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T.J. Rohleder Presents...

THE BLACK BOOK OF MARKETING SECRETS!

**The Best Ideas From the Powerful
RUTHLESS MARKETING Program!**

Please Read This Book Carefully. Then Go to
RuthlessMarketing.com and Order Today!

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**The Best Ideas from the Powerful
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Dear Friend,

I absolutely love marketing! I love to think about it, write about it, and talk about it. I love to find all kinds of ways to use it to build my businesses. This is such a fascinating subject! Whoever said that “marketing takes a day to learn and lifetime to master” was right!

For years I have been keeping journals that are filled with the best marketing ideas. Now I am happy to share some of my favorite ideas with you.

Here is the eleventh volume of some of the best marketing ideas I've found and know to be true. If you like what you read – please go to my website and discover how much more great information I have for you! Enjoy!

Sincerely,

A handwritten signature in black ink, appearing to read "T.J. Rohleder", with a stylized flourish underneath.

T.J. Rohleder

Co-Founder of M.O.R.E. Incorporated

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Without deadlines –
**nothing would
ever get done.**

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**Every great
entrepreneur is a
benevolent dictator!**

* * * * *

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**If you always
think the way you
always thought...
you'll always get what
you've always got!**

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Learn how to say “NO!” more often.

Pick and choose your projects carefully. Try to focus on the ones that can make you the largest amount of money – with the least amount of headaches and hassles.

Remember, as philosopher Lin Yutang said, “The wisdom of life consists in the elimination of non-essentials.”

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**He who is most
creative... conceals
his sources the best!**

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**“The winners don’t just
play to win – they play to
take home all the marbles
and send the other kids
home to mommy crying.”**

Dan Kennedy

+ + + + +

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MASTERY:

**The only thing that
matters are the things
you learn *after* you
already know it all!**

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Your prospective buyers are delusional. Therefore, you must sell to their delusions!

From the book *Million Dollar Habits*:
“Man inhabits a world of delusions, which obscures reality and creates dangers for himself and others. He rarely understands what he is doing or why he is doing it. His actions and beliefs indicate that he lives in a state of waking dreams.”

Write the above paragraph down and hang it on your wall! People are crazy! They hate the truth. In fact, instead of loving the truth, they try to make true that which they love.

**When you find your
successful formula –
don't change it!**

...At least until the numbers
start going downhill.

Until then, keep finding as
many ways as you can to
continue making as much
money as possible with the
same formula that has
worked so well for you.

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An *alarming* number
of business people
couldn't sell ice
cream to kids on a
hot summer day.

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**“Only the
paranoid survive.”**

Andrew Grove, Founder of Intel

Watch your back! Business is very similar to all of those popular reality shows (like “Survivor”) where everyone has a hidden agenda and they’re all out to get you in the end.

**A J.V. secret almost
nobody will tell you:
You have to catch
them on their way up...
before they become
egotistical monsters!**

**Before they become prima
donnas who expect to have
their butts kissed! Once they
stop taking your phone calls
or act like they're doing you
some kind of favor to talk
with you – IT'S TOO LATE!**

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**The more
things change –
the more they
remain the same.**

Human nature doesn't
change! This is very
refreshing thought in
a fast-moving world!

✓ ✓ ✓ ✓ ✓

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Game Theory for Marketers:

“Game Theory” is the latest buzz of the academic community. Highly educated people have made quite a study of this new area. The concept is simple: “Put yourself into a position that you don’t want to be in and then rescue yourself!” In the process of doing this, you discover many interesting things. When I first read about this I said to myself, “This is what all great entrepreneurs have been doing since the beginning of time!” *It’s true!* We constantly force ourselves to tap into parts of ourselves that we don’t normally reach by constantly biting off way more than we can chew! We back ourselves into corners and then fight our way out!

**The easiest way to get
somebody to give you their
money is to convince them:**

1. That you know so much more than they do.
2. That you are one of the only people who can give them what they so desperately want.
3. That your intentions are honorable and you have their best interests at heart.

