

volume **8**

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 **8**

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**The Best Ideas from the Powerful
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Dear Friend,

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

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

Here is the eighth 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

Blow your own horn!

Nobody's going to blow
your horn for you – you gotta
get out there and do it!

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**Massive action solves ALL
personal financial problems!**

- Turn up the volume!
- Start moving in 40
directions at once!
- Find the things that
produce the biggest results
and then repeat them in
the biggest way you can!

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**Prosperity consciousness and
“new age thinking” sounds
great – but most new age
thinkers I know are always
broke! *Why is this?***

* * * * *

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Group dynamics.

The same pressure that causes
people to join groups will also
keep them in the group!

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Dependable monthly income sets you free!

- > Especially if you don't have to do much (or even anything!) to keep it coming in!
- > Strive to create as many of these types of opportunities as possible!

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**“Most people would kill just
to be treated like a god for
only one brief moment.”**

*Gene Hackman's character
from the movie “Hoosiers”*

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**The “perception” that you
always have something
“new” and exciting to share
with them is one of the
things that will *always* keep
them coming back for more!**

- What messages can you send out to your market that keeps them eager to hear from you?
- How can you keep it “fresh” in the minds and hearts of your older and more established core customers who have already heard your story a million times?

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**“Consumption
expands
with usage.”**

Dan Kennedy

**I used to worry that I was
trying to sell too much stuff
to my customers. Now I only
worry that I’m not selling
them enough stuff!**

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“You can’t steal in slow motion!”

Larry Goins

- When you find something hot that others are using – grab it as fast as you can!
- Speed is everything!
- Find as many ways to steal and use the best ideas others are using! Find a way to add them to your arsenal!

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Ka-Ching!

The door is always
open to the person
who can make the
cash register ring!

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“The best way to get someone to listen to you is to tell them that you have a great idea for them, but they must promise they won't steal it or tell anyone else about it. Now they are all ears!”

Eric J. Bechtold

The only 3 ways to make money:

1. **Sell your time for money.** You charge by the hour and trade your life for a paycheck.
2. **Sell a product or service.** Your money comes from the sale of the gizmo – not the time or work it takes to sell it.
4. **Passive income.** Your money makes you more money without your direct effort. All of the world's richest people make their money with the third method. Their money comes to them automatically from a wide variety of cash-producing investments. Their money keeps making them more money! Do everything you can to make as much of your money as possible in the third area! What would you rather be: A rock star or a brain surgeon?

* * * * *

Sell the sizzle – not the steak!

Create a list of the biggest
benefits your customers
want. What are the wildest
promises you could make if
there was nothing to hold you
back? Answer that question.
Then figure out a way to
make these promises to them!

* * * * *

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**We gladly give our
power away to the
people and things we
believe will be able to
give us the things
we want the most.**

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Carlos Gambino, the powerful Mob boss, rose from the bottom to the top with this simple philosophy:

“Have the heart of the lion
and the mind of the fox.”

Qualities of THE LION:

Powerful • Forceful • Strong • King of
the Jungle • Killer (but also playful) •
Brave • Independent • Agile • Fearless

Qualities of THE FOX:

Careful • Cunning • Smart • Invisible •
Elusive • Fast • Shrewd

The lion is the king of the jungle and
roars loudly! The fox is hard to spot
and catch! He is quick and smart.

*This simple philosophy not only
made Carlos Gambino the most
powerful Mob boss ever – but he
never spent a day of his life in jail!*

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Nothing works like a “half-price sale!” This has got to be one of the oldest promotions in history and it still works like a magic charm!

It proves that human nature *never* changes!

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Problems and pain **ARE GOOD THINGS!**

Competitive people see
problems and pain as
challenges. *They use the
pressure of adversity to spur
them on to new heights!*

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**Street-smart business rule:
Take good care of the
people who are taking good
care of you!**

- > Surround yourself with the
best people you can find.
Then don't run them off!**
 - > The best employee is
often a combination of
several of them.**
-

If you really want to get through to somebody – you must speak to them in their own language.

