

volume **15**

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 **15**

T.J. Rohleder Presents...

THE BLACK BOOK OF MARKETING SECRETS

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

Copyright © MMX by M.O.R.E. Incorporated.

All rights reserved. No part of this book may be used
or reproduced in any manner whatsoever without
written permission except in the case of brief
quotations embodied in critical articles and reviews.

For information address: M.O.R.E. Incorporated,
305 East Main Street, Goessel, Kansas 67053-0198.

FIRST EDITION

ISBN-10: 1-933356-28-6

ISBN-13: 978-1-933356-28-0

Edited & Designed by Chris Bergquist

Printed in the United States of America

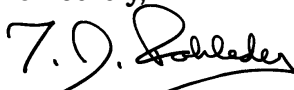
Dear Friend,

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 fifteenth 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". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

T.J. Rohleder

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

**Resist the
comfort of
conformity.**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

* * * * *

Most entrepreneurs
would rather be
warriors than kings.

* * * * *

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**Great entrepreneurs
see the invisible,
feel the intangible,
AND ACHIEVE
THE IMPOSSIBLE!**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

**This quote sums up the state
of mind of many of our
prospects and customers:**

**“The past is gone –
the present is full of
confusion – and the future
scares the hell out of me!”**

David Stien

**Pay people more,
and they'll steal
from you less.**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

**Team dynamics from one
of the world's greatest
basketball coaches:**

**"They said you have to use
your five best players, but I
found you win with the five
who fit together the best."**

Red Auerbach

***(9-Time NBA Champion as a Coach and
7-Time Champion as a General Manager)***

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

**Hope things go right,
but expect something
to go wrong...**

They always will.

The only purpose of the
first sale is to get the
second sale... *But this
seldom happens by accident!*

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**Wasted time is
a wasted life.**

**Manage your minutes –
and the hours will take
care of themselves.**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

**Never do anything
you don't want to do
– *unless* there's
enough money
in it for you.**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

> > > > > > > > > < < < < < < < < <

Let the numbers
tell you what to do.

> > > > > > > > > < < < < < < < < <

**Question: What's the
difference between a
\$50 hooker and a
\$500 call girl?**

Answer: Marketing!

The secret to
managing employees:

**Lower Your
Expectations!**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

**We are all
self-made...**

***But only
the successful
will admit it!***

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

Quote as many reputable sources as you can to confirm your statements. *This instantly increases your credibility.* Now people are much more inclined to believe what you say.

Use examples they trust – to make your claims.

**“This is a wonderful
business – except
for the clients!”**

*Albert D. Lasker, from the
book “Taken At The Flood”*

**Choose your market
carefully, you might
be in it for a very
long time!**

**Getting into a new
market is like war:
It's easy to begin,
but very hard to stop!**

The secret to *brilliant*
writing is... re-writing.

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

**“We are told that talent
creates its own
opportunities. But it
sometimes seems that
intense desire creates not
only its own opportunities,
but its own talents.”**

Eric Hoffer

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

The Abe Lincoln Strategy:

**“If I had 3 hours to cut
down a tree I’d spend 2
hours sharpening my axe!”**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**“If it doesn’t make us
money – or save us
money – don’t buy it!”**

Eileen K. Rohleder

**“Burn-out is a white
man’s disease.”**

*Jay Leno (One of the hardest
working people in show biz!)*

Endless variations on a theme!

- **Keep developing
different – but related
products and services.**
- **Keep finding ways to
give them the same old
stuff they love... Just
find ways to make it
look new!**

**A friendship built around
the business is a hell of
a lot better than a
business that's built
around a friendship.**

**(The former can work –
while the latter seldom does.)**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**“Only those who dare
to fail greatly can
ever achieve greatly.”**

Robert Kennedy

**Everyone wants to feel
superior to you – so why
not let them? USE IT
TO YOUR ADVANTAGE!**

**You can make a lot of money
by letting people believe they
are better than you are.**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**Robert S. Ringer said it best
when he said, “Man does not
love truth. Instead, he wants to
make true that which he loves.”**

