

**VOLUME #4**

# **RUTHLESS MARKETING SECRETS**

**By T.J. Rohleder**

**How to Get the Most  
Disposable Income from  
the Largest Segment of  
Your Target Market!**

# **RUTHLESS MARKETING SECRETS VOLUME FOUR**

**By T.J. Rohleder**  
(a.k.a “The Blue Jeans Millionaire”)

Also by T.J. Rohleder:

*The Blue Jeans Millionaire*  
*How to Turn Your Kitchen or Spare Bedroom into a Cash Machine*  
*The Black Book of Marketing Secrets (Series)*  
*The Ultimate Wealth-Maker*  
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*500 Ways to Get More People to Give You More Money*

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Printed in the United States of America. For information address:  
Club-20 International, 305 East Main Street, Goessel, Kansas 67053-0198.

FIRST EDITION

ISBN 1-933356-53-7

# TABLE OF CONTENTS:

INTRODUCTION: .....	5
CHAPTER ONE:	
The Greatest Secret That Nobody Tells You About — and Nobody Ever Uses! .....	9
CHAPTER TWO:	
The Pleasures of Free Advertising .....	35
CHAPTER THREE:	
Cashing in With the World's Most Powerful Marketing System .....	45
CHAPTER FOUR:	
Bulletproofing Your Business .....	63
CHAPTER FIVE:	
How to Make a Seven-Figure Income .....	81
CHAPTER SIX:	
More Reasons Why the Biz Opp Market Really is the Way to Go .....	111
CHAPTER SEVEN:	
A Shining Example in Our Field. ....	127



## INTRODUCTION:

**Welcome! I'm T.J. Rohleder, co-founder of the Direct-Response Network and M.O.R.E., Inc., in Goessel, Kansas.** My friends call me “**the Blue Jeans Millionaire,**” because for the last 21 years, I've been making my financial dreams come true in the marketing field. I don't mean to brag, but my company has grossed more than \$114,000,000 using the methods, tips, and secrets that we've learned and put into play — secrets that helped us parlay just \$300 into a huge fortune. Not \$300,000: *three hundred bucks*, the money my wife Eileen and I got from selling an old, broken-down carpet cleaning van. **The fact that we took that \$300 and built it into a financial empire ought to tell you something.** If you'll do a little math, you'll see we multiplied our original investment by about 380,000 times.

So how did we do that? The short answer is this: **We mixed a little luck and a heaping helping of hard work with the rigorous application of those secrets I mentioned in the previous paragraph.** And you know what? I'll happily share *every secret I know* with you. That's why I've decided to create this series, the fourth volume of which you're holding in your hands right now. Hopefully you've already read Volumes 1-3; if you haven't, I recommend that you get your hands on them and do so immediately, before you get started here. That's not to say that you can't learn a lot just by perusing this volume; I guarantee that you can. But you'll learn even more by starting with Volume 1.

By now, you might be scratching your head a little. After all, the title of this series is *Ruthless Marketing Secrets* — and if I really *were* practicing ruthless marketing, why would I share my secrets with you, even for a price? Wouldn't it be more ruthless, and more logical, to keep everything to myself? In fact,

wouldn't it be smarter to just crush potential competitors before they even got started?

Heck no, and here's why. **First of all, I believe the more the merrier.** Competition sharpens everyone's abilities, keeps the marketplace jumping, and proves that the market I'm in is still vibrant. **Second, I make a significant portion of my income by helping people just like you, and I honestly believe that by showing you these things, I'm enriching both of us.** I hold the opinion that there's abundance in the marketplace, and that there's a big enough pie for us all. And hey, the truth is that you probably won't end up working the exact same market as I do — but if you do, welcome to the club! There's plenty of room here for a serious marketer.

**In each chapter of this book, I'm going to talk about turning small sums of money into a fortune.** That's the theme of just about all of my books, reports, DVDs, CDs, audiotapes, workshops, seminars, and every other product I produce, and it has been from the beginning. There are plenty of people out there who have taken a small investment and turned it into millions of dollars — and it's becoming more common. **We're living in an age where you don't have to start with a lot of money to make a fortune.** You don't have to have a strong line of credit, and you don't have to have been born with a certain net worth. You don't even have to have any unusual education or skills. **You just have to be willing to work hard — and you have to be able to develop a deep understanding of marketing, which is simply everything you do to acquire and keep customers.**

That last bit is particularly important. **It doesn't matter how many customers you manage to bring in; if you don't keep them — that is, if you don't maximize the amount of money you can get from them over the longest possible**

**period of time — then your success is only going to be a blip on the radar screen, here today and gone tomorrow.** That's the way it is. Ironically, though, very few if *any* business schools will teach you the kind of things I'm going to talk about here. In fact, most academics would refuse to believe it's possible to go from almost nothing to making millions in no time flat — and yet we know differently. Remember, you're talking about professors who are making *maybe* \$100,000 dollars a year to teach people business concepts out of a textbook. Well, I ask you this: If they're such hot stuff, how come they're not out there in the business arena raking in the dough? Altruism, perhaps? Sure, maybe two or three out of a hundred are like that. The rest are huddling in academia because a) they're scared to take a risk; or b) they don't really know what they're talking about.

Again, we've made millions of dollars by using the marketing methods I'll teach you here. That's pretty decent proof, I think, that we know what we're doing. And here's the thing: there are so many people are out there who make our story pale by comparison. **Instead of bringing in millions of dollars, some of these people are bringing in billions — despite having started without anything special.** This is the most exciting time in history to be alive, because it's a fact that the average person has more of an opportunity today to make money than ever before. If you were born a couple a few hundred years ago — or even 100 years ago — and you were dead broke and didn't come from a family that had a lot of connections, and you didn't have the right schooling, then your chances of achieving any kind of true success were virtually nil.

So often nowadays, people are coming up through the ranks without any of the traditional qualifications. **So I want to encourage you to get rid of the idea that you can't make millions of dollars, because it *is* possible.** You *can* do it. I'm living proof, and I'm going to show you how, chapter by



chapter. **Yes, it'll take hard work on your part, especially in terms of educating yourself, like you're doing here;** but the more you subject yourself to this type of information, the more you're going to build the ability to forge ahead and succeed. Learning all this information, absorbing it like a sponge, is an important step that all of us who have succeeded in this way have had to take. Once these ideas become an integral part of your thinking, once you're comfortable with them, that's when you're able to fully implement and execute them. **It's the implementation that makes you all the money, but this is the first step.** So I congratulate you for getting serious enough to read this book!

**Like Volumes 1-3 and the books that will follow, this book is based on a series of weekly conference calls that my colleagues and I have been enjoying together for years.** The participants in these calls have included various members of our One Hundred Million Dollar Roundtable and our Board of Governors: marketing experts like Eric Bechtold, Michael Penland, Alan R. Bechtold, and Kent Sayre — and of course Chris Lakey, our director of marketing, and I participate in each one.

***Ready to get ruthless? If so, turn the page, and let's get cracking!***

## CHAPTER ONE:

# The Greatest Secret That Nobody Tells You About — and Nobody Ever Uses!



If you ask 100 different experts what marketing is, they'll give you a 100 slightly different answers. If they're highly educated "experts," they might go on and on forever and you may only understand a small fraction of what they say. But I think all people who have anything to do with the subject of marketing will agree on this one simple explanation that *we* have: **marketing is everything that you do in your business to both attract and retain the best customers within your marketplace.**

I like to compare marketing to chess, in that you can learn the basic rules very easily — but it takes years to really master. That's because it's subtle and full of nuances, and it takes a while to learn the strategies, tips, and tricks that make you thrive. For the first chapter of my latest epic here, I thought I'd pull out one of those Direct-Response Marketing (DRM) secrets that most people don't talk about much, and that most marketers never actually use; hence the title at the top of the page.

Let me start this way. Have you ever noticed how very addicting online games are? Exhaustive studies have been

conducted by researchers to learn the causes of the formation of this online game addiction that a lot of people have; in this case, they used college students. There was an empirical approach involved; in other words, it was something that was measurable and repeatable. The results indicated that the behavior repetition was the main contribution to online game addiction.

**Well, that same addiction factor, when properly harnessed, can significantly improve your sales and profits and improve customer retention by 300% or more.** This is highly important, so pay close attention here! Human beings in general repeat the same behaviors over and over again. If you can get them to do something one time, then you can get them to do it the next time. In most of us, that's what we refer to as a habit.

A noted American psychologist by the name of William James, who lived between 1842 and 1910, wrote an essay about human behavior for a popular science monthly back in 1887. In that essay, he said that habit is the “enormous flywheel of society”— that habitual behavior patterns and repetition are “part of the inescapable folds of mental drapery that are set like plaster.” A flywheel is a huge, heavy wheel that regulates how fast and how uniformly a machine works. I thought the way he concluded that essay was especially interesting: “It is well for the world that in most of us, by the age of thirty, the character has been set like plaster and will never soften again.” In our case, the flywheel is those behaviors that are repeated again and again. The machine, of course, is the human machine, the person repeating those behaviors. **Given enough knowledge about a person, we can determine and forecast what actions they're going to take as a result of their particular habits.**

**Furthermore, we can trigger this repetition of behavior in people by painting mental and emotional pictures with the words we use in our sales copy.** Remember, when people go to see a movie, they go to *see* a movie. They don't go to listen to a

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES!

movie, do they? So it isn't just the words that you write; more importantly, **it's the emotional and the mental picture that you create in that reader's mind that causes him or her to repeat a desired behavior.**

Again, people love to repeat the same behaviors. If you can get them to do something once, it becomes easier to get them to do it again and again. Television stations, and especially their infomercial clients, learned long ago that repetition automatically increases the likelihood that the content being broadcast is going to be absorbed in the minds of the people watching. **Repetition is kind of like a magnifying glass: it magnifies certain mental and emotional effects that trigger the action we want the viewer to take.** For example, if you see an image or an event repeated onscreen, the impact is dramatically increased each time. A good example of that was the Rodney King beating by the Los Angeles police. Remember how that was broadcast again and again, time after time? Soon it became permanently etched in the minds of the viewers; it became an emotional reality in their minds.

Now, this reminds of me of something I learned about from my friend and colleague Michael Penland. When he was a kid on his grandfather's farm in the backwoods of north Georgia, Michael was always fascinated by this hand pump his grandfather had at the farmhouse. That pump always had to be primed in order to get it to repeat the desired action; in this case, it was moving the water through the pipes so that it could be used. It's the same in marketing. People need to be primed each time you want them to take a specific desired action. **This is known as *repetition priming*.** That refers to the theory that an initial presentation presented in a certain way will cause an individual to respond when it's presented again at a later time.

In other words, the repetition keeps them doing the process; and repeating that priming process — that is, getting our sales

message to the prospects — is going to influence that person to respond to our offers and to what we're doing. Now, there are marketers out there who obviously believe that your marketing message needs to be changed often in order to prevent it from growing old in the reader's mind. **But the truth is, repetition is the marketer's best friend.** Just because *we* may get bored with our sales copy doesn't mean it won't work, or that it isn't working. **The truth is, when boredom sets in for you as a marketer, the chances are that your sales message is just beginning to trigger the action that you want from the reader.** It's not going to happen on the first exposure; it happens after repeated exposures, because again, people love to do things over and over. That's why the most successful marketers send sequential mailings to their prospects and clients: Those followup mailings help trigger that emotional response in the reader, with the result that he takes the action that we want him to take.

Ninety percent of all buying decisions are made in the unconscious mind at a deep emotional level that we really can't lay a finger on. **The way we access that as marketers is through repetition. The idea is to produce in the prospect an "aha" moment.** In other words, we want him to come to that moment in time when he or she realizes that they have finally found exactly what they're looking for to solve their problem, or to empower their passion, or to add to their pleasure. The Internet is a great example of how humans love to repeat the same behaviors over and over... and we don't even have to consciously think about it. People have their favorite start page, their resource pages; I know that every time my computer boots up, it's going to start on Google. Now why is that? Because people navigate the Internet first by habit and then by instinct, and so they repeat, over and over, certain habits. That behavior is formed through repetition.

Why has Google been able to dominate the search engine

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

market and related markets, without ever doing any real advertising? All their competitors spend huge sums of money on advertising, but they're not able to gain that market dominance. The reason is that people don't think about Google; they just do it. It's a repetition, a habit they have.

And here's an amazing fact: motivational experts have for years told people to look into a mirror as they imagine, or as they picture, what their future's going to be like, as they see themselves achieving their goals. Now, why do they do that? Simply because when people look into that mirror, their behavior is altered, at least for a short time. **Because when you see yourself, it makes you think about your behavior before acting.** As marketers, what we want to do is mirror the person to whom we're marketing, even if it's just for a short time. We want that person to think about their repetitive behavior. **Our goal of course, is to get them to stop doing what they've always done, and then to buy our products and solve the problems they're facing in life.**

Here's something that Michael Penland has recently been testing, and I know it's kind of on the edge, but I think it's a good idea. What he does is include a small, inexpensive reflective area in the sales copy of his DRM sales letter so that the person reading that sales letter can actually see a reflection of himself as he's reading about the benefits of Michael's products. In other words, he tells the reader to imagine himself as successful and financially free, as the proud owner of Michael's product. Now, imagine the impact of that sales letter if you were to personalize it by putting that reader's name in bold face type, just below that reflective mirror area.

The bottom line is that higher customer retention and greater long-term profitability are possible when you leverage the fact that human beings love to repeat the same behaviors over and over. **If you know this, if you can get them to do**

**something one time, you can get them to do it the *next* time. Repetition is the marketer's best friend.**

Now, people have always accused me of being repetitious, and people have made fun of my sales letters. One guy, for example, came to one of my seminars and said to my mentor Russ von Hoelscher, "My God, T.J. needs to learn how to not be so redundant. His sales letters are just the same stuff over and over again." And Russ paused for reflection and then said, "Well, how much did you pay to be here?" And the guy said, "Five thousand dollars." Russ replied, "That's it. That's why he does it."

People complain — and yet they buy. That's one of the reasons we love two-step marketing, because if you get people to make that first commitment to you, it's so much easier to get them to make the second commitment to you. For the last 21 years, almost year-for-year, we've been mailing an average of about three million lead-generation and customer-acquisition pieces a year to people who have already bought the same kinds of things that we sell. Now, think about that. Their past behavior has indicated to us that they may buy, since they've bought from other companies that sell the same types of things that we sell; in fact, they're the *most likely* people who will buy. **We never try to sell something to somebody who doesn't already have a past established pattern of behavior.** People are creatures of comfort and habit. You can set your watch by how they live their lives, day after day, and they do tend to repeat the same behaviors.

As marketers, we can use that to our advantage. I know that when things don't go the way I'm used to them going, I get agitated, upset. It puts me off my game; I don't feel comfortable. For example, I tend to browse the Internet in the same way every time. I have the same websites I go to consistently, and I usually go to them pretty much in the same order every time.

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

There are occasions where I end up seeing a link that I click on and I go somewhere else, but generally I do things in the same order. And if I get out of that repetition for some reason — maybe one of the websites isn't working that particular day, or something takes me away from it and I don't do it in the right order — it feels uncomfortable.

I think that's the way a lot of people are. They have their routines, the way they do things. We're all creatures of habit; and I think that if you can tap into that from a selling standpoint, it gives you a tremendous edge. You certainly want to work within that. I think if you try to get people to go outside of what they're used to, or get them to change their habits, it's something of a deterrent. You've gotten them in an uncomfortable position, where you're trying to go against their natural tendencies. **When it comes to selling, people have to see the same thing over and over again; they have to be comfortable with you, and they have to be exposed to your offer several times.** That's why we do follow-ups to people: to get them familiar and comfortable with our sales message before they're ready to buy.

**The recognition of this typical, habitual form of behavior is something that any business can harness to survive and even thrive during a recession, a depression, or any other money-sucking business-jeopardizing economy.** I know everyone wants to learn how to do that — because if you turn on your television, you hear more and more each day about how bad the economy is, and how the recession's affecting business. Well, most of my colleagues and I personally decided a long time ago not to let that income-reduction machine, the TV, control our attitudes or determine whether or not we're successful. There are plenty of things I can do personally for my own business so that it not only survives, but it actually thrives during any economy.

First of all, you've got to learn how to survive, because



survival is the key. If you look at a book on survival, it'll tell you that the number one trait of successful wilderness survival is flexibility, and it's the same in business. **The flexible person learns to bend; he learns to adapt, while those who aren't flexible just break.** Their businesses crumble, and in the process, they lose a lot of themselves. **Being flexible is all about changing, it's about growing, it's about adapting, and it's really about moving forward.** But instead of doing this, many business owners tend to go around in a circle, arriving right back at the point they started at, and so they lose their livelihood.

Years ago, in some of the colder northern snow states in the United States, there were farmers who would run a rope from the front door of their home to the barn where their livestock stayed. They did that so they could find their way to the barn to feed the livestock, and then find their way back to the house during blizzards. Otherwise they could get lost in a blizzard, and they could actually lose their life. There are persons, hikers, who have gotten lost in the mountains, and they have found that they actually walk around in a circle just trying to survive. And that's because, with everyone, without exception — this is true of all of us — we have one leg that's just a little bit shorter than the other leg. And so we naturally move in the direction of a circle when we don't know the exact way to walk in order to survive.

So to keep on course, the wise thing to do when you're lost is climb a tree or a high rock, and find a point that you can focus on to walk towards — and then from time to time, check to be sure you're still on the right course. It's the same in marketing, especially during a recession. **You got to be connected;** it's kind of like that rope from the house to the barn. Where you're at and where you want to get to are two totally different things. Just like that hiker lost in the mountains, you have to stay on course so that you don't just go around in circles.

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

Here's how to do it: these are the exact steps to take in order to survive and thrive during a recession. **You have to follow this formula step-by-step**, and if you do, you're going to enjoy success, greater profits and, of course, bigger sales for your business.

**The FIRST STEP is: don't panic.** Avoid making crazy, rash decisions. When a person is lost in a snowstorm or in the mountains, a lot of times they'll panic; they'll make some crazy decision, and it proves detrimental to their survival. In the nearly 40 years that I and my closest associates have been doing marketing, we've seen recessions, near-depressions, and inflations come and go. **So always understand that this too will pass. It's just part of life.**

The founder of the science of economics, Adam Smith, never spoke or wrote about recessions. What he *did* write about was what he called economic fluctuations. He talked about the cheap year, when the crops were great; he talked about the dear year, when the crops were short. **So STEP NUMBER TWO is to keep standing, to keep fighting, because it's really during these difficult economic times that fortunes are made quickly and easily in marketing.** During the great depression of 1929 to 1932, prices fell — and Americans got poorer. They couldn't buy cars, homes, or take a vacation, and gasoline was limited to three gallons a week. They rationed meat, eggs, and butter. And then in 1989, at the beginning of the worst period of economic decline since the Great Depression, most of the experts predicted that businesses were going to crumble completely, that there was going to be no more wealth. Yet many experts today are predicting that during the next 5-10 years, we're going to see household wealth double again, in the U.S. alone. We're going to see up to 10 million new millionaire households.

Think back to the 1970s. It was during that decade that Bill Gates started Microsoft, Frederick Smith launched Fed-Ex, and

## **RUTHLESS MARKETING SECRETS • VOLUME 4**

Time, Inc. introduced *People* magazine. During that recessionary period, it was a great time to start a business... **and now is a great time to start a business.** From 2005-2007, there was a 12% increase in business start-ups. **So keep standing, keep fighting.**

**STEP THREE is to take special care of your existing clients. Give them what they want.** Remember, they're facing tough economic times, too. So let them know that you personally appreciate their business and that you care about them. **STEP NUMBER FOUR, again, is to be flexible.** If you're only marketing to the business opportunity seekers, for example, then widen out and market to more affluent small business owners. If you're marketing just to small business owners, then widen out and market to business opportunity seekers or to other markets. Just be flexible.

**STEP NUMBER FIVE is to give more than others are giving, because obviously they're going to be giving less during these tough economic times. STEP NUMBER SIX is: don't lower your prices!** Let me say that again: don't lower your prices. That seldom increases business enough to justify the action. If anything, what you need to do is give more value, raise your prices, and sell to a market that has money to spend. **STEP NUMBER SEVEN is to follow up with leads more often, and to follow up with your old leads again — every single one of them.** If you've got phone broadcasting, use that. If you can make a personal phone call to them, call them and let them know you appreciate their business.

**STEP NUMBER EIGHT** is the last one I want to share; this is what I call the **Redneck Millionaire's Rule.** It goes something like this: **Don't be spending too much of your time on stuff that don't make you any money.** Don't be spending too much time watchin' TV, as it's just telling you how bad things are; it's not going to make you money. Worrying about the

THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

present economic situation won't make you money. Waiting and doing nothing won't make you money. **But performing these steps that I've outlined here *will* help you to prosper even during this recessionary period, or in any economic time.**

I know for a fact that, while most people suffered greatly during the Great Depression, there were plenty of people that made huge sums of money. The Depression built their fortunes. **But keep this in mind: *you must be self-employed to really cash in.*** Give up this idea that you're going to somehow make it as an employee of someone else's company. You've got to be self-employed to really profit. You've got to take charge of your own financial future. **And flexibility is so important.**

Hey, listen, I'm an optimist. I know that times are tough. But we've gone through several such times already, and you never know exactly what to believe. It happens that I believe in the future and in the Baby Boomer generation, that generation of Americans who were born from 1946-1964. The future is bright. **You've got to take things into your own hands, and let your whole focus be on doing everything possible to serve as many people as you can in the highest way.** The economy is on people's minds right now, and they're worried about what they're going to do to make ends meet. Some people are losing their jobs, others are worried about losing their jobs, and a lot of people are doing exactly what I said earlier: They're watching the news and they're fretting. They're worrying about what's happening, instead of being out there trying to make sure that what's happening to everybody else doesn't happen to them.

**Now is *not* the time to panic. Now is the time to prepare and be smart in your thinking.** You hear some economists saying, "Get out of the stock market now! Put the money in your mattress and run! Hide! Bury it in the backyard, whatever; get it out of the banks!" And you hear other people telling you, "No, now's a great time to be buying. When the economy's down,

when the market's lower, that's a great time to buy up all kinds of bargain stocks. And if you hold onto those for five or 10 years, you could make a huge fortune."

