

volume **1**

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!

volume **1**

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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 first 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

**What are the 3
BIGGEST THINGS
your customers want
– and how can you
give it to them?**

- a. Find the best answer to that question...
- b. Tweak it – work with it – refine it – polish it...
- c. Then shout it as loudly as you can!!!

**Let the people in your
market hear it in the clearest
and most compelling way!**

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THOUGHT JOGGERS:

- > What are your top five greatest selling messages?
- > Why should they buy from YOU and not someone else?
- > What are the strongest inducements that will make them buy right now?
 - *The best offer?*
 - *The best bribe?*
- > What is the strongest and most believable reason to get them to send you their money right away?

**Your intimate understanding of
your market and core business
is the #1 ingredient for riches.**

**The more you know about
the customer...**

- a. What they have bought
before – or are buying now.
- b. Their problems, frustration,
pain, hopes, and dreams.
- c. And how your product –
service – company can
offer them a solution to “B”
– the more effective you
can be at selling them.

**Knowing MORE about
your customer lets you
MAXIMIZE the up-sell.**

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FOCUS

Focus on the areas you are best in – and those that bring you the most money.

Find your small niche – and EXPLOIT THE HELL out of it!

How do you get the biggest BANG for your BUCK?

1. Spend more money to reach less, but better qualified prospects.
2. Focus more time on re-selling to your best customers!

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EMOTIONS

Never forget that you are always selling to people's self-centered emotions...

People buy for emotional reasons:

- Greed
- Guilt
- Fear
- Pride
- Love

We are all self-centered people living in a totally self-centered world!

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Constantly flow your cash back into the areas of your marketing that made you the most money to begin with.

You can't re-invent the wheel – but you must make it “seem” as if you have!!

The very best way to get someone to give you \$3,000.00 is to first get them to give you \$300.00!

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Marketing skills are improved and even mastered with knowledge, practice – and years of experience.

Copy shamelessly.

Focus on your core business.

The market comes first.

Formula:

- a. Get the right message or offer.
- b. To the right market.
- c. Through the right media.

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Direct Response Marketing is a personal medium:

- Write and speak to only one person.
- The art is to make the person you are communicating with seem special.
- The more you can make them feel you are only speaking to them – the better.

W.I.I.F.M.

Strive to answer the question:

“What’s in it for me?”

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MARKETING

Marketing is all the activities, plans, schemes, and ideas that let you:

- a. Attract and sell to new customers...
- b. And then continue re-selling to your old customers.

Within these two simple steps are about 100 million subtle variations of what you can do to be most effective.

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Use plain – direct
– simple – and
FORCEFUL
writing that goes
straight to the
emotions of
your reader.

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**The truth is 100-times
stronger than a lie!**

USE IT!

Honesty cuts!

It cuts into the clutter
of all the other marketing
messages that are also
after your target market.

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Work ON it – not IN it.

Be the architect of your business – not the worker or foreman. Definition: The architect designs the building – and sees to it that his plans are followed by the builders. The same is true in business. We must design successful marketing systems – and then monitor them closely.

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**The best ideas come
to you in the heat of
the moment!**

**Write down your best
ideas when they are
new – and when you
are first getting started
and very excited!**

- These ideas are HOT!
You'll need them later on
when you are cold!!!
- Ideas are like slippery
fish! Hard to hold onto!
So you must capture
them fast!

The Slack Adjuster –

Develop and promote at least one super high-profit item that helps to build your overall net profits.

- This is crucial. You must develop this super high-profit margin to make up for all of the high expenses that eat into your profit margins.

Prepare for the worst possible outcomes – So you can still make money with terrible numbers.

- Set your margins high.
- Factor in low response rates.
- Figure out how to make the promotion work – even if the numbers are bad.

“Believability Is More Important Than Credibility.”

Dan Kennedy

Dan’s Analogy: Bill Clinton –
a known liar, but comes
across as believable!

How Can You Build
More Believability
Into Your Promotions?

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The BIG Promise

At the core of every great promotion – or marketing message is – The BIG Promise!

- Make it BIGGER!
- Match it to your market...
- And you'll make millions!

Formula...

