

volume **9**

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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FIRST EDITION

ISBN-10: 1-933356-19-7
ISBN-13: 978-1-933356-19-8

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 ninth 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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**The goal is to become
a master of marketing.
To become so skilled that
you do not even have to
think... you just do it!
You do it without thinking.**

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**Having one client
that brings in 80%
of your profits
is not a business...**

**It's a nightmare
waiting to happen!**

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**Customer are and will
always be totally self-
centered. *They don't care
about you.* Never have.
Never will. They only care
about what you can do for
them – better, faster, and
less expensively.**

**We all write “Dear Friend”
when addressing our
customers – but in reality,
they are not our friends.
They are demanding tyrants
who must be served.**

High overhead kills.

- ✓ Just say “no” to high overhead.
- ✓ Outsourcing may cost more in the short-term, but not in the long-term. It is freedom.
- ✓ High fixed overhead is the killer of freedom.
- ✓ There is nothing worse than when everyone you are doing business with is making money (because of their involvement with you) except for you.

**Better, faster, and
cheaper are the 3 magic
words of the marketplace.**

- Billions of new dollars are being generated each year from companies who have figured out new ways to do these 3 things.
 - What can you do to make the hottest selling items better, faster, and cheaper?
 - Or to give people the impression that they are better, faster, and cheaper?
-

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Robert J. Ringer's 3 simple moneymaking rules:

1. If you want more, make yourself worth more.
2. Concentrate on quality and service first, and profit will automatically follow.
3. Always give people more than you expect to get in return.
 - Out of these 3, I believe #1 is more important than the other 2 combined!
 - The more you do to make yourself worth more (even if it is only hype and bullshit – such as writing a bunch of books!), the more money you will automatically make.

Making money is a skill.

Sure, like all skills,
some people have more
natural talent than others
– but it's still a skill!

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Being a lifelong entrepreneur takes a great deal of courage...

Anyone can do it on the short-term. Anyone can handle it when it's all so fresh, new, and super exciting! Or when everything is smooth sailing and things are all coming together. But to do it year in and year out – through all the peaks and valleys – with all the difficulties and challenges we face each year...that takes courage. To keep doing it after the thrill is gone – when it becomes “work” – when it all stops being fun – when you have to suffer and work through the hard times – when your heart gets broken because things did not turn out the way you wanted or when everything seems to be going downhill – when you think you can't take it anymore and want to quit...but keep moving forward anyway, all that takes tremendous courage. Can you relate to what I'm saying? If not, you haven't been in the game long enough or you are not demanding more from yourself and pushing it hard enough. If you can relate – all I can say is “Keep fighting the good fight! Never surrender!”

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Does money buy happiness?

Yes and no.

- **Money buys choices.** Those choices can be for good or bad. They can lead to things that make us happy or sad.
- **Money is the great amplifier!** It is the spice that adds flavor to life! It can also be the worst kind of drug that screws you up in terrible ways and leads to utter misery. In general, happy people can be more happy with money – and miserable people will create even more misery.

Marketing is a finely honed art that takes years to master.

- * It's much more of an art than a science because, like all other arts, we are dealing with human emotions.
- * Plus, the best marketers are much more sophisticated and subtle about their intentions to get you to give them your money. They do all kinds of things to make you think and feel that it is your decision to give them your money. This very subtle manipulation takes years to master. The techniques they use can be naked to the eye.

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“The surest way to business failure is to keep getting an increasing share of a decreasing market.”

Danny Devito’s character in the movie “Other People’s Money.”

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**Any fool can think big
and most fools do.**

- > Ask them how they plan to make all their money and you're usually looking into the eyes of a crazy person!
 - > Most big thinkers are nothing more than delusional dreamers whose plans have no basis in reality.
 - > You can think yourself big – all the way to bankruptcy court.
-

How to double your sales in on year:

- Harry Cunningham, the man who was responsible for starting K-Mart and making it the biggest discount retailer in the country (before Wal-Mart took away that title!) got his start by taking over a failing store in Grosse Pointe, Michigan. He came up with this brilliantly simple plan. He asked sales clerks to note any customer requests on blue index cards. By carrying what they asked for, he doubled the store's sales in one year!
- It sounds so damn simple, doesn't it? Just find out what people really want - and then give them more of it in a better way than everyone else is giving it to them! What could be more simple? And yet, I'll bet you'll never learn this in Harvard Business School.
- In a perfect word, if it were possible to *really* give your customers the biggest thing they wanted the very most – what would it be?
- Who is coming the closest to giving them these things right now? How can you use the best ideas from these people?
- The answers to these questions will come slowly. You *must* live with these questions for a while. Keep asking them...and writing down the responses. Your answers will get better over time.