So the pundits are talking their heads off, and they're talking out of both sides of their mouths. They'll tell you whatever you want to hear. You'll have people telling you one thing while someone else is telling you something the exact opposite; so who do you trust? Well, why don't you make it so that you don't have to worry at all about what they think? Let the talking heads talk about the economy until they're blue in the face. Let them say it's up, let them say it's down, let them say it's good, let them say it's bad, whatever. **You can make money regardless of whether the economy is up or down.** You can focus on making money using these strategies I'm sharing with you now.

Now, let me re-emphasize a few points I made earlier. **First, if the economy's down, who is the best person to sell to? People who aren't affected by that — the affluent.** Sell to the super-rich, people who already have money and who aren't affected when the economy's going down. **And again, expand your marketplace.** If you're just selling to a niche marketplace, think about how you can expand out to an even bigger marketplace, to bring in a bigger herd of people that you can sell your products and services to. **And never, never lower your prices.** People have a tendency to do that; it's the first cut-and-run move. They think, "Business isn't good, so I've got to sell my products for less." That's usually not going to help you. It may get you a few more orders, and maybe some people who wouldn't have bought before might decide to buy; but it's not going to be an effective long-term strategy. **So it's better to find more people who want to buy what you have.** Add value, do things to make your products and services even better than before, make them even worth more than what you originally

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

planned on them being worth, and expand them and sell them for even more — and you *can* be successful.

**Strategies like these aren't dependent on what the economy's doing.** It doesn't matter whether it's good or bad, up or down. It doesn't matter whether the people are telling you to pull your money out of the stock market or telling you to flood your money back into the marketplace. Whatever those people are talking about, you can just sit back and relax, knowing that you're using these strategies to make huge amounts of cash in any economy.

Next I'm going to talk about smart marketing secrets, which transform new marketers into millionaire marketers. Most people have heard the expression "Work smarter and not harder." Well, that's a neat little cliché, but very few people ever explain how to do smart marketing, so I want to talk about that here. **And I'm going to use SMART as an acronym**, with each letter representing something. The "**S**" means Specific: direct it to a highly targeted niche market. "**M**" is Measurable, and "**A**" is Action-oriented — that is, taking an offensive stance rather than a defensive one. Do something proactive. The "**R**" is for Results-oriented, and direct response advertising is just that, unlike institutional advertising. And the "**T**" is for Trackable. Be sure that you track everything you're doing.

SMART marketing covers a number of key areas:

1. Giving people what they want.
2. Developing products or services that appeal to a specific market.
3. Making sure those items have the largest profit margin possible.

## RUTHLESS MARKETING SECRETS • VOLUME 4

4. Developing marketing systems that identify the right prospect, and communicate the right message to them.
5. Reaching and selling to those people as fast as possible for the largest profit.
6. Reselling to them as often as possible.
7. Creating sales messages that build strong bonds with your customers.
8. Positioning yourself so that you seem unique.
9. Creating offensive marketing strategies that allow you to control the selling process.
10. Making specific offers to your customers on an ongoing basis.

I'm not going to go into detail on all of these, but I do want to talk about a few, the first of which is giving people what they want. Some of the worst examples of not following this key area of SMART marketing are Internet websites that use flash and splash screens. **Market study after market study has unequivocally demonstrated that people using the Internet are doing it to get the information they want when they want it.** They're not doing it to watch some fancy flash presentation. So, with your marketing you've got to give people what they want. And hey, they all listen to the radio marketing station WII-FM — you know, What's In It For Me? **So you have to give people a reason to remember you, a reason to make your product or business a part of their life.** The way you do this is by giving them exactly what they want.

So what do people want? Well, before you answer that question, you've got to understand why people actually buy.

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**People buy your products to feel good. They buy them with emotion.** They'll try to justify it with logic, so that means you've got to sell the benefits and not the features of your product. **Remember, they only care about what's in it for them.** So no matter you're selling, you should always ask yourself, what's the emotional hot button in this offer? And you've got to understand that people as a whole are very egocentric. Everything they do is centered around the self, around them. People look at the world, at your offer, in terms of how that relates to them personally. Again, what's in it for me?

**Now, people want to obviously avoid risk, so the desire to avoid losing something has a lot more power in marketing than the power of them getting something.** And understand this, too: **People don't trust you, at least not right away.** They don't know you, and most have never even heard of you, much less seen you. So you've got to lower the risk by providing in your sales message answers to questions like, "Does this really work? Do other people trust this guy? Can I get my money back if it doesn't work?" You see, people are always looking for something. **They live lives of quiet desperation and dissatisfaction.** What they want is love, wealth, better health/security and comfort. **They want to take back control of their lives, because 99% of people *don't* have control of their own lives.** That's why you must give people what they want.

**The second marketing key area that I want to talk about here is developing products or services that appeal to a specific market.** How do you determine this? Well, one way is to use the Internet. Go to Google, enter the search term "market trends" with a plus sign, and then type in the specific market you're marketing. For example, "market trends" + "health and wellness." What you'd find, according to A.C. Nielson's studies, is that one of the world's fastest growing categories is food and drink.



**With the information that you find about any specific market, you can create an information product** — for example, an insider report that you could sell to people who are interested in that subject. And again, please don't underprice your products! I know that there are a lot of these low-priced e-books on the market — but there are also many, many electronic books that sell for huge amounts of money. For example, a good friend of mine sells his e-book for \$997. In the health and wellness industry that I just talked about there is a health and wellness trends report that sells for \$13,000. Let me say it again: \$13,000. It's a simple PDF document, an e-book — but 100 sales of a product like that will net you a cool \$1.3 million. And prices like this are possible because the products are developed for a specific target market. In that example there, there are 12 chapters — and what that marketing company does is sell the individual chapters for \$2,500 to \$3,000 each, in case a buyer doesn't want the entire e-book.

So what you're looking for when developing products or services is a specific niche market. **By marketing to that specific niche, you're going to stand out from the crowd** — and that's going to give you an opportunity to create products that address their problems, their passions, and their pleasures. In other words, you want to fish in a pond — not an ocean, and you want a pond that's filled with fish hungry for what you're offering, so you can satisfy their hunger.

How do you find out what they're hungry for? **Simply read the magazines they're reading, paying special attention to the letter column.** If you read those, you're going to spot gaps in the market that you can fill by developing a specific product or a service. **You can also study Amazon.com.** Look at the 11 or 12 departments there, and learn what people are buying. And don't forget to click on that link that says **“emerging technologies,”** because you can locate hot new trends that

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

people are passionate about. **You can also go to a large public library and go through a copy of the SRDS Direct Marketing List Source Directory.** You'll find over 60,000 lists of buyers from 230 different business and consumer markets listed there — and with the online version, you can get 30 new list opportunities each day. Your chances for success when you do that are multiplied a thousand-fold, because you're not trying to find a market for a product; **instead, you're creating a product for a market.**

And here's another secret that I want to leave you with, and it's one that's overlooked by most new marketers: ***sell to the market that you're already a part of.*** If you know business opportunities, then create products for that market; you understand that market, because you're a part of it. **What you want to do is get on the other side of that cash register, and begin creating products for that market and selling them exactly what they want.** This is the SMART marketing secret that millionaire marketers follow to earn their fortunes in DRM.

**You know, whatever we sell, we're all in the relationships business.** That's the reason why people keep coming back to us. **You have to really understand the market in order to have a relationship;** you can't have a relationship with somebody that you don't really know anything about. If I had to put my greatest secret on one little 3 x 5 index card, that's what it would be. That's what made my whole career, my whole fortune: the fact that for years I myself was an opportunity junkie. I was addicted to buying every plan and program, and the dumber they were, the more I wanted them. Those stupid ones were my favorites: the kind where supposedly you just put it under your pillow at night, and you'd wake up the next morning and have a million dollars right there. So when it came time to getting into the marketplace, I already knew exactly who the people were in that marketplace. It was easy to build

relationships with them, which was what #7 up there is all about. **You have to know these people you're wanting to sell to — and they *are* people. They're not numbers, they're people. It's all about relationships.**

And that bears on #10 as well. **You have to keep going back to them; you can't just expect them to come to you.** That's one of the greatest problems marketers suffer from: So many think that just because they do have a relationship with people, those people are going to come back and want to do business with them again. Nothing could be further from the truth. We have a 21-year-old company here, and if we were to stop mailing, it would be only a matter of weeks or months before there would be no more phone calls and mail coming in. That makes it easy if we ever want to shut down, but we're not going that route!

Okay, now, this is the moment you've been waiting for, and I've kind of really been pounding along, going through these things I've been sharing. But on this one **I want to kind of slow my pace a bit and really share with you, seriously, from my heart, what I *know* is marketing's greatest secret that no one tells you and most people never use.** Learn it, use it, and prosper abundantly. **And here it is: Learning is a process, not an event.** Let me repeat that: Learning is a process, not an event. And let me illustrate it this way: Two years ago during the summer Olympics, I watched Olympic swimmer Michael Phelps win eight gold metals. How did he do it? How did he beat 1972 Gold Medal Winner Mark Spitz's record? The answer is the secret I'm sharing with you now: Learning is a process, not an event.

Michael Phelps didn't simply pack a bag, fly to China, jump in the pool and win; no, he trains for six hours a day, six days a week, without fail. Even if a holiday falls on one of those training days, he does a full day of training. It's that total

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dedication to learning, to training, that's made him a champion. **Similarly, all the skills you want as a marketer can be learned — and they *must* be learned.** And yes, education can be a very slow, very painful process. You can increase your knowledge through books, through thinking, through dreaming; but there's no substitute for hands-on experience. You've got to get out there; you've got to do it.

Michael Phelps could've read about swimming, he could've watched other people swim, he could've dreamed about being an Olympic champion — but his dreams would never have come true, and he probably would never have learned to swim. It's the same when it comes to learning about marketing, especially DRM. **You have to get into the water. Each day, you've got to go through the process of learning, through the exercises, the testing, playing the game.** And no great Olympic champion ever becomes a champion by himself; he's got a trainer, he's got a coach, he's got several people who work with him. And fortunately you have that also, through this series of books. **The very information that you're now reading can be like a springboard to a greater achievement for you as a marketer.** Maybe you've already got a great business idea, or maybe you're just now formulating that idea in your mind; that's important. But you've got to take action. **You *must* take action.**

Trying a new business idea is kind of like climbing up on a huge diving board. You fearfully climb to the top, and then inch your way to the end of that board. You try not to get dizzy... and then you jump. Of course it's scary, but the more you do it, the less scary it becomes. And finally it starts being *fun*. You learn to enjoy the rush, you learn to use the adrenalin, and the fear becomes enjoyable. Learning to dive, learning to swim, **learning how to do marketing successfully so you become a marketing champion is a process, not an event.** Aristotle once

said, “What we have to learn to do we learn by doing.”

**Learning relies on you acquiring different types of knowledge, supported by information.** And that leads to the development of new skills and of an understanding, so that you can experience the things that you desire — prosperity, abundance, wealth. **Repeating these thoughts and these actions is essential to your learning.** It’s believed that after several repetitions of a different daily activity and thoughts, change occurs in the synapses of the brain. I call this the transformation trench. That is, I believe there’s a neural pattern or trench formed that becomes deeply ingrained in your mind, so that at some point when you try to do something you begin to do it automatically, instinctively. **You take the necessary actions, and the result is success to you as a marketer. But again, that takes time.** There’s a Chinese proverb which states, “Learning is like rowing upstream; not to advance is to drop back.” But the end result here is that you’re going to be successful and financially free — and that’s what you desire, isn’t it? Are you going to fall along the way, are you going to fail? Well, of course... **but learn to fail forward, and don’t drop back.**

Let me tell you about a failure. He failed several times in business, he suffered a nervous breakdown, he suffered from depression throughout his life, he failed in politics eight times... but he never quit, and he never stopped learning. In fact he learned through the process of failure, and he eventually became the 16<sup>th</sup> President of the United States. His name was Abraham Lincoln. Abraham Lincoln wrote about learning. **He said, “I don’t think much of a man who is not wiser today than he was yesterday.”**

Recently Princeton University, which teaches the process of learning, put together a formula they called the 70/20/10 Formula. **The idea is that 70% of learning takes place when a person applies the acquired skill in a real-life situation, 20%**

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

**comes from feedback or observing, or working with a role model, and 10% comes from formal training.** Interesting, isn't it? Obviously, the most important part of the learning process is applying what you're learning. That takes time and patience; it's like a journey, and there will be detours, there will be roadblocks, you're going to have accidents, and there will be distractions along the way. It's a process, not an event. **Ultimately, learning is a change in behavior as a result of your experience — and you can never have the experience until you actually apply what you've learned.** The instructor, the teacher, the trainer, they can't do it for you. You can only learn from personal experience through application of what you're learning about marketing, and your learning has to be an active process.

People are not sponges; we don't simply absorb knowledge like a sponge does water. Just reading about it, just listening to it, or just watching information about marketing isn't learning. Just knowing the systems of marketing isn't learning. **Learning is the active process of applying and using that knowledge and information personally.** So let me ask you this: what stage of learning are you presently at? **STAGE ONE is when you're trying to absorb information.** Usually there's a lot of frustration and failure involved in that stage. **STAGE TWO is what's called the integration stage;** that's the internal process where you take what you're learning, what you're trying to absorb, and you try to integrate it with what you already know. This is sometimes confusing, and it can become stressful. And then there's that final stage, **STAGE THREE, which is expression — you actually begin applying your knowledge.** You experience failure, you experience success, but the more you learn and apply, the greater your successes and the fewer your failures.

Now you've just learned marketing's greatest secret, which

no one ever tells you and most people never use. I encourage you to use it, and to prosper abundantly. **Never stop learning:** apply what you learn, because learning is a process, it's not an event.

My sister is a physical trainer — she helps people build their bodies and get in shape. I was introduced to her boss a while back, and he's in such great shape. He's got all these pictures of him on the wall, where he's gone to these weightlifter kinds of contests. It's just him in this little Speedo, and you can see that all of his muscles are ripped, and he's got this championship weightlifter type of body. I was in his office once commenting on what great shape he's in, and then he opened up his drawer and pulled out these pictures of this real fat guy — this fat, dumpy looking guy. I wondered what in the world that was all about, and then he says, "That was me 10 years ago." I had to look, and look, and look, and I could only see just a little bit of resemblance — but I saw enough to know that it really *was* him 10 years ago. And I said, "Look, what's the secret? Give me the secret, man, I want that body that you have right there. I want that!" He goes, "All right, you want the secret? I'll tell you what the secret is. **It's diet and exercise.**"

And I said, "No, no I don't want to hear that, I want to know what the *secret* is!" Well folks, the secret is that there *is* no secret. Everyone is promising shortcuts, and they do exist; sure, there are things that you can learn to get to Point A to Point Z faster. **But what people want is the magic pill offering a softer, easier way. And they want somebody else to take care of everything.** That's not going to happen.

The great Earl Nightingale once produced a program called *The Strangest Secret*. It came out 50 years ago on an LP record, and you can still buy it to this day in other formats. **Basically *The Strangest Secret* is that everybody wants the results — but they don't want to put in the action that it takes to get the results, whatever those results are.** Earlier, I was using the

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

analogy of my sister's boss, the guy who's got this perfectly ripped body. Everybody wants the payoff, they want the bonus, they want the results... but as Zig Ziegler once said you've got to put the wood into that wood stove first. You can't just sit there going, "Where's my heat, where's my heat?" You have to put the wood in and light the fire, and then you'll get some heat.

**So I would encourage you to be willing to pay the price if you want the results.** There's some work involved, some time involved; but the payoff is definitely worth it. **In this business, as with any business, the way that you get really, really good is by going through some adversity.** It's another secret that nobody uses, because most people just give up way too soon. They put in a little bit, they don't get the results that they want, and they're gone. They just give up.

The people who make it big time are the people who go through all kinds of pain, all kinds of problems, all kinds of adversity, all kinds of obstacles and challenges. That's the only way that we really learn anything, by the way: **we learn it the hard way, especially those of us who are stubborn as hell. Sadly, it really does take daily work and discipline.** There are some things that are a helluva lot of fun, but there's also a lot of what they call grub work. But the payoffs can run in the millions. The payoff is that you can have a business no matter where you live, and the money just comes rolling in, just like rain falling down from the sky. **The payoff is that you can be totally in charge of your own income and create money at will, as much money as you want, whenever you want to make it.** Let that be your rainbow here, the end result, but learn how to fall in love with the work, too. It's exciting. DRM is a thrilling business.

Take writing sales copy. It seems that everyone wants to learn how. **Well, the way you learn how to write copy is to write copy.** That's the whole secret right there. I mean, anybody



can write a sales letter; but it's writing a sales letter that's going to make you a million dollars that's the tough thing.

You know, it's kind of funny. We humans do so much to avoid pain, to avoid uncomfortable circumstances, to avoid things that make us uncomfortable or that we don't necessarily like... **when it's usually those very things that make us grow the most and that we learn the most from.** If we had our way, I suspect we'd all live a cushy life with no struggle, with nothing negative or uncomfortable involved. We'd all just float by, and we'd all have everything we needed. Yet if you ask somebody who's gone through some hardships and who's struggled, even a successful business person who has had some failures, maybe some bankruptcy in the past, they'll tell you how much they learned from all that experience they got going through the ditches.

**What that tells me is that while you should try to avoid pain, you should realize that even in the pain, there are lessons to be learned.** Even in the struggle, even in the failure, there are things you can learn that will help you grow, and you'll come out of it a better person. Several years ago, Chris Lakey read an article where they followed up several lottery winners, people who had won many, many millions of dollars in the big multi-state Powerball and big state jackpots, just from picking the right numbers. They went back and looked at their lives and said, "Man, I wonder how they're living today."

And it was amazing how many of them were flat broke. Most just blew the money and completely lived high on the hog for a while, didn't invest anything, bought fancy cars and went on huge vacations — and were back to nothing again. Some of them tried to get into businesses, but they really didn't understand how to be business people and they lost all their money that way. Some of them got taken advantage of by family and friends. In any case, a significant portion had no money left

## THE GREATEST SECRET THAT NOBODY TELLS YOU ABOUT — AND NOBODY EVER USES

just a few years later. Easy come, easy go, right? **Well, people who fight for their money, people who struggle for success, people who work hard at it, who are dedicated to it, tend to keep it.** It's just like the guy who used to weigh a ton and was really unhealthy, and now he's super-fit: When you work for it, you have an incentive intrinsically built into your mind, and you put so much heart into it that you have a different mindset about that success. You don't take it lightly, and you do everything you can to keep it. Similarly, Chris Lakey's grandfather had a heart attack once, and he was much healthier afterward, because he became determined to exercise after he had those heart problems. I can't remember how many miles he walks every day now, but he's a lot healthier because of the struggle he went through.

So don't be afraid of struggling. Don't be afraid of going through some bad times, because you can learn from the experience, as long as you're out there doing it and working hard. **The key is action, because inaction just breeds *more* inaction.** If you're doing something, if you're moving forward, you'll continue down that road towards success. **You can learn from your mistakes and failures.** You can learn things along the way that will help you. That way, you'll have a much better appreciation of it when you actually achieve the success you've been looking for — and you'll become smarter in the process.

**I believe that problems are good, as long as you handle them right.** Problems spur you into action — and a lot of times, that's the *only* thing that spurs you into action. And again, action is what life is all about... at least, taking the right kinds of actions in a repetitive way. For years I dreamed of making millions of dollars — and then, when the money just started coming in, I got so damned depressed I couldn't even believe it! Why was I depressed? Because the reality wasn't living up to the fantasy. What I've learned since then is the money really doesn't make you happy. I realize that people who have money

## RUTHLESS MARKETING SECRETS • VOLUME 4

always say that, and it used to drive me crazy when I heard it.

Now I'm saying it myself, because I've learned the truth: **the pleasure in this business is the process of *learning how to get the money*.** Once you fall in love with the things that you do to get it, once you make it a game, that's what will keep you healthy and happy — and wealthy.

## CHAPTER TWO:

# The Pleasures of Free Advertising



In this chapter, I'm going to discuss how you can use free advertising strategies to promote your products and services. As far as money goes, you'll be paying basically zero with these methods; **all they really require is your time, and maybe a little bit of your blood, sweat, and tears.** If you're starting on a budget, or if you've got no budget no money at all, pay close attention here!

**Personally, I use both paid and free advertising, and so do most of my colleagues. I suggest you do the same.** There are benefits to doing both, and the two methods work well together. For example, let's say you have \$100 in an ad budget. You can go ahead and place a small classified ad somewhere, so you've got one paid ad out there working. Paid ads generally reach more people. But if you also use free advertising along with paid advertising, you can have multiple ads running at the same time for the same basic price; and even if you get only a few leads from your free ads, then those ads have more than paid for themselves, haven't they?

As far as marketing goes, free advertising strategies fall into two basic types: **offline and online.** Some of these strategies will cross over a bit, and some have similar themes, since the basic methodologies are essentially the same.

**Let's look at offline methods first.** There are many strategies in this category, but let's start with the most basic: **the simple press release.** This is simply a one- or two-page document (one works best) in which you outline exactly what your product or service is all about. You put a nice snappy headline on it, you provide your contact information, and include a brief body text. It should be double-spaced, and tell people what you're selling — or, in the case of a lead-generating item, giving away free. Then you send this to publications interested in business. Some press releases you can send anywhere; but when you're dealing with the topics of business you mostly have to stick to business-type publications — and there are a lot of 'em.

Go to the library and peruse publications directories, and you'll see there are countless trade journals, consumer publications, newsletters, tabloids, and other items covering the subject of business. Submit your press release to as many as you can. **Editors are always looking for press releases that pertain to their readership, and they particularly like press releases about free things — because there's no liability.** If you sell something of poor quality through a press release, if you take people's money and people get upset about it, they'll let the publication know. But when you're giving something away for free, there are no restrictions whatsoever. If the publication thinks their readers may be interested in it, they're probably going to give you the print that you need.