- a. Discover and Create the biggest and most compelling promise
- b. Find as many different ways to “say” or communicate this promise
- c. Weave all these different ways into your promotion.

Keep re-slamming them with your biggest promises!

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There are only 3 ways to build a business:

1. Get more customers.
2. Sell more high-ticket items – for bigger profits.
3. Sell more often to your customers!

**Almost all million-dollar
marketing ideas are
transferable from one
business to another.**

5 Elements Of Every Super-Successful Direct-Response Message:

1. Meaningful specifics –
not vague generalities.
2. A promise.
3. An offer or offers.
4. Precise commands –
*“Here’s what I want you to
do now.”*
5. An extra reason to act
immediately.

Dan Kennedy

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\$ \$ \$ \$ \$

Customers in all markets
want someone to do
everything for them.

\$ \$ \$ \$ \$

You must sell people the
things they want – NOT the
things you want to sell them!

* *It's all about them, not you.*

\$ \$ \$ \$ \$

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“Empathy” is a very important asset of any marketing campaign.

- You must speak directly to their heart... straight to their self-centered emotions!

Become an expert at getting inside the minds and hearts of your best prospects and customers.

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**Think in
concepts.**

**See what
others can't
see – or
overlook.**

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Overview of a successful marketing campaign –

- a. Take the best sales points and “schemes” that have worked before...
- b. Find new ways to hook them together... new themes, new angles
- c. Then smooth it out... So it sounds new and different.

Keep finding ways to re-invent the greatest themes – ideas – and powerful selling messages that have worked like gangbusters before.

The 5 emotional reasons that people buy anything and everything:

- Pride: Desire to be better than others... POWER.
- Love.
- Fear.
- Greed.
- Guilt.

Every reason to buy can be linked back to these 5 powerful emotional factors.

**Selling is finding out
what people want - and
letting them have it!**

\$ \$ \$ \$ \$

**Nobody wants a business –
they only want what
they perceive a business
can give to them.**

- Same with any other product. People buy the perceived benefits.
- They buy for the emotional things they perceive they'll receive.

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Your business is very similar to a living organism...

- The marketplace is its life and livelihood.
- It feeds off its market.
- It changes, grows, and adapts to the changes in its environment.
- Many outside forces can kill it. Some slowly. Some quickly.
- Keeping it alive for a long time can be a delicate thing.

**Timing is vital. You
have to get it while
it's HOT!**

It's not...

*“Let's make as much
money as we can as fast as
we can...”*

It's....

*“Let's make money fast –
while we can!”*

**Markets change fast – what's
hot today can be cold
tomorrow.**

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Follow the Leader...

- Who are the biggest and most successful companies in your market?
- What are they doing?
- How can you model after them as closely as possible?

Match them closely first.

Then figure out the subtle differences you can exploit.

Your BIGGEST profits will always come from the back-end...

- Spend more time – money – and effort – doing more business with your existing customers.
- 20% of your marketing should be aimed at getting new customers.
- 80% of your marketing should go towards doing more business with your existing customers.

**Forget all the
complicated MBA crap!
Getting rich in your own
business is pretty damn
simple (not easy)...**

Here's the formula:

1. Just get a large enough number of people...
2. To consistently give you a large enough amount of money...
3. At a large enough profit margin per transaction...

And you will get rich!

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Build strong bonds of loyalty with your customers.

This relationship is
worth its weight in gold!

Test new ideas and
promotions to your best
customers first.

If it doesn't work to that
group – it won't work to the
other prospects you have no
relationship with.

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**The very act of
buying something
satisfies many
people's desires
to gain the
benefits of your
product or service.**

- It makes them feel good about themselves.
- It makes them “feel” they are doing something positive.
- It satisfies their emotional desires.

**The best selling
messages – and offers
grow and develop as
you work on them.**

- You must take the leap of faith – and develop it gradually as you go.
- Whatever you focus on expands! So keep focusing on improving each offer.
- More often than not, your best ideas will come as the deadline approaches!

**Selling is the art of
proving that what
you have to offer is
worth far, far MORE
than the money they
must give up.**

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Emergency money-making generator...

When times get hard...

When business gets slow...

When you need cash-flow to feed the monster...

