

volume **4**

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](http://RuthlessMarketing.com) and Order Today!**

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# **THE BLACK BOOK OF MARKETING SECRETS**

**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 fourth 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



**Renting our customer names to our competitors has always been a great thing for us.**

- Not only do we get the monthly revenue from our list manager – but we are also keeping our customers in the market longer.
- This makes our list more valuable and more responsive to our offers.
- Our customers are constantly getting re-pitched by others because we're renting their names to our competitors on a regular basis.
- They are biting on these other offers and staying “in the market” for the items we sell!
- The list is actually strengthened by renting it out!

\* \* \* \* \*

**“Marketing is simply  
a combination of math  
and psychology.”**

***Dan Kennedy***

\* \* \* \* \*

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**Keep baiting  
the trap with  
the same cheese!**

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**Most people don't care about the direct mail packages you work so hard to produce – and mail to them. Even the best prospects and customers couldn't care less. APATHY IS ALIVE AND WELL! Every paragraph you write is read in a lazy, apathetic way. They just don't care!**

- ✓ You've got to bombard them with a ton of mail! You must do things to wake them from their sleep!
- ✓ Think wild and crazy! Wild colors! Outrageous copy! Irresistible offers!
- ✓ Plus, your profit margins must be adjusted so you can spend more money to get each sale – and keep bombing them with follow-up after follow-up after follow-up!!!

**A good plan today  
(set in motion)  
is better than a  
brilliant plan  
tomorrow!**

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**A successful business  
is constantly  
changing, developing,  
evolving, and growing!  
It's like a living  
organism that evolves  
to meet the demands  
of the environment.**



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Never let your  
employees,  
bookkeepers, or  
accountants dictate  
your marketing!  
*Those people don't  
have a clue!*

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**Business Rule:**  
It never goes as fast  
as you want and is never  
as easy as you think.

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**What do all  
people want?  
Someone to do  
it for them!  
That's why all of  
us should be in  
the "do-it-for-em"  
business!**

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**It's amazing  
how much time  
we can waste  
while getting ready  
to start working!**

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**Are you  
a professional  
or an amateur?**

**The difference:  
Amateurs only  
work hard when  
they feel like it.  
Professionals work  
just as hard whether  
they feel like it or not.**

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**Do everything  
possible to shift  
the power and get  
them to chase you –  
*rather than you  
chasing them!***

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# **READ THE SUPERMARKET TABLOIDS!!!**

The heart and soul of  
direct response marketing  
is inside the  
supermarket tabloids...

These publications  
are aimed at the perfect  
direct response customer...

The writers have  
mastered the art of  
reaching out through print  
and touching the  
readers' emotions.

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**Overwhelm them  
with follow-up offers  
until they buy.**

\* \* \* \* \*

**People want  
to do business  
with people  
just like them.**

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**The secret to all  
follow-up marketing:**

**Create a great excuse  
(that sounds real) to be  
contacting them again.**

\$ \$ \$ \$ \$

**You are losing money if  
you're not segmenting your  
customer list. You must pay  
special attention to the  
different groups of customers  
within your master file.**

\$ \$ \$ \$ \$

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**“I have a lot of  
competition, but  
ZERO competitors!”**

***Kerry Thomas***

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Over the years many of our seminar attendees (who paid \$5,000.00 plus) have come up to me and complained about the unprofessional style of the sales material we kept mailing to them...

**They say it's too wordy and too repetitious...**

I thank them, and then make a note to make sure I use more words and repetition in our next seminar promotion!



---

**The daily problems we go through in  
our businesses makes us tougher...**

**After years of dealing with pain,  
frustration, and endless challenges  
we become like those war-torn  
soldiers who have been on the front  
line for too long! We are badly  
bruised and battled scarred... but  
we're also stronger and wiser.**

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## **Control freaks unite!**

**Here are two of the smartest business management principles I've ever discovered. They're simple, true, and powerful... plus they can apply to many different things:**

- > You cannot manage what you cannot control.**
- > You cannot manage what you cannot quantify.**

There is one rule you must  
never violate: when they want  
a refund, give them a refund!

No ifs, ands, or buts!

It's not your money until  
and unless the sale sticks.

***Stop playing games  
with your customers!***

**Our job  
as marketers  
is to *attract*  
the right people  
and *repel*  
the wrong ones.**

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Those of us in shaky  
markets will always  
skate on thin ice...  
but we can do things  
to thicken the ice.

