

THE CASE STUDIES

OVER \$5,000,000,000
(BILLION) GENERATED



*The Queen of
Hypnotic Amazon
Listings*

kindle

If You Remember Only ONE THING...Remember THIS:

**Home Runs Aren't Created By
Choosing the "Right" Product...**

...Home Runs are Engineered...CREATED...by Master Persuasion Artists & Creative Sales Directors Who Craft 7 & 8-Figure Product Concepts that Anchor Your Product as the Superior "IT" Choice for Customers...So You Dominate Your Competition

The good news is that means you can STILL create a Home Run, AFTER you've sourced and started selling your product. Awesome, right?!?

In fact, that's what these case studies show we deliver.

Home Runs. Engineered, Created & Perfected to Craft to the 7 & 8-Figure Product Concepts that Guarantee Your Success...

Want to Smile Every Time

You Click the Sales Tab?

Hire Me to Make Your Listing Sell

- 14+ Years in Top 1%

- I can do it. I've proven it 4,000+ times
- 10x Guarantee on What You Invest with Me
- Double to Triple Industry Average Conversions
- Everything Your Listing Needs to Get Customers to Choose Yours - Strategy, Words, Image Consulting, Video Scripts, Ads, Even World-Class Graphics!

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Client Case Study #1

Aaron the Marketing Growth Manager

"0 to 8-Figures in Under 30 Days"

Aaron first came to us like most clients do:

- KNEW he could do better
- Frustrated with lack of results
- Copycat commodity "private label" product
- Tired of working 80 hours a week "trying" new things
- Exhausted from trying to help his team bolster inconsistent client sales

Like so many of our clients, Aaron knows his 'stuff'. He'd worked for one of the biggest Amazon Seller Agencies, so he's great at helping clients launch, and is a really wonderful, ethical human being.

He was talented. Talented and frustrated. Talented, frustrated and STUCK. Even with a solution that delivered superior results.

The new market was incredibly competitive.

Bigger names. Deeper pockets. More influence. Far more reviews and ratings.

So our team went to work getting Aaron unstuck by implementing the strategies in the Master shopper Perception Control Blueprint. His client wasn't even involved, because we all wanted him to come out looking like a shiny penny.

Did it work for Aaron's client?

Aaron's past work with us, and his own knowledge of how to make products sell, meant his expectations were high...but obviously not this high.

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"8 FIGURES in Under 30 Days. Pay her whatever she asks!

"Diane worked with me to transform my existing clients product sales, taking it to **8 FIGURES in under 30 days. She's a true ROCKSTAR. Pay her whatever she asks.**
Seriously. There's no one better.
I'd know..."



Aaron Ceroy

Ecom Market Management

8 Figures in under 30 days. Clients were shocked...in a good way.

Oooooo, we did make him look good!

Aaron was happy, and while the financial success this brought allowed him to move on to growing his passion-based spiritual ventures, he remains an avid student.

The best part is he didn't just make this happen for himself, he helped a struggling product seller. One who'd likely worked just as hard as you did, learning the ropes, implementing through failure, exhaustedly racking your

brain wondering how to ACTUALLY move that profit line up. Aaron's reputation lives on, and so does the profit from the products he helped from our training and implementation.

Sound like the kind of thing you bought this book hoping to experience?

If so, you'll find the mechanisms that transform shoppers perception that what you're selling is a copycat commodity - to the go-to in your industry - even with all the learning, engineering and implementing required.

Client Case Study

Gary the Doubtful

**"45% Conversions &
500% Higher Sales After Everyone Else Failed..."**

His natural pest solution was already converting at 20%.

And while the average conversion rate where in his category is a pathetic 6%, I always honor your desire that there's more money to be made every time a shopper lands.

Still...

I was a bit taken back by *Gary's* (name respectfully changed at his request) response.

Shock. Awe. Admission of initial doubt.