**A simple press release is the most fundamental, easiest, and perhaps the most cost-effective way to go after free advertising.** But there are many other tricks to getting free advertising. For example, in addition to press releases, **many marketers are able to use articles to make sales and collect leads.** Now, a lot of people will tell you, "Oh I can't write anything." I doubt that's the case, but if it is, you can probably

get someone to write it for you very inexpensively. **However you do it, you can submit an article to various publications, asking for no compensation for that article — but at the end of the short article, you provide contact information about the product or service.**

I've used both of those methods, and they've work well — especially when I've offered a free lead-generation item. Whenever you're going out with something free, you'll find that you're able to get just a little bit *more* free publicity and advertising because publications like to give their readers something free that has a lot of value. **Which brings up another method I've used very successfully in the past: getting free advertising in books and directories.** If you go to Amazon.com or Barnesandnoble.com, or even if you go to your local bookstore, in any particular niche you're going to find books and directories that people in that niche are purchasing and reading. This is especially true in terms of the marketing niche, particularly for small businesses.

There are so many small businesses out there, and a lot of their owners aren't trained in how to market. Many of them find themselves in the business and marketing sections of their local bookstore, or online, trying to figure out exactly how to market their products and services. What you can do is can contact the publishers of these books and directories and say, "Look, I've got this great, valuable, free gift I'd like to get into your book." You can give them some information about it, but definitely give them the web address, where they can go ahead and download it to check it out themselves. If they like it, they can include information about it in the next edition of their directory. **The great thing about this method is that not only is it free of charge, but you're going be getting your information out in front of people who are actual buyers.** If somebody picks up a free publication, or if they get sent one free in the mail... well,

that person may have an interest in a particular field, but they may not be a serious buyer. But if you can get your free publicity in a magazine or book that somebody has paid to subscribe to, or that they've gone to the bookstore to pay for, that person is a better prospect.

Now, I don't recommend that you sift and sort and say, "Well, these are large publishing houses and these are small publishing houses" whenever you go for free advertising. **You can afford to send out lots of these letters and press releases; the postage isn't that big an investment for a one- or two-page letter.** If you find that there's this book you'd love to be in but it's put out by this huge publishing company in New York City, by all means go ahead and send them your letter. The worst thing they can do is not include you. At the same time, look for those smaller publishing houses. There are many, many directories that are published by individuals or small mom-and-pop publishing houses. These companies don't have 40 layers of management to get through, and a lot of them publish new versions of their books and directories every single year, in some cases every six months or so — so it's easier to get your free publicity into their publications.

**Just do your research, put together a simple one- or two-page letter explaining what you have to offer, and give them the ability to sample it.** This can get your information in a book and generate a lot of advertising for you with virtually no cost.

Moving right along: As I was looking back over some of the products we've produced and distributed in the past, I realized that we've always been clever about using packing inserts. I think this follows along with what I've been talking about, because it's a great way to get information to as many people as possible. Of course, you'll want to try sending these out with other products people have bought, but an especially

effective way of using this idea is to work out a joint venture with somebody who already has products similar to yours, where they're already shipping them out and making sales on a daily, weekly, or monthly basis. **Ask them to pack your inserts with their products as they go out.** They're already paying the postage to ship out a package, so unless they're bumped right up against a certain weight requirement to get a special postage rate, it's not going to cost them any more. Let's say you're providing them with postcards: you can work out an agreement whereby they can drop your postcard into every one of the packages they fulfill. **As long as it's not a directly competing product, then they should be happy to do that — because it's an extra service, a free gift for their customers.** The customer can see that there's a free gift — all they have to do is go to the website to claim it. They do that, and you've got a lead! **Suddenly, they're on your list.** That's not entirely free, of course; you would have to pay to print the postcards, or print the flyers, so there would be some minor expense to do that. But it's still a great deal for you!

Some people do this with books as well. We've done that with a book that our friend Ted Ciuba printed a few years back. He'd send us a few thousand of them at a time, and we'd drop them in every package we sent out. When we were getting close to being out of them, he would send us another box or two.

Years ago, Russ von Hoelscher offered a six-month subscription to his newsletter to various mail order and business opportunity publications. He convinced several of them to add a blurb that said, "Subscribe to our moneymaking opportunities for \$18 a year — and as a bonus, you'll receive a six-month subscription to a great moneymaking newsletter absolutely free." You could do something similar; for example, you could contact publishers, especially the smaller and mid-size ones, and say, "Look, I have a great free gift to give away, and you're



selling a subscription to your publication (or book, or whatever it is), so why don't you use this choice 50-100 word copy that says you'll give people a free bonus if they subscribe?"

You can take all these ideas and apply them to different things. **It's been estimated that there's a billion dollars of free advertising available out there, and you're not going to get all of it.** You're not even going to get a big chunk of it! **But if you can get just a sliver, you can make money hand over fist.** These things work especially well in combination — but you have to realize that each one of these strategies is powerful in and of itself. **I know marketers who have generated six figures just using one free advertising strategy.** So while you might think, "Oh well, I've got to do all these things to get any money at all," that's not necessarily the case. You can start with the one you feel comfortable with, get it going, get the money coming in, and *then* you can branch to the next one. **But each one, individually, is very powerful by itself.**

Now, let's jump over to **online strategies** — and again, some of these are similar to those already discussed, but they're done on the 'Net as opposed to offline. **It's easy to link 'Net offers into your offline offers anyway.** You can create a link to send people to from offline, and you can also have people running links directly to your website that gives away the free gift. **It's even easier to get people to go to your website that way, because all they have to do is click a link.**

Here's a good, workable strategy you should definitely try: there are literally hundreds and hundreds — perhaps thousands — of moneymaking e-zines and e-newsletters out there in cyberspace. It's a simple matter to Google the topic and find the information on these online publications. **Again, just put together a press release and submit it to these publishers, email them, and ask them to consider giving you a plug.** It can be a hassle to fill up an issue every month, so editors are

usually happy to oblige. Some of these e-zines and e-newsletters are even published weekly, because **people surfing the 'Net are always eager to read something new.** So these publishers and editors are constantly looking for help. If you offer a great free bonus gift, one they can check out online and see the true value of, you're going to get all kinds of free publicity. That's just one strategy, but I think it's a darned good one.

Here's another method that's growing in popularity:  
**Posting in online forums.** Thousands of people go to these forums, read the posts, post their own responses, and questions. They're very vibrant, dynamic venues. **And here's the kicker: In almost all cases, you're allowed to add an electronic signature in your profile.** Your signature is a place where you can include information about yourself or about your company, or about any free thing that you might happen to be giving away. Whenever you make a comment or ask a question in one of these forums, that signature is included in the post. Are you making the connection here?

If you go online and do a little research on marketing forums and marketing discussion boards, you're going to find many of them out there. Now, before you start posting, I recommend that get a feel for the type of people on the forum, including what questions they're asking, and start by either answering some questions or asking a few relevant questions of your own. **And make sure that your signature is always there, and always sends people back to your website.**

I know people who make a lot of extra income using this method. **They just go to a set number of forums and discussion boards every day, and make sure to ask or answer at least one question.** If it's a large, dynamic forum, the people on it probably won't realize what you're doing, since there are so many people posting so constantly. **In doing this, you're going to find that these are active people interested in getting**

**more information, especially *free* information.** You should be able to pull some of those people from the forum to your website. A lot of us frequent discussion forums anyway, so why not put them to use? **They're great places to put inconspicuous ads, as well as being excellent sources of information.**

But you do have to be careful to do it right. **Don't post obvious ads, or they're likely to kick you off the board.** If you're providing content and really answering people's questions, though, they're perfectly okay with you having a signature line that leads people to a free gift. **You just want to be able to contribute in a way that's meaningful and helpful to the group.** The other thing that I would suggest is that you be careful about posting the same exact message on multiple boards. **A lot of people, especially in the business community, frequent several discussion groups, and they get a little cranky if they see the same message posted on all of them** — especially if it looks like you're asking the question in a way that looks like you're trying to place an ad. If they see that same post on multiple discussion boards, sometimes they can get a little testy. Just actively participate, and as long as you're providing value to the board and to its members, they'll be more than receptive to the free publicity you can get on there.

Once I actually posted a question that went like this: "Hey guys, I appreciate your time. I have a website, and I'm curious to see if you guys have any suggestions on ways that I could increase the amount of people that fill out my form." At that time, I had a website that offered a free Internet marketing course, as long as they registered. I posted a link to it and said. "I just appreciate any advice you guys would give me. I'm an Internet newbie." **At the time I was, and they came back and offered several suggestions and I got several sign-ups through it as well.** It helped on a double front that way, and you

can do that as well.

Speaking of signature lines, you can also use them on your e-mail. **You can make it so that every e-mail you send or reply to has your own unique signature line on it.** How you set that up is a bit different for every program, but it should be very straightforward if you'll follow the directions. That signature line might be something as simple as "Visit our website now for a free \$495 gift. Just click here."

**These are just a few little things you can do that, on their own, can have a significant impact.** The more you do them, and the more you use them in combination, the more exposure you'll get. These strategies just take a little bit of time; most take no money at all, or very little; but they can drive traffic on an ongoing basis, especially if you're using them to give away something. **It is so simple online... and even if none of these methods appeals to you, there are thousands of sites out there that offer free classified advertising.**

I've been aware of them for many years, as I'm sure we all are. But I paid them little mind, because I felt, after I visited a few of them, that since there were hundreds of these classified ads, why should I bother posting my ad of 30-50 words and have it drown in the sea of advertising? But a few years ago I had my eyes opened. I learned about a fellow named Ken in Reno, Nevada, who was selling all kinds of crazy stuff on the topic of survival. In other words, Ken believes the end is near. He believes that you'd better have all kinds of dry food ready, and you'd better be prepared for catastrophe. That Armageddon's coming... the world's falling apart.

He's a strange guy, God bless him, but he told Russ von Hoelscher that he's posted on almost 1,000 free advertising sites, and was receiving 250 replies a week. Now, think about that. It means that only about one out of every four sites that he's on

gives him one reply. If he was posting and paying for the thousand sites, it would cost him far too much money. But they're all free. **And 250 replies a week is tremendous!**

So you've got a lot of competition for ad space — but you may not have much competition for what you're offering, especially if you build in tremendous value and make that value very obvious. **The good news with these sites is, as new classified ads come on, they usually go right to the top.** Now, within a matter of days they get buried lower and lower — but this is still a tremendous resource when you're giving away something of value.

There's so much free advertising out there. My friend Jeff Gardner is a perfect example of a person who built his business largely on free ads. For the first few years he was in business, he never spent *one red cent* on advertising. Instead, he used some of the free advertising methods I've talked about here to generate enough business to make himself a small fortune. **This is one reason why I believe you should use free advertising techniques — because I know for a fact that it works.**

**If you're low on money, you'd better go after all the free advertising you can.** And even if you've got a lot of money, it's still smart to get as much free advertising as possible. It truly can pay you dividends over and over again, for years to come.

## CHAPTER THREE:

# Cashing in With the World's Most Powerful Marketing System



In this chapter, I'm going to lay out for you what I honestly believe to be the world's most powerful marketing system. But listen — I don't want you to let the simplicity fool you. The more I talk about this, the more you're going to think, "Aw, man, that's just common sense," or "That's too simple, it's too easy." But let me assure you that this system has made many millions of dollars for people who are no different than you and me. **In some cases, it's made hundreds of millions and even *billions* of dollars for those who have learned how to use it properly.**

And you know what? After all this time, it's *still* more or less a secret. Even many of those who do know something about it don't always use it effectively. Well, in this chapter, you're going to get a chance to cash-in on it. This is the part of the marketing system we give you when you join our Direct-Response Network as part of our Automatic Recruiting System — but you don't have to be a part of the DRN to use this exciting method, which is simply this: **two-step marketing.**

That's it. That's how simple it is. And there really *are* just two steps to it, period. Maybe you've heard of it before. If you've read or listened to many of my products, you probably have —

and if you've read other books in this series, you definitely have. We talk about two-step marketing a lot, because we feel it's a very viable, very powerful way to make money in direct mail — and it's one of the things that people ask us about constantly.

It's dead simple to understand *one-step* marketing. **You place an ad, you send a sales letter, or you mail a postcard, and that item has a specific action that people take to place an order.** That's one-step — you run an ad, people order. Two-step marketing's a little bit trickier, and needs a lot more explaining. You have to understand, first of all, how to handle the first step — and **that it's the second step that *really* leads to the money.** Sometimes there's money involved in the first step, sometimes there's not; so it can get a little complicated. That's why we spend a lot of time explaining it. **The reason we teach it so much is that it's a great way to narrow down a herd of leads into a group that you know is honestly interested in what you have to offer.** Once you've done that, it's much simpler to move toward a sale. There's very little that you have to leave to luck. **Two-step marketing is the surest way to hedge your bets in this field, because it allows you to identify people who are the most likely to purchase what it is you're selling.**

**There are many things that encompass two-step marketing, but at its core it's any marketing process where you first capture a lead and then, as a second step, make a sale.** That means that whatever you're doing on the first step is intended to take a large group of people and narrow them down into a smaller group of people who've raised their hand, or who've said they're interested in whatever you're offering. **You attempt to make your sales from that smaller group.** Really, the only purpose of step one is to get people to raise their hand and express their interest.

**Now, there are situations where two-step marketing**

**means first making one sale, and then making a bigger sale. So there are all kinds of different dynamics involved;** but again, at its core, I think that two-step marketing is best described as simply a system where you first narrow the list of prospects by asking them to take one step and then, after that initial step, you go for the sale and attempt to turn that prospect into a customer, or attempt to turn that low-priced sale into a higher-priced sale. There are many different strategies available for you with two-step marketing; **there are all kinds of nuances that you can explore, and that's what I'll be discussing in this chapter.**

I talk about two-step marketing a lot, because **I believe if you understand the core of two-step marketing, and you can practice it adequately, you don't need to use any other method of marketing in your business.** At the very least, you can use this as your foundation to build upon. Because in a very real sense, **two-step marketing is a form of power sorting that trims down the marketplace to only those people who are truly interested in what you're selling.** You've seen this in play, if you've studied marketing at all — or even if you've just opened up a business opportunity magazine, or your mail. Credit card companies, for example, use two-step marketing all the time. They might tell you that if you call a special number by a certain deadline, you'll get a special gift; or they'll give you some sort of bonus gift if you take a specific action. What they're doing is trying to gauge your interest level based on the fact that you took action.

By doing this, they boil down the population of prospects to those who are truly interested. It's kind of like making chili or stew: You start off with a watery base and you boil it down — reduce it — until you have something real good and thick at the end. This can take quite a long time, and sometimes it takes multiple steps. Here, we're just doing it in two steps. **By the end**



**of the process, you're going to have a more boiled-down group of people, if you will, a smaller, more qualified set of people who are the most likely to buy your product.** You can now afford to spend more money and more time working on this group. A lot of people think you need to spend money and reach a larger group of people, but in fact, what you need to be doing is figuring out a way to do two-step marketing so you can spend more money to reach a *smaller* segment of the population that represents your buyers, and the people who are more willing and able to purchase whatever it is you're selling.

Everybody in the world says that they want to make more money — well, let's just say that the 95% of the adult population who are healthy and sane all want to make more money. And yet, when it comes to actually doing something, taking some sort of action or getting involved in some business opportunity like the DRN, or coming to a seminar, or a workshop, even listening to a telephone conference call like the one this chapter is based on... **well, most people aren't going to do it. They're just not going to take any action at all.** In other words, they *claim* that they want to make more money... but if you try to get them to do something, anything, they won't do it.

You're looking for the smaller group of people who *will* do it — those whose desire is so intense that not only do they want to make more money, but they're willing to do whatever it takes to make that money. So you use two-step marketing. **In Step Number One, you get them to take some small action.** Not a large action in the beginning, just a small action to prove that they're serious. That could be sending for a free report, or book, or DVD, or it could be making them spend \$100 or \$200 on something to prove that they're serious. **The more highly qualified they are, the more you know that they're very serious.** They've separated themselves from the rest of the group, and now you can spend more money on follow-up

marketing campaigns in an effort to do business with them. Whatever you do with this step, it's just a way of people raising their hand and proving to you that they're more serious.

When they come to you, by the way, it changes the whole dynamics of the relationship. **Instead of you trying to sell them something, now they're coming at you wanting to buy. So they made the move.** They don't feel high-pressured anymore (or ideally, they shouldn't), because they're the ones who came to you, and now they're ready to listen to what else you have to say. **They're ready to go beyond and make additional purchases.** A beginning of a relationship has been established that can then develop further, and very profitably, over a period of time.

Now, let's look at the three biggest challenges that we all face when it comes to marketing in general. Most people fail to consider these items when they're getting started — or maybe they *do* think about them, but dismiss them because they can't come up with a workable solution. There's no perfect marketing system out there, of course, and you need to understand that; but there are certainly things that any decent system needs to address if you expect to succeed. **To find what works, you need to take a good system, and then continuously look at it, continually tweak and add little things here and there, and always take into account the challenges you have to face so that it can get better and better over time.** You can always beat your last sales letter or your last marketing system.

With that said, here are **the three largest obstacles that we face in marketing** that most people maybe don't think about in the beginning. **The first one is noise.** What I mean by noise is this: Imagine yourself in a crowded room. Let's say you're up in front of an audience of 1,000 people, and you're looking out over them all. Now, imagine that every single person in that audience wants to sell you something, and they're all waving charts at you, and yelling at you, so that it just sounds like a

bunch of noise. That's why we call it noise — it just means there's a lot of people that are trying to get your attention (the consumer's attention), and they all want you to take a desired action. **Because there's so much clutter out there, it's hard for you to listen or focus on any one message.**

Let's assume you're out there in the crowd, trying to communicate with the person on stage. What you've got to do with your marketing is figure out how you can overcome all that noise — to figure out a way to get that person you're after off the stage and into a little side room. Imagine that a hook comes out and yanks them off the stage, depositing them in that little side room with you. They're exposed to your message directly, because the clutter is gone; they can easily hear you now. That's what our objective is with our marketing. **You've got to find a way to cut through the clutter.**

**The second big problem is *bogus information*.** It's when you're doing two-step marketing and you've got somebody requesting information — **but they give you contact information that's simply false.** Suppose you have a website set up, and you're sending people to it to get a report, with the goal of capturing their contact information so that you can mail them out some materials. You're counting on them to provide you with authentic information. But they might enter real information, or they might not. Maybe they give you their true email but a bogus snail-mail address and phone number, just so they can get that e-mail report. If that's the case, then you're not able to effectively communicate with those people, because you're going to get a bounce-back on your package. **People like to give you bogus information so they can see what's on the other side of the second step;** and they'll try to fool you in various ways, so you've got to take measures and put yourself in a situation where you eliminate that as much as possible.

**Finally, you have to deal with what I like to call the *File***

**13 challenge — that is, avoiding that round cylindrical file** that most people have under their desks, or in their kitchen, or anywhere where they sort their mail. Most mail finds itself there. **The reality is most people sort their mail over the trash can; that's where 70% of all mail winds up.** In most instances they just keep what they want, or what they desire. **Well, our goal as marketers is to figure out a way to make sure that when our mail arrives, they desire it, so that it finds its way into that “must open” stack rather than File 13.**

Noise, bogus information, and File 13 really are the biggest obstacles that a lot of people can't figure out how to overcome. I like to consider the File 13 issue particularly, because one of the biggest challenges of DRM is simply getting your mail opened so that people will look at your offer. That's why marketers often mail postcards, because you can put your message on the outside of the postcard; it's quickly seen, and it's easy to use a headline to capture their attention. With envelopes and direct mail you have to use teaser copy, or one of several other strategies, such as making it look like a bill. You've probably seen that — but I'm not recommending it. Sometimes that just makes people mad. Another way is to make it look like a personal letter; you know, use a real stamp and hand-address the envelope. No teaser copy, no sales message, so that it looks like something that they might be expecting from a parent, a grandparent, grandchild, cousin, friend, whatever. Alternately, then you can go all out with sales copy all over it in full color, and make it look real bright and shiny with real flashy messages on it. There are all kinds of things you can, and must, do to combat that File 13 issue. **You've got to get your package opened, or you're lost before you ever get started.**

Let's look a little closer at the other issues, too. As far as noise goes, people just don't realize how much competition is out there at any given time. **The best prospects are being**

**wooed by other marketers as well.** People don't do enough thinking about all of that... but the way I see it, the fact that there's a lot of competition shouldn't scare you. **In fact, it should excite you.** If you've got a fast-food restaurant, you want to be next to McDonald's; that's why you'll see these fast-food restaurants all clustered together. **Competition is a good thing, because it means that there's a good, stable, solid market there.** However, you've got to break through the noise of the competition.

With our DRN's Automatic Recruiting System, we do that by giving away a \$495 gift. Now, most people don't believe that we'll do that. They look at the postcard that offers to give them a free \$495 gift, and they're thinking, "Yeah, right. Okay, it might not be worth \$495... but maybe it'll be worth \$49." **So it's enough to cut through the noise... and even though they're skeptical, it's still a pretty attractive offer.**

There are plenty a lot of people giving away free reports, free books, free this and that — but how many people are giving away \$495 gifts? Very few. **And once they receive the gift they're immediately blown away, because it really is worth \$500.** Now they're shocked. They never really believed it; people are so used to being lied to and misled. This item sells in our catalogue for that amount of money, and it's worth it, because there *are* comparable products that are selling for \$495 or more. But we're asking them for \$5 for shipping — and that's only if they want the actual CD ROM or MP3/PDF files.

**That eliminates the second marketing challenge: bogus information.** This is a problem that's mostly seen on the Internet. As a matter of fact, I've been guilty of it myself — I'll just go ahead and make the confession right here and right now. I don't like seeing my e-mail inbox cluttered up with more junk, so sometimes when I'll send for something free, I'll give my wife's e-mail address, or sometimes I'll give them a wrong e-

mail address (I know that millions of other people do this too). But with the DRN system, we're eliminating that problem. **In order for them to get the gift, you see, they have to give us their real information — so we get a higher-qualified prospect,** because if somebody gives you bogus information, they're absolutely worthless as a prospect. Here we're actually giving them a gift, so they *have* to give us their best contact information.