All you do is:

- a. Go to your best customers...
- b. Make them an irresistible offer they can't refuse!
- c. Have a special sale that will blow them away!

Do this and they'll stand in line with money in hand!

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A famous marketing guru
said that the secret to
writing a powerful sales
letter is to imagine that
someone has a gun to your
head the entire time you're
writing – and you must sell
everyone you are writing to –
or you'll get killed!

Keep the pressure on!

Set out to do more than
you think you can do.

Set tighter deadlines –
and always have your next job
waiting in the wings.

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**Wisdom comes from getting
your ass kicked by the
brutal realities of life.**

- You get the shit kicked out of you – then you heal and become stronger.

**Any fool can make money
in a good market – when
everything is working
in their favor.**

- But when markets change or dry up – that's when you come face-to-face with the brutal reality of business.
- That's when you learn all of the really great lessons.

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U.S.P.

The goal of developing the perfect Unique Selling Position is to be different from the rest!

- Different in some way that is very important to the core group of customers you serve.

Being different will separate your company from all the nameless/faceless “me too” competitors in your market.

“Good Marketing Is A Combination Of Fishing And Chess!”

Eric Bechtold

All great fishermen know
that the true secret to
catching the big ones is:

1. Use the right bait.
2. Think like the fish!
3. Never reveal the hook.

*All fishermen for sales and
profits should pay attention!!*

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Your Marketing System Can Make You Super Rich.

The purpose of a good marketing system is to bring you a steady flow of qualified prospects... who want what you offer.

- They come to you pre-sold!
- Converting large numbers of these prospects to sales is now even easier.

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Great marketing has a lot in common with religion...

- The story must be emotional – simple – positive – and compelling.
- It must make BIG promises – salvation now! Not later!
- It must offer hope.
- It must appeal to the two main emotions: greed and fear.
- It must promise people the opportunity to rise above others and be superior to them.

**That's the BIG one! Everyone
wants to be superior...**

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**“Genius is 99%
perspiration – and
1% inspiration.”**

Albert Einstein

**Developing great selling
messages is a process –
not an event!**

- You must flush-out the best selling and marketing ideas.
- The best ideas develop after a great amount of brainstorming and work.
- It takes a lot of time, work, thinking, and re-thinking.

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3 BIG promises that hook people:

1. You can offer them products and services that give them the thing(s) they desire.
2. You offer them a justification for all their failures. (This makes them feel good about themselves.)
3. You promise them an endless future supply of even more of the things they want!

2-Step Marketing is the safest and most profitable way to make money.

Step One: Attract a highly qualified prospect.

- Use a great offer.
- Don't try to sell them too much at first.
- Get your hooks into them.
- Make it as easy as possible for them to buy the first time.
- Sell a low-priced widget.
- Educate them.
- Make them feel that *"They came to you"* – and not the other way around.

Step Two: SLAM THEM!

- Now bring out the BIG GUNS!
- You already have their attention and interest... Now you are in the position to show them how you can give them what they desire.

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People want “The MAGIC Bullet!”

- The one product/service that is going to make everything okay.
- It’s going to quickly solve some major problem.
- Or provide them with a miracle cure!
- Or an instant solution!

If they believe you can give these things to them – you’ll get more people to quickly give you more money.

Marketing Questions:

1. Who do you want to reach?
2. What bait will we use to attract and then sell them?

The “Bait” is the offer and entire theme behind the promotion.

- a. The market comes first.
(Who do you want?)
- b. Then comes the bigger question – attracting – selling and re-selling them.
- c. Answer this question:

“Why should I (your prospect) choose to do business with you – versus any and every other option available to me in your category?”

Dan Kennedy

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Marketing is simply a 3-step process:

1. Attracting qualified leads.
2. Converting the highest percentage possible into first-time sales.
3. Re-selling the largest number of customers, as many times as you can, for the highest profit from each sale.

**These are the only 3 steps!
However, each one must be
done the right way.**

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MARKETING MAXIM:

You can tell everything about a person – by simply paying attention to what they spend their money on.

- People reveal their true selves – by the way they spend their money.
- Especially their disposable income.
- “It is where a man spends his money that shows where his heart lies.”
A. Edwin Keigurn
- This is why 2-step marketing is so powerful.