It's not uncommon for anyone selling online to feel jaded after trying so many things, but I don't think I'd ever had anyone come out and say they invested in the results I deliver with such doubt.

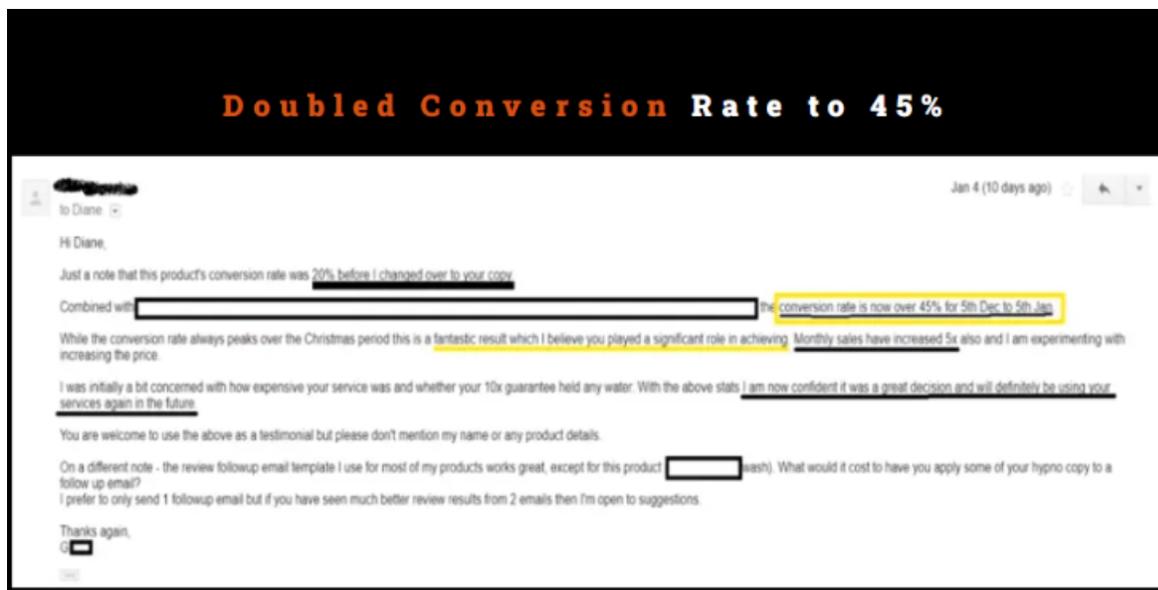
"Just a note that the conversion rate was 20% before..."

"Conversion rate is now over 45%..."

"Monthly sales have increased 5x as I'm increasing the price"

"I was initially concerned if what you did held any water"

"I am now confident it was a great decision..."



Client Case Study #3

Adam the Seasoned Multi-Preneur

“She took our product to 7-figures, several more over 6-figures already and we just launched!”

Adam is, by far, one of my absolute favorite people.

He came to me the same way everyone else did, through word of mouth.

We did well for someone he knew who was nice enough to tell Adam to check out what we do. Old fashioned Word of Mouth Marketing.

He brought a full line of all-natural products.

Still, while his reviews showed his product should easily outsell the competition, in both volume and price, his sales just weren't earning him what he was worth.

But Adam isn't a pansy.

Adam is the opposite of Gary.

If I could describe him in one word I'd use TENACITY.

Adam's what you call a fervent believer in things going right.

Power of Positive Thinking, you're the only one holding you back, mindset is as powerful as execution type.

He'd entered a highly competitive market, bravely, fiercely, and didn't even flinch when we transformed his features and benefits into Hard Core, High Selling sales asset.

And while I love everyone I work with (because I won't work with entrepreneurs I don't) there's a special place in my heart for clients who resonate so deeply with me in the mindset, personal development, "You Make Your Own Destiny" space.

I worked exceptionally hard to infuse Adam's products with all the DBH Millions Assets I could, and here's how he feels it "PAID OFF".