**And as for the File 13 issue — well, most people just don't realize the reality and the enormity of the situation.** The best-qualified prospects are the ones whose mailboxes are jam-packed full of other people's sales letters, postcards, and flyers. I'm sure some of our clients are on all of the mailing lists, because they're serious about making money. So they get a lot of mail — which they have to separate and sort through over a trash can, unless they want to be buried in it. People are constantly throwing things away that look like they have little or no value to them — **so you have to make them appreciate that your piece *does* have value.** That's one reason we often use postcards, because again, it's a cinch for them to see your basic message. If you've got a postcard that offers a free \$495 gift, well, that's going to captivate people's imaginations. **That's how we introduce people to our DRN, hopefully so that they'll take that second step and sign up for the program.**

I happen to think that the DRN is superbly valuable — but I'd hate to have to sell it using a one-step system. It's a substantial (if worthwhile) investment. This is one reason we ask people to pay shipping and handling for some versions of the free gift; this isn't a high price by any stretch, but it's a small hoop that helps us separate the sheep from the goats, if you will. Now what do you learn about somebody who sends \$5? Well, if you're selling something like DRN, the goal is to get them to sign up and become a charter member. That's going to cost them

a good bit of money. **There are a lot of what we call “tire kickers” in the marketplace;** I’m sure you understand the concept. We’re all tire kickers to some degree. **But when we find something we really, really want, we’re willing to put a little money toward getting it.**

**When somebody gives you \$5, they’ve shown you they’re no longer a tire kicker.** They’re willing to open up their wallet or purse and to spend a little money in order to find out more about whatever it is that you’re going to unveil to them. That tells you something very important about that person. It puts them on a higher plane. **They’re qualified now, and you know they’re not just somebody looking for a free lunch.**

Now, there’s another psychological switch that \$5 throws in people’s minds, and that’s the fact that people don’t like to be sold anything — but they do love to buy things. **What I mean by that is if you’re just trying to go one step to people and sell them something, it may be a complete turnoff.** As soon as they see that, they’re going to turn their eyes the other way, because they don’t want to be sold anything. **Yet when they pay \$5 and that package arrives, it’s like Christmas morning when you’re a little kid.** You run down the stairs and you can’t wait to see what’s under the tree. It’s the same thing, when that mailman comes and they’re thinking, “Oh, I wonder if that \$5 package is showing up in the mailbox today? I can’t wait to get that special gift and see if it’s really worth \$495!”

These are the things that go through people’s minds as they’re waiting to digest that information. I think that the difference between somebody paying for what they want and just getting it for free adds that value — and gives them the incentive to at least take that desired action of requesting the information and then reading it or digesting it, or listening to a tape or whatever it is that you’re doing. If they don’t read it or listen to the presentation, or don’t digest the marketing materials

you're sending them, there's no way you can make a sale to that person. **So getting that psychological switch thrown is crucial to your success in marketing.**

Let's look at some stages or steps in two-step marketing — call them what you will — that have been formulated by my friend and colleague Eric Bechtold. He teaches a complete four-stage system of marketing. **Your first stage in marketing** — marketing of any kind, whether you're talking one-step or two-step — **is lead generation, locating the audience that you're going to sell to.** You've got to un-program your thinking to some extent. You know, a lot of people think when they go into business, "I'm going to be a sales person, so that means I've got to be good at selling things." **But the reality is you don't have to be a good salesperson; all you have to be is a good sorter.** You've got to be able to find the people who want to buy what you want to sell, and then you've got to figure out, via lead generation, how to locate an audience base that would be most likely to purchase it.

**So what most of us do, in the DRN and most other marketing endeavors, is use direct-response marketing efforts** like postcards, display advertising, and broadcast media (radio or television) as lead generation. **This helps us specifically identify a targeted marketplace.** Let's use opportunity seekers as a good example. If you're trying to identify an audience base of opportunity seekers, you could rent mailing lists of people who have purchased an opportunity within the last business quarter. What that tells you about those people is that they've been willing to open their wallet in the past and buy an opportunity, so chances are, they still might want to purchase something from you if you present them with the right offer. **A business opportunity magazine is a good place to advertise.** If people are actively thumbing through the pages of an opportunity magazine, you know that they're



looking for something — and you can help them find it. These are the kinds of things you go through when you're thinking lead generation. You pick a direction, then you start marketing. Your goal is to get them to request your free item or otherwise take your desired action. **That's stage two, which is lead capture.**

Again, it's all about getting people to raise their hand, or take a desired action, or jump through a hoop — or however you want to say it — so that they wind up in a smaller group of more qualified people. **Let's say you ran an ad in a magazine like *Entrepreneur*; well, 540,000 people read that magazine, and you might get 100-200 people to request information.** You've boiled the marketplace down from 540,000 to 100 people in the lead capture process. However you've had them respond, you've captured that information. Though again, if you're giving away free information, you have to realize that you're going to face that bogus information problem I talked about earlier.

There's a simple formula that I think everybody needs to understand when it comes to DRM, and it's this: **Marrying the right message to the right audience at the right time equals success.** If your prospects are sorting your message into File 13, it will never be heard and never learned, and they'll never take action on it. So you've got to figure out a way to make sure that you're qualifying those people by having them take a step, like pay \$5 or \$10; they have to do *something* that requires a little effort on their part, so that they're identifying themselves as serious. **And then they go into lead capture, where you get their information.**

That moves them through to another stage in the process, **stage three, which is information retention.** What are you going to do once they fill out a lead capture? **Well, you're going to put it into a database, a qualified group of individuals who have all taken that desired action and wound up on a shorter**

**list of people who are more qualified than your initial starting base.** Now, people don't like to be considered part of a herd, but if you think about cattle coming into a corral, they all boil down through a little chute, and they're controlled that way. They're being funneled in the direction that you want them to go — which is just what you're doing with your marketplace. Once they're funneled through this process, they wind up in your customer database.

**Those are the people you can then take to the next stage, the follow-up stage.** The marketing in this stage is dependent upon what you're trying to get your customer to do. If you're just trying to sell them a shirt or something it doesn't require a lot of follow-up, because there's not a lot of investment. But the more investment, or the more time or effort involved on the part of the prospect, the more follow-up is required in order to get your conversion percentage right. Since you've eliminated those tire kickers and are working with a qualified database of buyers, **you can afford to then spend more of your money, time, or effort on them — and you must.** Let's say they gave you \$5; well, that \$5 then can be spent on the follow-up materials.

Most of the time, though, you don't make money on the front end; in fact, you're more likely to go in the hole, especially if you identify a good qualified audience base. **So you may be spending \$20 to convert somebody who only spent \$5 to get your package.** But it doesn't matter to you, because as long as you can get your conversions on the other side to more than make you back your money, plus some, you can do that. **But you don't want to be doing \$20 conversions on people, or spending that much money on converting somebody, if you're only making a \$2 profit.** Your numbers have to work that way, so that you can afford to follow up with subsequent mailings and packages, conference calls, and various other methods that will then give you a better opportunity of

converting a larger group of those individuals.

So let's summarize: **Eric's stages are (1) lead generation, (2) lead capture, (3) lead storage or prospect management (whatever you want to call that customer database), and (4) follow-up, where you take those qualified prospects and turn them into buying customers.** That's a complete marketing system. It really helps break things out and make it easier to understand two-step marketing. Because really, in this four-stage process you're looking at everything that goes into two-step marketing. **Lead generation and lead capture could be considered aspects of Step One, with database building and follow-up step two.** Eric's idea is a great rundown of the process that goes into making sales. You've got to generate the lead, you've got to have some way of capturing the lead, then you build the database and follow up. **These four stages really make it simple to understand exactly what two-step marketing is all about.**

And Eric has five different points that he teaches his clients regarding this system. **The first thing is a method he calls power sorting,** which helps to identify the perfect audience for your offer. Let's use that *Entrepreneur* example of 540,000 readers again. You can't possibly pick up the phone to engage each and every one of those people by yourself; there's just no way to do it. But if you're able to put a postcard in their mailboxes, that will intrigue some of those people enough to get them to raise their hands. Now you've boiled that huge group down into a smaller group. **That's power sorting: being able to go through hundreds of thousands or millions of people very quickly and get to the point where you've got the very best of the best.**

And keep this in mind: **You need to match the market with the means of reaching them.** So if you're trying to address a business opportunity segment, you want to make sure

that you're using a business opportunity magazine, or a mailing list that targets that group of individuals. That boils down that qualified base down into an even more qualified base. Again, you can now afford to spend more money, time, and effort working on that smaller, extra-qualified group of individuals.

My visual for this is panning for gold, because when I think of sifting and sorting, I think of gold miners. They scoop out gobs of sand in their pans and carefully wash through it, looking for those little tiny pieces of gold throughout the sand. Or consider diamonds: I've heard that they have to dig through many tons of dirt and rock in order to find a diamond the size of a thumbnail. And that's what you're really doing here, with the power-sorting; you're looking for the gold, the diamonds, the people who are the most serious — and that taps us right into Eric's next point.

You have to be really careful if you're out there renting mailing lists, because there are a lot of people who will say, "Oh, I have a qualified group of individuals here." **But you have to be sure that whatever it is these people have done to "qualify" themselves really is making them more likely to make a purchase.** That's all you're really trying to do with this process. You always have to be careful when you're qualifying people, to make sure that you understand how to qualify them, and make sure that with any action that they're taking, you're effectively interpreting their mindset. You don't want to qualify them in the wrong way, or think you've qualified them somehow when you haven't. It's easy to give away a free gift, but if you give away the wrong gift, you could have a whole group of people you *think* you qualified, who would then never buy the other product you're trying to get them to buy. **It's far too easy to spend too much money in the wrong way to acquire people.**

**A critical factor here is finding the right item to attract**

**your customers.** Here's an example: as you may know, my best friend has a pest control company. Since I've brought in millions of dollars with my marketing, I thought I would help her. We identified demographically who her best clients were in the Wichita, Kansas, area based on the current clients that she had right then, and we hit those specific zip codes with our marketing. We went after the specific type of person she wanted as clients, and I found what I honestly thought was the greatest two-step marketing free gift to offer these people: a nifty little United States atlas with a little calculator. It really was a nice gift.

So I created a nice direct mail campaign, and we offered to give it away absolutely free if you would just let her company come in and inspect your home for termite damage and then watch a 30-minute video for a unique non-chemical termite system. We had a lot of people who raised their hand and said, "Oh yes, I'll take the free atlas!" **But we couldn't convert enough of them.** They were interested in the free gift, sure — it really did get people excited, and at first I just *knew* this was going to make her company so much money. **But as it turned out, they were mostly just tire kickers.**

**A better idea would've been to take those same prospects and put together a gift that was less attractive but better targeted to what we were trying to sell them** — like a nice book on termites and the damage they can do to your house. Not very sexy, not very romantic, and yet the only people who would've said, "Yes, send me that 300-page book on how termites damage my house and how I can protect my house," would've been the type of people most likely to have purchased the treatment we were selling.

What we've done with the DRN is, we're giving away a free nine-hour audio program. Prospects do have to pay \$5 shipping and handling for the MP3 or PDF version — or they can get the full version for only our production costs. Well, the

only type of people who are going to want a nine-hour audio program are the exact type of people who want to learn the tips, tricks and strategies we have to teach in the Direct-Response Network. **These are the people who are serious about making money.** They're the perfect candidates for what we're selling, so we've chosen the right item that will attract the right people.

**We call this the “magic bullet.”** Now, what do we mean by that? Well, you always hear those naysayers out there, the non-entrepreneurs that try to squash your ideas. They always say, “There's no such thing as a magic bullet” — by which they mean that you can't solve every problem with one answer. **But when it comes to marketing, two-step marketing is the magic bullet,** because if you're looking for a solution, you can always figure out a way to do it with two-step marketing much more effectively. This is due to the fact that you're not spending as much money to reach an unqualified group. I suppose it all boils down to waste. **Remember that simple equation I gave you before, where the right message, plus the right audience, plus the right time, equals success?**

**If you're working on a big group of individuals who you think are qualified but who might not be qualified, you're not quite sticking to that formula.** You're missing the right audience, because you've got a lot of waste in there. There are always some people who are tire kickers, or some who aren't interested. But if you've got the right offer, the right hand-raiser in place, you get people to come through and request information — and that way, you don't have to spend as much money when casting your net. Let's say you're spending \$20 on each person; well, you can't afford to spend \$20 times 540,000 if, for example, you're looking at the *Entrepreneur* circulation I was telling you earlier. **But if you have a couple of hundred people, it may make sense to spend \$20 on each, because you're going to get a much better sell-through rate on those**

**individuals, and you're not risking as much.**

If you don't have everything working for you just right in that formula, you can find yourself on the losing end of a marketing endeavor — and **we want to make sure that you don't find yourself losing money.** We're in business to make money and teach you how to do so. **That's why we teach two-step marketing** — it's simply is the best answer to anybody who's come to us and asked, "Hey, what should we do?" I can always figure out a way to do two-step marketing in whatever marketing problem I've ever been presented with. **And usually it's the magic bullet; it's the right answer for virtually any marketing question, if you spend the time to figure it out, because it weeds out the disinterested and the tire-kickers with ease.**

We've had offers in the past where we've converted almost half of the people who raised their hands; we made these sales because we narrowed the group way, way down to a small group of the most qualified people, and then we made our presentation to that group. **Instead of thinking big, think small — and weed that group down.** Then spend your time and energy focusing on the few folks left, and you'll get a lot more bang for your buck. **Why waste money on people what aren't likely to buy?**

## CHAPTER FOUR:

# Bulletproofing Your Business



In this chapter, **I'll teach you how to bulletproof your business so that you never have to worry about competition, ever again.** Now, I realize that's a strong statement — especially since most people are terrified of competition. If you've ever been worried about competition, you're certainly not alone. But once you understand and apply the secrets I'm going to identify to you here, **you're going to have the kind of freedom and power that 95% of all businesspeople simply don't have.**

This “bulletproofing” is what keeps me and many of my colleagues in the game year after year, when so many competitors are dying by the wayside. **And a good deal of it, frankly, is based on how you present your story — and your willingness to just be yourself.** Many of us struggle at first because we feel we have to be somebody we're not. Oftentimes, this makes us boring. My friend Alan Bechtold tells me, for example, that when he looks back at his early stage presentations, he finds them very boring. He says he's amazed people listened at all, that they must have been hearing information they really wanted — because his delivery certainly wasn't anything riveting.

Well, these days, Alan's presentations are *always* interesting. Even if you don't like what he's got to say, or even



him particularly, I don't think anybody could describe his current presentations as boring. What happened to change him from boring to riveting? **He started telling his story to people.** About seven or eight years back, he referred to his divorce, a few years before that, in one of his newsletters. Of course, his marketing director at the time told him not to talk about such personal things; in fact, they had a rather heated argument about it. The marketing director's stance was that there are people out there who are *opposed* to divorce — and that they would look down on Alan if they knew he'd had one. The marketing director pointed out that newsletters and teleconference calls are for *selling*, and you go against the grain if you include personal items that will only turn some people away.

Alan says that he honestly believes this was his marketing director's youth speaking — because in his younger years, he might have agreed himself, and pulled in the reins on that article. But he just shrugged his shoulders and said, "What the heck, what harm can it do? Let's try it." And sure, someone reading that might have been offended or turned off by the shocking news that Alan had been divorced. But most people weren't.

By the way, the argument was stopped cold when Alan pointed out that being divorced puts him in the majority in America, at least among married people — so how can that be such a terrible thing? At least it's not some bizarre perversion. And you know what? Many people wrote him afterward to tell him they had no idea Alan had been divorced; and it was amazing how many of them went on into their own horror stories, or offered words of encouragement or their own insights after they'd overcome what he was overcoming. Incidentally, he had mentioned the divorce primarily because he was talking, in the newsletter, about overcoming obstacles. **And what number one thing ordinarily gets in the way of everybody's success? It's when life smacks you in the face.**

But something else happened. **He started loosening up after that.** Since then, he's been telling people more things about his home life in his newsletters, and even in his sales letters. He particularly enjoys going into his life around the office and in his business. He found that the people reading his newsletter *really* zero in on that sort of thing, since it's what they're interested in — starting their own businesses. But they also like to hear that Alan has a regular life, too, that you don't have to give that up to do what Alan does and teaches. He immediately noticed that the number of drop-offs from his list fell significantly. More clients hung around longer, whereas before there was a regular churn. **After he loosened up, he started building his list even faster.** Now the new folks seem to stay and stay; he's still got a few drop-offs, but not nearly as many.

**Alan realized that this was because he was showing his personality.** He wasn't doing anything else differently — and while some people might be offended by that, he realized that others were being attracted by it.

**This has worked for us, too; we've always just been ourselves.** Some people love us, some people don't, but at least they *respect* us. It's had a decidedly positive effect on our profits, and other marketers report the same: People are buying a lot more, and of course they stay around — you can't sell to someone who quits working with you. The longer you can keep someone hanging around, no matter how hard they resist, eventually they're going to try to buy something. **If they like what they hear, you're eventually going to come up with something they're interested in buying.**

I think part of the problem for most people is that they often misunderstand one aspect of our advice, which is to model yourself after someone successful. Far too many people read that as *just be someone else*, and they're more comfortable with that. They think, "Well, that guy's successful, I'll be like him." But

you can't be like him, at least not exactly. **You can only be you, trying** to be like him. That's something that I learned the hard way — and it's something I want to save you from doing.

Alan also tells me that as he's loosened up and started letting more of the real him shine through, he's seen saw a change in his writing. It's become edgier and more opinionated; he doesn't hesitate anymore to take on some of the big marketers out there, pointing out the flaws in their marketing so that his clients and readers can benefit from that. Before, he would only talk about the good stuff and let the bad stuff fly by; well, now he doesn't care how big a name you are, if you make a big goof in public and it's something he wants his readers to avoid, he'll point it out. In other words, he comes across as more real, more confident. **His presence sharpened. This carries more weight with people, and that makes people listen even more closely.** They're interested in more than just the facts; they're actually enjoying that personality coming through, that edge.

Alan noticed that his new personality really helped carry him forward on stage, too. He stopped worrying about wearing what everybody else on stage wears — which is something that I can relate to, since I'm known for wearing blue jeans and a T-shirt on stage! **When Alan loosened up, he became more fun, because he's a fun guy at heart — and people liked it!** If he's a fun guy, then why *shouldn't* he be fun on stage? Why should he try to be someone other than who he is? He says that he's noticed that more people than ever stick with him for longer now, so he doesn't really care if someone doesn't anymore. There are plenty more who do.

I can see this in my own case as well. For years, I was terrified to tell my customers and my clients that I'm a recovering alcoholic. When I was 21 I ended up in a treatment center. I'm 50 now, and I've been clean and sober ever since — but back then, I had a real problem, and God knows where I'd

be today if I wouldn't have gotten some help. And even though that's far in the past, for a long time I was afraid to tell people about my problem. And then I started opening up in front of just a few people in seminars. I thought they would criticize me, but they haven't. **People have been very supportive. On one of the first times I revealed this to people, I got a standing ovation — the exact opposite of what I was afraid of.** I was terrified because alcoholism has a bad connection to it, although recovery has a good connection to it. But ever since then, I've loosened up about more and more things, and it's resulted in so much less pressure on me. I don't have to try to be perfect, and I've found that my customers accept me more and build stronger bonds of trust with me. **They appreciate me being real.**

**In most relationships, business or otherwise, people are afraid to open up.** They hold their cards close. They don't like to reveal too much about themselves, don't want to feel vulnerable; and that's especially true in business. People would like it to all be about the company, all about the business. It's the business's name that's out front... but if you open the doors of the business, it's really just about the people who run it, the people inside. And that's even truer when you're talking DRM or Internet marketing, where relationship-building is crucial. It's one-to-one; it's not you versus everybody on the Internet, or it's not you versus the thousands of people you mail your offer to if you're doing DRM. **It's all personal, and the more you that you can put into it, the better you are.**

**It's all about telling the personal story, and having people identify with you.** We're all screwed up to some degree. We all have our faults; we all have things in our pasts that maybe we're not proud of. But you know, it happens all the time. You start opening up and start sharing your story, and people start telling you, "Wow, I identify with that. That's just like me; I went through the same thing." Or, "I know somebody

who went through the same thing.” **And you start building relationships.**

I think people are afraid to do that because they’re afraid of the negative response, when in reality most of what they’re going to hear will be positive. There will be some people who are turned off by it, and you may lose some sales. There’s no point in hiding that. Some people might get offended by what you say; but we have a saying that goes, **“It doesn’t matter who you offend — it only matters who you sell.”** So be real, **be who you are.** People will identify with that, and that will help build your story, help you with credibility, and help with building those all-important relationships.

Again, the only reason more people don’t do this more is simple fear. **Most people are afraid to open up and be themselves, particularly in front of strangers.** And that’s who we’re dealing with when we’re selling and we’re running a business: strangers. **That’s what we call a prospect.** They’re not a customer yet; they become our customer and friend once they buy. **But what’s sad is that some people won’t even open up to their customers, the ones that have bought already.** It’s funny; it happens even to the most personable people. Everyone knows somebody who’s the life of the party. This person is perfectly comfortable in front of friends, or associates, or even people they don’t necessarily know at a party; they keep the whole gang in stitches, or maybe they weave wonderful stories, such that every time they open their mouth and tell another story everybody in the room stops, like in that E.F. Hutton ad years ago. They listen to what they have to say, because it’s going to be good.

You can put that same person on stage in front of 20 people, and if they don’t know how to do a business presentation they may clam up, and freeze; they may start walking around stiffly and speaking without emotion, rambling on and on. I’ve seen this before so many times, and it pains me to see people in

the audience actually looking at their watches because they're anxious to see how long it is before they can leave. I cringe when I see somebody going through this. So what are they so afraid of? **You got it: They're afraid of being themselves. They're afraid that someone *might* be offended.** And it's strange, because **as marketers, we're taught as one of the basics that the *worst* thing we can do is try to please everybody.** You have to target your audience, and **you have to aim your message *directly* at that target audience to succeed.** But so many people fail to even try to focus on a specific group of people.

What I'm trying to say is that when you bring out your personality, when you're someone who your prospects and customers can relate to, you can literally create a niche within any niche. **You can enter any segment of any market and dominate a chunk of it, regardless of how many other marketers are working in that same area.** You can steal customers from them, and cement relationships they can't ever touch again. It's so simple — and yet people have this very real fear that keeps them from doing it.

So let's look at how to turn that fear around. Largely it's a matter of realization, and a realignment of how you look at this whole issue. **Just realize that, yes, you're going to offend someone by being yourself — maybe a lot of someones.** Even those very rare people you meet from time to time who seem to be loved universally still have some people who don't love them. Remember the cliques in high school? I do. I remember all the "in" cliques that I never could seem to get into. I don't know about you, but I never was a part of them. It was *us* against *them*. They thought they were the coolest thing under the sun, and everybody loved them, right? Well, we were over in the corner secretly not liking them so much.