Get them to jump through hoops to qualify themselves.

- > You get them to show their level of interest by taking a specific action.
- > The bigger the action they must take – the more they reveal how interested and serious they are.

Now you use this knowledge
to sell the hell out of them!

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Hype Sells!

Don't be afraid to use the power of hype:

- People want it!
- It stirs their emotions – and pumps them up!
- You now have their full attention – you have broken through the clutter.

Of course, the art is using hype – without making it sound like hype!

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4 stages of learning anything new:

1. **Unconscious Incompetence:**

You don't know what you don't know! Total Ignorance!

2. **Conscious Incompetence:**

You begin to realize and discover the things you don't know. This is the frustration and confusion period. You're *still* incompetent... But, at least your eyes are beginning to open.

3. **Conscious Competence:**

You can function in the new area – but, it's a major struggle – and you're not very good.

4. **Unconscious Competence:**

MASTERY! You have mastered the main areas and you do it naturally – like a duck in the water!

Great Quotes:

“People are silently begging to be led.”
Jay Abraham

“You can learn more from movement
than meditation.”
Gary Halbert

“It doesn’t have to be good – just
good enough.”
Dan Kennedy

“All it takes is just one idea to make
a million dollars!”
Russ von Hoelscher

“We sell to creatures of emotion –
bristling with prejudice – and
motivated by pride and vanity.”
Dale Carnegie

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**Direct Response Marketing
cuts through the clutter of
other advertising – because
of one main factor:**

It is personal.

- Good D.R.M. is one person communicating with another.
- It is one-to-one communication.
- One beating heart – communicating to another beating heart.
- It doesn't shout – nearly as much as it seductively pulls you in – just like a friendly conversation between two people who care for each other.

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The 3-Phase Marketing System that never fails:

- Work your ass off – to create and develop the greatest ads and other sales material – and marketing systems for selling the most products/services for the largest profits.
- Then move forward slowly... Test carefully... Through this process you discover what works best.
- Then put all of your resources into what works best – and test new ideas as you go!

Keep using this system to answer the basic question:

“How high is high?”

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THE HAND

Every offer or promotion must meet these five crucial steps:

1. Is it the right offer?
2. Is it going to the right person?
3. Through the right media?
4. With the right hook?
5. And does it fit together with some kind of long-term plan?

There are only a handful – but they're vital. This lets you focus on the essentials.

(I borrowed this hand concept from Bill Graham, the greatest rock-n-roll promoter who ever lived! Bill had his 'handful' of ideas he used for every major event. This let him do BIG THINGS and make quick decisions. It will do the same for you, too!)

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Build “risk reversal” into every offer.

- Risk Reversal is taking all the pressure away from the prospect or customer...
- It's an irresistible guarantee.
- It's a dramatic promise that they must gain a major benefit – or they not only get their money back – but they will also receive something of tremendous value!

**This blows them away –
and will get you a lot of
attention and interest.**

**Every great business
and marketing project is
put together gradually.
IT'S A PROCESS.**

The Secret:

1. Have a great plan.
2. Focus on what has to be done now
and do a little bit every single day.
3. Cross your bridges as you get
to them.

**It starts with a solid direction
– and good plan.**

**Then it takes a lot of focus
and the discipline of
consistent effort.**

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**Every prospect we seek is
running around with a big
sign around their neck that
is flashing this message:**

*“Please make me feel important!
And good about myself!”*

**However, only those with
trained eyes can see this sign.**

**Fulfill the strong desire
people have to feel...**

- Important
- Esteemed
- Admired
- Beloved
- Special
- Observed

**And they will give you
everything they have!**

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Creativity

The creative process is not neat, clean, or pretty. It is not organized. It is dirty, messy, disorganized, and chaotic! It is filled with taking all kinds of unrelated ideas – and mixing them together in a very special way. It is deciding to do something – without knowing how you are going to do it. And then figuring it out as you go!

The Power of Focus:

- Top bull riders are taught to think of nothing except the ride.
- Race car drivers all know that the key is to focus on nothing but their desire to win and the road ahead.
- As entrepreneurs – our focus must be on building our businesses – and creating more sales and profits. Nothing else matters.