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"Helped take products to 7 figures...several more past 6 already.

Huge ROI payback on investment."

Diane really understands what hooks and engages customers as well as super optimization strategies to drive critical traffic in our space. We'll carry on using Diane and see her as a key member of our virtual team.



Adam Smith

Successful Amazon Seller

Client Case Study #4

Ionut the Inspiring New Seller

“\$18,000 in 30 days. \$28,000 in 60 Days.

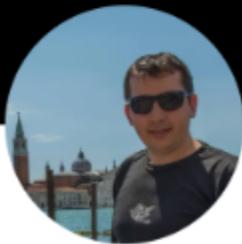
Solid \$100,000 in 6 Months”

”

60 DAYS to
\$28k Per Month
1200%+ ROI

Diane's is the
real deal.

“Where else can you invest a few thousand once and make \$28,000 that just keeps increasing every month.



Ionut Roman

New Amazon Seller

Challenge:

- New Seller = Tight Budget
- Selling a highly commoditized product
- Selling in a highly-competitive category
- Usually this is NOT a Home Run Situation.
- So could we turn this otherwise tricky-product choice around?

ABSOLUTELY!

LAST UPDATE: FEB 2023

“I hit the \$100,000 mark.
I'm forever grateful.”

Client Case Study #5

Rachel the Rockstar

"I wanted to be present; have more time with my kids!"

CASE STUDY: Rachel, Fully Present with Her Kids (1M+)
Recent results in this **HIGHLY COMPETITIVE Market**

Rachel

- BEFORE: Rachel tried selling all sorts of things. Wanted more time with her kids. Wasn't at the point where hiring a team made financial sense yet.
 - AFTER: I used what I'm teaching you her to craft her Hypnotic Amazon Listing and we've since worked on pro-bono projects together
 - The #1 Thing: She now spends her time enjoying her kids!
-

Client Case Study #6

Amanda Earned Her Total Time Freedom

“Diane does such an amazing job every time!”

CASE STUDY: Amanda, Thriving Business. TOTAL TIME FREEDOM to Do What She Loves!

Recent results in this HIGHLY COMPETITIVE Market
Amanda

- BEFORE: Amanda was actually doing pretty well for herself. She was pivoting from her own website (where we started together and did well) to selling on Amazon (where strong demand existed...but so did many cheap competitors!)
- Mass market competition was far cheaper; massive positioning, differentiation and justification was required
- NOW: She still loves creating those same Pinterest Worthy Party Invitation Sets (they're truly lovely!)
- #1 Result - she's fully present with her kids, recently nabbed a much larger office for her expanded staff, upgraded to a stunning multi-million dollar home, and gets to enjoy most of what life offers every day!

Client Case Study #8

Cheating Your Customer NEVER Pays Off!

Sell Only the Best You Can Get & Give

!! INTEGRITY MATTERS !!

I want to highlight this story because most strategists just won't admit to it.

Sometimes failure is imminent.

This works 97% of the time.

3% of the time, we have to find a new way.

Approximately 3% of the time, implementing this sales fuel into your sales assets, online and offline, doesn't work, because of outside forces.

One such case was for a kitchen solution.

The assets we'd crafted sent sales soaring sky high. Kanha entered the market with massive competition, and quickly rose to the top.

A few months after hearing "Everything is amazing!", I received a panicky phone call.

Sales were down. WAY down.

So I started looking for the reason.

It didn't take long to uncover the real reason for his sliding sales.

A crappy product.

The factory had sent a full shipment of failing salad spinners.

Those failing spinners resulted in horrific, hateful reviews.

We're we able to turn product sales around?

Absolutely. With one caveat.

Kanha refused to make the factory replace and improve the product.

So while this method successfully righted sales, it was only short term.

Sales went up, then plummeted even lower.

