent of walking through the mall—they're in a shopping state-of-mind.

That translates to high Value-per-Visitor (VPV), which is the amount of money you make for every person who visits your website.

In a physical product store, it's common to see VPVs in the \$1-2 range, or even greater.

Check it out:



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On the other hand, visitors to information-based websites are generally expecting to find free information.

They are doing the doing the online equivalent of browsing a public library—which means they are not in a shopping state of mind.

For this reason, the VPV for an info-based site such as a blog is approximately five cents.

That's right, a nickel.

To put it simply, this huge difference in VPV is related to the type of visitor your site attracts. Info sites attract people looking for free things, while brown box websites attract people looking to buy things.

## **So They Buy... A Lot**

### **#2. Physical product businesses tend to have high conversion rates**

This is true, in large part, for the same reason they have high VPVs. People visiting physical product sites are doing the online equivalent of walking into a retail store—they've arrived because they are already considering buying something.

The conversion rate is the percentage of your visitors who actually buy something. For every 100 people that come to your website, it is the number who actually purchase.

Conversion rates of 1-2% are common, and – with a little testing and targeting – they can get as high as 5-10%.

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See for yourself:



## I Ain't No Guru

### #3. Physical product stores are not tied to one person's identity

Most of the time an information-based business is based around an owner's personality, which means it likely (read: very likely) can't operate without that person.

I saw this happen with the first information business that I was a part of. The owner decided he wanted to sell his business, and even though he was making substantial revenue and profit, he could not find any buyers.

The business was built around his name and his personality—a personal brand he couldn't transfer to a new owner...

... and a brand a new owner couldn't realistically replicate without him.

You won't have this problem with a physical product business because your store will be based around products, not a persona. You'll have an asset with the ability to be run by anyone.

Why spend time and energy on an unsalable business you'll simply have to shut down when you want out?

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Instead, you could build something with lasting value that will culminate in a lucrative business sale.

In case you haven't noticed, online shopping is showing no signs of slowing its growth, and there is plenty room for more.

Currently, US online retail sales represent just 5% of total US retail sales.

### **JUST FIVE PERCENT!**

Online sales have been growing at a rate of 15% for the past five years in the US and Canada.



This is expected to continue at an average annualized growth rate of 17.72% per year, which is HUGE news for online retailers.

The technology adoption curve is headed upward, and people are rapidly “crossing the chasm” to online shopping.

The number of customers who buy online has doubled in the past five years, and is expected to double again in the coming years.

When I entered this business six years ago, people were far less willing to purchase things online. Those that did put their faith in online commerce found that it was a hit or miss affair.

You built a store, guessed what people wanted, and hoped they simply found your site, much less made a purchase.



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## This is About To Hockey Stick

Today, consumers are no longer afraid of the Internet. And, they are demonstrating this increased trust with their wallets.

“Big box” stores like Best Buy are even closing down physical locations in favor of exclusively retailing online. Think about it – when was the last time you visited a Circuit City location?

Yeah, we can’t remember, either. But there’s a reaaaaaaalllly good chance you’ve visited circuitcity.com (now owned by online electronics giant TigerDirect.com)

There is no longer any reason for hesitation – now is the time to move your product sales online.

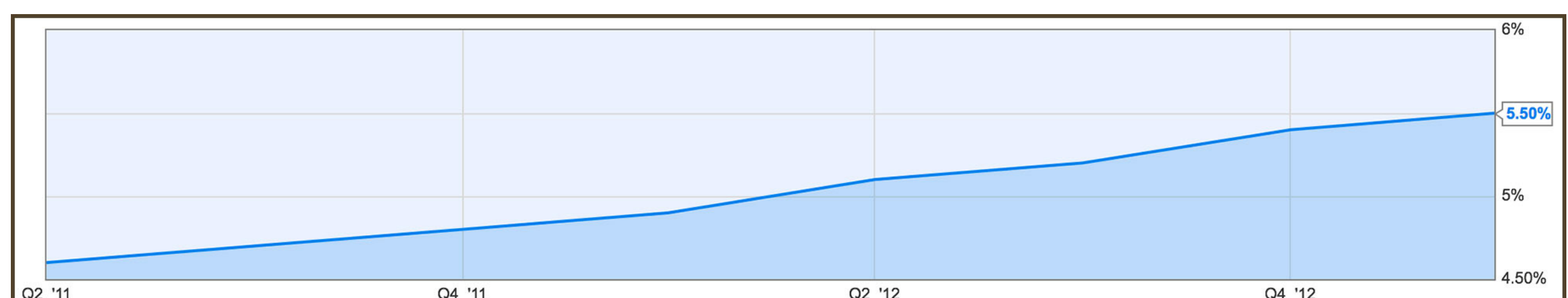
## Flat Earth Syndrome

This phenomenon is not limited to North America. Even in China, where only 2% of total retail sales are done online, a national holiday drove Taobao (a site similar to eBay) and T-mall (a site comparable to Amazon.com) to sell in excess of 3 billion products in ONE day.