It can't be phony. If it is, they'll spot you from a mile away. This is the #1 reason you must know your prospects and customers better than they know themselves. Now you can use this knowledge to reach them in the most emotionally powerful way to get them to do whatever you want them to do. *This gives you the ultimate power over them!*

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The secret of selling “blind” offers:

- It’s always easier and better to sell blind offers that tell the prospect about all the advantages – but force them to give up their money to get all the facts. The reason is simple: It’s better to sell the fantasy because the reality is often so boring!
- The reality never lives up to the fantasy! The benefits are all part of that emotional power that drives the sale and makes people want to give you their money!

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**The best sales material is like
fine wine – it needs time to age.**

- My best sales promotions have one thing in common – they are jobs that took two or three weeks to do. I let my best ideas grow and take on a life of their own.
- I worked on them slowly and figured it all out as I went along. It took some time to do all of this – but the results speak for themselves. Of course, now you can always go back and re-write this letter over and over again! So what took you weeks can now be re-done in a matter of days or even hours!

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**“More is lost by indecision
than by wrong decision.”**

Sopranos

**Not making
a decision
is a decision.**

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**Happiness lies in the
relentless pursuit of profits!**

- ✓ The thrill is in the hunt,
not the catch!
- ✓ Keep searching for newer
and better ways to make
more money!
- ✓ Turn all of your money-
getting activities into a
game that you play – for
the sake of playing!
- ✓ Making money really is the
greatest game on earth!

The art of apology...

The most important thing is sincerity. Once you know how to fake that – you've got it made!

The 9 Major Marketing Mistakes *and How to Avoid Them!*

1. **No Focus:** The list of prospects is #1. Hone in on one specific highly qualified prospect. Know them in the most intimate way.
2. **No Compelling Offer:** You must have something hot to get people to take action now!
3. **No Deadline:** The more urgency you can build into your offer – the higher your response rate will be!
4. **No Testimonials:** What other people say about you is much more important than what you say about yourself.
5. **No Measurement of Results:** The only thing that counts is ROI (Return on Investment). Know your numbers! Don't get hung up on response rates.
6. **No Follow-Up:** Most people are giving up on 'em way too soon. Eighty-two percent of sales happen after the first follow-up!
7. **Trying to Be Cute and Funny:** Use direct response (not "Madison Avenue") advertising.
8. **BAD Copy:** The right words rule!
9. **Too Much Reliance on One Media:** Diversify! Multiple legs on table!

**“What you say is far
more important than
how you say it.”**

Steve Allen

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I know there are exceptions,
but most of us started out
broke. But we really are
exceptions because the rule is
this: Most people over the
age of 30 who are broke are
broke because of a series of
reasons that you can't
change! You can't fix these
people! You can give them
the best of the best of all your
secrets and methods and
they'll still be broke!

**Nothing you can do
will ever help them.**

**The way to get
great ideas is to
get off your ass!**

My friend Don Bice says...

**“The way to get great ideas
is to get a lot of ideas!”**

He’s right, too!

The main thing is to
keep the main thing
the main thing.

Nothing else matters.

Money-making wisdom from a famous founding father:

- “The greatest ability in business is to get along with others and influence their actions.” *John Hancock*
- Hancock also said: “The more people who own little businesses of their own, the safer this country will be, and the better off its cities and towns; for the people who have a stake in their country and their community are its best citizens.”

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You are better than
you think you are...
But don't let anyone
know that you know it!

* * * * *

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Set goals for every promotion.

The more clear you are
about what you want, the
more power you will have!

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**Most people are penny wise
and dollar foolish.**

- * They're walking over the dollars to get to the dimes!
- * It's so insane, and yet I see this crazy behavior manifested in a multitude of ways.
- * These people lack vision. They just can't see the BIG PICTURE. They are totally controlled by their fear, greed, and stupidity.

Blur the lines
between work
and play.

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**The first time you catch
them lying to you should be
the beginning of the end for
any business relationship.**

**If they lie to you about
something small, they will
eventually lie to you
about BIGGER things.**

**You must convince
them that you
know something
they don't know!**

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Charity and business don't mix.