*As with so many other things – this
only becomes bad when you are selling
worthless crap that offers no value.*

**You can't hang out with
the beagles and expect
to fly with the eagles!**

**In other words, be
very careful who you
surround yourself with!**

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Are all highly-successful entrepreneurs a little crazy?

**Maybe, but one thing is for certain:
almost all of them tend to be very
creative. The symptoms of creativity
are also directly related to insanity!
Check it out for yourself:**

CREATIVITY

High energy
Heightened senses
Eccentricity
Emotional expressiveness
Spontaneity
Risk taking
Single-mindedness
Unusual perceptions
Visions
Big ideas
Fluency of ideas
High standards
Feelings of giftedness

MADNESS

Mania, insomnia
Mood disorder
Erratic behavior
Emotional volatility
Impulsiveness
Recklessness
Obsessiveness
Distortions of reality
Hallucinations
Grandiosity
Flight of ideas
Perfectionism
Narcissism

**The more you think about this, you'll
realize that all great entrepreneurs
definitely have all of the symptoms on
the left-hand side of this chart!**

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You must find as many ways as you can to get paid over and over again for something you do one time. This is the smartest way to make money. It's also the most fun!

- There's nothing more exciting than bringing in massive amounts of money from a project you hardly did any work on!
- Think carefully about all of the ways you can re-package all of the products and services you have already developed. How can you put a new veneer on something old? The answers to this question can lead to huge sums of the easiest money you'll ever earn!

The 2-STEP FORMULA for Product Development:

STEP ONE: Spend several days creating a “top 10 list” of the most important things the people in your market want more than anything else.

STEP TWO: Then spend all of your time searching for or developing products and services that have the potential power to give them all 10 of these things.

***It sounds so simple and yet
THIS WORKS LIKE MAGIC!***

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**“Certainty is
hugely seductive.”**

Anthony Starr

One thing people really want is
certainty in an uncertain world.

They want to be near someone
who they feel has all the answers...
Someone who has it all figured out
and will now take care of them.

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If copy is king – then readability is the queen!

If you can't get them to read it – nobody will buy. You must do everything possible to BREAK UP YOUR WRITING.

- A. It must be perceived as easy to read.
No BIG BLOCKS or pages of tiny fonts.
- B. It must be jagged and never smooth.
- C. Each page of your sales letter must somehow “look and feel” different from the preceding page.
- D. You must do anything and everything to make it look inviting and interesting.

Involvement is the key... You must do as many things as possible to get and then keep them involved. The deeper they go – the more power you will have to convince them to give you their money.

**Do the things that scare you
and you will have the power!**

- > Once you go through the terror a bunch of times, you are not nearly as afraid!
- > In fact, many times your fear turns into excitement!
- > You simply re-direct your fearful energy and use it for all kinds of good things.
- > And there is no greater feeling than the one you get when you MASTER YOUR BIGGEST FEARS!

Watch out for the sharks!

Always remember that ambitious people can be very dangerous. They're all out to get something from you. And you always have to assume that there are things they are holding back from you. Plus, the less someone is able to give you a crystal clear answer to any question, the more you should doubt the things they do tell you. All this may sound like common sense, and yet even smart people who should know better are constantly getting scammed!

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A few words about consultants:

- It's always easy to give advice from a safe port.
- Just like it's always so much easier to take risks with someone else's money.

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Show me the money! In the beginning, all I cared about was the money. Period. I wanted to make millions of dollars. The last thing I wanted was to become a marketing expert or learn how to write ads and sales letters or speak in public. And I NEVER wanted to manage other people or try to figure out what “leadership” was all about.

But when the money did start coming in – I was totally depressed! I kept asking myself, “Is this all there is?” I don’t know what I expected the money to “do” for me, but whatever it was, this wasn’t it!