To put this into perspective, that is three times the entire 2011 Black Friday sales from physical product sites in the United States. TRIPLE Black Friday, in one day!

**The world is catching on.**

*US E-Commerce Sales as Percent of Retail Sales Chart:*



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As consumers continue to warm up to buying online, services have been developed to make it easier to sell online.

Once upon a time, marketers only had one place to sell products - the website. Today, with the advent of shopping channels, this has all changed.



## The Walmarts of The Internet

Channels are places like **Amazon, eBay, Etsy, Shop.com, Google Products, Pricegrabber**, etc. These are “buyer engines,” not search engines, and their sole purpose to connect online shoppers to online sellers.

In other words, in these channels, users aren’t looking for information – they’re looking to buy!

When you list your products on these engines, you reach a highly targeted group of consumers. Buyer engines let you leverage the reach of big systems like **Amazon**, and extend your reach far beyond what’s possible with just your website.

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## Do you even NEED a website?

Some argue you can skip the website part altogether, and just sell products on buyer engines.

Yes, you can do this, but you'd be making a big mistake. Doing this would be like building a house on someone else's property – you might own the walls and the roof, but they can come in and kick you off the land whenever they want.

You don't actually have an asset when you choose this business model. We recommend leveraging the channels AND having your own store giving you the best of both worlds:

- The security of owning your own online property
- The power and reach of shopping channels.

## The 1-2-3-4 Brown Box Model

The brown box business model is pretty straightforward. Here's a brief overview of what it takes to build a successful business in this space.

### 1. Find a product to sell

A lot of people get hung up on this step, so to make it easier, I will be sharing my **Market Criteria Checklist**. I first created this checklist for myself, because as much as I'd like to tell you every store I ever built was a smashing success, it's simply not true.

However, I learned from every venture, and gained valuable insight into what makes for a good market. This 15-point checklist is based on that knowledge. Each question on the checklist has been weighted based on its relative value.

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If you answer each of these questions in relation to your prospective market, you'll have a very clear picture of whether or not you have a good market.

I've even recorded a video for you walking you through each criterion, step-by-step. The checklist will be released within the next few days, so be on the lookout for that in your inbox.

## 2. Get a platform from which to sell your products

This step was much more difficult when I started out. Back then we didn't have the one-click Web shopping carts available today. You needed to learn HTML and programming and a variety of other technical skills.

Today, there is an abundance of out-of-the-box shopping carts like **Shopify, BigCommerce, Volusion**, etc., make it easy to build your store.

The stores are all pre-built and ready to turn on in five minutes.

With these solutions, you don't need to know how to code or program or any of that stuff – just sign up for a free trial and list your products.

(Note: As I mentioned earlier, you could skip this step and list your products only on channels, but I highly recommend against it.)

## 3. Get traffic to your store

Traffic refers to any method of getting prospective buyers to see your product.

There are a number of ways to do this: paid traffic, buyer engines, search engine optimization, social media, etc. The more traffic sources you have, the better, because more visitors means more sales.

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For testing, simply use the **FREE buyer traffic** at **Amazon, eBay, Sears** and others...

## **4. Add value to your market**

Now this is the **Secret Sauce** ... the veritable **icing on the cake**. Once you have set yourself up with a successful system for making sales, look for ways to add more value for your customers.

How can you serve them beyond just delivering their products on time and with good customer service?

By answering this question in your marketplace, you will find ways to engage with your customer base beyond the sales process.

Doing this builds goodwill and keeps you fresh in their minds, which means the next time they are in the market for products you offer, they will likely return to you instead of buying from a competitor.

In other words, **customer loyalty depends on the quality of relationship you build with your consumers.**

If you ignore them, they'll forget about you, but if you engage them with content they find interesting, they'll remember, and more importantly, become repeat customers.

## **Welcome To The Revolution**

Thank you for taking the time to read the Brown Box Report. I hope I've shared some good insights with you and opened your eyes up to the opportunities available in the vibrant world of e-commerce. I look forward to sharing even more with you over the coming days.

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## The Next Big Question

Do you know the 5 secret words to get any manufacturer to give you their **rock bottom wholesale price** and treat you like a million dollar buyer in the process?

Go ahead and guess ... I'll bet you're not even close. ;)

I'll give you the answer in my next FREE report "**Wholesale Only**" - watch for it in your inbox in the next few days or in your access area right here:

<https://www.BrownBoxFormula.com/access/>

One quick read and you'll NEVER need to look for or create a product EVER again....

Excited? Want me to go ahead and tell you now?

SORRY, I can't, that would rob you of the experience!

Just search "**Wholesale Only**" in your inbox in the next 24-48 hours and enjoy.

Remember, ask me questions and join the conversation over here:

<https://www.brownboxformula.com/access/>

*Serve the world unselfishly and profit,*

*Ezra Firestone*

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