How to write a powerful hard-hitting sales letter:

1. Start with a big promise.
2. Paint the picture.
3. Give them proof.
4. Tell them why it's unique.
5. Close your argument by telling them why they must act now!
6. Make them a very special offer if they respond now!
7. End with a reminder of the promise – summary of offer – and STRONG call for action!

**That's it! This is the blueprint
or schematic of a sales
letter – from start to finish.**

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MASTERY

You do not become a
MASTER by learning
how to do 4,000 things...
You become a MASTER
by doing 12 important
things 4,000 times!

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**The true art of selling is to
sell the concept – not the
product or service.**

- We sell concepts and solutions.
- We fulfill desires.
- We sell images, dreams, blue sky, hope for the future.
- We sell all things great and imagined that our prospect is longing for.
- We sell to people's greed for more... To their lust... To all their desires... By showing them how our items can somehow give them what they want the most!

**And all people want the
same basic things...**

To feel important...

To feel loved and protected...

To feel safe...

To feel good about themselves.

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Test wild new creative ideas slowly.

Remember, many of the pioneers got scalped!

- > The secret is to make the old stuff look new!
- > Keep offering your customers more of whatever they bought from you the first time.
- > You simply re-package the same old proven profit making stuff – and give it a whole new gold-plated look and feel.

**Selling is the game of
understanding people on a
very deep level – their fears,
hopes, and desires... And
then using that knowledge to
craft sales messages that go
right to the heart and soul of
the prospect.**

\$ \$ \$ \$ \$

**Develop the killer
instinct to go for the
money like a wild dog goes
straight for the throat!**

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Good marketing is like war –

- Strike Hard!
- Strike Fast!
- Strike Often!
- Attack!
- Keep hitting them until
you get every last dollar
you can get from them!
The war is won when you
get all their money!

**When you get a new
customer – you must strike
FAST – strike HARD – and
strike OFTEN!**

THE BLACK BOOK OF MARKETING SECRETS

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volume **1**

We use hype and powerful promises for one reason:

To cut through the clutter of the thousands of advertising messages that are begging for our prospects and customers attention every single day.

- People are tuned out.
- They have created a tremendous resistance against ALL sales pitches.
- You have to do something dramatic to wake them up!
- You have to break through their zombie-like fog before you can pitch them.

The only way to do this is to be as dramatic as possible.

The average business person spends their day “putting out brush fires”... Their time and energy gets zapped by all the minor problems that come up from day to day. They are never able to pull back and work on their businesses.

There is no real game plan or strategy!

Many people think they are running their companies – but all they are doing is running the day-to-day operations...

They are locked into survival.

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volume **1**

Creativity comes from the labor of a driven person!

- The harder you work...
- The more you sweat...
- The more you obsess
about a specific idea...
- The better your creative
ideas will be!

**Creativity is finding new
ways to solve problems. It's
like putting a jigsaw puzzle
together... You take all
kinds of different pieces –
and see how you can fit them
together in a new way.**

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* * * * *

**The best ideas
are always an
expansion and
combination of
previous ideas
that worked.**

* * * * *

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volume **1**

OPERATION MONEY SUCK:

Invest all of your time, energy, and focus on all the various ways and means of sucking the maximum amount of money from your market.

99% of the focus should be on increasing your sales and profits. This is the life-blood of your business.

No business ever went under for having too many sales and profits!

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volume **1**

Look for things that are HOT!

“Whatever is current
creates currency.”

STEP ONE:

Find people to
sell shit to.

STEP TWO:

Find shit to sell
to those people!

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volume **1**

**Selling is like the
ritual of dating – the
more you need them
– the faster they run.**

**You must let them come to
you. The prospect or
customer must “feel” that
they need you more than you
need them.**

**Your intimate understanding
of your market and core
business is the #1
ingredient for riches.
The more you know
about the customer:**

- a. What they have bought
before – or are buying.
- b. Their problems,
frustration, pain.
- c. And how your product –
service – company can
offer them a solution to
“B” the more effective you
can be at selling them.