Since then I have discovered that the thrill is in the hunt and not the catch! It’s all the things you gotta do to get the money that counts. These things can lead to feelings of joy, happiness, and even fulfillment.

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The perfect employee...

Is there such a thing as a “perfect” employee? YES, THERE IS! They really do exist. And they can make you a ton of money and add great joy to your life.

There’s only one catch: the perfect employee is actually a combination of 3 to 5 of the best people you can find! Each one must have complimentary skills and abilities. When you add up the combined synergy of talent from this small team – you really do have what can only be described as the perfect employee.

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Get it in writing.

**The *palest* of ink
is much better than
the best memory.**

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**They all want whatever
is out of their reach.**

**The things they want
the most are those which
they will never have.**

Keep selling the dream!

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**If your customers
want to buy rocks...
then start digging!**

Most marketers are trying too hard to sell people the things that they want to sell... **instead of just selling what their market wants to buy.**

Seasoned marketers are the most guilty of this. They believe their marketing skills are powerful enough to sell anything to anyone!

Entrepreneurial wisdom from the great
French revolutionist, Victor Hugo:

**“Those who live
are those who fight!”**

This quote should be tattooed on the
chest of every entrepreneur!

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Happy people don't pay the rent!

Every psychologist knows this. Their success is dependent on unhappy people. That's easy to see. What's harder to see is the fact that most marketers are also dependent on unhappy people (at least to some extent). You see, it's all about supply and demand, right? Right! And that demand usually comes from an angry, frustrated, and unhappy prospective buyer who is seeking a solution to their emotional pain.

**The 3 “F’s” of selling
to their emotions. Know
your prospects’ BIGGEST...**

**Fears,
Frustrations,
and
Failures!**

Let that question burn into your brain. Spend some time thinking about it very carefully. Then start building your sales message around these key areas. Don’t pussyfoot around these areas. Clearly bring all of them up and show and tell your prospective buyers how you will solve each one of these things for them.

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None of us are in business for ourselves. We have a partner and his name is Uncle Sam. Free enterprise in America is a myth... an illusion.. a lie. *Don't believe it for a single second.* You are operating your business in a world of laws... and those laws are written and enforced by the bureaucrats.

**And bureaucrats
hate entrepreneurs!**

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NEVER abdicate your marketing.

Your marketing (all the specific things you do to attract and retain customers and do the maximum amount of repeat business with them for the largest profit) is much too important to turn over to someone else.

There are so many consultants and freelancers who want you to “let them do it all for you.” *Don’t do it!*

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Let me be blunt:

- * Your customers don't care about you.
- * They don't care about your company.
- * They don't care about your products or services.
- * All they care about is themselves and what you can do for *them*.
Period. Case closed.

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**One ounce of cure will
always outsell 1,000
pounds of prevention!**

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You must tell people
what to do and what
to expect. Manage
their expectations
from the very start.

Most people never get rich because they continue to search for an easier and softer way.

- They refuse to put in the time and work that is necessary to make the BIG bucks. These people may get lucky and make a nice chunk of change at first – but making it and keeping it are two entirely different things.
- The people who consistently bring in the largest amount of money over the longest period of time are those who are the most dedicated and committed to doing the work that is necessary. It may sound simplistic and yet it's true! The most important ingredient to success is in the never-ending striving to become the very best at what you do and working your ass off every single day!
- This “secret” becomes very clear when you carefully study all of the people who have the largest track record of achieving big things.

Sales 101:

**Before you try to
convince anyone else
– MAKE SURE YOU
ARE CONVINCED!**

*It's funny how many
people miss this!*

Many people are too smart to get rich. Their intelligence is a trap. They use all their mental powers to find and focus on all the obstacles – rather than the outcomes.

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Here is another way that all the self-help books lie to you: They all tell you that “enthusiasm and passion are the most important things.”
That’s a bold-faced lie!

