

From: mailer@infusionmail.com <mailer@infusionmail.com> on behalf of Dan Kennedy <info@gkic.com>

Sent:

To:

Subject: [Video] A Marketing Lesson from a Famous Rodent

Hey Jack,

Pull out your wallets...

Disneyworld recently announced another ticket price increase – a jump of \$2 to enter the Magic Kingdom theme park on so-called “value days.”

It’s part of Disney’s brilliant recognition that pricing is flexible and fluid depending on the perceived need in the hearts of their customers. At busier times, they charge more. When the flood of “guests” slows down, they charge less. It’s all designed to boost the bottom line by tapping into a core truth about human nature, which is “we’ll pay what we must to get what we want.”

And Disney’s very capable of tapping into that truth in a variety of ways, by no means limited to simply getting inside the doors of the park. When it comes to monetization of their core assets, they’re both innovative and flexible.

This is an incredibly valuable principle to embrace, especially if your business in any way, shape, or form, etc. includes live events in your mix of products and

services. I've just released [the next video in our series](#) where I cover multiple ways to beef up the revenues any event can deliver.

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NOW**

Disney's creativity in how it does pricing could pay off BIG for your business. [Click Here to watch the video](#) where I lay out how your business, no matter what business you're in, could benefit from modeling the mouse.

P.S. On this video I share a simple trick that actually netted a cool \$50,000 in added revenues for an event I was working on. It's not rocket science, didn't involve any high-tech machinations, and some version of this tactic could be applied to just about any event by any business.

But to get this "hack," you'll have to watch the video first. [Click HERE to watch now.](#)

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