**You can get very rich by
selling to peoples’ delusions.**

• • • • •

**If you can sell it to yourself
– you can sell it to anyone!**

• • • • •

**This should be framed and hung on
all of our walls:**

**“Business is always a struggle. There
are always obstacles and competitors.
There is never an open road, except the
wide road that leads to failure. Every
great success has always been achieved
by fight. Every winner has scars...
Those who succeed are the efficient few.
They are the few who have the ambition
and willpower to develop themselves.”**

Herbert W. Casson

**“The road to excess
leads to enlightenment!”**

William Blake

*You never know how far is too far until
you go too far...*

- You push it until it breaks –
then fix it – then push further.
- The only way you can truly know
what you want is to experiment
with a lot of things until you find
what you don't want!

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

> > > > > < < < < <

**There is no one way to
motivate yourself that
works every time.**

- ✓ Try 100 different ways to get
yourself to work at your highest
level.
- ✓ Then boil it down to the top 10
or 12 that work best for you...
- ✓ And use all of them!
- ✓ When they stop working – try
100 more!
- ✓ Different things work at different
times – but one thing is for certain
– you can be more productive!

> > > > > < < < < <

The less flexibility you build
into your daily schedule – the
more productive you will be.

Dan Kennedy

George Bernard Shaw once spoke of people being “a feverish, selfish little clod of ailments and grievances, complaining that the world will not devote itself to making you happy.”

- They are searching for someone to blame – or a good excuse.
- *Give it to them!*
- Why? So they can feel better about themselves – and now you will be on their side!

The future is today!

- * “Our main business is not to see what lies dimly at a distance – but to do what lies clearly at hand.” *Thomas Carlyle*
- * Focus all of your knowledge – enthusiasm – and effort on doing the greatest work you can do TODAY. This is the only possible way you can prepare for the future.

Why choose mastery?

- > “There is no thrill in merely doing that which anyone can do.” *Henry R. Harrower*
- > “There’s no thrill in easy sailing when the skies are clear and blue. There’s no joy in merely doing things which anyone can do. But there is some satisfaction that is mighty sweet to take, when you reach a destination you thought you’d never make.” *Spirella*

**“Opportunity, not security, is
the entrepreneur’s God.”**

Gene Landrum

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**“The beauty of this is its
simplicity. If the plan gets
too complex something
always goes wrong.”**

***Walter (John Goodman)
in “The Big Lebowski”***

**Wisdom from New York's
BIGGEST thinker
(Donald Trump from
The Art of the Deal):**

“People think I’m a gambler. I’ve never gambled in my life. To me, a gambler is someone who plays slot machines. I prefer to own slot machines! It’s a good business being the house... If you go for a home run on every pitch, you’re going to strike out a lot. I try never to leave myself too exposed, even if it means sometimes settling for a triple, a double, or even, on rare occasions, a single.”

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

“Remember, we are dealing with people who are unpredictable. What they demand one year they may disdain the next.”

Emma Bailey (1962)

- She goes on to say, “Something which brought high prices five years ago may go begging now!”
- Emma wrote this in 1962, but it’s even more true in today’s crazy world of heavy competition and instant result-seeking prospects.
- Promotions that brought in a ton of profits last quarter may totally bomb a few short months later!

+ + + + + + + + + +

**There is great power
in tenacity.**

✓ You must refuse to lose...

✓ And if you never quit,
you can never lose!

+ + + + + + + + + +

“Money is nothing more than the payment you receive from the help and service you give to others. And the more help and service you give, the greater the amount of money you will receive in return.”

***R. C. Allen
 (“The Secret of Success”)***

- R. C. goes on to say: “The more you give of yourself to the world in the way of services and goods, the more peace and security you will get out of it.”