**Every time I try to do
something nice for someone –
without some *direct* incentive
to me – it *always* comes back
to bite me in the ass!**

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Database marketing in 3 words:

- 1. Segment**
- 2. Concentrate**
- 3. Dominate!**

**“When you advertise
fire extinguishers,
open with the fire.”**

*Advertising Legend,
David Ogilvy*

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Look for ideas that can help you achieve 3 or 4 of your most important goals in one whack!

These out-of-the-box ideas are out there if you look for them!

Not making enough money?

- > Your sales and profits are not high enough?
- > IT'S YOUR OWN FAULT!
- > The day you accept full responsibility for all the money you do or don't make is also the day you can begin to turn everything around.

**Prosperity
makes
few friends.**

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**The more money a
customer spends –
the less problems
they cause you.**

There are exceptions to this,
but they are few and far
between. The BIGGEST pain
in the ass customers are almost
always the ones who spend the
least amount of money.

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Never fear
objections!

Bring 'em on!

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Hope is not a marketing strategy!

- Keep your emotions out of it!
- Let the numbers tell you what to do.

Here's a great idea from our 1st president, George Washington:

“It’s wonderful how much we can do if we are always doing.”

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Each sales letter you write will make the next one easier.

- It will be less intimidating.
- You will become comfortable with the whole process.

**Players depend on luck.
Casinos depend on math.
*That's why casinos always win!***

**Wherever possible – be the casino! Find
ways to make money – even if the whole
thing fails or everyone else loses money.**

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**A sales pitch from my
grandfather and great
salesman, Peter Rohleder
that can still work today...**

**“The bitterness of poor quality
remains long after the sweetness
of low price is forgotten.”**

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**“We are more easily persuaded
by the reasons we ourselves
discover than by those which
are given to us by others.”**

Blaise Pascal

- **How can you help your customers sell themselves on whatever you are pitching?**
- **How can you get them actively involved in the selling process?**
- **The answers to those questions can lead to more sales and profits for you!**

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Anger can serve you in
the most amazing ways.

Get pissed off! Let the
energy of anger spur you on!

**It's always better to
be angry than fearful!**

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*Wisdom from rock-n-roll hall of famer,
Tom Petty (one of the most successful and
prolific singer/songwriters in history):*

**“Other people take vacations
and go to Hawaii and play
golf or scuba dive. This is
what I do. I write songs
and I make records.”**

- > Stay 100% focused on your work. Master it. Let it become the best part of who you are. Stay totally committed to becoming the best you can be. Fall in love with what you do! And always strive to become even better.
- > This is the closest thing to true happiness I have ever discovered.

The market for the truth is very small.

- You gotta tell them what they want to hear! You cannot ignore this vital fact.
- You can always find a way to package the truth in with the fulfillment of your products and services.
- Here's a West African saying and a great marketing quote, "Truth came to the market and could not be sold; we buy lies with ready cash."

**The *only* thing
money buys
is choices.**

When you have a few million
in the bank, and plenty more
coming in, you have choices that
someone *doesn't* have, without
a few million in the bank and
plenty more coming in.

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**The oldest
negotiation tactic
in the world...
and it still works!**

Always ask for two (or three!)
times more than you really
want or think they will give
you. Then you let them feel
empowered by dropping it
down and you're both happy!

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The 3 main reasons a highly qualified prospect won't buy:

1. They don't believe you or your claims.
2. They have personal doubts about whether this will work for them.
3. They are scared they will be making a mistake!

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Your Hour of Profit Power!

The best thing you can do to dramatically increase your sales and profits is to spend at least **ONE SOLID HOUR** each day – first thing in the morning – where you think about nothing except all the various ways you can sell more stuff to your marketplace.

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**“We are what we
repeatedly do.”**

Aristotle

- What are you doing to dramatically increase your sales and profits right now?
- What are the main problems that are keeping you from making all the money you could and should be making?
- What’s holding you back? Forget the excuses. Get honest. Focus. Nobody gets and stays rich by accident. You can always do more than you think you can.