Here’s the truth: It helps to be genuinely enthusiastic and passionate about what you do. BUT THIS IS IMPOSSIBLE TO MAINTAIN 100% OF THE TIME. The most important thing is to be damn good at what you do. Remember this. *Strive to be among the very best in whatever field you are in.*

**A success principle from
Malcolm X:**

**“Nobody can give you
freedom. Nobody can give
you equality or justice
or anything. If you’re a
man, you take it.”**

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**A secret from one of the
wealthiest men in history:**

**“There is no secret about
success. Success simply
calls for hard work,
devotion to your business at
all times, day and night.”**

Henry Clay Frick

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GOYA!

Action generates inspiration!

The way to get more great ideas is move! You gotta get off your ass every day and start working on the projects that stand the greatest chance of making you the LARGEST amount of money.

It seems simple and it is simple. Yet, how many people do this religiously?

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Be thankful for all of your burdens.

“If it were not for the things that go wrong in your work, for the difficult people you have to deal with, for the burden of the decisions you have to make, and for the responsibility you carry, a lesser person could do your job at about half of what you make.”

Nido R. Quebein

From his powerful book,
How to Get Anything You Want!

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How can you do your best work and still have fun?

- ✓ Keep asking this question and answers come to you.
- ✓ Everything is easy if you enjoy doing it. So the secret is to find as many ways as possible to enjoy it!

**People respond to chutzpah! Be
BOLD and confident in all you do!
(Even if you have to fake it at first!)**

- Exuberance is beauty! People respond to the person who puts it all out there. To the one who removes all the filters and gives it EVERYTHING they've got.
- Remember the great quote:
“Boldness contains genius, magic, and power!” And as Thomas Fuller said in the 1600's, “Boldness in business is the first, second, and third thing!”
- It is possible to be BOLD and confident, and yet humble at the same time. Mix it up. Develop a range. Have more than one speed. Be REAL and RAW and full of zest in all of your communication. Don't fake it too much, but do perform! *Always turn up the volume and make them feel it!*

Do not be scammed!

Nobody has all the answers...

No matter how good they
may be at fooling people
into believing they do.

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How people buy: Everyone makes decisions about what they are going to do first – then they come up with a way to rationalize or justify their decision.

It's up to YOU to supply them with all of the justifications they need!

This makes it so much easier for them to say “YES!”

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**All entrepreneurs must learn how to
get comfortable with uncertainty.**

Most people cannot function without a
high level of certainty. Security is the
most important thing to them. They
strive to live the same day – each day –
for their entire life. *But true
entrepreneurs are the exact opposite!*

We thrive on change! We need lots
of variety. We become bored very
easily and are always on the lookout
for the next major challenge!

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Another powerful “secret” from Dan Kennedy.

On Dan’s “Renegade Millionaire” program he says:

**“You must work on yourself
as hard or even harder than
you work on your business.”**

I instantly pulled my car off the road, wrote this down, and have been thinking about it ever since. You should, too. There is so much truth in this one statement – especially if you have been in business for many years. So many seasoned entrepreneurs tell me in private that they have lost their passion for the business that they once had. I’ve felt this way, too. When you reach this stage in your entrepreneurial life, working on yourself becomes even more important. *You must keep finding all kinds of ways to fire yourself up and keep the flames burning hot!*

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It's a great feeling to develop the ability to easily solve all kinds of problems that used to almost give you a heart attack!

- ✓ This is where experience rules! It's the power of knowing a DOZEN WAYS to solve one problem. It's the wisdom that comes from moving through all of the challenges and adversity... year after year.
 - ✓ To have the ability to easily solve the problems that used to drive you crazy (and overwhelm most of your competitors!) is your ultimate reward for all the years of hard work and struggle.
-

Why do people follow?

**“All followers are striving
to resolve a conflict between
who they are and what
they wish to become.”**

Sigmund Freud

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The entrepreneurial hero!