**Neatness rejects  
involvement.  
Dumb your sales  
letters down.  
*Make them  
look homely.***

---

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## **A handful of seminar follow-up strategies:**

- ✓ Limited seating.
- ✓ Discount down the price.
- ✓ A strong reason to come.
- ✓ Red stamp date – firm!
- ✓ Pay some now...  
and the rest with the  
money you make!
- ✓ Closed-door sessions for  
them only.
- ✓ Create urgency as many  
ways as possible!
- ✓ Tele-seminar to pitch  
seminar.

“If you can’t convince  
them, confuse them.”

*Harry S. Truman*

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**A closer's secret:**  
**Have complete disregard**  
**for anything but the money!**

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**P. T. Barnum-ize every offer!**

- Big!
- Blow it up!
- Bold!
- Explosive!
- Wow them!
- History making!
- Whiz-bang!
- Hype it!
- Jazz it up!
- Make it rock!

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**Forget the little ideas!**  
**Let's go for the BILLION-**  
**DOLLAR WINNERS!**  
**Who wants to**  
**make a decent living?**  
**Forget that!**  
**I want to get rich!**

**Don't listen to what people say, watch what they do.**

Once people know what you want to hear, they'll give you lip service all day long.

That's why you must tune them out! Question what they say and listen to what you see. Your eyes are much more important than your ears. The most important part of communication is non-verbal. You must get good at sizing people up and reading their actions and reactions.

**Nobody wins unless  
*everybody wins!***

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## **Secrets to creating a successful coaching program:**

- You must be a stern, but loving parent.
- You have to be tough on them.
- They are silently begging to be led.
- They want someone to take care of them.
- They attract followers.
- They want special products and services that are only for them.

**All facts and figures  
can and must be  
manipulated to  
our advantage.**

**We make them  
see what we want  
them to see!**

\* \* \* \* \*

### **Paint the picture! Sell the dream!**

- \* The hope of a better life.
- \* All the money, love, and admiration they have ever wanted.
- \* Wherever they go the red carpet will be laid out for them!
- \* The lights! The applause! The love and adoration!
- \* They will win – while everyone else around them will lose!

\* \* \* \* \*

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The way to sell the  
*unfamiliar* is to link it  
with the *familiar*.

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**I've seen it hundreds of times...  
The people who are most  
attracted to mail order marketing  
are the ones who are least likely  
to become successful in it.**

- They are attracted to the sexiness of the business.
- They love the idea of sitting back and getting cash, checks, credit cards, and money orders.
- It's a lottery type of fantasy that appeals to their laziness.
- It also appeals to their childish fantasies.
- Of course, the folks who sell "get rich in mail order nonsense" do very little to dispel the myths. After all, people desperately need something to fantasize about, and we are obligated to give it to them!
- Of course, it does help that there is some solid truth to the fantasy.  
However, the same could be said for the dream of winning millions in the lottery.

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**Does talent create its own  
opportunities? Or does your total  
passion and commitment to the  
opportunities create its own talent?**

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**Playing it safe is  
no guarantee  
against misfortune.**

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Seminars, books, tapes,  
and consultants can help...  
**but the only way to learn  
something is to do it.**

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## **WORDS ARE POWER!**

**The right words can  
change, shape, and  
even create reality!**

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## **Wisdom from David Ogilvy:**

1. What you say is more important than how you say it.
2. 99% of advertising doesn't sell much of anything.
3. The consumer is not a moron, she is your wife.
4. Don't bunt. Aim out of the ballpark!
5. Hard work never killed a man. Men die of boredom, psychological conflict, and disease... Indeed, the harder you work – the happier and healthier you will be.

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**Do it, test it, fix it,  
and then do it again...**

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**The customers who give us  
THE BIGGEST PROBLEMS  
also give us the most money!**

**The same frustrations that  
cause them to whine, cry,  
and even yell and scream  
also get them to send us  
maximum money!**

\* \* \*

**If you're not thinking  
about your customer,  
you're not thinking.**

\* \* \*

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**Never fear objections...** All the best prospects have objections – so you might as well face them head-on... **You should even bring them up!** Then answer them with BRUTAL HONESTY and you'll shock them and lower their resistance to give you their money! Of course, you must turn every objection they have into a powerful reason why they should buy!

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**The nation's first  
economist, Adam Smith,  
made a comment that is  
even more true today than  
it was during the 1800s.**

*“Put two capitalists in the same room –  
and it's only a matter of time before  
they're both talking about all the  
various ways to fleece the public.”*

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**The “STOP” acronym... In times of crisis, remember to STOP:**

Stop – NEVER react emotionally...