**Your attitude
determines
your altitude!**

**“Ability is what you’re
capable of doizg.
Motivation determines
what you do.
Attitude determines
how well you’ll do it.”**

Lou Holtz

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

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

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume

15

**The less I know – the better
sales letter I can write! **Why?**
Because I don't get bogged
down in all the details!**

- I can sell the sizzle! The hype!
All of the wild and crazy
benefits that get them
emotionally jazzed and excited
about investing their money!
- We must sell them what they
want and then give them what
they need. And what they want
are all the emotional triggers
that you can only tap into when
you don't overburden them with
a whole bunch of details.

**“I feel good, I feel
strong . . . I want to go
on to the next thing.”**

Dan Rather (at age 73)

**There is no retirement for
people who are deeply
committed to what they do.**

• • • • •

**When one door closes –
another one opens.**

**But the hallway between
these two doors is hell!**

• • • • •

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

Outrageous marketing tip:

- “When in doubt, make a fool of yourself. There is a microscopically thin line between being brilliantly creative and acting like the most gigantic idiot on earth. So what the hell, leap!” *Cynthia Heimel*
- **Cynthia is right!** Most of us are way too afraid to push the envelope. We hold back. We fear going over the top – but our marketing messages are as boring as mud.
- There really is a thin line between being brilliantly creative and acting like a complete idiot!

The 7 secrets of super-successful lead generation:

1. Keep it simple.
2. The more you tell – the less you’ll sell. Tease the prospect into wanting to know more!
3. Pour on the benefits!
4. State your offer boldly!
5. Use powerful emotional triggers (Fear of loss and desire for gain has sold more products than all other offers combined!).
6. Create a strong marriage between your front-end and back-end offers – otherwise your conversion rates will suck!
7. Always use a two-step approach. The whole idea is to separate the smaller herd from the weaker one – and then pounce on them!

Stay focused and hungry!

Many years ago a Hungarian soccer star was interviewed after his team captured first place in a European competition. One of the reporters asked his secret to success. He said that whenever he had the time, he kicked a soccer ball. When he was not kicking a soccer ball, he was talking about soccer; and when he was not talking about soccer, he was thinking about it!

How to be a marketing genius:

Genius is the ability to reduce the complicated to the simple. So being a marketing genius is simple: You must make all of your complicated offers very simple to understand and easy to respond to.

The best salespeople are the ones who are the most easily sold themselves.

- There is a part of them that actually believes all of the hype! This is why they are so convincing!
 - They make you want to believe!
-

Risk MORE!

Playing it safe (because you think you're being smart) is no guarantee against misfortune.

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

There is no “one-size-fits-all” solution. But don’t tell our prospects! *Why?* Because this is exactly what they want!

These people are searching for:

- Easy answers
- Instant solutions
- Someone to do it all for them.
- Someone to take away all the pain and risk.
- Someone who has all the answers.
- Someone to save them!
- The person who can provide the products and services that fill these emotional demands will always make the most money.

There are no unique businesses!

- First, all of us are in business for 2 primary reasons: #1. To serve our customers in the fullest way. #2. To make a nice profit for ourselves and partners and investors.
- *This is the common denominator that connects every business.*

!!!!

Take-away selling works because: #1. So few use it. You instantly set yourself apart from all the others who are too afraid to use it! #2. It is a strategy that's based on the oldest principle in the world: supply and demand.

- Here is the new formula: The less people can get something they want very badly – the more they will want it!
- *People place little value on anything that is commonly available or seems too familiar.*

!!!!

**A major part of all success
can simply be boiled down to
the willingness to do what
everyone around you is
unwilling or unable to do.**

***If you're looking for a secret
you can fit on a 3" x 5" index
card – THERE IT IS!***

Let this be your guiding mantra:

**“Your job is to go as far as
you can see. You will then
see far enough to go further.”**

Brian Tracy

The single greatest quality of
the entrepreneur is the courage
to dream BIG dreams and dare
to move forward – with only
the haziest idea of how it’s all
going to come together!

^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^

Greed transcends all demographics.

- It is the greatest lure that influences the richest people as well as the poorest.
- Greed can turn rational human beings into raving lunatics!