The heroes of this world are those who do whatever has to be done, when it needs to be done, regardless of the consequences. That's what being an entrepreneur is all about! We are the heroes of the free enterprise system because we're constantly out there – taking HUGE RISKS – and boldly moving our companies into exciting new profitable areas.

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Every new breakthrough in your business becomes the foundation to launch the next major breakthrough!

You must see your business as a living and breathing organism that feeds off of its market. This metaphor will help you stay focused on the key areas of serving your market in the best way (continuing to give them what they want, in ways that others are not giving them): growing, adapting, and constantly becoming better in your strongest areas. On one hand, your business is in a constant state of flux and change. On the other hand, there is an order to this chaos that only you really understand.

The good news is the simple fact that it is fairly easy to keep putting a new facelift on the products, services, and offers that have worked the best for you in the past. You can make things look and feel “new” and “different” even though all you’re really doing is re-packaging the same old things year after year... and then finding some new way to put a spin on them.

**The role of the
“visionary” in
every progressive
company is to believe
it BIGGER and
see it SIMPLER
than ever before!**

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Business is work!

“Any commander’s greatest fear is the fear of failure. It preys on you. You have to keep your focus. You have to consider all the things that could go wrong, but then you have to quickly banish them from your mind. If you think about them too long, you can’t go forward – you’re paralyzed.”

***Robert Prince, Assault Commander
of WWII’s Most Dramatic Mission***

This quote jumped out to me because this is the same exact principle that those of us in business deal with every day. The risks in business can be very dangerous. We must understand all the things that could go wrong and develop some strong back-up plans of attack. Everything must be thought through, but in the end we must bravely move forward and attack!

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**What is your #1
competitive advantage?**

**You must be able to answer this
question in the clearest way...
*and it has to be a great answer!***

Aristotle Onasis said,
“The secret to business is
to know something that none
of your competitors know.”

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A secret of negotiation:

**When all the power is on your
side – keep it that way!**

Always say, “No!” – at least in the beginning. You can always turn a “No!” or a “No, not at this time,” into a “Yes!” But it’s very difficult to turn a “Yes!” into a “No!”

In general, the person who says, “No” or is being somewhat resistant has all of the power. But most people hate to say no or experience the discomfort of putting up with resistance. *Try to remember this the next time you go into a negotiation.*

It's all about YOU and never
about them! If you don't place
a super-high value on yourself
– nobody else will either.

If you don't toot your own horn,
then who's going to do it?

Nobody!

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A direct mail secret.

Direct mail will bring you significantly better customers than any other media. This is especially true when compared to mediums such as the Internet. With direct mail you get what you pay for. Sure, it's expensive, but the end result is the fact that you end up with customers who end up being worth a whole lot more money.

Isn't this what it's all about?

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Spend more time planning and plotting.

Get up every morning and think, dream, plan, and plot! Read as many business biographies as you can and try to find the “secrets” behind the people and companies you are reading about. Look for the connections. Try to find the common denominators. Look for the “secrets” behind the successes you read about. Find the patterns. *Then carry this through to your own business!*

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**Want to be an expert? Just
start telling people you are!
After a few years, people will
just naturally assume you are!**

**As crazy as this sounds, if you
do this long enough, people will
begin to accept this as fact!**

WWBGD?

Have you seen the wristbands with the initials “WWJD?” It stands for “What Would Jesus Do?” *Great idea!*

My entrepreneurial wristband borrows liberally from that theme. On it are these initials: WWBGD? It stands for “What Would Bill Gates Do?” I’m not trying to be cute or disrespectful of Christians. *I’m just stealing their idea.*

If you want to dominate your marketplace, you must study the lives of the super-successful entrepreneurs such as Ted Turner, Ray Kroc, Steve Jobs, Michael Dell, Sam Walton... and yes, Bill Gates! All of these men (and women, such as Mary Kay Ash) have left a clear path for us to follow. We must study their business success stories, learn the lessons they have to teach, and apply that wisdom to the businesses we are building.