**“The closer you get to
the ultimate goal,
the less exciting it is.”**

Neil Young

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BREAKING NEWS!!!
This just out, “Rich
people really are
different.” **THEY**
HAVE MORE MONEY!

Of course, a big shot
is just a little shot
who kept on shooting!

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**“It takes 20 years to be
an overnight success.”**

Eddie Cantor

It's no mistake that the direct
response marketing pros who are
making the biggest bucks have been
in the business for a decade or two.

Nothing can take the place of
experience. The longer you play
the game – the better you get.
And because of this, each year
could very easily be your very
best moneymaking year ever!

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**Question: How do you know
you're being scammed?**

Answer: When you ask a relatively simple question and get a bunch of mumbles for answers. Or you get an answer that (even when you spend hours studying it) seems so damn complicated you gotta be a rocket scientist to figure it out!

Listen, if you cannot get a clear answer to a relatively simple question – you are probably being misled at best or scammed at worst.

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Breakdowns can lead to breakthroughs!

- √ Adversity is good for your soul. It builds character. It makes you stronger. It shapes you.
- √ Adversity is the great developer of all great entrepreneurs.

Ben Franklin's 4 Ingredients for Success:

1. Choose a career you love.
2. Give it the best there is in you.
3. Seize your opportunities.
4. And be a member of the team.

*This is timeless advice
from a true entrepreneur!*

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**In times of
prosperity, you have
lots of friends!
It's all one big party!**

But the true friendship acid
test comes when times are
tough... especially when you
owe your “friends” a great
deal of money and you can't
pay them back!

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**You gotta be unique to
get noticed. If you follow
the crowd – *you will never
be followed by a crowd.***

**Remember, a person who
walks in another's track
leaves no footprints.**

You always gotta do
whatever comes next... *no*
matter how difficult it is!

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The power of 3rd party endorsements:

One word from a person who
is trusted carries more weight
than ten thousand from
someone who is not.

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**Experience is
the only teacher
that gives the
test first and
the lesson later.**

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**Victor Hugo (the great
French revolutionist)
once said, “Those who live
are those who fight!”**

**He’s right! The day you stop
fighting is the day you begin to
die. This is true for your life
and for the life of your business.**

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**A major part of success (that
you won't find in very many
books) is to stop giving a
damn about what anybody
thinks about you!**

**When you can stop caring –
you have the power!**

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**Most people are
afraid to live
and scared to die.**

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**Do all you can
to put yourself
in the toll position.**

**Find a way to get as much
leverage as you can on the
people who give you money
on a regular basis. If they
want to cross the bridge –
they must come through you!**

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What's the difference between a good salesperson and a great one?

That's simple: A great salesperson is able to hide their sales pitch. *They do not reveal their hook.* They sell you without you feeling as if you were sold! They do all kinds of subtle manipulations to make you believe that you are very fortunate to be in the position to give them your hard earned money. In fact, they make you gladly want to keep giving them even more of their money!

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Getting rich and staying
rich are two entirely
different things.

They require a
different set of skills.

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Hard work is good for your soul.

- ✓ Plus, it may keep you alive longer!
- ✓ And even if it doesn't, it will add more life to your years.
- ✓ "Hard work never killed a man. Men die of boredom, psychological conflict, and disease. Indeed, the harder you work – the happier you will be." *David Ogilvy*
- ✓ "Seek above all else a game worth playing and play it as if your entire life and sanity depended on it...for it does!"
Edward DeRopp

Doing the right things is easy. Knowing the right things to do is difficult.

- * What do your customers really want?
- * What is the desire behind their desire?
- * In a perfect world, if you really could give them what they really want more than anything else – what would it be?
- * What are they really searching for?
- * What do the best (most profitable) individuals and companies in your market know that you don't?

