

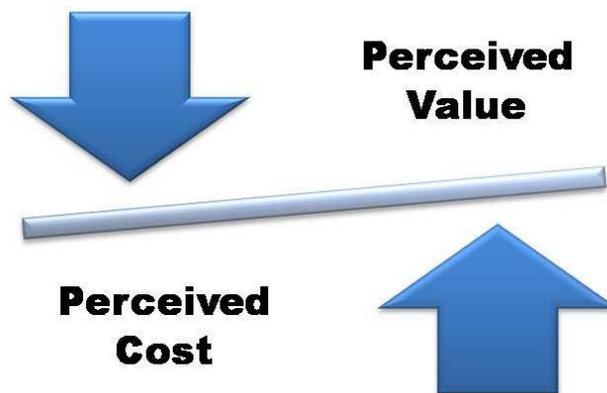
# PERCEIVED VALUE!

## One DEFINITION of 'Perceived Value'

The worth that a product or service has in the mind of the consumer. The consumer's perceived value of a good or service affects the price that he or she is willing to pay for it.

For the most part, consumers are unaware of the true cost of production for the products they buy. Instead, they simply have an internal feeling for how much certain products are worth to them.

Thus, in order to obtain a higher price for their products, producers may pursue marketing strategies to create a higher perceived value for their products.



For those of us who work from home, this sort of information might fall into the category of "Too Much Information".

But, it could also answer the question: Why do we continue to see the same ads all the time?

And, it could give you a reason to be doing it as well.

Let's look at an example. A new site is being introduced to our environment that touts that it is the best site since sliced bread\*. It runs contests with cash earnings on really short term cycles. It's membership swells exponentially. And, all is well with the world.



Now, after the dust settles, and the calm is back to the realm, you take a look at the site.

Other than it having a respectable number of members, what is it offering that is not offered everywhere else?

Well, during the advertising campaign, you were led to believe that now is the time to take action because of some reward. This is probably true, but, from the perspective of a marketing campaign, it is only one element (a launch).

Obviously, the value in the beginning is the cash rewards for your participation in growing the membership for the owners. This membership is valuable to the owners over a long period of time and the cash rewards are the cost of acquiring those members.

The owners will win because we as advertisers want to reach as many folks as possible for the least amount of work or out of pocket expense.

Therefore, in this scenario, we have a campaign that drives up the membership and the perceived value to the owners and the advertisers is the membership count.

While I do not have actual numbers to support this next part, it follows that this cost (the cash rewards) is really lower than using the traditional methods of advertising for members which takes a long time. This assumption is based upon the fact that by having more members, you as the advertiser will want to use that site often.

There are a number of promoters out there that come up with variations of their programs that are designed to achieve one kind of objective or another. This means that they come out with a program on day one.

Then, about a month later, they come out with a version or variation that they claim improves the results of the first release. This is then followed by more programs that have modifications that make them even better and so it goes.

When you see one of these releases, you are told that the value of this version is greater because of something. This is an effort to get you to buy

it now. Later, they may reduce that version's price (usually just before the next release) in order to get another spurt of orders.

If you take a close look at the ads that are being shown to you, you should see that they are saying that you will get one of two things:

1. Increase your membership, or
2. Earn an income

You spend your credits to promote your offering to the same people that are spending their credits to promote their offering all of which is designed to accomplish one of those two objectives.

Both of you are offering each other similar or the same packages. What we are all hoping for is that someone will see an offer that they had not seen before and sign up or purchase something or both. We are really hoping to be the first in front of a newbie who is ready and willing to get to the top of the heap, too.

So, this is why we want to keep on pushing. We want the perceived value of our offering to appeal to a certain percentage of the market and they take the action for our offer rather than someone else's offer of the same thing.

And, with that let me introduce you to an offer that we have been having success with for quite a while: [The Easy Cash List Building System](#).

This is a membership site that costs \$10 one time. It pays out at the rate of 50%, so two members signed by you will earn your investment back. And, it has a great referral building component that provides long term returns as well.

Part of the referral program that is interesting is that you can insert your personal referrals instead of using the ones supplied by the vendor or your up-line sponsor.

So, if you have a favorite program (up to ten) that you would prefer to promote, then you can do it. Of course, I'd prefer that you used mine so that I can have the residual income first.



OK, you should have gotten it by now. The perceived value of something is really based upon who perceives it. As a vendor, you perceive it one way and as a user it appears differently. You both are probably right.

This is particularly true when you are both the user and the vendor like in the case of an affiliate offer that you have purchased and are promoting.

I have several of those in my inventory of offerings. You might also.

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\*What came before "sliced bread"?