

Brown Box Formula Is The Most Comprehensive E-commerce Training Course Created By Ryan Deiss and Ezra Firestone.

A digital marketer, Ryan Deiss, and a brick and mortar marketer, Ezra Firestone, have combined their ideas together and are releasing a groundbreaking system called [Brown Box Formula](#). Normally, Ryan works only on digital domains, and he is extremely successful at what he does. However, this time he decided to get Ezra involved in the project, because he is the expert in retail marketing and his ideas complement perfectly with Ryan's Smart Marketing.

Who is Ezra Firestone?

Ezra was one of Ryan's students back in May 2006, but not just any regular student. Instead of doing what he was asked to, Ezra decided to do something completely different. Rather than creating and selling eBooks, Ezra decided to study the consumer's behavior and learn to see beyond surface appearances, so he discovered what people really want and tried to supply that demand. Well, he's been doing extremely well for many years, and he has done it with almost 30 different websites. This is the main reason Ryan Deiss chose to work with Ezra Firestone.

What Actually is Brown Box Formula?

[Brown Box Formula](#) is Ezra's own method of retailing physical products online. This method is not so difficult, because all you need is a platform, products to sell and enough traffic and conversion in order to build a community around those products so that you will have a steady amount of traffic. Ezra realized that if you really want to teach something that works in a niche or to a specific group of people, you need more than one expert to agree with you, promote your ideas and give his specific viewpoints on your strategies. Hence, Ezra brought in all his e-commerce friends and business collaborators who have plenty of experience in various areas and niches.

There are many people out there who have thought of starting a business, a blog or writing an eBook, but they gave up when they realized how hard it is. Well, Brown Box Formula is something totally different, something that might change the way you live and act. Ezra is not an ordinary marketer. He has managed to open over 30 online stores so far, and he was successful in everything he has done. For a certain line of Halloween products, he even became the #1 retailer in U.S.

The whole process is extremely simple: people need something really badly, you come with the product, they are satisfied and come again or even bring a friend or two. It is the basics of marketing. Ryan Deiss and Ezra Firestone are really excited about all the free content they want to share with you. Moreover, they want to do something really unique. Over a period of a week, using Brown Box Formula, they will create a business from scratch. They want to show you how to use Brown Box Formula step by step, in a live video presentation. Then they will give the newly created business away!

The official launch of Brown Box Formula starts on June 3rd, so stay tuned and check out the new videos. More info here: <http://www.brownboxformulas.com>