

WHAT TO SAY - ON THE PHONE:

Hey, are you at your computer? [*If no: Just call me back when you are*]

[What is it? I wanna show you a “reverse” auction site . . . the price goes down with every bid . . . instead of up. Call me when you get to your computer]

Go to dubli.com/xxxxxxx [your associate number] . . . Now click on the word Xpress . . .

Okay, scroll down a bit and you’ll see a bunch of different auction items. At the very bottom, click “Show All” . . . So there are about 100 different items here, and you can see they’re all brand names, like Apple, Sony, Louis Vitton, Target, Neiman Marcus, Burberry . . .

Scroll down a bit . . . Tell me when you get to something you like, and I’ll explain how it works (it’s a reverse auction where the price goes down with each bid, instead of up) . . . [*wait for them to find an item they like*]
Okay, just click on the picture and it’ll bring it up to the top . . . You see it?

Okay, so the auction starts at retail (you can see the retail price right there next to the item). But notice that you can’t see the current price, which is dropping all the time (behind those question marks). To see the current price, you have to click on the green “Show Price” button, and that costs you 80¢ (or one DubLi Credit) . . . and 25¢ of the 80¢ is immediately applied to reduce the price of the item. So every time somebody bids on one of these items by clicking “Show Price”, they see a price that’s 25¢ lower than the previous bid, and then a “Buy Now” button appears, and they have the option to buy the item right then at that price . . . OR . . . they can wait, and see if they can get it for even less by bidding again later, because the price keeps dropping with every bid . . . until somebody buys it.

. [*Wait, let them digest it*] Pretty cool, huh? . . . Now scroll down a bit and look on the right hand side of the screen . . . Check out some of the “Completed Auctions” . . . So people are buying this brand name stuff at discounts that are all over the board . . . from 10% off, to more than 90% off . . .

Okay . . . So again, it’s 80¢ to bid, and 25¢ of that goes to reduce the price . . . Guess where the other 55¢ goes? Commission . . . to a small group of associates and I’ve managed to get one of those associate numbers; so when bids are placed, I get paid . . .

[Now just wait a few seconds to see if they ask, “How do I get one?” or “Tell me about this commission thing”, etc.]

Well, I want you to log into a webinar with me so you can see a live demo, and find out how associates (like me) make money. There’s one coming up on _____ at _____, can you be at your computer then? Okay, I’ll send you a link to the webinar.

[If they don’t ask “How do I get one?” you can do one of two things: Either proceed with the lines above anyway, or you can set them as a customer by using the line below (which sometimes prompts the “How do I get one?” question).]

. Well, I’m gonna send you some free credits, so you can have some fun with it, okay? Takes three clicks to pick up the credits and register (and you *won’t* be signing up for spam, and you *don’t* have to buy anything). All you’re going to do is click on the special link that I send that takes you to a registration form . . . Fill out the form and click on “Submit” . . . Then, look in your inbox for the “Welcome” email, and click on the confirmation link in

that email. So, three clicks and you'll be set up with 10 free credits . . . Okay? . . . Maybe you'll buy something cool at a big discount, or win one of the games.

WHAT TO SAY - OTHER PLACES (WHEN THERE IS NO COMPUTER NEARBY)

Hey, have you heard . . . about the new "reverse" auction site . . . where the price goes down with each bid, instead of up?

[Don't say a word . . . *If you allow them to think about it long enough, they will always ask, "How does that work?"*]

Well, bidders have to use "chips" or "credits" to see the current purchase price, which is dropping all the time. The credits cost 80¢ each, and 25¢ of the 80¢ goes immediately to reduce the price of the item. So, every time somebody spends a credit to see the price, they see a price that's 25¢ lower than the previous bid, and then they have the option to buy the item at that price . . . OR . . . they can wait, and see if they can get it for even less by bidding again later, because the price keeps dropping with every bid . . . until somebody buys it.

. Pretty cool, huh?

So, it's 80¢ to bid, and 25¢ goes to reduce the price . . . Guess where the other 55¢ goes? Commission . . . to a small group of associates and I've managed to get one of those associate numbers; so when bids are placed, I get paid . . .

[*Now just wait a few seconds to see if they ask, "How do I get one?" or "Tell me about this commission thing", etc.*]

Well . . . you should log into this webinar so you can see a live demo and find out how associates (like me) make money. There's one coming up on _____ at _____, can you be at your computer then? Okay, I'll send you the link to the webinar [What's your email address? Give me your biz card, etc.] If you go to www.dubliA2Z.com there is a list of the upcoming webinars and some other resources for you to review.

[*If they don't ask "How do I get one?", you can do one of two things: Either ask, "Wanna find out about getting a license yourself?", or you can just prepare them for becoming a customer by using the line below (which sometimes prompts the "How do I get one?" question.)*]

. . . I'll send some credits for free, so you can have some fun with it, Okay? . . . What's your email address? [write it down] Takes three clicks to pick up the credits and register (and you *won't* be signing up for spam, and you *don't* have to buy anything). All you're going to do is **click** on the special link that I send that takes you to a registration form . . . Fill out the form and **click** on "Submit" . . . Then, look in your inbox for the "Welcome" email, and **click** on the confirmation link in that email. So, three clicks and you'll be set up with 10 free credits . . . Okay? . . . Maybe you'll buy something cool at a big discount, or win one of the games.

How to Explain DubLi's Basic Business Model

DubLi is an emerging worldwide shopping portal. Its strategy is to use these games and auctions (that are fun, and exciting, and highly entertaining) to drive traffic over to the shopping side, because every time a shopper clicks-through to DubLi's search engine partner and then onto a merchant's website, the search engine and the merchant pay DubLi "click-through" fees when the shopper arrives and/or "revenue-share" fees if the shopper buys something (and by the way, 30% of that ecommerce revenue is commissionable if the customer who clicks through is registered under your associate number).

This shopping model is just like Google's, or Amazon's, or eBay's. Google's hook is "search", and when a shopper clicks through to one of the sponsored links displayed on the search results, Google earns a click-through or revenue-share fee. Amazon started with "books", but soon found out that there was far more money in aggregating shoppers and selling them to other merchants. Ebay was all about auctions, but when you go to eBay's auctions now, they're trying to get you to click over to Shopping.com. Why? Because Shopping.com (which is owned by eBay) generates billions of dollars a year in click-through and revenue-share revenue. DubLi's model is the same, but DubLi's auctions are more fun and more upscale.

So, the big money for DubLi is in aggregating tens of millions of shoppers, and then selling them on a click-through and rev-share basis to the shopping search engines. This is an established, multi-billion-dollar business model: eBay does \$7B; Google does \$10B; Amazon does \$16B. DubLi's mission is to be one of the big boys.