Trust was lost. Because Kanha refused to improve

The same thing happened to a mini-greenhouse we transformed sales for last year. The client who guaranteed they'd fix the flaws, decided that increased sales meant they didn't have to, so while sales went up after implementing this, they swiftly fell out of the sky when quality issues came to light.

We've experienced similar challenges when clients sell solutions on the most competitive, comparison platforms in the world (Amazon, Walmart etc) using "No One is that Gullible or Desperate" prices.

Moral of the Story:

This only works, long term, if you act with impeccable INTEGRITY.

He'd broken several of the Cardinal Sins...

Don't hide the truth. Fix the problem.

People deserve the highest quality solutions. Not cheap crap.

Don't ignore your customers' complaints. Respond. In public. So they see you're a great person. Who really cares!

Don't gouge your customers. Price up to 25% ABOVE market on comparison sites, not 200%. Can this deliver 200%? Often.

Is it worth blowing a marketing budget testing Ego Based Pricing?

Not if you can sell 1000 times more on volume.

Besides, knowing what you'll know by the end of this book, wouldn't you rather build a high-quality, ethical brand, with lots of room to successfully launch and profit from 100's of solutions? Or make exponentially more, serving people at the highest level, off the few amazing solutions you offer?

I can't see why you wouldn't!

Hopefully by now it's plain as the nose on your face.

What we do can transform your profits significantly. If you execute with ethics, integrity...and of course...a reasonable market price.

Because of this, business becomes financially sound, and less stressful.

Financially sound meaning...

You increase your profit margins.

Meaning you have more money...

And the more money you have, the more money you can reinvest into your business to hire even MORE A players to run it all for you.

The result?

Whatever you want.

Total time freedom. Time to spend with loved ones before they're grown or gone. Time to source more products to expand your dominating brand. Time to do whatever you want, whenever you want...for however long your product concept keeps selling.

AND the more mistakes you can afford to make and still come out winning the business sales game.

What I love the most?

You don't need to try to "Hit a Home Run" because you know how to CREATE A HOME RUN after you've launched into the market.

You don't need to know what will sell today and in the future, because you can easily pivot your Sales Fueled Assets to reflect the psychology behind why people are buying NOW.

In fact, you don't need to keep relearning and rehashing new methods, because the mechanisms embedded into your sales fuel will carry your solutions across the finish line with ease; as we used to like to say, "Just send traffic!"

And while your competitors (and maybe you currently) struggle to fill their sales funnels with well-paying people, my clients are busy figuring out how much more profit they'll make by negotiating with factories for bigger

shipments and price breaks...renegotiating with traffic/ad services because they now have a bigger budget...reimagining what life will look like after they no longer have to be the person wearing all the hats, performing all the services, delivering all the solutions, masterfully strategizing, consulting, or training...

Because they can finally hire or train A players to do the heavy lifting for them.

I recently ran a whole private session on how to turn that "Out of Stock" page into pre-orders and furthermore, future money in the bank.

Nothing creates authentic scarcity like running out of something you really, really want.

It's happening that frequently.

No more slow boat to nowhere for my clients!

I wish I could make this happen for everyone selling a solution that truly works.

I wrote this book, in the hopes that it helps.

Right now nearly 40% of entrepreneurs wait too long to get help, and by then they have loads of stock eating away profits with storage fees...employees to pay...programs to watch and implement...and so much more...leaving them too broke to make the small investment implementing this 80/20 system requires.

You Dreamt Up an Amazing Product
You Worked REALLY Hard to Get It to Market
Now Let's Make People Buy It, Together!

- 13+ Years in Top 1%
- Proven 4,000+ Times
- 97% Success Rate 1st Try (Total 99.9%)
- Double to Triple Industry Average Conversions
- Hypnotic Sales Copy, Graphic Design, Visual Sales Trigger Consulting

Want to Turn Your Product into a Home Run?

...Even Against Competitors with Bigger Ad

Budgets?

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