^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**You can shear a
herd of sheep
every year – *but
you can only
skin them once!***

* * * * *

Upsell strategy: The best time to get someone to say “YES!” to you is right after they say “YES!” to you about something else!

- This is the single greatest time they are the most open and receptive to doing whatever you want them to do. Their checkbook is open and they’re handing you the pen!

* * * * *

Every time you see any successful business – you know that at one time someone made a courageous decision! They took the leap of faith! *They decided to go for it, despite the obstacles and the challenges!*

**Ronald Regan said that entrepreneurs are the forgotten heroes. *He was right!*
Entrepreneurs are heroes because:**

- (1) We gladly accept and even look for new ventures that are filled with risk and uncertainty.
- (2) We boldly move forward in spite of all the unusual questions and the threat of failure.
- (3) We face a great deal of adversity that turns other men into whimpering puppies!
- (4) We are excited to move in new directions without knowing what lies before us.
- (5) We keep moving forward in spite of all the obstacles and challenges that would cause most people to retreat!
- (6) We keep doing whatever comes next – no matter how difficult it is!
- (7) When we tackle one new area, we do not sit back for long. Now we look for other new areas to attack and conquer.

Why do people do stupid things?

- ✓ Here's one very good quote that points to a major reason:
- ✓ "Most people spend their entire adult lives with their umbilical cord in one hand – trying to plug it into one thing or another."
- ✓ They are like little children who want to return to their mother's womb.
- ✓ They want someone to take care of them.
- ✓ They want someone to do everything for them (or at least the hard stuff).
- ✓ They are little children in adult bodies! There is an unconscious desire to return to childhood.
- ✓ They do all kinds of crazy things that are similar in some ways to a small child who is afraid and clings to mommy or daddy.
- ✓ There is a strong emotional desire for safety and security.

Most entrepreneurs don't think BIG enough... They waste \$1,000 worth of time and energy on a \$100 problem.

- ***Don't do this!*** Keep your eye on the prize! Be willing to walk over many \$100.00 bills to get to the millions!

**The BEST entrepreneurial
geniuses are relaxed,
loose, open, stubborn,
angry, rebellious, and
totally unpredictable!**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**To have an enemy to
fight against is to
have a purpose in life!**

*** *WE NEED ENEMIES!***

We need someone or
something to fight
against – to make our
blood boil!

*** What a great negative
motivation this is!**

Your best will continue to get better... if you work on it.

- And as it does, you will continue to increase your sales and profits dramatically!
- “Where was all this money before?” You’ll shout! The answer: “It was there, you just didn’t know how to get it!”
- “Great salespeople are not born or made. They evolve over a period of time, based on their dedication to excellence and their willingness to serve.”

Jeffrey Gitomer

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**Premium pricing – MORE
PROFITS – from less sales.**

**Better customers who buy
more additional stuff and
cause fewer problems. *Plus,
the ability to make money in
spite of bad numbers.***

**The bottom
line speaks
the *loudest!***

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

***CREATIVITY* and BUSINESS.**

- Most people would never think of business as a creative pursuit. And most businesses aren't! In fact, most businesses are as boring as mud!
- But a few visionary entrepreneurs continue to show us that it does not have to be this way. These people make business fun and exciting for all of their customers.

**Our lives (and businesses) boil
down to the choices we make
(or don't make) and the actions
we take (or don't take)...**

***And then accepting full
responsibility for all of the
consequences that result from
those choices and actions.***

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

Selfishness is the
fuel that feeds the
fire of capitalism.

✓ ✓ ✓ ✓ ✓

**Entrepreneurs are REBELS
with a cause!**

- Even if that cause is
nothing more than
dominating their market
and getting super rich!
- “Entrepreneurship is the
last refuge of the
troublemaking individual.”
James K. Glassman

✓ ✓ ✓ ✓ ✓

Get more leverage on your prospects and customers.