You know, one of my favorite Dan Kennedy quotes goes

something like this: **“If I haven’t pissed somebody off by 11 a.m., I know I’m not working hard enough.”** That’s his attitude, and it’s an attitude I think you should take more often. I don’t mean that you should aim to irritate people, but just realize that by being yourself, it’s going to happen anyhow. **Figure that’s a part of it, and be yourself in spite of it.** Once you realize that you *will* turn people off, and accept it, that enables you to say *so what* and move on. **It frees you.** I have to tell you, you’ll sense a huge load lifting from your shoulders when you stop trying to please everyone. **Now you can concentrate on being you, which is a damn sight easier.** And anyway, even if you were to succeed in this horrific, nearly impossible task of pleasing everyone, no one would be truly bonded with you if you succeeded — because you’d be a plain Jane, vanilla, watered-down version of you. That’s not appealing.

Alan Bechtold recently pointed out a story that I think illustrates this point well. He was at one of my conferences recently, and one of the guys we work with — someone we all know and love — got very excited because one of his clients had just put up his first video promoting the DRN on YouTube. And it’s so cool, really. He went and looked at the video, and he said his jaw dropped when he played it. He said the client was sitting there, wearing shades, smoking a cigarette, looking almost Jack Nicholson scary. And he ended the video by saying, “To find out more, dial this guy at this 800-number. He’s my upline. You’ll get all the details.” Well, our friend was a little concerned, since that was his 800-number, and he didn’t know what kind of crazies were going to call. He stopped worrying when he started signing people up under this guy. It worked! Scary-looking though it was, this approach worked; at least some people, on some level, connected with it. **Accidentally or otherwise, this scary-looking fellow was himself on that video. And you know, he probably did chase more people away than you’d ever care to think about — but he also nailed some.** And I

anticipate he'll nail a lot more.

**You don't want to chase any more people away than necessary, of course.** That's the art of what we're talking about here; and there *is* an art, a finesse, to knowing how to balance that. But you need to just stop worrying about it, because regardless of your real personality, it'll probably work to draw people in. **Some people will identify and bond with you if you're being the real you, while very few people, if any, will bond with you if you're trying to be someone *other* than you.** And by the way — there's one missing element on that video I mentioned that would make it so much better. What he most likely didn't realize it that, believe it or not, you need to also create an *amplified* you. For all I know, though, maybe that *was* what he was doing. That could be an exaggeration of the real him. He could've intentionally set out to do that.

There's a rich jerk out there who writes marketing copy with messages like, *I'm rich and you're not; too bad for you. I don't really have time for you. But if you'll take a minute to read this sales letter, you'll buy what I want you to buy because it's that inviting — blah, blah, blah.* Well, the point is, the guy's *not* a jerk. I've talked to people who have met him. This is his act; he's amplifying. There's some part of him that *is* like this, and he's amplifying it; that's great. **But that's just an aspect of him, an exaggeration of what he is; I call that utilizing the amplified you.** And speaking of Jack Nicholson — as I did a while back — I'm a big fan of his. Sure, he can be scary; but that's because, like all great actors, he's exaggerating a part of himself. All great actors bring a part of themselves into their performances.

Here's another way to look at it. We've all seen the caricature artists at carnivals or on boardwalks and the like. They always exaggerate some aspect of you. I recommend, in fact, that you get one drawn — seriously. This can be a cool step



in understanding the process. Now, don't fly to the nearest carnival; it's not that vital. But next time you see one of these artists, stop and have a caricature done. Or do as Alan did, and take a favorite photo of yourself and use a Photoshop tool or something similar to modify it. He found one called Rubber Stamp, a tool that filters a photo in thick lines like a rubber stamp. This achieved a cartoonish effect, and now Alan uses that on his sites, and on products he releases, and his newsletters, to brand himself.

**Well, the amplified you is what I call a character caricature.** It's the same thing as artists do with your physical features, but you do it with your inner features, with your personality. **This involves a simple process where you identify some of your most endearing personal interests.** Now, when I say *endearing*, I mean personal interests you have that others would like about you. If one of your personal interests is smashing bees when they're helpless on a flower, you probably want to leave that out. You want to find the ones where people will go, "Oh that's kinda neat that he does that" — Activities or traits about you that other people would find interesting enough to identify with, and possibly that they share. **Then accentuate those the same way a caricature artist would accentuate your nose, if it's a prominent feature** — something I fully expect to see happen when I get mine drawn! For example, I'm laid back, I like fun, I like doing fun things for a living, and that's exactly what I've been doing for years now. And I like to have fun when I'm not working, too, so how do I best depict that? See, telling people, "Hi, I'm a fun guy," doesn't work. They just say, "Yeah, prove it."

So how do you amplify it and show them? Well, this is what brought about Alan's decision to start wearing his "stage suit." You know, you see a lot of stage presentations where people feel they need to put on a business suit. **There's a whole school of**

**thought that this separates you from the audience and shows you're an expert.** Well, that's cool and everything, and I understand why that's done, and that's perfectly fine if that's the persona you want to project. It's not necessarily a fun persona, though. **That's what led Alan to start wearing Hawaiian shirts and slacks as his "business suit" on stage.** It tells people who he is, the same way my wearing jeans and a T-shirt does with me. And Alan also likes to include funny stories and jokes in his presentations and writings, and he tries to include blues music as an opening for his presentations and teleconference calls, as well as on the openings on his audio CDs.

**When you do what Alan and I have done here, your personality should set that stage and start to surround you.** This is what's important. As you do this, you're going to set the stage and surround yourself with your personality and your products, building what I like to think of as an imaginary brick wall around you, your products and your business. **Now your customers, the people who are attracted to you, to the real you, will gladly line up for their chance to stand inside that wall nearest you.** And they'll tend to stay, because while they're inside that wall nearest you they're getting a truly enjoyable, value-packed experience. There's no one else on earth exactly like you, so no one can compete with you inside that wall; it's like a magic formula. **Just add your unique personality, plus quality products that provide excellent value for their money, and stir.**

The writer Kirk Mortisson says that as many as **90% of all people suffer from some lack of self-esteem.** So what's the secret for the person who has low self esteem, who thinks that there's nothing original about their personality, or that they seem unattractive? Does that person try to fake it or what? Well, why not? There's nothing wrong with faking it. Take my colleague Dan Kennedy. He's not quite as gruff and rough as he pretends.

As a matter of fact, he's a real sweetheart if you can really get to know him; off-stage, he's almost shy. But his brand is basically "No BS." Dan will never lie to you; you can always depend on him to tell the truth, no matter how brutal it may seem at the time. And sometimes people read that as being gruff. I call him "the gruff old man of the Internet." He's honest to a fault.

But it *is* possible to fake that; and to be honest, I believe that Dan's accentuating this part of himself when he's on stage, or on a teleconference, or speaking. **It's not faking, necessarily, but accenting what's in us — which may be the closest we get.** Dan completely built a persona, like that rich jerk I was talking about earlier. He's not a jerk at all; he's a real quiet sweetheart, he's very helpful, and he shares information if you get to know him. The point is, that's what he decided to do. He's faking it.

If you're a natural or experienced actor, you can pull this off easily. If you love being an actor, go for it. If you don't mind learning a few simple acting techniques and working to perfect them, you might be able to pull it off, but you've got some work ahead of you. A good example is Crazy Eddie, who you might remember if you're older than your 30s. Crazy Eddie was on TV in, I believe, New York City mostly. And he looked *nuts* on TV. He would scream into the camera, and he would say things like, "Hi, they call me Crazy Eddie 'cause my prices are so low" — and then he'd stick his face right in the camera and go, "I must be insane!"

They did a couple of parodies of him on Saturday Night Live, and it turns out later he wasn't really nuts; he had a troubled life, and it turns out there was a murder mystery surrounding his whole business and accounting problems and all that, but he wasn't crazy. He was actually quite sane-looking, and quiet. He was acting. He was taking one aspect of his personality and amplifying it. That's a whole lot easier that

creating something from scratch — and who doesn't want to make their life easier? **It's a whole lot easier just to dig into yourself, identify characteristics that you like the best and are more comfortable with, and that you think other people will also be comfortable with, and amplify them.** I always like to take the easiest route.

There was recently a show on A&E called *King of Cars*. It's about the number one car lot in America right now. It's out of Las Vegas, and it's a reality TV show about the people that are behind that company. They do all kinds of tremendously outrageous things in their marketing and advertising — and those guys are just having a blast. They have a 30-minute infomercial that goes out in the Las Vegas area every week that highlights some of their specialty stuff, and tries to bring people in. That's a great show — and it really illustrates the fact **that it's all about making yourself stand out by creating a story that gets people to remember who you are.**

The stories that really catch in people's memories are the extreme cases, the stories that make you remember the person because they've got a funny name, or they've got a funny mask on, or a striking logo, or something weird that makes them stand out. Animals can work, too; for example, there was a car dealer in Topeka, Kansas, who used to sit there and stroke a tiger while he was talking about his cars. Some advertisers use twins, or even video technology, to make it seem a person is having a conversation with themselves. These are all whacky things to get people to remember your name, your product name, your business name; and all those things are so important in a world where we're bombarded with all kinds of sales messages. **You've got to make a way for yourself to stand out and for people to remember you, and you can't do that just by telling about your products and services. You've got to create that personality.** You've got to create your story to the

customer, the things that people can identify with you. Because after all, your competition doesn't have *you*. They may have the same product at a similar price, but they don't have you, and they don't have your story, and they don't have that relationship that you use to build your story with your customers. **One of the most powerful selling tools you can use in writing copy or advertising is storytelling.** People can't resist a good story. Back in 2009, Chris Lakey and I were at a Dan Kennedy seminar with a thousand other people. They had an awards ceremony for the marketer of the year, and the crowd got to pick the winner. The man who won Marketer of the Year was a guy named Darren Ross who lives in Kansas City, Missouri. He has a company that sells advertising specialties.

Well, there are 8,000 other companies in the United States alone that sell advertising specialties, so he's in a market that is overly crowded. It's also commoditized, meaning that everybody only cares about the price, and everybody's just trying to sell by price. This man grew his business by more than 40% last year, because he had enough courage to have a suit made for himself that looks like a Superman suit, and he calls himself *MEGAMAN*! He goes to these trade shows and walks through the crowds wearing his MegaMan costume. He's like a superhero. He'll go to a trade show and there are thousands of other people all selling the same types of products he is, but because he's running around in tights and such, he attracts attention. His business has increased by 40% since he's put on that crazy little outfit. That reminds me of Matthew Lesko, a fellow who used to jump around like crazy on the TV screen wearing a suit full of question marks. He's branded; that's the way it works.

I know those are extreme examples, and I know you might be thinking, *God, I'm never going to do anything outrageous like that!* But there are other ways to put this art form into

action. For example, **Alan Bechtold has something he calls the “Be-You-Tification” program.** First, make a list. Take a look back through your life right now, and if you work at a job that makes you count the seconds until quitting time, write that down. If you’re running a business right now, write down the one activity in that business that’s the most enjoyable. Ask yourself: If you were given a month to do whatever you wanted, with all the expenses paid, what would you do? And another question: if you knew you had only 30 days of the health you have today, and then it would be rapidly downhill and over, what would you want to do? If you had no income and lived on the street right now, what one thing would you enjoy doing most that would be so fulfilling that you wouldn’t mind the fact that even if it’s not even making any money and you’re going to stay homeless, you’d still do it?

And then I want you to think back through your entire life, and remember one activity that stands out as the most memorable, enjoyable thing you’ve ever done. No limits, okay? Think of the one thing that you love doing the most, that you wouldn’t mind doing again, or that you’d love to do one more time because you only had that one chance to do it. **There are more questions than this, but the whole idea of this list is to start building a personality picture of you, the *real* you.** It helps identify activities you enjoy the most, so that you can start to see how to tie these to your business.

Let’s say, for example, that you love carpentry. Let’s say you worked a job when you were younger and loved every minute of it, but you know you knew early on that that’s a young person’s game, since carpentry’s hard on your body. Now you’re getting into the direct marketing business, and specifically you want to sell “how-to” information for people wanting to start a business. I would immediately go with something like “Bob the Business Builder,” but you can also do self-improvement if

that's what you want to sell, so it might be "Bob the Life Rebuilder" or "Building Bridges With Bob." That's something you could use if you wanted to do couples counseling or something similar, or teach people how to get along with other people. You could have a caricature drawn of yourself wearing a carpenter's belt and holding a PC in one hand, and you could become "Bob the PC Builder."

This is just a start, but I hope it shows you how helpful this process can be. **You also have to determine your inner personality and apply it in such a way that it starts to literally, naturally pour out of you in everything you do.** That's the important aspect of this. So, how hard is it for people to do that? Well, the inner-aspect part is, technically, one of the easiest parts of the process. It's really a matter of pretty much just letting go of the old stereotype of you that you've always held for the public, and loosening up and being the "real you." **It's part art and part science, as is just about anything.**

Let's say you like to play ukulele, that you love ukulele music. Is there a way to work the "Bob the Business Builder" caricature into the ukulele music angle? Absolutely — you could even tie in the ukulele by mentioning that Bob the Business Builder's going to give you the ability to take dream vacations in Hawaii, considering all those extra profits and time that the business-building techniques you'll teach them will provide. **Every aspect of your personality, everything that you're going to be able to do, every personality trait you have, should be a benefit (or should be seen as a benefit) to the prospect or the customer; that's part of the art of it.**

**The science is determining how to do that, and that's very teachable and duplicatable.** So maybe you're the analytical sort; let's go that route for a minute. It's a different personality. You're more analytical; you don't play the ukulele. Maybe now in your sales copy you could present "Bob the

Business Builder's Blueprint for Business Success." You might map it out with blue lines, looking kind of like a blueprint. Do that on a website or on a sales letter; illustrate the steps you're going to take them through, and the benefits, and make it all resemble a blueprint. Offer to send people your master plan for business success, including your own personal set of blueprints. Then you could work with them personally to constantly build their business from the ground up. So you're still playing "I'm Bob the Builder," but now you're the more analytical sort.

**You're going to connect, that way, with other analytical sorts.**

I hope you can see how that works. Here's something that Alan has done, and maybe he got carried away with this fun, freewheeling idea of his, the fun guy thing he's been playing up. But you see, he nabbed [www.bigassedprofits.com](http://www.bigassedprofits.com) and [www.bigassedprofits.tv](http://www.bigassedprofits.tv) (he couldn't believe they were available) and immediately adopted a donkey named Jack as his mascot. Was that crazy? Yes. And he was actually advised against it by a couple of people, and *has* gotten a little criticism about it (though not much). But I love the idea, and Alan's crazy about Jack! Jack fits Alan's personality, in the sense that he likes bad puns as a way of connecting people. He's little zany, and it's memorable — more so, he says, than anything else he has ever done.

Let's go back to Dan Kennedy for a moment. You may have seen the photos of him wearing a business suit sitting astride a bull, illustrating his "No BS Style" of delivery and information. And if any of you follow Dr. Joe Vitale, you'll know he's a professional hypnotist. What did he do when he decided to make a name for himself in the copywriting and the marketing world? He became the master of hypnotic writing. He applied something he already did and loved doing. I love this Joe Vitale example, because **that means that past occupations that you enjoyed can now be brought back to life and applied to your business model!** I've seen so many clients



who, when I've advised them on this, just get ecstatic. "You mean that job I loved when I was 27 and have never been able to find anything like again — *I can apply that here?*" Yep, whatever it was you did.

Remember, most of the biggest names in any business all did something unique, or amplified some part of their personality, to be bigger than life. Donald Trump's a great example. Do you think he minds anybody making fun of his hair? Heck no — he plays into it. In fact, here's how effective that's been: I saw a billboard on my way to Hollywood a few years back. He was doing one of his real estate expos, apparently in Ft. Lauderdale, and guess what the billboard said? *Meet Donald*, and the date. That's it. No last name was necessary, because he's *The Donald*.

So this is a key that you *must* use to position yourself to be heard. We're all so constantly bombarded with messages, so one of the things you have to struggle with, as a marketer, is having a unique voice. **This amplification of some aspect of your character is the key to creating that unique voice that gets listened to.** I want you to look around for other examples and study them. Run through the list of questions I presented earlier, and you're going to start seeing ways you can work your personality into your business to good effect.

## CHAPTER FIVE:

# How to Make a Seven-Figure Income



**I happen to believe, quite fervently, that if you put enough work into your business and keep educating yourself, you can eventually make more money than you can spend.** I'm living proof: as I've mentioned before, my company has made well over \$100,000,000 in just 21 years. And I happen to know quite a few people who have parlayed hard work and self-education into big money. **In this chapter, an example you'll see me use repeatedly is Jeff Gardner, a Dallas businessman who makes a seven-figure income every year.** In just his first two months as a member of our Direct-Response Network (DRN), he made more than \$100,000 — and that's on top of the money he's made with all the rest of his endeavors. So in the next 30 pages or so, let's look at some of the secrets he's used to do all this — including the main secret he used to generate more than \$100,000 with the DRN in just two months.

When Jeff was only 15 years old, he was already in what was then called the mail order business; we call it direct response marketing (DRM) nowadays. He was already running ads and getting money in the mail. He would come home from school, and the first thing that he would say was, "Mom, did I get any mail today?" And she'd say "Yes, son," and hand him a stack of envelopes full of cash, checks, and money orders. That was over 20 years ago — and he's been making a living the

same way since. Jeff Gardner is a great example and a great teacher, because he's passionate about the business. He grew up with it; he understands *everything* when it comes to making money through DRN. He's a good friend of mine, and I hope these secrets of his I'll be revealing in this chapter will make him a good friend of yours, too.

Let's jump right in, shall we? I've already alluded to the fact that one secret has been more responsible for his fortune, including the \$100,000 he generated with DRN in his two months, than anything else. That secret is simple: **Jeff has focused exclusively on the business opportunity market. That's a market that includes of millions of people, all around the world, who want to know how to make more money — and with the Internet, they're easier than ever to get to.**

You know, if you ask people what they want more of in life, they don't say, *I want to work more*. **In most cases, what people want above all else is more money.** That's really the key to success in the biz opp market. With my company, and with Jeff's as well, it's all about going out there and serving this market, delivering high-quality products, services, and opportunities. In doing that, I've been able to generate tens of millions dollars over the years — and Jeff isn't far behind. He's been doing it as long as I have, in his case, well over half his life. It's a market we absolutely love, and it's been phenomenal to us; it's helped us create lifestyles we could only have dreamed of not too many years ago. **It's something we're trying to help other people get into, too... because once you jump into this business with both feet and understand the moneymaking power of the business opportunity market, you can make money very quickly.**

That really was the key to Jeff's success with DRN: he went to the right market and used a few techniques he already

knew to very quickly generate a lot of money. Now, I expected that everybody who reads this book has, almost without exception, been a customer of many of the companies selling business opportunities. And what we tell people, over in over — in audio productions, seminars, workshops, in print — is that **the number one rule in marketing is to know who your customers are and what they want more than anything else.** Armed with that information, you can then develop a wider set of products and services that are customized for those specific wants and needs. **You have to get on the other side of the cash register.**

If you're already involved in the business opportunity market from a consumer viewpoint, then you're already equipped to get rich in this field. **Because realize this: The business opportunity market is made up of tens of millions of people who are *just like you*.** This is an important point, because too many times I see people who want to make a lot of money from home, but they get stuck in that consumer mindset. They're constantly buying "get rich quick" programs, moneymaking programs, and business opportunities; and in fact, a lot of these programs and opportunities are of very high quality. They can actually work, and you see people often getting out there and making a little bit of money, and in some cases, a *lot* of money.

But what I try to tell people is this: **If you really want to open that vault and make a killing, you have to stop thinking like a *buyer* of moneymaking opportunities and start thinking like a *seller* of moneymaking opportunities instead.** I always love that look in their eyes when they finally get it. It's kind of an "aha" moment. And in some cases, it takes giving people an actual example of how other folks are doing that. The example that Jeff usually gives people is a gentleman on T.V. who sells a real estate course. He's been selling that same real

estate course for 20 years now — and it's doing very well. Any night around 2 or 3 AM, if you turn on your T.V. and look for paid programming, you're going to see his infomercial.

**Now, what's the message he's giving you on that infomercial? Simply this: you can get filthy, stinking rich with real estate.** You want to buy wholesale real estate, you want to flip properties, etc. According to this guy, real estate is simply the best way to get rich. Now, if you're just a buyer of moneymaking opportunities, you're likely to listen to what he's telling you, let it sink into your brain, and say, "You know, I think maybe he's right," and you may well buy the program. And maybe you'll actually use it... or maybe, as is often the case, it's going to collect dust on a shelf. In either case, by then you're going to believe that the number one way to get rich, based on what he's telling you, is real estate.

**But if you step behind the cash register, you can ask yourself this question: How is *he* making most of his money? Is it in real estate?** Well, yes, he's probably making *some* money in real estate. But if he was making more money in real estate than he was selling his *information* about making money in real estate, you'd never see him on T.V. He'd be out there spending 100% of his time getting filthy, stinking rich in real estate. Yet he's making a huge profit selling his real estate moneymaking course, which is why he'll still be on T.V. flogging his course for not one year, not five years, not 10 years, but 20 years on. What's making him rich isn't real estate; it's that moneymaking course that he's selling to thousands of people. **So again, it's all about not being a buyer of moneymaking opportunities, but a seller of them.** Once you get that into your head, you're ready to act on that knowledge and make some real money.

Getting to this point, though, is easier said than done. So many people get stuck in the mindset of buying and being a

consumer that they never see the opportunity that awaits them on the other side of the cash register. This means you, Dear Reader. **You've got to stop looking at things like you've been looking at them, and start seeing them with new eyes.** When you get a package in the mail and it has an offer in it, **there are two ways to look at it.** The first is how most people look at it: *This person is trying to sell me something. I'm a consumer. I read over the offer, I look at what they have to offer me, and I decide whether I want to buy it.*

The second way to look at it is this: ***I am an entrepreneur.*** *How can this product or service help me advance what I'm trying to do as an entrepreneur? What can I do with this product?* Maybe that means that you buy it and use it as research; maybe that means you buy it and use it to make money, or maybe that means you just pick it apart and evaluate it, and learn things that you can use in your business. Sometimes it's the advertising copy itself that's the real value, because it can act as a model for your own.