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Except for sex...
**money is the most
emotional subject
in the world.**

People expect it to do
things for them it cannot
possibly do. It's never
the money they're
after...but the illusion of
what they believe
it will bring to their lives.

**Kill the monster
when it's little!!!**

What is the monster?

Different things at different
times, but you will know the
answer to that question as
you stumble along the path!

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Here is one of my favorite quotes that is right next to my big clock, so I can see it all the time:

“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 N. Casson

Success lulls many people to sleep!

- ✓ They become complacent.
- ✓ They coast.
- ✓ They lose their focus.
- ✓ They lose their drive and determination.
- ✓ They tend to party.
- ✓ They fail.

When people fail – they tend to ponder. Times where you are struggling and pondering are when you can experience your BIGGEST breakthroughs!

**If you're going to screw
up... you might as well
screw up BIG!**

- > Success is the result of
good judgment.**
 - > Good judgment is the
result of experience.**
 - > Experience is usually the
result of bad judgment!**
-

.....
Your goal for each day is
to come up with at least
one new idea that you
didn't have yesterday for
increasing your sales
and profits!
.....

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**The whole world is looking
for an easier and softer way!**

- They all want easy answers and really quick solutions that will take all the pain away and let them go back to sleep!
- Those who give it to them in the biggest way are the ones who make the most money.

\$ \$ \$ \$ \$

Think profits... not sales!

- Hold yourself to a higher standard.
- Demand more from each new offer. If it's not pulling X amount of profit – keep tweaking it or get rid of it!
- I lost millions because I did not follow this advice.

\$ \$ \$ \$ \$

Your “real” business has nothing to do with your physical location – or the equipment you have.

- Or even 90% of the members of your staff.
- *No way, Jose!* Your “real” business is you! It is your intimate knowledge of your marketplace and your ability to continually create the high-profit products and services that this market wants the most!

**Our greatest rock-n-roll
role model is the heavy
metal band “AC/DC.”**

“AC/DC” has recorded nearly 20
albums and sold over 200 million
albums worldwide with the same 3
chord songs on each one. The fans
don’t care! In fact, not giving them
the same 3 chords in every song on
every album would cause them to
stop buying! Their worldwide fan
base would dry up immediately!

**Find your formula and, once you
do find it, never stray from it!**

+ + + + + + + + + +

YOU'LL SELL MORE STUFF WITH ODD NUMBERS!

For some really weird reason, odd numbers work better than even numbers. You can sell more stuff with a title such as “7 Steps to...” than “8 Steps to...” *Why is this?*

Who cares!

Just use odd numbers
instead of even numbers
and you'll make more money!

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All great marketers are proud to also be called “salespeople.” What what’s the difference between a salesperson and a businessperson? The answer is revealing:

- **A salesperson thinks about making sales.**
- **A businessperson focuses on making profits.**
- **Those who make the most money have developed the ability to do both.**

The 5 Main Reasons you should be developing and selling MORE informational products and services:

Reason #1: Differentiation. This is the ultimate way to separate yourself from all of the other people who are trying to get more money from your best prospects and customers.

Reason #2: Huge profits! The amount of money you can get people to gladly give you has very little or even nothing to do with your actual cost to produce it!

Reason #3: The ultimate marketing magnet! Everyone respects a published author. This is the greatest way to wake the right people up! You will make the right prospects, Joint Venture partners, and other influential people want to do business with you. It's the ultimate icebreaker! It's the most powerful way to let the right people get to know you and respect you.

Reason #4: You get paid to develop your expertise! To teach is to learn twice! Selling information is the greatest way to reach out and try to help people. However, you can never sincerely try to help someone else *without* helping yourself.

Reason #5: This is a positive addiction with almost no side effects! Developing and selling info products is addictive! It's such a RUSH to come up with a new idea and quickly turn it into massive profits! This is fun and rewarding! It's such a creative and fulfilling way to make huge sums of money!