- ✓ **How?** A) Make 'em jump through more hoops to "prove" to you (somehow) that they are definitely a cut above all the others. The more upfront and clear you are about this, the better. B) Then use that information against them.
- ✓ **Example:** "I know you are serious or you would have never _____. Now it's time to take the next step."
- ✓ **Is this manipulative?** Hell yes! But as long as you're selling quality stuff, who cares?
- ✓ **Why it works:** The greatest motivation is the strong need to be totally consistent with the actions we have taken in the past or the way we (or others who have leverage on us) see ourselves.

+ + + + +

It's good to be rich!

- “He that is without money may as well be buried in a rice tub, with his mouth sewn shut.”
Chinese Proverb
- Can you be any more graphic than being buried in a rice tub with your mouth sewn shut?
No! And to think this was written many hundreds of years ago!

+ + + + +

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

Take-away selling:

“To the degree you
overexpose yourself,
you become an inflated
commodity which, in turn,
causes a devaluation of
you in the eyes of others.”

Robert J. Ringer

The secret to getting paid BIG BUCKS...

**Tell them what to do, and
why to do it, but never tell
them “how” to do it!**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

> > > > > > > > > >

Most advertising sucks!

“The advertising business is going down the drain. It’s being pulled down by the people who create it, who don’t know how to sell anything, who have never sold anything in their lives... who despise selling, whose mission in life is to be clever show-offs and con clients into giving them money to display originality and genius.”

David Ogilvy

< < < < < < < < < <

What about love and money?

When I look at the times I made the most money in the shortest periods of time, it was when I was totally in love with what I was doing. This is the moneymaking power nobody talks about. **You must fall passionately in love with your business or at least the parts of it that bring you the most money. *Love is power!*** You are most alive when you're in love and – because of this – you will find a way to do amazing things that you couldn't begin to ever do without this awesome invisible power.

**Research is what you are
doing when you don't know
what you're doing!**

A great Dorothea Brande quote from her 1936 book, “Wake Up and Live!”:

“Usually, far from overrating our abilities, we do not understand how great they are. The reason for this under-estimation of ourselves will be considered later, but it is well to realize that few except the truly insane believe themselves suited for careers far beyond their full powers.”

Do you have to be crazy to succeed in the biggest possible way? Maybe! So go crazy! Set goals that are higher than anything you can imagine.

Who knows, you might just grow into them. Or in an outrageous attempt to achieve these goals, you could set off in a whole new direction you would have never imagined had you not decided to THINK and ACT bigger.

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

You can freely give away your best ideas all day long and never worry about someone taking them and getting money that should have come to you. Why? *Because the money is never in the idea itself – it's always in the implementation of the idea.*

- * Most people will screw up the implementation every time.
- * They fail to see how the multimillion-dollar ideas you give them “fit together.” They don't know how to put your ideas into action. They lack your overall vision and unique perspective that is needed to make the megabucks with the ideas you give them.

< < < < < < < > > > > > > >

Unconscious competence!

- > Doing something very difficult for so long that now it comes naturally to you and is even fun and easy at times is your payment for the years of pain and struggle.
- > This is the reward of mastery! You have paid the price... Now you get the reward! And to be able to easily do something that is very difficult (and something that has great value in the marketplace) is the greatest reward!

< < < < < < < > > > > > > >

I know too many talented people that are very “half-assed” at doing a lot of different things – BUT THEY ARE GREAT AT NOTHING! They’re almost good enough... lukewarm at best. They are too good to get rid of, but not good enough to provide any kind of long-term contribution.

Mastery takes constant focus, dedication, and discipline. There is a price to pay that is too steep for the average person. Peter McWilliams used to say that, “You can have anything in life you really want, but you can’t have everything.” And that’s the major problem: Most people (when judged by their actions) seem to want a little of everything.

Are people who strive for mastery unbalanced?
Yes, but they also possess the specific knowledge and skills that are necessary to make BIG THINGS happen!

• • • • •

The more honest somebody tries to convince you they are – “or the more you feel they are trying to sell you” – the less they can be trusted.