In any case, it's critical to re-think how you analyze the offers that come across your desk or through your e-mail. **Forget the consumer's side of things; and begin to think about things from a purely business standpoint.** That's where a lot of people break down; they can't separate the two. For example, they get something in the mail or they see an offer, and all they can think about is analyzing it from a product/service standpoint of, "What is this product going to do for me as a consumer?" Until you get out of that mindset and start thinking about it like a businessperson, you really can't become a successful entrepreneur.

It's hard to realize exactly how you do it until you've done it, and once you've done it, you never go back. **But you've got to make that flip** — and each person has to go through it in their own way, and come to that realization independently in

their own mind. **Until you do, you really can't move forward.** In fact, as far as I'm concerned, you really can't get to the next level without making that switch.

Of course, once you start getting money in the mail, that changes you! That's another one of those "aha" moments I was talking about earlier. Here's an example: Like me, Jeff Gardner was in this market for a long time before he really succeeded. Like me, he not only has bookcases filled from floor to ceiling with all the moneymaking and opportunity books, manuals, courses, tape sets, video sets, CDs and DVDs he's bought, there's also a storage closet with boxes and boxes of them to handle the overflow. You see, there was a time when Jeff thought *that* was the key to making money. He was buying all these up and storing them on bookcases, and sticking them in boxes and under the bed, and putting them on the coffee table, and he was like, "I'm not getting rich. I don't understand what's going on. They tell me if I buy these things, I'm going to get filthy rich!"

Finally, Jeff realized, **"Hey, wait a minute: the people really making the money are *the people promoting these.*"** One of the very first things he did after that was get involved in a turnkey opportunity. It came with a ready-to-go product and ready-to-go sales materials. He took that information, put that product out there, and lo and behold, money started showing up in the mailbox.

When you start getting those checks in the mail, you want more. When you start seeing that bank account go up, you definitely want more. It's really an adrenaline rush. **And the best thing about it is that not only are you making piles of money, you're helping other people at the same time — so it's a great win-win situation.** Once you're hooked, you're pretty much hooked for life, I think. But it's a positive addiction... and the only side effect is that if you really get into it heavily, you may suffer from lack of sleep, because you want to get up every

morning really early and get cracking. Personally, I get up at 5 AM or so. Jeff gets up about 5:30. It's great to be up that early... but it's hard to get there if you don't want to go to bed, because you're so excited about your life and what you're doing.

You see, this business is one of those that really grabs you, because it's such a fun thing to do. You end up wanting to spend most of your time doing it, and I think that's one of the exciting things about getting involved in the business opportunity market. **Frankly, this is one of the few things I've found where if somebody gets hooked on it, it can be a very positive thing** — so that instead of dreading going to work and dreading getting up in the morning, you're eager to do both. And you don't want to go to bed, because you know that it's just a few more hours until you've got to get up.

So it's an addiction, but it's a positive one — and frankly, I can't think of a better way to live my life than to do something that I'm passionate about, that I want to do and that makes me a lot of money at the same time. And yes, this is the kind of thing where, some nights, you wake up at 3 AM because the ideas won't stop flowing. You have to wake in the middle of the night, sometimes, to act on those ideas and write 'em down.

The coolest thing about being an entrepreneur is serving customers who look to you to show them new and creative ways to make money. That's what serving the opportunity market is all about. **There really is an opportunity to profit around every corner.** You can spend all of your waking moments doing so, if you let yourself — though **I recommend giving yourself some free time to unwind.** Go watch a movie, play golf, etc. You'll probably end up thinking of business anyway, but at least you end up with some downtime, so your brain can think other thoughts.

**Another great thing about being in the opportunity**



**market is that every day is a new day to profit.** There are always new products and services on the horizon, based on new technologies, and if you're savvy about it, there's always a new way to sell them. That last bit is important, by the way. Too many people get stuck thinking, "Okay, I bought this product and it comes with this sales letter or this website, and I have to do it *this* way because this is the way the book says I need to do it. And I'm going to do these things, 1-2-3, and then I'm just going to sit back and wait for the money to come."

Well, not necessarily. Sometimes that's an okay strategy, but being an entrepreneur in the opportunity market is so much more than that. **There are so many ways to cross-pollinate, where you can take a little idea here and a little idea there and merge them and come up with a whole new product or service, or a new way of marketing that product or service.** That's how we got started at M.O.R.E., Inc., in fact, with our *Dialing for Dollars* program; we merged two effective moneymaking programs, tossed in our own ideas, smoothed out the joints, and made millions off it. There are always plenty of new ideas to throw in, new products that could be free gifts, new this, new that; there are so many different things out there that you'll see clearly, once you get on the other side of the cash register. You'll become aware of those opportunities for profit, or for improving on a service or product — rather than just getting stuck in the mindset that you have to do things "by the book."

**If you keep doing things the same way, you never learn everything — and there's so much to learn.** I'm amazed at the fact that I've been involved in this now since 1988, and I'm *still* constantly learning on a regular basis. In this field you're always growing, you're always finding new things. You're never at a level where you think you know everything. The longer I'm in it, the more I realize that there's more to learn and more room to grow. And believe me, that's one of the great things about the

business opportunity market.

There are people in this market right who that are just thrilled to pieces to be making a full-time income, where they don't have to work for a boss. Just selling \$20, \$30, \$40 booklets — they're happy with that. You've got people in the middle somewhere who are selling slightly more high-dollar things — \$200-500 deals, say, and maybe they do a seminar every so often. Then you've got bigger companies that are generating hundreds of millions of dollars yearly. They're doing multiple seminars all year, every year, and they're sending out big programs and plenty of direct mail. They're doing radio and infomercials and similar advertising. So there are different points and places to come into the field, and there's always room to grow. You can always decide whether you want to stand pat in one place, or learn and earn more. You decide that you either want staff or you don't, or you want to do seminars or not, or maybe that you want a newsletter, or a teleseminars deal, or a membership site. **Whatever it is, you have the ability to grow and do exciting new things.**

There aren't many of those types of opportunities in the workaday world, where you've got a job and a boss, and few chances to grow beyond some basic limits. So yeah, it's a really exciting place to be. If you want to make millions of dollars, you've got the potential to do it — but if you just want to make \$100,000 a year, you can do that instead. **The amount of money you make is *not* contingent upon the number of hours you work, by the way.** So many people are out there trading their life for a paycheck — that is, they're trading the number of hours they work for pay. But people who make money in the opportunity market have the kind of freedom and flexibility that allows them to get beyond that. There's no clocking in and out and being forced to stay for a certain number of hours, no matter what, with a lousy two weeks a year for vacation. Do you really

want to sell off a good portion of your life that way?

I'm not saying you shouldn't try to make money. We've all got bills to pay, things we want to buy, and lifestyles we want to enjoy. But there's a different way to get those things and to live that life. **When you work as an entrepreneur in this type of a market, you can actually make more money by working fewer hours.** Now, I know that may seem crazy, but one very successful business opportunity marketer has a saying that applies here: "The less I do, the more I make." One of the things he's talking about here is leverage. **When you're in the business opportunity market, there are different systems you can put into place where you can actually leverage other people's time and resources.** For example, you can outsource tasks. That is, you could hire people to do specialized or repetitious tasks that they can do more cheaply and effectively, while you focus exclusively on the tasks that make you the most money. Or, you can sell very high-dollar items. So instead of having to work for \$10 or \$20 an hour, you can sell a course for \$500, \$1,000, \$5,000, or even \$10,000, or do seminars at similar price points. **With very few sales, you can very quickly make the same amount of money in a couple of days that you would usually make in a month.**

That's the power you have with the business opportunity market. **You can actually create a life and a lifestyle where you're in complete control.** You have a better quality of life, and at the same time you have more free time to enjoy the things you want in your life. I think that's one of the biggest benefits of this business. When you're stuck in a job — even if it's a high-paying job — you may not have the time to enjoy the brand new car that you just bought, or that nice new home, or to go on the trips you'd like. But when you work for yourself in the business opportunity market, and you're making a lot of money and have all that extra time, well now you're able to enjoy your vehicles,

and you're able to enjoy your home, and you're able to go on all the trips your heart desires.

You see, **this is really about creating a lifestyle; think of it that way.** Yes, we're talking about a business, and I know that turns some people off; they think, "No, I don't want to be in business." But you're really in a *lifestyle* business, the way I look at it; because instead of feeling like you're stuck behind a desk, **you're really designing the life and lifestyle you want — and enjoying it.** I honestly think that's what we're on Earth to do.

Even highly paid doctors, lawyers, and business professionals who make fifty or a hundred dollars per hour are still limited by the number of hours they can work. It seems like they should be the ones living high and enjoying the freedom of having a high-paying job — and yet they still pinch their pennies, sometimes worse than people who make a lot less than they do, and they still don't have all the time they want. **Even the best-paying conventional jobs don't pay anywhere near what a self-employed entrepreneur can make.** A lot of people in those professional industries are slaves to their jobs, not just monetarily but in terms of time. They have no ability to just decide to take a day and go to the beach, or take a week and go to Europe on vacation. Even people who seem to have everything still labor under a lot of restrictions.

Not so for entrepreneurs like us. Sure, we work hard — but **we're getting paid on the number of products we actually develop or sell for other people.** We don't usually sell other people's products here at M.O.R.E., Inc. (we have so many of our own!), but I know Jeff Gardner has done a lot of that over the years. He's made literally millions of dollars by selling other people's products in addition to his own... and that's one of the great things about this business. There's always a way to make money.

Jeff has a quote that he considers a foundation of his success, one he goes back to again and again: ***You can make money, or you can make excuses, but you can't make both.*** He first heard it from the great Dan Kennedy. Very often, those of us who help other people reach for their dreams hear those people complain, “But I don’t know how to do this. I don’t know how to create a product. I don’t know how to write a sales letter.” Those are excuses, and they’re not particularly valid ones. I tell these people, “Look, you don’t have to know how to invent a product or write a sales letter, or how to do any of that stuff at first. It’s a good idea to learn, but there are companies out there that will sell or license you the rights to their ready-to-go products. They’ll even provide the copy to sell the products with. All you have to do is advertise.”

In some cases, the companies have already sold the heck out of their product, and they realize there’s still some life in it, so they’ll license it to others. **You can buy the rights, market them to your customers and clients, and build up your business that way.** Sometimes, a company has a product they’re doing very well with, so you can contact them and say, “Let’s do a joint venture. Let me use the sales materials and I’ll mail it to my list, or I’ll go out there and market it fresh in the magazines or through direct mail, and we’ll split it 50/50, 60/40, 80/20, whatever. ”

That gives you the ability, again, to leverage, so you don’t have to crank out your own 300-400 page product. Let me give you a quick example. There’s a product on the Internet, an e-book that Jeff bought a number of years ago; it’s an awesome moneymaking book, 300 pages long. It was written by this fellow who was just brainstorming all sorts of different ways to make quick money. He provided literally dozens of ways to do so. When Jeff saw this on the Internet, he was very interested in buying it for research purposes; and the fellow sold it for maybe

\$20-\$30; it was quite inexpensive for a 300-page e-book. So Jeff downloaded it, and stayed on the guy's list. Well, not too long ago he e-mailed his list and said, "Look, I need to make some quick money to pay off my tax bill, I'm going to sell people the ownership rights to this 300-page e-book." Jeff was reading this sales letter thinking, "Okay, he's got this big tax bill. It's going to cost me hundreds, maybe even thousands of dollars for the ownership rights to this book." He was figuring it was going to be a huge expense.

But he was wrong. To get the full rights to the book, to change it, add to it, do whatever you want with it, put your name on it, change the title, whatever, Jeff thought it would be expensive — \$2,500, \$5,000, \$10,000, especially since you got the website, the sales letter, everything. So Jeff went to the website... and it was \$67. Jeff couldn't get his credit card out fast enough! Here was a product ready to go, a 300-page proven seller with testimonials and a sales letter, for \$67. Now Jeff can do anything with it. He can print it out himself, he can break it into articles, he can put it on CD-ROM, he can print a physical copy and put it in bookstores, or create a distributorship — however he wants to sell it. **It's a ready-to-go product for \$67. With deals like that available, there's no excuse for somebody *not* to get into this market and make a huge amount of money.**

Those ready-to-go products are out there. And let me tell you a little secret: After you start selling those ready-to-go products and get comfortable in this market, you're going to realize that creating these products isn't so difficult. This is how our example entrepreneur, Jeff Gardner, really got started in the business. After he started selling other people's products, he wanted to create his own to see if they'd sell. He put his first product out there, and sure enough — he made \$100,000 with it. He thought, *This is great!* He put another one out there and

made a quarter of a million dollars with it — and ever since that time he’s tried to create a lot more of his own products. **Now he sells other people’s products *and* his own.**

**It just goes to show that if you just want to dip your toe in the water and get started, and gain some confidence in the process, one of the best things you can do is sell other people’s turnkey products.**

A while back, Chris Lakey and I started working with a guy out of Indiana. He came up to me in Chicago and said, “I’ve got this business I’m involved in where I make \$4,000 on the average job. It takes me less than a day to do it, there’s no competition, and millions of homeowners need this because I save them thousands of dollars. I keep 65% profit on every job I do. So all I have to do is one job a week, and I make over \$100,000 a year.” Chris and I got excited about the idea. I’m not going to go into the details here, but we’re working with him now, and we plan on making millions of dollars selling this to other people looking for a simple, fast, easy, way to make over \$100,000 a year and only work one day a week. You know, those types of opportunities are *everywhere*, and there are literally tens of millions of people in the United States alone looking for the perfect way to work just a few hours a week at something that’s enjoyable and make huge sums of money. **All you have to do is connect the opportunities with the people who are looking at them, maybe after polishing them just a little to make them stand out.** That’s basically what our DRN is all about.

Finding businesses you can start for a low amount of money, certainly less than your typical franchise, without a lot of regulation and overhead — that’s the ultimate entrepreneurial dream. But it’s not just a dream, because those things are out there. You don’t have to become a franchise robot to take advantage of these opportunities. Speaking of which, look at the typical franchise: at minimum, you spend up to \$200,000 or

more, and you've got this company above you telling you *exactly* what you can and can't do as far as the franchise goes. You buy into their franchise, and they've got all the cards — and yet you spend all this money to be in business.

Well, we teach people how to get into DRM and work for themselves. Whatever business you're in, you can use direct response strategies to build it up. **But what it's really all about is about working a little, making a lot, and enjoying the freedom that comes with that.** A lot of that comes with experience — but you can always learn as you go. And one of your most important tasks is to start building a mailing list, right away.

As I mentioned earlier, Jeff Gardner was able to do over \$100,000 within his first few months in the DRN, back in 2007; he's made a lot more since. **Part of the reason he was able to do that was because he had confidence that comes with experience, which I think is very, very important.** But another reason he was able to do that is because he had a mailing list of customers who loved him, trusted him, respected him, and knew he was a good person looking out for their best interests. And yes, I realize that that's probably what keeps most people from getting started with this business.

I've got to be completely honest here: I have a huge customer list, and Jeff has a large customer list, and we were both born with those customer lists. We've had them forever, since we came out of the womb... NOT!!! But most people *think* that way. They look at companies with these large customer mailing lists and think, "Oh, I can't do that. I don't have a customer mailing list." **Well, here's a newsflash: Every single person in the business opportunity market, from the person doing it part time to the people with their own jets, all started without a single name on a customer mailing list.**



This is all just marketing, folks. **It's easy to rent mailing lists, and almost as easy to build your own.** There's a huge market of ravenous, hungry buyers for moneymaking and business opportunities. **These are all good people who want financial independence, and they're easily reachable.** They want to buy high quality products, services, and opportunities. The way Jeff Gardner was able to make \$100,000 in less than two months in the DRN was because he already had a list of people who had done business with him before, a list that he had built up over time. He was able to go back to them with this opportunity; he said, "This has my highest recommendation. I think it's great to get into for these reason, so why don't you join?" A lot of people did join, and that's how Jeff did so much business in a short amount of time.

A lot of people use the excuse, "I don't have a customer list." Well, *don't* use that as an excuse. Start with one person and then two people, and then keep doubling and doubling and doubling. **Jeff started out in this business with free advertising and a lot of joint ventures.** After a year or two, he only had 282-286 people on his mailing list, total. That's not thousands or tens of thousands, but roughly 282 people. And he was able to generate a six-figure income year after year! Why? A couple of different reasons. First off, **business opportunity seekers are ravenous buyers.** Let's look at another market: the weight-loss market. If someone wants to lose weight, are they going to buy one program, one product, one deal, one workout? No, they'll buy everything they can get their hands on. They're watching the infomercials, they're buying the Ab Rocker, they're going to Jenny Craig, buying the books, buying the food, doing everything they can.

It's the same way in the business opportunity market. **Business opportunity seekers are looking for a solution to their problem, so they're buying everything they can get**

**their hands on**, going to seminars, buying courses, books, memberships, all these things. That's one of the great things about the business opportunity market. You can have a very small list, but still get people to buy over and over again because they want more information. **That's really one of the keys: Just get started and understand that these people are buyers.** They're going to buy from you repeatedly, and as you build up that trust with them, they're going to be long-term buyers. Plus, you can continue adding to that list over time. Don't think you have to add 5,000 people to your list immediately; start with a few and grow it from there. Try to keep doing front-end marketing and lead generating to add people to your list, and over time you're going to build a list you can really profit from.

**Don't let those excuses hold you back!** Realize that this is a vibrant, dynamic market where you can make a lot of money and have a lot more time in your life. You know, I think it's incredible exciting that for years, Jeff Gardner made millions of dollars with 282 *customers*. I can't think of a more inspirational story for those people who say, "Well yeah, sure, you've made millions of dollars — but you've got this huge mailing list."

But really, it's not all just about the size of the list. **One of the most important factors in building a list like this — in any business, really — is relationships.** There are some companies that literally have hundreds of thousands of customers on their lists, and they get a very small percentage of a response to any offer simply because they haven't built up those relationships. They're going for the masses; they want the biggest list possible, because they're looking at the overall numbers. Well, that's not a particularly good strategy for most companies.

**I always look at the relationship.** That's why I try to go above and beyond every time we deliver a product or a service, to build that relationship and deliver high quality. **If I have a good relationship with my client base, if I'm giving them**

**high quality stuff, if I'm giving them great customer service, then I don't *need* hundreds of thousands of customers.** I can do very well with a few thousand or tens of thousands, and as you've seen, some of my colleagues are happy to do six or seven figures in sales a year on a very limited number of people.

As for Jeff, there were times when he would send a \$1,000 offer to his list of 282 people, and would get a third of those people to buy that product. Now, on any mailing list, getting 33% of your list to convert on a thousand-dollar offer is almost unheard of, but Jeff was able to do that because he has a great relationship with a small group of people. **Now, as your list builds over time, it can be more difficult to keep that kind of personal relationship going. But in just delivering great products and doing certain things like holding seminars and teleseminars, and trying to keep in touch with your client base, you *can* keep that relationship going.** Do that and you'll have great conversion rates, make great sales, and make your customers happy at the same time. I can't think of a better way to live your life than making lots of money and helping other people at the same time, can you?

List building is something that every direct marketer is passionate about, because **without a mailing list, you really can't accomplish much in this business.** Sure, you can run ads and sell products; but unless you build a list, you're never going to have a lifelong revenue stream. **Whether you're selling by mail or on the Internet, you've got to build a mailing list.** And it's really not that hard: there's just a formula you have to follow. Most people don't do it right, so they never get around to building a decent list; but if you follow the formulas and you do the right things, you can build a nice, solid list that continues to grow. **And it doesn't take a very big list to get started and to generate a nice revenue for you on an ongoing basis,** as I think Jeff Gardner's 282-person list pretty much proves. The

bigger it gets, of course the more revenue you can make from that list.

**The good news is, it's possible to build a mailing list for very little money — or even no money whatsoever.** There are so many different ways to build a list — and of course it's that “little or no money” part that throws the big wrench in the works, because there are lots of ways to do it if you have a lot of money to throw at the problem. You can easily buy or rent a mailing list... if you have plenty of moolah. But if you're new to the game and your budget is tight, you need to build that list for the least amount of money possible. **How do you do that?**  
**Easy: give something away for free.**

**In fact, give something *great* away for free.** The best example I've got of that is movie trailers. Watch the “Coming Soon” features at the theatre, or those “Coming Attractions” on DVDs, and you'll see what I mean. If it's a \$30 million movie, they've got \$20 million in that two-minute clip that they put together of the very, very best of the movie. They give that away, and of course it's all the most exciting stuff: cars blowing up, bombs going off, ships sinking — the most expensive scenes they shot, the biggest action, the greatest thrills are right there, packed into that two minutes, and they just give it away to you free. Why? Because it creates lines at the box office. This isn't the same as building a list, quite, but it *is* very similar. They're doing direct marketing in a way; they're just not collecting names at the other end.

**The point is, they're giving something of high-value away for free, and you should do the same.** On the Web you *definitely* have to do this, because that's the only way I know of to get the largest number of people to willingly hand you their names and e-mail addresses, along with permission to e-mail to them. **This is crucial, because the best program in the world (like our own DRN, of course!) isn't going to sell unless you**

**build a list.** Even though the DRN has tons of automatic list-building features built in, lots of what I call “stick attractiveness,” you still want to build a list that you then send that offer to, because you also want to build a relationship with that list.

Let me re-emphasize this, because it’s so important: **Customer relationships are the lifeblood of any business** — and most marketers just completely miss this. With rare exceptions, everybody out there who teaches about list building just talks about building the list and then selling them something. **They forget there’s a step in the middle: build the list, build a relationship, and *then* you can sell something to your new friends.** That’s what’s missing in 99% of the list-building courses, systems and programs that I and other marketers I know have bought, tested, and tried over the years. They just miss that middle step. Building a list and immediately going after the people on it is like meeting someone at the grocery store that you hit it off with, and they say, “Hey, why don’t you come over for cards tonight?” Can you imagine what it would be like to arrive at the door, and the first thing they do is whip out some Tupperware and try to sell it to you? That kind of thing happens all the time. The only reason you put up with that is you’re trapped. You’re in a social situation where you either have to look like a jerk and either say, “Oh, just forget it,” and leave, or politely put up with the whole evening and try to get away without buying anything. Online they don’t know you, they don’t trust you, they don’t have a reason to buy from you — so when you come running after them going *buy this, buy this*, the first thing they’ll do is click away. No obligation, no social situation, no pain; they just leave.