There is no better time to sell information. This is the greatest solution to the major problem of aggressive competitors who are all fighting hard to get the same dollars you are trying to get. The costs to produce great information products is getting lower all the time...and the amount of choice you have to make GIANT PROFITS is only limited by your imagination.

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The key to selling expensive products and services is to begin with the end.

1. Create all of your sales materials that sell this expensive item.
2. Build the perceived value as much as you can.
3. Then create your sales materials to attract and pre-sell the highest quality of prospects.

The more you do to pre-qualify and pre-sell the prospects in the lead generation materials, the higher your conversion ratios will be.

Not all joint-venture partners are created equal. A few of them will always make you more money than all the rest combined!

- ✓ It's the old 80/20 rule all over again.
- ✓ There will always be a much smaller group of J.V. partners who shine brightly over all the others. Find them. Then take great care of them!
- ✓ The *right* J.V. deals at the *right* time will make you more money in a faster period of time than you can ever imagine!

Employees and entrepreneurs are two very different animals.

- > We cannot be “them” and they cannot be “us.”
- > You can’t teach a pig to sing! Don’t try. It will only annoy the pig!
- > Employees will never see the business the way you do. To try to get them to see things from your perspective will only waste both of our time.

Hope is dope!

The right strategy
and action are the only
things that count.

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The power of “reverse” role models.

- ✓ The people you want to model yourself or your business after are few and far between. So it's better to find the larger and more immediate group who represent everything you don't want. These people are everywhere!
- ✓ You know them intimately.
- ✓ You can quickly identify the things you “hate” about who they are and/or what they are doing wrong.
- ✓ Keep their image clearly in your head and strive to become their exact opposite!
- ✓ Create a 5/5 list: Who are your 5 most influential role models for good and bad? Why? What are the most important qualities that attract you to your 5 role models and repel you from becoming like the people you hate the most.
- ✓ Let the answers and images to your 5/5 list become your driving force. You (and your business!) become who you decide to be. The decision is in your hands. That's the good and bad news! Why? Because there are so many choices available and it's your job to choose the best choices!
- ✓ The things and people you love and hate are signals to what you *really* want. Wake up! Do the damn exercise! Make your 5/5 list now and think deeply about it. You may be shocked by the ideas you discover.

**“If you can’t join them,
beat them!”**

My friend, Randy Charach

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Fame and fortune are kissing cousins. *Seek fame in your market and the fortune will follow!*

- * Become a “celebrity” to the people you want to do business with!
- * Write more books! Record more audio programs. Do whatever it takes to get your name in some kind of positive spotlight!
- * Everyone wants to draw closer to a published author...or someone who has “reached” or “connected” to them in some kind of informational product.
- * The more you seek this kind of celebrity status, the easier it will be to get the right people to throw money at you!

Never give up!

I read somewhere that...

**“Success is the ability to hold on,
long after others have let go.”**

Like many quotes, it sounded good
so I committed it to memory. But
the longer I am self-employed,
the more I know how true this is!

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LEGAL ESPIONAGE!

The Internet is an amazing tool for spying on your competitors! But it's also an amazing tool for being more creative! *How?*

Well, to be most creative, we all need as much raw material as possible. The more ideas we have "to play with" the more clay we will have to mold our creation. We all know that the secret to getting better ideas is to get more ideas...and with the Internet, these ideas are at your fingertips... 24/7!

* * * * *

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What drives you?

Knowing the right answer to this question can make you more money, faster and easier than you think! Here are the six main needs that “drive” all of us. The need for:

1. Variety
2. Stability
3. Love/Connection
4. Significance
5. Growth
6. Contribution

Discover the true secrets behind your most powerful motivations in life... And then look for all the ways you can fill your life with as many of these things as possible.

Affluence creates influence!