The hardest thing about becoming a master of marketing is to not become cynical.

This is easier said than done...
Why? Because the longer and harder you play this game – the more you see the darker sides of human behavior.

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**The dumber your
competitors think
you are – the more
surprised they're
going to be when
you kill them in
the marketplace!**

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A 2,000 year old idea
that has even more
meaning today:

**“Good people do not
need laws to tell them
how to act responsibly,
while bad people will
find a way around laws.”**

Plato (427-347 B.C.)

The experts are usually wrong...

**“Everything that can be
invented has been invented.”**

*Charles H. Duell, Commissioner of the
U.S. Office of Patents in 1899*

**“I think there is a world market
for maybe five computers.”**

*Thomas J. Watson,
Chairman of IBM in 1943*

**“We don’t like their sound, and
guitar music is on the way out.”**

*Decca Recording Company
(Upon rejecting the Beatles 1962.)*

**No flying machine will ever
fly from New York to Paris.”**

Orville Wright

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Always be wary of people who try to convince you of how honest they are!

- ✓ Never try to bullshit someone who makes their living bullshitting others.
- ✓ If they lie to you about one thing – they'll lie to you about another. Don't forget this – especially in the beginning. Little lies at the start of the relationship will end up being bigger lies in the future.
- ✓ You can't be paranoid... But you really are surrounded by liars!
- ✓ The world of business is ruthless. Deal with it! If you want a friend – marry the most decent woman you can find and treat her right. But when it's business – *beware!* The more ambitious people are, the less they can be fully trusted.

One of the reasons two-step marketing works so well is it lets you “test” to see how motivated the other person is.

- The bigger the action is you are making them take – the more motivated they are. (This is also the main reason that the people who spend the most money with you will always cause you the fewest problems.)
- If someone you want to sell to is not motivated, they’ll either back out of the deal or they’ll make you pay later.
- Even the world’s greatest hypnotist (Milton Ericson) knew that you could never hypnotize somebody *unless a part of them wanted to change*. In other words, Milton knew that you can’t make someone do what they don’t want to do. He used all kinds of subtle hypnotic induction techniques to get past some of the thin layers of resistance, but if the layer was too thick nobody could penetrate it. (To test his theory, he once put his sister in a very deep state of hypnosis and then asked her to take her clothes off. Even though she was in a very deep trance and in the most highly suggestive state of mind possible, she immediately refused and quickly came out of hypnosis!)

**Egotism is the drug that
soothes the pain of stupidity!**

**Remember this the next time
you encounter an egomaniac!**

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**If you don't know
it can't be done,
you can do it.**

An educated person will
stay up all night and
worry about things that
most of us never even
think about. We are too
damn busy doing the deal
to worry about anything.

People reveal their true colors by the actions they take.

- > The only way you can really know about another person is to go through some very hard times. Or watch how they react when their whole world is falling apart.
- > Whoever said: “Your actions are shouting so loudly I can’t hear a word you’re saying!” was right!
- > Learn to be a people watcher. Stop listening to what they say and watch what they do.
- > This is the main reason “2-step marketing” is the safest way to produce consistent wealth.

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**In a world of hype –
style is much more
important than
substance.**

**Remember that perception
is reality and you
control the perception.**

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In times of prosperity – everyone is your friend!

- * They all want to be with you.
- * Your phone constantly rings!
- * You are on everyone's "A" list.
- * It's a heady trip – but you can't take it too seriously.
- * The secret is to recognize this for what it is and use these situations to bring in the largest amount of wealth in the minimum time. Make money FAST – while you can.
- * You must push harder in times of prosperity. This is the exact opposite of how most entrepreneurs do it. In times of prosperity, they party. When times get bad, they ponder. You must do the opposite and make as much as you can when your business is HOT!

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More tools = more power.

- The person who knows 10 ways to solve any problem will always have 10-times more power than the person who only knows one way.
- You gotta put as many tools in your toolbox as possible. After all, as one famous philosopher once said: “If the only tool you have is a hammer – then every problem you face will be thought of as a nail.”

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If they like you – you can sell them anything!