So you make them come to you. If you just say, “Here’s something of incredible value. Just give me your name and e-mail address and I’ll provide it to you,” they do. **And then they hear from you two or three times with some useful**

**information**, a tip, just an introduction, some ideas on how to make money; whatever works. **This is how you build a relationship where they start to trust you.** Now you can start offering them things. You can say, “By the way, here’s a free thing you can go get,” or “Here’s something that’s only \$14.95,” or “Here’s a cool thing I found for \$39.95,” and they’ll start buying. Once they’ve bought, then you move up the ladder and start selling more.

Incidentally, **experienced Internet marketers like the my friend Alan R. Bechtold now recommend that you collect more than just a first name and an e-mail for your list.** That’s because e-mail delivery has a lot of problems, more now than ever before. **And I’m talking about the legit stuff — actually trying to get e-mail to people who give you their real addresses.** You see, people get so many emails that they’ve started to just delete every single e-mail they see unless it’s from somebody that they know for sure. The number one problem here is that it’s hard for people to recognize what’s legitimate, from people that they requested information from, and what’s not. Because of course, all the spammers want you to *think* that you requested their information.

Another prevailing problem (for marketers, at least) is that **a lot of Internet service providers think that they know better than you do how to protect yourself from spam —** and sometimes they do. But nowadays, messages that you want to get through are often being filtered and put into junk folders by the ISPs. So you could have all the good intentions in the world, and your customer wants to receive stuff from you — but for some reason it’s just not coming through, because AOL or Verizon has set some arbitrary rules about what is and what isn’t spam. **Your message may be crafted just the right way, and *still* won’t get through because you’ve got some ISP filtering it out.**

**That's why if you stick to just collecting an e-mail and a name, you've got a list that could end up worthless in a week.** I've seen some of these ISPs band together, in fact, and crank up what they call their "spam safeguards" to such a degree that 90% of all marketers sending e-mail couldn't even get through to legitimate subscribers. This went on until they backed off because they got so many complaints. The truth is, these ISPs have the power to literally say tomorrow, "Okay, it's \$0.20 per e-mail you want to send." Are you prepared for that? Can your business handle it? If you've got a mailing address too, you now have a way to send out a postcard; or if you've got a phone number, you've got a way to send out a telephone call and say, "Hey, we're trying to reach you. Please go to this website." **A good postcard campaign may cost a few bucks, but your response rates can go through the roof if you handle it right and send them to a website.** Postcards are dirt cheap, compared to most mail.

Any way you do it, you've got to get a list in order to be a successful marketer. **You can go buy lists, but it's better to build your own.** Now, you still have to drive some people to that list, but there are ways to do that. In fact, the method that Alan R. Bechtold has used to average about a million dollars in sales a year over the last 25+ years is absurdly simple to do online. **Here it is, in just three simple steps: Publish an e-book. Launch an e-zine (an electronic newsletter). Give 'em both away for free.**

Now, when we reveal that secret to people, they usually wrinkle their brow and ask, "How do you make money doing *that*?" Well, that's the subject of an entire course Alan has put together. But that's not the issue here: The issue is that whole list-building system. **It's based on giving away free information, at least on the front end.** What's the number one most popular item being sought after on the search engines

today? Freebies. Free information, free newsletters, free books. **These are natural list builders, and you can very cheaply build a list by putting together the right free offer.**

Alan has come up with a system, based on his larger course, that combines all this. Because I highly recommend it, I'm going to go into some detail about it in this chapter. Among other things, he launched a little thing called *Mind Gold News* about six or seven years ago. This is an automatic electronic newsletter that gives people the ability to send someone to a page where they can sign up to subscribe to a free newsletter. That free newsletter is then filled with 1-4 articles each week and automatically sent to all of your subscribers for you by the system. **You get the list of people who subscribe and you can go into a back office area and plug in ads that appear at the top, middle, and bottom of each issue of your newsletter.** It's an incredible service; I've never seen anybody quite duplicate it yet. **All the articles are about business and home business;** one week they might focus on marketing, a second week writing good headlines, another week how to work with eBay, and all kinds of other incredible information that you can send to people for free, no obligation on their part.

Alan also created something called *The PowerPoint's Page* close to seven years ago — and it's still going, every week. **This is a website that changes constantly.** You can put your name up there and add a link to another website. As I discussed in the last chapter, Google loves websites that change constantly; and what this site does is feature five really cool, interesting, or unique websites every week, kind of like Cool Site of the Day. And again, it's automatically updated. **You get people to sign up to that page, and people tend to make that page their home page** because then when they bring up their browser there's five little sites to go visit, and it changes a lot for them. **At the top is the link to your business.**



Alan has had a lot of luck with people selling these services, because they're very powerful. But about five years ago, he combined them into a recruiter-level program that helped people to give away a free web business that sells the *PowerPointer's Page* or *Mind Gold News*. This free web business asks people to provide their name, their e-mail address, their mailing address, their phone number, a cell phone, and a fax number if they have them. The reason he asks for that information is to contact the business owner if there's a problem or a question, *and* to determine what contact information the owner wants to appear on their free web business. **Of course, all this information is also going into Alan's list in his back office, so he can automatically add people to that list.** If someone takes that, they're sent a whole series of offers to upgrade their free web business. They can get a ton more time, hosting, assistance, and material. They get all this information, help, and assistance for just \$195 — and the recruiter gets \$100 of that, so there's a chance to earn commissions.

In order to build those lists for recruiter-level members at the lowest price possible, Alan came up with the idea for an advertising co-op. That's where 8-10 people could pool their money to pay for print ads for the entire group. **As leads came, they would share them.** This worked very well for a while, until the law of diminishing returns set in, and Alan canceled it. **He replaced it with a Gold-level newsletter program called *Ticket2Wealth*.** It's a great way to tap Alan's mind, to get the benefit of all of his teaching, knowledge, and the 25+ years of experience he's had marketing online, publishing online. He does it in a 12-16 page newsletter that's printed and mailed to the door of every *Ticket2Wealth* Gold Member, and **then he holds a live telephone call once a month where he does Q & A at the end and presents in-depth on one subject**, such as copywriting for the web, writing meaningful headlines, or subject lines for e-mail, creating an e-mail sequence offer,

coming up with a great free offer, combining things — all sorts of very in-depth stuff that's made simple by the way he presents it. Then he opens it up for Q & A at the end and answers people's questions. **He burns that to a CD after the call and mails that to every member, once a month.**

**But people always want more,** so Alan created a Platinum membership level combining that powerful recruiting program for the *Mind Gold* news as well as the *PowerPointer's Page* recruiter-level program for a single price that was low enough that he and his customers could afford it, and still pull out a chunk of money every month to put it directly into advertising, much as his early co-ops we were doing. At the Platinum level, they could pool a lot more money and thus have a much bigger budget than pooling just 8-10 people together. **Everybody would get leads — that would more than cover what they were paying every month for the membership.** Some of his recruiters have participated in ad pools and ad co-ops and done other marketing to promote their businesses, Alan tells me, and in many cases those commissions just at the \$195 level have added up pretty quickly. Plus, they've got a nice list they can reach through Alan's system just by sending him an e-mail twice a month — whereupon Alan's system sends an e-mail to their list automatically. While this may cost a bit, it's still much cheaper, in the long run, than the typical e-mail marketing method of setting up your own servers, buying software, and actually spending the time to set up, write, and send those e-mail messages.

Now, you may be wondering, "Why would Alan do this?" Well, he's not in it just for the good feelings, although you can bet that's a factor! First off, while his programs are an excellent value, you'll still pay \$1,795 each to get involved in both the *PowerPointer's Page* and *Mind Gold* recruiting programs. And here's the second reason: Though he's paying recruiters that

## RUTHLESS MARKETING SECRETS • VOLUME 4

\$100 commission for the people who buy the \$195 package, he's getting the other \$95 from everyone. **So naturally he wants everyone to do well — because it's in his own self-interest.** He's not doing this because he's an altruist. I think that's the sincerest form of help — assistance whereby the persona helping you also profits. That's a very powerful motive. I would strongly suspect *anyone* who says they're trying to help you just because they're a Good Samaritan.

In Alan's case, it's another instance of a rising tide lifting all boats, as they say. Alan has built a system that raises the tide for him as well as all of those who get involved; the higher it rises, the better off he is. All you have to do is swing your boat in the harbor and hook up to the dock — and he's made that very easy to do, too.

One of the things that Alan does with his program is to pare down the mailing lists as people become unresponsive. **There's no point in sending mail to people who just aren't ever going to buy from you.** Let's be realistic here: if you've got 200 names on a list and they haven't bought from you in six months or a year, they're getting cold. They dry up for many reasons. People die, they move, or they get out of the market for one reason or another. Maybe they simply change their e-mail address, so the e-mail bounces. That's no good. In Alan's system, he prunes them occasionally for his users — but he also continually adds new names to the list, which is crucial. **Whatever system you're using to build your list, you should always be bringing new leads and customers in with your front-end marketing, so that you can replace those who become inactive for some reason or another.** Otherwise, the pond will dry up. It may take a while, but it *will* dry up.

I can't over-emphasize the value of building and maintaining a good list, however you go about it. Believe me, **it can be done for very little money and a modicum of effort,** as

Jeff Gardner has proved. You can build it even faster online using a simple but hyper-effective system like Alan Bechtold's. **I guarantee you, you'll never make any decent money if you don't obtain a decent list** — whether you rent one or, as I'm urging you to do here, build your own. **Once you have it, maintain it scrupulously; deepen and develop your relationships with your list-members sufficiently, and you'll never hurt for money.** There's an amazing amount of financial kinetic energy, if you will, stored in a well-maintained list. All you have to do is take care of your members, and you can tap into that energy whenever you need cash.

At the risk of repeating myself, it all boils down to relationships. At our seminars, we teach people the restaurant analogy. Imagine your favorite restaurant — and of course everybody's got one. Mine is a Mexican food restaurant that my wife Eileen and I started going to more than 20 years ago. When we first started going, the little kids of the family used to serve us our chips and hot sauce, and they used to refill our iced teas and our soda pops — and now those kids run the restaurant while Dad and Mom are spending a lot of time in Mexico having fun.

Everybody's got their favorite restaurant, and the key to getting rich in the restaurant business is the simple fact that you have to have regular customers who keep coming back again and again, who invite all their friends and tell all their neighbors and relatives about the restaurant. They build a regular crowd this way. **We teach people that that's the secret to getting rich in the business opportunity market, too — and most people don't seem to understand that. Somehow, they just don't make the connection.**

Maybe this is because a plate full of enchiladas is more tangible, in many ways, than a moneymaking program. I suppose it can be hard to make that transition in your mind. But

what you should focus on here is the fact that **this is really is about connecting with other people**. Let's use my favorite restaurant as an example. You get such phenomenal service that you want to go back; and not only do you want to go back, but you want to spread the word — and word-of-mouth marketing can be amazingly valuable.

Now, in the business opportunity market, there are a lot of scam artists and schemers — a lot of people who are trying to prey on people's dreams of financial independence. **In this type of market, your relationship with your customers is very important, because your reputation is always on the line.** If you've got a bad reputation, believe me, word travels very quickly. People are always more happy to beat somebody down, and complain, argue, and whine than they are to tell people about a good experience. Always keep that at the back of your mind, as I do. **I always know that whenever I deliver something I have to *over* deliver,** because when somebody gets that opportunity I want them to have such a *WOW* experience that they not only want to write to us and say *I love this, this is great*, but they want to tell other people about it.

**That's how you build a great reputation and get a high conversion rate like Jeff's.** *That's* how you build a strong business. That's the flipside to the scam artists you see on *20/20* and *60 Minutes*. There are companies in this market delivering so much value that their clients and customers absolutely love them. These are the companies that are really helping people — and that's where *you* want to be. So don't dare think it's all about selling people get-rich-quick stuff that doesn't work. **This is about building a long-term business by delivering value.** Do that, and you're going to have people buy from you again and again, just as I return to my favorite restaurant again and again. You're going to have great word-of-mouth advertising, too; people are going to sing your praises if you'll just work to

keep them happy this way.

And let me say again: People will be quicker to damn you than to praise you. I can recall going to new restaurants and getting excellent food and service and being very happy — but then I didn't tell anybody. Oh, I would have if they'd asked, but they didn't. But you can bet that if I'd had a bad experience (especially service-wise), I'd have told the restaurant manager and five or six other people. **Bad experiences travel a lot faster than positive ones, which is why you have to over-deliver to your customers, doing things above and beyond their normal expectations.** Create a positive experience, a fun experience, a profitable experience for your clients, and make them want to talk about you in a positive way. Do that, and you'll never have to worry about the negatives.

**You can't make everyone happy, but you can ensure that the happy people are many times more numerous than those who aren't.** You've got to hope that those you've made happy will talk about it, and tell all their friends. Now, in this marketplace, telling all their friends probably doesn't mean talking to their family about it, because their family probably doesn't buy the same kinds of products and services they're buying. But it does mean that any time they're on a discussion board on the Internet, they can back you up. You can use them as a testimonial, too. **Because there are so many con artists and criminals out there, when you deliver real, honest-to-goodness value, you'll shine like a diamond in the dirt.** People will want to grab onto you and continue to do business with you, because compared with the other people in the same market, you're simply a gem. Receiving value well beyond their expectations will quite simply blow their minds.

**So commit yourself to delivering the highest quality and value to your customers, in the best possible way!** That's the key to making a six or seven figure income every single year.



## CHAPTER SIX:

# More Reasons Why the Biz Opp Market Really is the Way to Go



You truly can get wealthy in the business opportunity market, if you'll simply do all the things I've mentioned in Chapter 5, and then follow the exact formula that I'll give you in this chapter. This is a subject near and dear to our hearts here at M.O.R.E., Inc.; it's how we got started, and it's something that can put millions of dollars in your bank account. That's not a promise or a guarantee that it will, but I know that it *can* — because it's done it for me and for many others.

Most people want to make more money — and sure, usually they're already making *some* money, but they're working 40, 50, or 60 hours a week to get it. **That's one of the things I like about the business opportunity market: it gives you the opportunity to make the money you want, and to live the lifestyle that you want to live.** I also love the private nature of it. **Having a business that produces money without everybody knowing what you're doing is wonderful!** That's the problem with some of these multi-level marketing opportunities, and of course if you have a local business, everybody and their brother knows *exactly* what you're doing. In fact, you have to constantly pitch to people. I think that's one of the challenges to both network and retail marketing. Not only



does everybody know what you're doing, but you *have* to have them know what you're doing. You have to get out there and gladhand, and you have to talk to people, and you have to network. You *want* your neighbors to know your business.

In network marketing, it can be even worse because most network marketing companies tell you that you need to practice this “three foot rule.” That is, you have to talk to anybody who comes within three feet of you about your network marketing program. I've been accosted by people in malls, when I'm just standing there waiting for somebody; someone will come up and say, “Hey, what's your name?” And I introduce myself, whereupon they say, “Hey, can I tell you about this great new juice?” No, please don't, you know? These people come up to you at gas stations, and grocery stores. It's a good way to turn a lot of people off — and unfortunately, that's the nature of most network marketing opportunities. Whereas with the business opportunity market, you're able to approach people via mail or through the Internet. **You don't have to talk to anybody one-on-one if you don't want to, you're not doing any face-to-face selling, and you're not worrying about any rejection.** People can turn you down simply by not replying to your e-mail or by not clicking on your Internet link. This is one of those businesses that even shy people can get into.

You know, those of us who are really into this market are kind of spoiled. We forget sometimes just what a great business it is, especially when you compare it to the workaday world. Even for most people who start their own businesses, that dream of being self-employed soon turns into nothing but a nightmare. They're working long hours, they're working evenings and weekends, they're giving up time with their family, they're constantly traveling — and they have to learn how to become salespeople. If you want to get rich in network marketing, you better learn how to get up in front of 200-300 people and start

## MORE REASONS WHY THE BIZ OPP MARKET REALLY IS THE WAY TO GO

razzlin' and dazzlin' the crowd. The people making decent money in network marketing are extremely charismatic and are able to effectively work large crowds. And of course, those are skills anybody can learn if they want — but a lot of people just don't want to. I don't blame them.

And let me make a point here that you probably don't want to hear. It tends to be something of a sore point for most of my clients, and certainly it was a sore point of mine before I made it big. Almost every time you hear a successful person interviewed, they'll say something like, "Oh, the money isn't the main thing," or "The money's not that important to me." I used to want to just throw things at the TV every time I heard someone say that! But nowadays, I find myself saying things like that to people myself, especially when I'm speaking to them in private. Because in the final analysis, it's true. **Money is important, don't get me wrong — but it's not the *most* important thing when it comes to business success.**

**Now, when you first get into the market, the real focus is the money,** because most of us get into an opportunity because we're feeling some sort of pain — usually related to being in debt. So we're very motivated, because we're driven by our pain. If we're lucky, we like what we're doing — but in many cases we're just money motivated. I know *I* was at the beginning. I always had these dreams of becoming a millionaire, and having a beautiful home and car, and traveling, and all this fun stuff. Well, what often happens is that you start reaching your goals, and then you have to ask yourself: *What happens when I become a millionaire? What happens when I'm financially independent and have the nice home, and the cars, and the trips — what happens then, when all my motivation goes away completely, because I've reached my financial goals?*

My friend Jeff Gardner tells me that when this happened to him, he became somewhat depressed. Not clinically depressed

— but he just didn't have that drive anymore, because his pain of not having enough money was gone. He had all the things he wanted in his life, so he started looking for other ways to entertain himself. He did indoor rock climbing, took up snowboarding, and took correspondence classes on photography. He was searching for something new, because that drive and motivation was gone. And what he realized, finally, is that **once you've achieved a goal, you simply have to set a new one — so that you'll have different drives and motivations within your business. As with me, that became teaching other people**, consulting with other people, helping other people gain their financial independence and freedom. That became his new motivation, his new passion.

So yes, honestly, for Jeff it really isn't about the money, because he's got enough of that. Now he uses the money as a kind of scorecard, just as I do. Now we're driven based on our passion and love for the business. And by the way, there's certainly nothing wrong with being money-driven. That's going to get you out of the hole and past whatever financial problem you're in right now. When you achieve success, however you define it, there's going to come a point where you're making so much money, and you've got all the things you ever wanted in your life, that your mindset is going to change. **You'll go from being money motivated to being motivated either by further growth, or by how you can help other people.** Or, you may ponder how you can gain more passion in your business, or start other businesses. **So it's just a mindset change.**

Maybe, by now, you're rolling your eyes; I can understand that. We're conditioned to expect that money does matter more than anything else, and I'm not going to tell you it doesn't. In fact, some people will go too far in the other direction, which I think is dangerous. There's a bestselling book out there that tells you, *Do what you love and the money will follow*. Well... maybe.

## MORE REASONS WHY THE BIZ OPP MARKET REALLY IS THE WAY TO GO

I think that's a bit misleading, because **the real secret is to fall in love with something that's *capable* of making you a lot of money, and then the money really will follow...** because let's get real here. Some of us love hanging out on the couch and eating Cheetos while watching TV, but who's going to pay you for that? Some of us love sitting at home and reading a good book, but with rare exceptions, no one's going to pay you for it.

**So the real secret is to find something that you have a passion for, but that can also make you money.** You have to get past this idea of just finding the thing you like to do the most and expecting it to profit you. Yeah, sure: Find something you're passionate about, because if you can find that passion, you're going to have that drive to make the money you want and continue building that business. **But make sure it's something that you can make good money at. This is a business, after all!**

For years, we were members of Dan Kennedy's Platinum Group — and Dan is a guy who just says whatever's on his mind and always talks straight to you. He's the most straight-talking person that I know, in fact. On more than one occasion, Dan called me an evangelist. He said, "Okay, T.J., if you wanna be an evangelist, you just go right ahead." But quite honestly, I look at that as a compliment; because **the people who do the best in the opportunity market are the ones who have a strong need or desire to reach out, to help other people, to lift people up** — to somehow motivate and inspire other people and take them from where they are now to wherever they want to be.

**And when you're in the opportunity market, what you're doing is selling people money at a discount;** that's another phrase I got from Dan Kennedy. **Basically, you're selling people the ability to make a lot of money — millions of dollars, potentially — for a relatively small fee.** For example, let's say you're selling a course on how to make

money in network marketing for \$1,000. But what is the actual *value* of that course? You're charging people a thousand bucks a pop, but if they really can make a million dollars using the information in that course, that's what you're selling them: a million dollars' worth of potential for a thousand. And yes, most people will waste that potential — but that does *not* mean the potential isn't real. The water backed up behind a dam has a huge potential to do work — but it's not going to if someone doesn't put in the relatively minor effort necessary to open the sluices to the turbines that generate the electricity.

Really, that's what you're doing in the business opportunity market: you're giving people the ability to make six or seven figures for a very small amount of money, if they're willing to invest their time and effort. **You're giving them an *incredible potential opportunity* for a small amount of money.**

Of course, there's a disconnect there between what it costs to present that plan and what it's worth. You could put that plan on a single audio CD, and that CD will cost you less than \$1.50 to manufacture. You could ship it for under \$10, and that's paying somebody to do the whole thing for you. But who cares if it costs you ten bucks? If the person who gets it can follow the exact, proven method that you used to make a million dollars, step-by-step, then that one audio CD could potentially be worth millions. **The cost that it takes you to produce something is not necessarily its value.**

About ten years ago, there was a fellow who sold a one-cassette program for \$500. It didn't cost him that much to produce it, but that's how much it was worth to those who bought it. Right now, there's a fellow named Jim Straw from Dalton, Georgia, who has one e-book, an e-book based on the best of the best of the tips, tricks, and strategies Jim has learned for the last 40 years, that he sells for almost \$1,000. He gets several sales a week, on average. **Think about that. An**

## MORE REASONS WHY THE BIZ OPP MARKET REALLY IS THE WAY TO GO

**electronic book, where there's no cost to produce it.** There's no cost for distribution whatsoever. He did have the initial cost of putting it all together, but everything else is profit.

Some people would probably think, *That's criminal, how can you do that? That's the cost of an e-book?* Because again, after you put the e-book together, there is no cost. It's a digital download — so on every thousand-dollar sale, he's keeping a thousand dollars! And so I know that some people are going, *How can he do that? Has he no integrity?* But first of all, if you don't want to buy the book, you don't have to. Second, to those who do buy, the cost is worth it. Again, **you need to look at this in terms of value.** If you were to go up to somebody and say, "Okay, here's \$10,000 in cash, but all I want you to pay *me* is \$1,000," how quickly would they find that \$1,000 in cash? Almost immediately, right? And they'd want to do that over and over again.