Breathe deeply. Count to 10 or 100 or 1,000!

Think – Then think it through...

Observe – Pretend you’re an outsider and this is happening to someone else!

Plan – Create the best long-term and short-term plan you can come up with.

Then, keep following this simple formula to ... Stop, Think, Observe, and create new Plans.

**Success can lead to  
complacency – and so  
complacency is the enemy!**

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**Most people choose  
symbolism over substance.**

- They want short-cuts.
  - The appearance of having something is more important than actually having it.
-

**Question:** How much money  
is enough?

**Answer:** It depends on how  
high your fixed overhead is!



• • • • •

**Key to great  
sales material:**

**Write lots of copy  
and edit it down.**

• • • • •

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Everyone wants you to succeed... but whatever you do – don't make more money than they're making! And if you do – keep your mouth shut! The same people who were cheering from the sidelines will quickly turn on you!

“If you succeed in life, you must do it in spite of the efforts of others to pull you down. There is nothing in the idea that people are willing to help those who help themselves... People are willing to help a man who can't help himself, but as soon as a man is able to help himself, and does it, they join in making his life as uncomfortable as possible.”

*Edward Howe*

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**People forget the words you say... Sometimes they don't even understand what you're trying to tell them, but they'll remember your passion.**

- They will remember your actions... Your energy, enthusiasm, and attitude.
- We spend way too much time thinking about what we're going to say when it's the non-verbal language that counts.

All marketing  
lies in two words:

**attraction and  
retention.**

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**\$ \$ \$**

## **I LIKE DEBT...**

**Part of the fun is to have the  
constant pressure to meet  
your financial obligations.**

**The carrot and the stick are  
both great motivators... But  
the stick is more important!**

**\$ \$ \$**

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***Decisions made in fear  
usually end in folly.***

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**The #1 thing that many people in the opportunity market buy is anticipation!**

- ✓ This is the secret of a blind offer! They can't wait to see what they're going to get.
  - ✓ Anticipation is often better than the real thing!
-

**Office politics are a  
part of every business.**

**It doesn't matter how BIG or  
small the company is...  
People are people and when  
you put 2 or more of them  
together for 8 hours a day –  
there are going to be  
problems! You can't stop  
office B.S.! The only thing  
you can do is keep everyone  
so busy they don't have time  
and energy for the nonsense!**



Nothing gives you  
freedom like having  
**a few bucks  
in the bank!**

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# **Just say no!**

**It's always easier to  
change a no to a yes  
– than a yes to a no!**

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**A person's greatest need  
is to feel appreciated...**

**You must make them feel  
important and special and  
needed – without appearing  
phony. This is very difficult.  
But the world's most  
successful people have  
mastered this powerful skill.**

**YES, big thinking  
people often screw up.  
They do foolish  
things that blow up  
and cause damage.  
But the BIGGEST risk  
is to think too small.**

\$ \$ \$ \$ \$

**Test new ideas...  
but never stray too  
far away from the  
winning formulas  
that have been  
proven to be the  
most successful in  
your marketplace.**

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**If your back-end business is strong – you should set out to lose as much money as you possibly can to make the first sale to new customers.**

**Your first sale sets up all the future sales... The only purpose of your first sale is to build enough relationship with the new customer to get the next sale.**

**Being broke  
is no disgrace.  
Staying  
broke is.**

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# Feel good about firing people...

First, it is your right  
and privilege.

Second, anybody who  
is not an important  
part of your team  
should be fired.



\* \* \* \* \*

**All this talk about  
retirement is nonsense!**

**Work gives our lives  
purpose, meaning, and  
structure. Stop telling me  
to take it easy... *I'll have  
eternity to take it easy!***

\* \* \* \* \*

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### **A direct response secret that almost nobody ever talks about...**

1. Have a couple of sharp marketers look over all of your sales material during the final editing stages.
2. Ask them for an honest critique.
3. Go over your sales material with them page-by-page.
4. Ask them to tell you where the flaws are.
5. Encourage them to tell you how to strengthen and clarify your pitch.
  - It's shocking to me how other super-sharp marketers can easily see flaws we did not see. They can help us streamline our promotion and spark new ideas we would have never thought of. These new ideas could be worth millions!
  - You must surrender your ego – and be open to the positive feedback from a couple of sharp marketers.  
(Then offer to do the same for them.)