- ✓ So do all you can to get them to like you!
- ✓ Bond with them.
- ✓ Find common ground.
- ✓ Convince them that you can give them what they want the most.
- ✓ Show them you care. Make them feel special.
- ✓ Win their trust!
- ✓ The coolest thing about Direct Response Marketing is the fact that you can do this with tens of thousands of people all over the world! No other medium lets you get this close with so many people.

**Unreasonable people
rule the world!**

**All great entrepreneurs
are a bit unreasonable!**

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The foundation of all communication:

- It's ALL about “them” and what you can do for “them.” It's never about you – except for what you can give to “them.”
- The only exception is when you are trying to “BOND” with them. In those cases, you can talk about yourself a little – but only if the conversation is centered around something that is very important to them.
- The person who has mastered all this to the point of making it seem natural and real will always win.

**“There are only two things
that will make you money in
any business: marketing and
innovation. Everything else
is a business expense.”**

Management Guru, Peter Drucker

This quote should be on every
business owner’s desk – on their
bathroom mirror and hanging from
their rear view mirror while they
drive. Let’s all beat it into our heads!

Then make sure we spend the
maximum amount of time, work, and
money in both of these areas today!

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**Referrals are the 2nd
easiest people to sell!**

**You have the credibility
or believability of
someone they trust.**

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**Diversity in your
marketing leads to
stability in your
business. Hit 'em
hard. Hit 'em often.
Hit 'em many
different ways!**

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The longer the
guarantee you can offer
– the less people will
take advantage of it.

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**Our job is to give
people what they
want, right? Right.
But what do they want
the most? *That which
they cannot have!***

**In the world
of marketing –
feelings are more
important than facts.**

Perception is far greater than reality. This is great news for you because there are so many things you can do to control and influence people's thoughts and feelings about the items you want to sell to them. Plus, the number of things you can do to increase the perception of value behind what you offer is almost endless!

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“The writer who gets things done is the writer who shows up for work day in and day out... Regular hours and regular production are the keys to productivity. The hare may show a lot of early form, but the smart money’s always on the tortoise.”

*Lawrence Block from the book,
“Telling lies For Fun And Profit”*

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The easy way to map out your own powerful marketing strategy:

1. Who are the “companies to beat”
in your market?
2. What are they doing right?
3. How can you add these “things”
into your own marketing strategy?

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**Great entrepreneurs love
change. We embrace it! We
need it. We crave it. The
rest of the world is our exact
opposite in this regard.**

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What something costs is not the issue. The only thing that matters is the profit you make.

- > Many times you must spend more money to make more money.
- > It takes more money, not less, to do the things that are necessary to completely separate yourself from all of your competitors and shock all of your best prospects and customers.
- > A fatal sin we all commit (even those of us who know better) is to hold back when we should be giving and doing more.
- > Spending more money to convert sales does not have to be risky. You can test small – and let the numbers prove that this is the better move that “will” make you more money. Only then will you commit to spending the BIG BUCKS. However, even then, you can closely monitor each campaign and STOP spending all this extra money whenever you see your profits declining.

Our job is to give people what they want, right? Right. And what we know they *always* want is this:

- They want the reward without paying the price.
- Whatever you can do to promise and try to deliver maximum reward with minimum effort will almost always make your cash register sing!

To the entrepreneur...

**There is no such thing
as Monday to Sunday.
There is only ONE day for us:**

Moneyday!

Yes, every day is Moneyday!

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**To some degree, it's all a
numbers game. Be very
persistent and don't give up!**

**Remember the old sales adage,
"Some will, some won't.
So what? Who's next?"**

Kurt Mortensen's 5 "P's" of Success:

Psyche – You will not be able to achieve your goals – until you firmly believe you can. The right psyche is all about knowing exactly what you want – having a solid plan to get it – and NEVER letting anything stop you!

Persistence – Successful people will not be stopped! You can knock them down 19 times and they'll get back up a 20th time. And if they can't get back up – they'll start kicking. They never let the obstacles in life take their eye off their goals.

Personal Development – Successful people work harder on themselves than they do on their businesses. All of us have HUGE LIBRARIES...*and we use them!* We are constantly learning more and developing our greatest skills.

Passion – Your passion is a combination of your belief, enthusiasm, and emotion. Everyone loves a passionate person! This is the key to winning their hearts and minds. You catch yourself on fire and they'll all show up to watch you burn!