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STOP LOWERING YOUR PRICES!

Low prices are reserved for people who cannot market themselves effectively. If you're competing on price, you haven't established enough value in the minds of your prospective customers. It's up to you to prove – without a doubt – that the best prospective buyers in your market should be giving more of their money to you. Marketing is all about differentiation, but it's up to you to create those perceptions of difference in the minds of the people you most want on your customer list.

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If you don't take large risks,
you'll never make great gains.

Of course, there are plenty
of ways you can test small –
but VERY AGGRESSIVELY!

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Why most of your competitors are EASY to beat:

Most small business people are not focused on the few projects that can make them the most money. They have no real game plan. Some of the most ambitious ones are very busy – but are not focused. Because of this, they are easy to beat! All you have to do is stay focused on the small number of projects that have the ability to make you the largest amount of money in the fastest time! *Remember, it's more important to do the right things than to do things right.*

**A couple of cool quotes
from the movie *8MM 2*:**

“Money is the only guarantee in life.”

“Rich people do things because
they can; the rest of us do things
because we have to.”

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Bill Glazer's... Info-Marketing Formula:

1. Quality product.
2. Quality lead.
3. Marketing funnel (sequential follow-up mailings).
4. Risk reversal.
5. Continuity income.
6. What's next?

**This simple six-step formula can
make you massive sums of money!**
It's a proven millionaire-maker!

**Do the opposite of what
everyone else is doing:**

**“Most marketers think the
purpose of getting a customer
is to make a sale. But the
successful marketer thinks
the reverse. The purpose of
the sale is to get a customer.”**

Dan Kennedy

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**People re-buy the
most by selling them
the same way you
sold them before.**

* * * * *

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———— \$ \$ \$ ————

**Price points go up
when you narrow
your focus. The
more specialized
your information is –
the more you can
charge for it!**

———— \$ \$ \$ ————

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Spend more money
to attract the
smaller group of
the prime prospects
you most want as
long-term customers.

Dumb it down!

You gotta make everything
you sell seem simple...
easy... fast... and fun!

They must say
to themselves,
“YES! I can do this!”

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**The credit card is
the single greatest
*marketing breakthrough!***

You can make a list of the top 10
greatest marketing breakthroughs that
have revolutionized the way we do
business and the tiny little plastic
credit card will always come out on
top! People make all of their buying
decisions from an emotional standpoint
– many purchases are made impulsively
– and that's where the tiny plastic card
shines! Now people with no money
(who are often in the greatest
emotional pain) can whip out their little
credit card and get instant relief!

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“There are only two areas of a business that make money – marketing and innovation. Everything else is a cost.”

Peter Drucker

No truer words of business wisdom were ever spoken. Yet, if marketing is one of only two areas of every business that is vital to its profitability, why are most small business owners such lousy marketers? *This is one of the great mysteries...* But the fact that most businesses do such a lousy job of marketing is GREAT NEWS for you! This is your advantage in your market!

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**“Counting pennies and
saving money is the
only hope of the person
with mediocre ability.”**

Henry Ford

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**RISK is the
price you pay
for opportunity.**

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Why work when you're already worth \$100 million dollars?

"You have got to be, wild guess, worth somewhere north of 100 million dollars. Why are you still touring? You don't have to do this," Scott Pelley remarked in a *60 Minutes* interview with Bruce Springsteen (originally aired October 7, 2007).

"What else would I do? You got any clues?" Springsteen asks. "Got any suggestions? I mean, am I going to garden? Why would you stop. I mean, you play the music and, you know, grown men cry. And women dance. That's why you do it."

The bottom line: You gotta do what makes you feel most alive or most fulfilled... and then find a way to get paid a lot of money for doing it!

SPEED...

Being *faster* is more
important than being perfect!