**Strategic thinking is vital to
your success in business.
And you can't think
strategically when you are in
the trenches with your troops!**

- You must think of yourself
as a general in war!

Roll-Out To Mega Wealth!

The same strategy that generated \$1,000.00 can be rolled-out to generate \$100,000.00 if the market is big enough – and other factors can be closely matched.

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volume **1**

CREATE *IRRESISTABLE* OFFERS!

**“I want to create offers that
are like heads of fresh
lettuce that are thrown into a
pen of starving rabbits!”**

(I wrote this in 1997.)

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volume **1**

Think on paper!

The very act of
putting your ideas
on paper forces
you to think!

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volume **1**

You discover your
BIGGEST
BREAKTHROUGHS
as you are in the
heat of the project!

(Or while working hard on
another stressful project.)

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volume **1**

***Focus on your
strengths and make
sure you have enough
reliable people and
systems in place to
cover your weaknesses.***

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There is *so much joy* that
comes from the long-term
effects of a life of hard work,
discipline, focus, goal
setting, commitment, and
daily striving to work
towards your dream.

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volume **1**

Commitment/Consistency

Get the prospect to take small, easy baby steps. Each small step makes it easier for them to take a bigger step.

- The smaller steps (such as getting them to pick up the phone or send for something) are the bait that lures them into the BIGGER STEPS you want them to take.
- And each small commitment they make by taking the action you've requested strengthens your BOND with them.
- Small commitments lead to big commitments... Just like a series of small actions can lead to powerful habits that are almost impossible to break.
- Consistency is re-selling each customer the same way all the time. People become comfortable with certain sales pitches or methods of being sold.

**The names and addresses
of your best customers
and their past buying
information can be worth
it's weight in diamonds!**

***If you know what
to do with this list!***

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volume **1**

You increase the demand by adding to the perceived value of all your offers.

You must come up with very solid and believable reasons WHY your offers are limited.

- 1. Make them believe the value.**
- 2. Make them believe the limited availability.**
- 3. Make them believe the deadline.**

**Keep giving your
customers the same
stuff you gave them
before – but with a
new twist added to it!**

The sales copy that
worked well once will
continue to pull in orders
like a money magnet!

* * * * *

***Blur* the lines
between
your work
and play.**

* * * * *

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volume **1**

Position Yourself As The Expert!

People want to do business
with experts. They want to
give their money to an expert
– *so why not become one?*

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volume **1**

View the impossible as just another marketing opportunity!

- Believe so deeply in your ability to give your market what they truly want – that failure is not an option! Develop a missionary zeal for what you do!
- Then communicate your intense passion to your prospects!

**Find the gaps in your
marketplace – and
start hammering your
wedges into them!**

*Every market has gaps...
but you'll only find them
by relentless searching.*

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volume **1**

**It's sad, but true. Most
people are afraid to write.
Years of formal education in
the principles of correct
usage of the English
language has scared them!**

Don't let this happen to you.
Remember, the best English
teachers in the world can't sell
their way out of a paper bag!

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volume **1**

Great Marketers Are Hunters.

**We are happiest when we're
on the hunt. The bigger the
hunt – the happier we are.**

*We must be reaching all the
time. All is well as long as
our reach exceeds our grasp.*

THE BLACK BOOK OF MARKETING SECRETS

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volume **1**

The Secret of Self- Promotion: You are who you say you are!

THE BLACK BOOK OF MARKETING SECRETS

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volume **1**

**Direct Mail Marketing is
really “Stealth Marketing.”**
You are flying under the radar!

None of your competitors ever
really know exactly what
you’re doing! This is a
smarter way to do business.

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volume **1**

Learning is a process – not an event!

- All skills must be learned. Education can be a slow and painful process. You can increase your knowledge through books and thinking. But there is no substitute for hands-on experience.
- You have to get out there and do it!

**The secret of lead
generation: You are now
a welcomed guest –
not an annoying pest!**

- ✓ They sought you out. They are the ones who came to you! You did not go to them!
- ✓ This difference in positioning is everything. It makes them interested, open, and responsive to your sales message.
- ✓ Remember, people like to buy – but they hate being sold. Using lead generation makes them feel in control.

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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volume **1**

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