- **Being totally real and genuine in every way is a marketing technique that is getting more important all the time.**
- **Everyone is secretly looking for the real deal... someone they can trust... someone who has their best interests at heart and won't let them down. This is why many of the best salespeople (whose numbers prove it) are the quiet ones.**

• • • • •

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**The experience of taking
something from your head,
putting it on paper, sending
it out, and then bringing in
millions of dollars has
to be one of the greatest
feelings on earth!**

**Talk about the power of
manifestation. Wow!**
This is alchemy in action!

**Your level of success
is determined by your
ability and *capacity*
to handle large amounts
of uncertainty.**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

Winning isn't
everything...
but losing
REALLY SUCKS!

**“A client seen is a
client lost. Make
yourself available and
it will cost allure.”**

Coco Chanel

**You must act special to be
special. Go against the grain.
Do the opposite of what most
of your competitors are doing.**

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

**An order form is not an
order-taking device. It's an
order-making device!**

- Your best prospects and customers will always go straight for your order form first. They'll look at your order form to see how much a product costs – before they read your sales letter.
- Because of this, you must do all you can to completely summarize the best-of-the-best of your entire offer in your order form.
- Spend more time working on your order form. Rewrite it a dozen times if you have to – before you send it to your printer. Read it out loud – and then listen closely for anything that doesn't sound right. *Fix those things and then read it again and again – until it all flows.*

SEVEN REASONS you should hold more seminars, workshops, bootcamps, or other events for your customers.

- 1) These events keep you involved with your customers. You're with them face-to-face, eyeball-to-eyeball, belly-to-belly. This helps you stay focused on your market.
- 2) It lets your customers get the feeling that you are somewhat accessible and can be trusted. Many marketers hide from their customers. Not you.
- 3) Even your customers who will never attend one of your seminars or workshops will still get the feeling that you are the real deal and can be trusted.
- 4) These events are great product-development vehicles. One seminar that you hold one time can easily be packaged into a product you can sell for many years!
- 5) They are great revenue generators. Lots of ways to make instant money selling these events. As a "product" they have many extremely marketable advantages, such as a sense of urgency to respond NOW!
- 6) They are good for building relationships with Joint Venture Partners. First, the easiest Joint Venture to do is hold a seminar and let other marketers come and sell their stuff. Second, they give you the chance to spend quality time with your Joint Venture Partners and build your relationship with them.
- 7) Seminars and workshops have a super-high perceived value. Many marketers charge thousands of dollars for their seminars. And people can easily see that just one or two ideas they can get during these highly specialized and focused events could be the little spark that starts the mighty fire for them.

An old sales maxim to
think about: “If I’m going
to sell Betty what Betty buys
– I’d better see everything
through Betty’s eyes.”

**How many
salespeople
forget this?**

**“Never make your appeal
to a man’s better nature.
He may not have one.”**

Lazarus Long

The only thing people really care about
is what’s in it for them. Don’t let them
fool you for a minute! Your job is to
make them firmly believe that it is in
their own best interest to do whatever
it is that you want them to do.

The CREATIVE BLOWOUT!

The creative mind feeds off variety! It can be a little crazy at times (or all the time!), but you must have many projects going at the same time. Be willing to suffer through the pain of being overwhelmed, frustrated, and confused. *It's okay to feel these things!* No matter how bad it feels, nobody ever died from the intense pain of confusion or frustration!

A little bit of something
is BETTER THAN a
whole lot of nothing!

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

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!

THE BLACK BOOK OF MARKETING SECRETS

Go to RuthlessMarketing.com/freegift Now to Get a FREE Gift!

volume **15**

Copyright © MMX M.O.R.E. Incorporated. All Rights Reserved.



305 East Main Street
Goessel, Kansas 67053-0198
620.367.2600

www.moreincorporated.com

Our **Business** Has Been Making People **Money** Since 1988.

\$9.95 US Business & Economics

ISBN 978-1-933356-28-0



9 781933 356280