**A half-baked idea well
executed is much better
than that “perfect” idea
that is always just
around the corner!**

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**You connect with
people through their
interests – *not yours*.**

This is “relationship building
101” and yet it shocks me that
many people have either never
figured it out or forget it.

**Self-publishing is much
more profitable than
traditional publishing.**

The average bookstore has room for 35,000 titles, but well over 100,000 new books are published each year! *Think about that!* But this problem is just the tip of the iceberg. There are many more problems too numerous to mention here. The bottom line: Let go of the fantasy that you are going to be a famous author and the world is going to roll out a red carpet for you wherever you go. Again, this is B.S.!

Your best bet is to jump into self-publishing with BOTH FEET and take your life and future into your own hands! You'll make more money, have more fulfillment, and be in total control over the entire process.

“Warfare constantly requires adaptation and innovation.”

*Richard Danzig,
Secretary to the Navy*

He's right, but this is also true of business warfare!

***Declare war on
your competitors!***

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Most of the ads and sales letters being created and used are worthless!

They are too neat and clean. • They're too homogenized.
• They lack any real personality. • They are created to
not offend people, but end up not making any effect. •
They are professional and polished – but also phony and
easily ignored. • The bottom line: There is no “sales” in
the sales material! • You must strive to create the exact
opposite of all this worthless crap!

Your sales material must be:

Real! • Raw! • Filled with personality! • Only aimed at
the exact person you are trying to reach. • Somewhat
controversial. • Dramatic! • BOLD and daring! •
Exciting! • Totally different! • Fun and/or interesting.
• Perhaps even a bit wild and crazy or outrageous!

Your job is to completely and totally separate
yourself and your company from all of the
other companies in your market. **Don't hold
back! STOP worrying about offending people
and START thinking about attracting the
largest number of the exact types of people
you want to do business with for the longest
period of time. Nothing else matters.**

Direct response marketing can be so... *sneaky!*

- ✓ The right hand NEVER has to know what the left hand is doing!
- ✓ In other words, you can do all kinds of special things – for certain prospects and customers – that nobody else will ever find out about!
- ✓ This is one of the coolest things about this amazing marketing method!

* * * * *

**What is your strategy for
dominating your market?
If the answer is: “It’s in my
head...” wrong answer!**

**You must think it through and
capture it on paper. Listen, your
business plan is a living and
breathing thing. *It’s always changing!*
It grows and expands as your ideas
continue to take shape, but this is no
excuse for not writing it down.**

* * * * *

“Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising which tempt you to believe that your critics are right. To map out a course of action and follow it to an end requires courage.”

Ralph Waldo Emerson

• • • • •

**If your enthusiasm
is gone, it's because
you failed to feed it!**

• • • • •

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A high volume, low margin business is the worst sort of HELL for the wild and crazy entrepreneur.

- Don't go there!
- Resist the urge!
- Continue searching for the **FATTEST** margins you can find!

**Keep hunting for your next
big idea. You never know
when or where you'll find it.**

Viagra was a heart
medication – still in its
testing phase – when some
researcher took note of a very
interesting side effect!

**Stop learning...
and start implementing!**

**Stop learning...
and start earning!**

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Make people jump through
as many hoops as possible –
so they will value you in the
greatest degree – and end up
spending the largest amount
of money with you for the
longest period of time.

* * * * *

**Get people to take one
small insignificant step to
make it EASIER for them
to take the important step
that you want them to take!**

* * * * *

**Every piece of
communication that you
send to your customers
is a sales piece!**

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FREE GIFT!

The ideas in this booklet came from a very special program called:

“RUTHLESS MARKETING ATTACK!”

This is a powerful audio program that reveals 879 of the most aggressive marketing tips, tricks, and strategies you can use to destroy your competition.

If you have enjoyed this booklet, you owe it to yourself to find out more about this powerful marketing program. Go to **www.RuthlessMarketing.com** right now and read all about it.

Then you can go to the website address below and get a great FREE Gift that can help you make even more money!

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