**It's up to you**  
to move your company  
in the best direction.

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**\$ \$ \$ \$ \$**

**Even when you know the  
answer to a request is  
“YES!” always hesitate!  
This might be a stupid game,  
but it’s a lot of fun to see  
them squirming!**

**\$ \$ \$ \$ \$**

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**Getting your butt kicked and  
your heart broken every once  
in a while is a great thing!**

**It humbles you and  
can lead to wisdom.**

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When asking, **ASK BOLDLY.**

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\* \* \* \* \*

When getting ready to  
write a sales letter –  
ask yourself the toughest  
questions in the mind of the  
most skeptical prospect and  
make sure your best answers  
are woven into the copy.

\* \* \* \* \*

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**Everything you  
do must shout:**

**“I am different  
from all the others!”**

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**Controversy sells!**

**“The secret to success  
is to offend the greatest  
number of people!”**

***George Bernard Shaw***

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### **The 12 Paths to Power:**

1. **Know yourself intimately.** People tend to overestimate their chances of success and underestimate their chances of failure. What do you really want? What are your strengths and weaknesses? What are you best at?
2. **Be an information filter and a knowledge sponge.** Keep searching for the truth! Keep trying to figure out other people and WHY they do what they do. Greater knowledge of yourself and the world gives you a wider range of possible actions to choose from.
3. **Get it together. FOCUS.** Focus on what you want. Most people want it all, and they aren't very powerful.
4. **Live an upright life.** Honesty is the best policy.
5. **Take a shot.** If you don't play, you won't win. GO FOR IT! MASSIVE ACTION.
6. **Hang in there.** "Persevere, no matter the pain, persevere." *H. Ross Perot*
7. **Pick do-able objectives.** Pick battles you can win! Don't waste your time and energy fighting losing battles.
8. **Don't make a big deal about being the boss.** Be humble. You need other people to help you win.
9. **Don't motivate other people to oppose you.** Don't make people any more jealous than they already are! Don't strip someone down and cause them to seek revenge.
10. **Put your adversities to good use.** Adversity can contain the energy you need to succeed.
11. **Calm down.** Open-ended desires lead to nothing. Be satisfied with what you have, AND THEN, keep pushing! Relax and enjoy!
12. **THINK WIN/WIN.** Empower yourself and help others get what they want.

**The right photo  
in your ad copy  
can be equal to  
1,000 words of copy!**

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**Very few are innovators...  
The rest of us are  
exceptional copycats!**

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The *easiest idea* to sell  
anyone is that he or she is  
better than someone else.

• • • • • • • • • •

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**If you knew now –  
what you didn't know then –  
would you have gotten into  
the business you're in?**

**If not – what are you  
going to do about it?**

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**The fastest, simplest,  
and easiest way to make  
a million bucks is to  
start with ten million!**

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## **The power of simplicity:**

**If you can't sum up your  
basic offer in one sentence –  
go back to the drawing board.**

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**Fight like hell,  
but choose your  
battles wisely.**

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**Instinct takes over after  
about 10 or 20 years of hard  
focused work... and this  
instinct gives you tremendous  
power to “sniff out” new ideas  
that can make you more money  
than you ever made before!**

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**Never lose your curiosity –  
it's the golden key to creativity.**

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**Strive to keep  
your honest  
employees honest!  
The fear of getting  
caught must be  
greater than their  
desire to steal.**

**Mark Burnett's 7 Rules:**

1. Only results count.
2. Have courage to fail.
3. Choose teammates wisely.
4. Perseverance produces character.
5. Be right or wrong – but make a decision.
6. Set achievable goals.
7. Try to go above, beyond, and then further.

**Effort without talent is  
a shame... but talent  
without effort is a tragedy.**

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**In business,  
if you rest,  
you rust.**

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### **The Microsoft Marketing Model:**

- A. Let other people be the guinea pigs.
- B. Let the pioneers get scalped!
- C. Then, when the smoke clears, see who's standing.
- D. Which ideas have survived and thrived?
- E. Then enter the marketplace with all the power you can sum up!
- F. It's okay to be behind the curve.
- G. The point is – you should only focus on ideas that have withstood the test of time.
- H. Think BIG! Microsoft is the capitalistic version of Hitler – their goal has always been to rule the world of computers.
  - This is one of the most successful companies in the world because they are such Ruthless Marketers!



**The time to find out  
whether you're in shape is  
not when the bell rings!**

- Do your homework.
- Pay your dues.
- Every day is like going to the gym!
- Every problem is like a set of barbells!

\$ \$ \$ \$ \$

You gotta take  
what you can –  
when you can –  
**while you can!**

\$ \$ \$ \$ \$

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**Take *great pleasure*  
in getting things done!**

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