Persuasion – The most persuasive people on the planet are those who can make people love to do what you want them to do! Your ability to persuade will draw the right people and circumstances to you. People will be standing in line to give you their money! (A great visual analogy!) Best of all, persuasion is a skill that can be learned and developed!

Add it up and you'll see. Having all five of these things gives you the kind of awesome power you need to be, do, and have everything you want!

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**Every GREAT teacher
was once a HUNGRY
student – no exceptions.**

The desire to teach what they are
most passionate about is an
extension of their own desire to know
more and share their enthusiasm for
the subject they now teach.

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Give them a *buzz!*

Some words and phrases are
intoxicating to your market...

*Find out what they are
and use them often!*

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Your best will continue to get better!

- ✓ Stay committed to mastery!
Stay hungry. Continue to learn
all you can. Give each project
everything you've got – and your
best will continue getting better!
- ✓ The real joy of mastery is when
you finally have the ability to do
amazing things...in the most
natural way. To get to the
place where great things seem
to flow out of you in the most
natural way...where all of the
things that were once difficult
are now easy, and even fun!

You must be willing to take the risks that scare the crap out of other people.

- Like the title of Susan Jeffers' book suggests: "You Gotta Feel The Fear and Do It Anyway!" Re-channel the energy of fear. Turn it into positive energy that keeps you alive and alert and delivering the best performance you can deliver!
- Great entrepreneurs are famous for leaping before they look. They don't need all the answers to make a decision to move forward. They have faith and confidence in themselves and their ideas. They are determined to win – no matter what. They experience many different setbacks, but always get up, wipe off the dust and blood, and then continue to fight!

If you're going to sell something
that Betty buys – you've got to
see things through Betty's eyes!

*Empathy is the most important
marketing principle.*

They must believe that you understand
their problems and pain, and you feel
the same things they feel. Once they
believe this, they will open up their
hearts and wallets to you!

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TAKE GREAT COMFORT in the fact that getting and staying rich is no easy feat. First, if everyone was rich – who would want to be? Second, the fact that it is so difficult and challenging is a major part of what makes this the greatest game on earth!

If getting and staying rich were easy, it wouldn't be much of a game, would it?

Don't believe a single word your biggest "fans" say about you. These people can turn on a dime! One minute they "love" you – the next minute they want to kill you. Seriously. These people are dangerous.

- ✓ The more dependent they are, the more money they'll throw at you – but the more dangerous they also become.
- ✓ Remember, our greatest buyers are often the ones who are most unbalanced. As Eric Hoffer said in his classic, "The True Believers" – "It all starts with a frustrated person." He was right! So we need as many of these people as possible – but we must also shield ourselves from them. Start by not believing a single word they say – good or bad.

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**The why to do something always
comes before the how to do it!**
This is the secret behind all great achievers.

Great achievers set the goal – and then
figure it out as they go along. You can't
let a little thing like not knowing how
you're going to do something stop you!

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Your biggest breakdowns can often lead to your biggest breakthroughs!

- * The pain you feel when you lose a ton of money or have one bad quarter or year after another can make you so angry and so determined that you say: "NEVER AGAIN!"
- * Now you are as angry as a charging rhino! You're NOT going to go through this anymore. You become determined. You become totally focused. Your anger and determination leads you to your best ideas. Now you are totally on fire! You're ready to do whatever it takes! Nothing can stop you! You are a man on a mission! Suddenly you start moving at 100 miles an hour. You become unstoppable. Your rate of production is off the charts! And because you are totally focused on doing the right things – your business rebounds like never before! Suddenly you are making more money than you've ever made in your life!

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“Everything great in the world comes from neurotics. They alone have founded our religions and composed our masterpieces. Never will the world know all it owes to them, nor all they have suffered to enrich us.”

Marcel Proust

Don't be fooled – not even for a second. The most ambitious people are also the ones who are the craziest! *Underneath the surface they are crazy as a loon!*

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If you think the way
you've always thought –
*you'll get everything
you've always got!*

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Should you write naked?