- The greater your perceived fame, the more money they will pay you!
- Become famous enough (in their minds) and they will stand in long lines and push and shove to pay you whatever huge fees you command!
- Fame and fortune are kissing cousins... The more you can do to position yourself as someone who is “famous” or “elusive” or “very difficult to do business with” – the more leverage you will have over the people you want to sell stuff to. Everything is easier when you become famous in your market. So become famous faster! Do whatever it takes to become famous now! This will drive your competitors crazy by driving all the best prospects and customers straight to you!

✓ ✓ ✓

**Do everything you
can to capture
the hearts and
minds of as many
people as possible!**

✓ ✓ ✓

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**The golden key to burnout is to
fall back in love with your work.**

What were the things that pumped you up
in the beginning? Why did you love them?
How can you fill your life with more of the
things that excited you the most?

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Manipulation can be a damn good thing.

The best things in my life started out being nothing more than delusions... I thank God for all the people who have lied to me about how simple and easy it would be to get rich, become a master copywriter, write books, have a happy marriage, and all the other things I have paid such a huge price for. Had I known how difficult these things were to achieve, I would have never started!

No matter how bad your business may be right now – as long as you have a huge list of customers – you are always only one irresistible offer away from making bazillions of dollars!

**The easy way to dramatically
increase your persuasive
power: WRITE MORE!**

- > Consistent writing about your #1 subject helps to crystalize your thinking.
- > This, in turn, will make you a much more persuasive thinker. You will speak with greater confidence and power. Your ideas will be sharper and more people will want to buy and re-buy from you.

You can't teach people how to be wise. This is something that must be earned over a period of time.

- Facing all the problems – moving forward year after year – in spite of all the obstacles.
- Living through some terribly painful times.
- Discovering what you *hate* and *don't want*. (Much more important than what you do want.)
- Not giving up when any other sane and rational person would.

**Buying lottery tickets is
not a good business plan.**

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**“Few things are impossible
to diligence and skill.”**

Samuel Johnson

- All super successful entrepreneurs are diligent people who have developed and mastered at least a few key skills that have taken them to the top.
- Hard work + persistence = diligence. It's not a word we use a lot these days, but we should. It means working your ass off – being totally driven – and not giving up until you achieve your objective.
- When you are diligent, nothing can stop you. If you can't go around it or over or under it, you'll charge right through it. And if at first you don't succeed, you will pick yourself back up again and keep fighting.
- Do this long enough and hard enough, and you will ultimately develop the skills you need.
- Developing the skills you need to make huge sums of money (or whatever else you want) can take a lot of time and effort. The ones who are most skilled are those who are driven to the point of obsession and have consistently paid the highest price.
- Everyone wants the result, but very few are willing to put in the time and intense effort to get it.

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The true secret of success is to be bold and tenacious!

Put it all out there. Don't hold back even for a single second. Express yourself fully – to the point of being totally outrageous! Mix this with a high degree of tenacity and you'll shoot straight to the top! Nothing can hold you back as long as you have these two qualities. You will leapfrog over all those cold and timid souls who never put their whole heart and soul into anything and then give up at the first sign of adversity.

**“Give a man enough audacity and tenacity
and he will surely rule the world.”**

Marcus Aurelius

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**It's easy to be idealistic
about business when... you
don't have to pay the bills or
put up with all the B.S..**

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Question: What's the #1 thing most newcomers don't understand about developing and selling informational products and services?

Answer: It's like putting a jigsaw puzzle together.

Newcomers don't realize how messy the whole process of creating info products is. It's all done in pieces.

Some of the very best stuff in the beginning of every program is only added at the last minute – at the very end! There can be a lot of frustration and confusion – even for the veterans.

Question everything!

- * The most successful people I know, with the longest track records are the ones who are also the slowest to buy into anything new. I used to be so critical of these people. I accused them of being “negative” and always set out to prove them wrong. Like most young ambitious entrepreneurs, I was living in my deluded world of grandeur.
- * The older I get, the more I am becoming like these seasoned veterans who have seen so much more and are slow to buy into anything that sounds even a little bit like hype.

FREE GIFT!

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

“RUTHLESS MARKETING ATTACK!”

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

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

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

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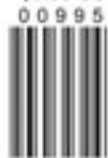


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