I once heard a respected marketer say that he only writes copy when the moon is full. He claimed this gave him the power he needed to put the right words on paper. At first I thought he was joking. When I realized he wasn't I said out loud, "That's the stupidest thing I have ever heard!" Now I'm not so sure... You see, writing is a deeply personal activity and there is no one way to do it. The real secret is to experiment with many different things, find out what works best for you, and then do them on a regular basis.

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**Most ads and sales letters
are boring as hell!**

**They deliver zero “sales
performance.” They are
painful to read...there’s no
excitement factor...zero
enthusiasm...and nothing
that compels the prospect to
go through the time and
trouble to read it.**

: :

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“Selling is a performance!”

Dan Kennedy

Dan also says that selling is not serving. The root word for serving is “servant.” Serving your customer is a vital role in the marketing and customer service area of your business – but not the “selling” side of what you do. Selling is all about control and power over the prospect or customer. You are the one in charge, not them. You are the one who leads them to buy. You must be the one who controls the entire selling process, not them.

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Wisdom from the movie “Hustle and Flow:”

“There are two types of people: those that talk the talk and those that walk the walk. People who walk the walk sometimes talk the talk, but most times they don't talk at all, 'cause they walkin.' Now, people who talk the talk, when it comes time for them to walk the walk, you know what they do? They talk people like me into walkin' for them.”

The 10 most powerful
two-letter words in
the English language:

If it is to be
it is up to me.

**The person with the best offer
always makes the most money.**

**This idea is boring to most
marketers. They've heard
ideas like this 1,000 times,
but how many really think it
through on a consistent basis?**

An offer is simply made up of all the
things you promise to give to people in
exchange for the money you are asking
them to give to you. The BIGGER these
promises are – and the more closely
matched they are to the benefits (which
is the emotional result people are
seeking), the more money you will make.

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**Use money,
love people.**

**Not the other
way around.**

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**“You must entertain
people first, in order
to educate them.”**

Eric J. Bechtold

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Memorize this:

“Flash powder makes a more brilliant light than the arc lamp, but you can’t use it to light your street corner because it doesn’t last long enough. Stability is more important to success than brilliancy.”

Richard Lloyd Jones

Entrepreneurs tend to possess a wild and crazy type of power that can bring huge sums of money to them in no time flat. But making it and keeping it are two different things! The same attributes that bring it to us will also cause it to slip through our fingers. That’s why we need all the stable people we can find (who are also trustworthy) to work closely with us.

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Adversity is the greatest teacher.

**Whatever is most painful in
life can instruct and motivate
us. The same problems and
pain that causes others to
break down – causes others
to break records!**

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More problems = more action!

So bring it on, baby!

You get rich by consistently doing the things other people cannot or will not do. Taking huge risks, putting your neck on the line, and facing the tremendous struggles (from backing yourself into a corner or tackling more than you can handle) is the secret to creating lots of problems – THAT CAN SPUR YOU ON BIG TIME!

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Remain
open,
flexible,
and curious.

• • • • •

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Direct response marketing is heart-to-heart communication.

- ✓ It's emotional.
- ✓ It's all about them.
- Answering the question:
“What’s in it for me?”

**Operate as
cheaply as
possible...
manage your
economics.**

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Delegate your weaknesses.

**Focus on
your strengths.**

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Plan your work –
work your plan.

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**What is the lifetime value
of your average customer?**

\$ \$ \$

**Know this number and factor
it into all of your marketing.**

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Sell solutions!

People want solutions to
their *pain* and *frustration*.

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**Timid salespeople
raise skinny kids.**

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**“Today’s salad is
tomorrow’s garbage!”**

Dan Kennedy

**Leads cool off fast –
get ‘em while they’re hot!**

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✓ ✓ ✓ ✓ ✓

**A classified ad is nothing
more than a great benefit-
driven headline – with a call
to action added to the end.**

✓ ✓ ✓ ✓ ✓

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MAGNETIC MARKETING

“Magnetic marketing is: The use of systems, processes, and tools – combined with the careful selection of methodology – to attract to you ideally qualified prospects – eager for your expert advice and assistance – and pre-disposed to doing business with you – and only you – so you can sell yourself in a competitive vacuum.”

Dan Kennedy

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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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ISBN 1-933356-19-7

\$9.95 US



9 781933 356198

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