Well, that's basically what we're talking about.

**Unfortunately, some people look at the literal cost of something instead of its value...** so for them, that million-dollar plan outlined on a McDonald's napkin is worth whatever the napkin costs, which is less than a cent. In my opinion, that's a poverty mindset — because whenever you look at the cost of things, you're looking at loss. You're saying to yourself, "Okay what is this going to *cost* me?" When you think that way, what you're really asking yourself is, "What am I going to *lose*?" Well, I always look at it this way: what is this going to *make* me?

Let's say you pay \$5,000 to attend a seminar and just listen to one person speak for two full days. Would that be worth it? Some people have told me, point blank, that no matter what information was being provided at a seminar, they would never, ever in their life pay \$5,000 for one. Well, I've paid \$5,000 for a seminar. I've paid \$10,000. **Why? Because I don't count the cost when the value is obviously much higher.** Like all the top

marketers I know, I don't have this poverty mindset — I have an abundance mindset. I say, "Okay, it may cost me \$5,000, but what will it make me? If it makes me \$5,001, it's worth it!" And of course, some of these seminars can earn you six or seven figures if you implement what they're teaching. Again, look at the potential value versus the actual cost. If it's got what poker players call "positive expected value" (+EV), then go for it. **Change your mindset away from what you're going to lose, to what you're potentially going to *make*. Adopt that abundance mindset.**

It's a mindset deal. Don't beat up on these people who are selling e-books for \$1,000, *because they are delivering value*. The people who read those e-books and then put their strategies into action are going to get many times their investment back in value. **Don't envy those people — *join them!*** That's one of my top messages for this chapter.

In the opportunity market, there are two big things that you'll absolutely need to get very wealthy (and of course, there are a few other less-important things). **First, you have to have product knowledge — that is, you really have to understand everything about the product or service that you sell, and you have to be 100% sold on it yourself. Second, you need market knowledge. That means you have to intimately understand everything about the people you're trying to reach:** what their innermost wants and needs are, what the competitors are giving them, and more importantly, what the competitors are *not* giving them that you know they want the very most, so that you can fill those gaps.

Now, out of the two, **market knowledge is the more important, because products come and go.** Market knowledge is easy enough to get; you probably have quite a lot already. I discussed this factor somewhat in the previous chapter, but I think it deserves some extra emphasis here.

## MORE REASONS WHY THE BIZ OPP MARKET REALLY IS THE WAY TO GO

If you're reading this book, you're no doubt involved in the opportunity market at some level. Even if you're not out there running your own ads and mailing your own direct mail packages, you've involved in this market as a consumer. I expect you're buying moneymaking plans, products, and services from companies like M.O.R.E., Inc., Jeff Gardner and others. **In other words, you already have an intimate knowledge of the opportunity market.** Sure, it's knowledge as a consumer — but all you have to do is flick a mental switch and you're on the other side of the cash register. Once you flick it, once you understand that the opportunity market is made up of tens of millions of people who are exactly like you, who have that same desire in their hearts — **once you really understand that, your life will be changed forever.** No longer will you be content to be a consumer. **You'll want to get on the other side of the cash register and start learning all of the other things that you have to learn to tap into this marketplace.**

One again — and this is something that we stress at our seminars over and over again — **you need to develop an intimate awareness that this is a marketplace made up of people who are just exactly like you are.** The more you're able to understand that, the more quickly you'll grasp a key that will lead you to riches if wielded properly. That's one of the reasons my wife Eileen and I made so many millions of dollars right off the bat. Not to discount all the help that we received from Russ von Hoelscher, Dan Kennedy, and others, **but the real key was our knowledge of the marketplace.**

You know, a lot of consumers in the business opportunity market want to start a business — they want to rush out and sell things to carpet cleaners and doctors and lawyers, and they want to go to these people who they think have money, instead of staying in their own market, in the business opportunity market — where they have an intimate knowledge. This is a mistake. If



you're not a doctor or lawyer or carpet cleaner, how can you know what they really want, except in a very general sort of way? **Sell what you know.** If you see an opportunity that makes you excited, that really gets your passion going, that you want to buy — well, you can safely assume that there are probably tens of thousands, hundreds of thousands, even *millions* of people just like you who are excited about that same type of an opportunity.

Now, if you're thinking like a consumer, you might buy that opportunity. **If you're thinking like a marketer of business opportunities, what you would do instead is take that concept that excites you so much and create your own similar opportunity.** That's really how people get rich in the business opportunity market. Yes, you can make money as a consumer. You can buy a course on network marketing, or eBay, or real estate, and put it into action and make some cash. But as I emphasized in Chapter 5, **the people who are making the real money are the marketers of these business opportunities,** those are supplying this huge market of business opportunity seekers with the products, services, and opportunities that they really want and need to solve their financial problems.

And I know that all this may seem completely overwhelming. You may say, "I don't even know how to get started." **Not to be glib, but really, the best way to get started is just to get started.** You can begin by placing small ads in specialty publications, or find other venues that will accept advertisements for moneymaking biz opps. Sometimes it won't cost you anything to do this. For example, when my colleague Jeff Gardner got started, he didn't have that much money. He knew the market, he knew what products would sell because he knew what he liked to buy, but he didn't have a big advertising budget. So he did some free advertising first, and then some very low-cost classified and small display advertising — and it got him started. **The key is to dip your toe in the water; get**

## MORE REASONS WHY THE BIZ OPP MARKET REALLY IS THE WAY TO GO

**started, even if it's at a very small level, and start being a marketer of business opportunities versus a constant consumer of business opportunities.**

You already have the market knowledge, and that's incredibly important, because again, **you really are selling to people who are just like you.** They're people that you understand at a deep level. Every time I go back and look at my own story, I realize anew that one of the reasons why Eileen and I were so successful is because we deeply understood what people wanted in this marketplace, We knew what they liked, what they didn't like, what their sources of frustration were; and we used all that knowledge to create products and services that we knew would get people excited. **Because again, we knew what excited us and we knew what the market was lacking, because we were consumers for so many years.**

**The second thing that we did was to get help from experts who had the knowledge and the experience that we lacked.** The first expert who helped us was Russ von Hoelscher. He saw some of the first little display ads that we were running in moneymaking magazines, and actually ordered our little booklet, *Dialing for Dollars* — and he liked it. He sent us a little brochure and just said, “Look, guys, I've seen your program. I like what you're doing, and I think I can help.”

Well, by then we were already raking in the dough from little profit makers! We were generating about \$16,000 a month, with about a 35% profit margin every single month. **Our banker told us, “Eileen and T.J., I've never seen any company make 35-40% net profit month after month right out of the gate.”** He had 30 years of experience, too. That, again, is testament to the profits that can be made here. We were selling a little program that didn't look like very much. The booklet is poorly written, just a little brochure filled with typographical errors. It's kind of embarrassing to look at now... and yet, that's what

launched the millions of dollars we've made.

And even though we were making some good money, we wanted more! So Russ took us by the hand, worked with us, and helped us. He had over 20 years of knowledge and experience when he first got started with us. And then Dan Kennedy came along about five years later, and thanks to the help they gave us, we ended up bringing in over \$100 million in 21 years.

**But again, it was our knowledge of the marketplace that was our foundation. Then we went out there and got the right kind of help, the right kind of support, the right kind of guidance from these experts who had gone before us.** They had learned the solutions to most of the problems that we had yet to figure out. They helped us solve these problems, they introduced us to their contacts, they revealed little-known tips, tricks, and strategies to us... in short, they gave us the shortcuts that we needed to go out there and make millions of dollars. **That's why we do the same today for new up-and-coming marketers.** It's absolutely imperative to have help from people who have been where you want to go.

Jeff Gardner attributes his years of struggling early on to simply not having anybody to learn from. Now, he was in the business and was trying to see what other people were doing; but he lacked their experience and knowledge, so most of the learning he did in those first 10 years was all through trial and error. It was him putting out ads, not getting any response, changing the ads, trying something else. Writing a product, putting it out there, not getting any sales. It was getting all those bruises and bumps trying to figure out the market.

So that's one of the things that Jeff tells people today: "You can certainly do this all by yourself, but I guarantee you it's going to take you 10-20 times more time, effort, energy, and money than if you'll just find an expert in the field, let them

## MORE REASONS WHY THE BIZ OPP MARKET REALLY IS THE WAY TO GO

hand you a formula on a silver platter, and just put it into action, A to Z.” When people come me or Jeff for guidance, that’s usually what they’re after: the real shortcut to riches. They say, “Look, let’s just cut out all the B.S. You just tell me what the real shortcut is.” And the truth is, there’s a lot of stuff to know, and a lot of it’s based on sacrifice and hard work. But when they ask me that, I tell them, **“Find somebody who’s successful, find some successful business models, and just copy what they’re doing.”**

We don’t mean that you should copy their sales letters or their products; **I’m not promoting plagiarism here. But what you *should* do is model their successful business.** Finding a mentor who can tell you all the secrets, who can tell you all the mistakes they made and how to avoid them, can literally save you tens of thousands of dollars (or more) in wasted money, in wasted time, in wasted energy. So absolutely: if you want to make a lot of money in the business opportunity market without *wasting* a lot of money, and take years off your learning curve, **the best thing you can do is connect to a mentor who’s going to tell you exactly how to do it.**

And by the way, **I would be doing you a disservice if I didn’t remind you that this is the very purpose of our Direct-Response Network** — to teach people the strategies and the methods, and give them some coaching services to help them every step of the way.

Approached positively and with a little help, you *can* make a killing in the opportunity market. **It takes some hard work, but it’s a real possibility;** I’m one of the best examples of this fact. I started with \$300 (seriously, three hundred bucks) and I’ve made over \$114 million since. I’m here to tell you that it can be done, that it is *being* done. Want to make a seven-figure salary? You can. All of your friends and relatives who have never made even six figures in their life will all tell you, *Oh no, there’s no*

*possible way you could ever make over a million dollars a year. Not you. Well, I'm here to tell you that you can.*

You can do it. I've done it, you can do it, and there are plenty of people in the opportunity market who are doing it right now, completely legitimately. **And where's that money coming from? From the tremendous demand in this marketplace.** Depending on the expert you're talking to, there are literally millions people out there with a hunger to make more money. America is the land of opportunity; in the 1850s, Ralph Waldo Emerson said "America is another name for opportunity." This is an American thing that's never going to change. There were people a hundred years ago selling moneymaking plans and programs; there are going to be people getting rich 100 years from now selling moneymaking plans and programs. **This is a market that's here to stay. There's *always* something new.**

Let's look at the long-term. Most people think nothing of spending \$40,000 or \$50,000 to go through college, so they can get out of college and go get a \$40,000-or-\$50,000 a year job and live in the suburbs where every house is exactly the same. If you had a little bit too much to drink on a Saturday night, you might pull up in your neighbor's garage or driveway, thinking that it's your house, because all the houses are so alike. People will spend \$40,000-\$60,000 to go through 6-8 years of education so they can knock down maybe \$100,000 a year someday — if they play their cards right. **But with the opportunity market, we're talking about something that can make people very wealthy, and it all comes from nothing but tremendous long-term demand.**

**Most people don't get it, though.** They'll laugh at you if you try to explain this to them; or worse, they'll think you're trying to cheat people. And let me tell you a little story about people laughing at you, courtesy of Jeff Gardner. His friends and family thought he was crazy when he got into the business

## MORE REASONS WHY THE BIZ OPP MARKET REALLY IS THE WAY TO GO

opportunity market as a teenager. His parents put a lot of pressure on him to go get a college degree. So he agreed, went off to college, and got into a lot of debt — college is very expensive. He got a degree in Elementary Education, so he was certified to teach kindergarten through ninth grade.

He didn't really enjoy it. He loved the kids, but not the politics and some of the other stuff going on in the school system. Jeff's parents wanted him to get that degree to be safe; but at the same time, in his spare time, he was in the business opportunity market, spending lots of money and reading lots of books, going to seminars and whatnot, trying to figure out this market. Ultimately, what happened was that Jeff was \$40,000 in debt after he got out of college, and guess what — he now had a degree, after four years of his time spent. And guess what? He was now qualified to have a \$28,000-a-year job. Woohoo! Well, that wasn't really his dream. So he continued to work in the business opportunity market, even though, again, his friends and family were laughing at him. Well, I guess the joke's on them now!

Jeff loves his family and friends very much — but they were flat-out wrong. He's very successful in the business opportunity market. Now he has days where he makes \$30,000, \$40,000, \$50,000, even \$70,000 — in a single *day*, which completely blows away what he would've made in an entire year as a teacher! That ought to blow your mind! So when people say, "Oh, it can't be done," Jeff can look 'em in the eye and say, "Yes it *can* be done. I'm living proof that it can be done. **Even with people laughing at you, with all this debt from going to college hanging over your head, it can be done.**" You just have to know how to do it, and you have to know and believe that it can be done, realizing that other people are doing it — because believe me, plenty of people really are. Not just Jeff and I, but lots of people.

**Once you believe that and know it in your heart, you can achieve it.** Use what you know as a business-opportunity consumer, and find a mentor who can get you there faster without spending so much money. **Believe in yourself, work hard, step up to the plate** — and hit a millionaire grand slam.

I'm just an ordinary joe from Middle America, a hometown boy from Kansas. **If I can do it, I know that you can, too.**

## CHAPTER SEVEN:

# A Shining Example in Our Field



In this chapter, I want to present you with an example of a man who has carved out his own profitable niche in the marketing field, and share some of his secrets with you. I've talked about Alan R. Bechtold in previous chapters, and I've certainly mentioned him before, many times, in other publications. He's truly a class act. In a world filled with Internet marketing experts, Alan Bechtold is the only one, and I do mean the *only* one, who was around in the early 1980s when all of this was first evolving. In 1983, he started a company called BBS Press Service that was marketing information online before there was even a real Internet. **Alan literally pioneered all the practices and concepts that today's Internet marketing gurus are teaching all of their clients how to do.**

That was almost 30 years ago. Think about that! **This man is a true living legend in the Internet -marketing world.** He knows more about getting rich on the Internet than anyone I personally know. Part of his genius is his ability to see the future; **Alan's always out there looking ahead.** As the great hockey star Wayne Gretzky used to say, he always skates to where the puck is going to be. Alan is always involved in things that are unfolding months, or sometimes even years, before they actually come to everyone else's attention. I think that's a good way to start this chapter: by revealing that one secret to getting



rich is to skate to where the financial puck's going to be. **Be the first one to get involved in something when it's brand new, and you'll rake it in.**

Alan first noted the potential for all this way back in the days of the dial-up computer bulletin boards that predated the Web. Unlike most people, he saw that this was a prelude to the same great change that the printing press engendered. Before the printing press came along, only the very wealthy had any real access to knowledge — and as the saying goes, **knowledge is power**. That may seem like a cliché, but remember: clichés are clichés because they have a grain of truth. **Knowledge gives you the power to control your life, the power to control your destiny.** Before the printing press was widely available, the wealthy and powerful controlled most knowledge, because there were only a few books available, and they were expensive because they were literally handwritten.

When the printing press arrived, it made books cheap and available to the masses. It boosted literacy to amazing levels. Knowledge began to spread — and we've seen what's happened to the world since. The printing press was followed by radio and television, related technologies that also irrevocably changed the dissemination of knowledge. The World Wide Web combines all the best features of all of those. Alan saw that in the beginning, because even those first crude bulletin boards let people send everything from text to photos. What it's evolved into since puts information in people's hands that was never before easily available — almost everything that's ever been written, every fact in the world, can be researched on the web with a little bit of knowledge and experience by anyone with a standard computer and a connection.

The ability to publish information is also that simple, and it's now in everyone's hands. In many ways, once you know how to use it, **the Internet offers the ultimate power in terms**

**of disseminating knowledge — because you know as well as I do that the pen is a lot mightier than the sword when it comes to changing lives and shaping the future.** Having the ability to operate your own press, publish at will, and reach millions of people — that’s just incredible, much more so than any paper newspaper or book could ever accomplish. **Alan says he just knew from the beginning this was going to change everything.**

It took most people a long time to realize this, but they’re starting to come around. A few years back, *Time* magazine selected the World Wide Web as their Person of the Year, just as they’d done with the computer back in the 1980s. Suddenly, Alan says, that was the first time in his life that he could go to a party, and meet new people — and when they asked, “Well, what do you do?” their eyes didn’t glaze over when he started to tell them. They didn’t go, “Uh-huh, yeah, sure.” Instead, they were like, “Oh really; you’re involved in that? Wow!” People were starting to get it by then, but it took a source with authority, *Time* magazine, to get everybody to wake up and start noticing.

That was a seminal moment in the development of the Web as the powerful medium that it is today. It became something like a giant snowball rolling down a mountain, growing as it came. It’s funny how, back in the mid-1990s, Alan was predicting that someday that there would be 500 million people on the Internet — and everybody laughed at him, like he was nuts. Well, as it turned out, Alan was wrong — very wrong. **Now there are more than 1.1 billion people on the Internet.** Like I told you earlier in the chapter, he’s a visionary — but as it turned out, he was a conservative visionary. As the trend rolled down the mountain and gained momentum, the more popular it became! And *still*, all of the experts were laughing at him!

Sometimes, Alan tells me, his predictions come out far

better than he could imagine. He's got a pretty active, well-educated imagination — and yet when it comes to the online world, even *he* thought he was just being a little crazy with his prognostications. He couldn't really imagine it himself... except that everything pointed that way. The fact that it more than doubled his expectations just attests to the power of the Internet. Look at the impact the Web has! Again, it reminds me of the personal computer. Before the Web came along, people were saying, "Hey, personal computers are pretty cool — if you're a geek." But they were a damned expensive way to balance your checkbook, and they couldn't think of what else would you do with one, so why else would you want one? Well, today, good luck finding a household that *doesn't* either have a computer or is wishing it did. **And the primary reason is so that people can browse the Web, simple as that. It's affected industries; it's changed the way business is done, and it's even changed the whole paradigm of how businesses are launched.**

The Internet has overshadowed virtually every other development that has ever come along in the history of man, at least in the sense that it gives average people the ability to launch a business and realize their dreams while spending very little money. **This is a powerful technology, and my hope is that I can help you take advantage of it.** Our goal here is to put the power back into *your* hands.

Speaking of the power of the Internet: There's a gentleman right now who is developing a *\$100 personal computer*. He's doing it through the power of the Internet, and the sole purpose is to bring the power of the Web into the homes of the underprivileged and the people all over the world who don't have \$500-1,000 to plunk down for a computer. It's been so exciting to see the prototypes for that, because they are simply kid-proof. You can drop them on the ground, you can drop them in a mud puddle, and they still work great. You almost don't have to know

anything. You just turn it on, and it's connected to the 'Net.

It's so exciting to see how technology gets more and more and more powerful, even as the price continues to get lower and lower. This empowers the average person like never before. **It's a paradigm shift like none we've ever seen**, and I don't think we're going to finish seeing the effects of it in my lifetime. This is all interconnected, by the way, with something that's been called "Internet2." When you turn on this \$100 computer, it connects to the Internet and loads into itself the information it needs to start operating. You don't need to buy an expensive Windows operating system or anything else; it gets all that off the Web, and it stays updated. All your applications — any software you want. You want to do word processing? That software's on the web; it just goes and grabs it, loads it in, and starts going.

That's still in the future, but the Internet itself has become a huge presence in modern life. **Whatever you do, don't let it overwhelm you as a marketer — and never bypass it just because you don't understand it, or because it looks too complicated.** Learn how to handle it, because remember this: there are more than one billion people on the Internet. Those are hungry consumers who are all looking for something to buy. They're looking for things on the Internet to help them make buying decisions, and they're spending money right now, right there on the Internet, for all kinds of different products and services.

Now, the way that consumers usually search the Web for what they need is through the search engines. If you're not familiar with search engines, then you probably aren't on the Web, because almost everyone uses them. Search engines are like the Yellow Pages for the Internet. When people type in their keywords looking for what you have to offer, the beautiful thing is, **they're already in a buying frame of mind when they land**

**on your site.** So if you provide them with the information they're seeking, they'll be back. **There's a good chance they'll bookmark your site and then keep looking, and eventually come back and buy.**

Now, Alan Bechtold is a genius when it comes to taking complicated things like search engines and keywords, and making them very clear and easy to understand. He can take the most complex areas of Internet marketing and make them so simple and easy that even someone like me can understand them. That's a rare ability, one you should definitely hone if you're working in Internet marketing yourself — because frankly, most Internet gurus seem to be talking in a foreign tongue most of the time.

Here's an example of Alan's ability to make the complex simple. **A few years back, he released a system call *Auto-Blog Money Miracle* that helped people make their DRN websites so much more powerful and get them right up there in the top listings in every major search engine.** It's a hugely complex program, and it took some time to get it right — and when he did release it, every single copy was snapped up in no time. So he quickly launched a second group, though originally he wasn't planning to. Now, I know how powerful this is — because he's simplified the program down to the bare bones, making it easy for anyone to understand and use. In the manual he sends out with it, he makes this point: *"Warning — everything in this manual is optional."* In other words, you don't have to do anything he suggests — and it'll still work, even if you put the manual up on a shelf and ignore it. The program is so complete that the manual is, by and large, just tips and tweaks that you can use, *if* you have the time and want to, to make it unique, or to experiment with it.

It's that simple, and he made it that simple on purpose. Now, what are these auto-blogs doing? Why is he selling blogs

to promote your DRN website? It seems kind of funny to put up a website to promote a website, doesn't it? **But here's the thing: a blog (which is short for "web log") is so much more than just a simple website.** And the cool thing is, they're becoming insanely popular, and increasingly easy to find — **so they make excellent sales platforms.**

I remember when there were 50 million people on the Web, and they were looking for websites wherever they could. That was before there was such a thing as search engines; we had to go out and look for sites the hard way, usually by linking to them from other sites. Sometimes you'd just try to guess a site's domain name, or you'd have to get hold of some sort of published directory to find the sites you were interested in. Now a sixth of the world's population is on the Web, and they're still pouring in like mad. **The opportunity just continues to get better; the market continues to grow.** But the problem is that there are now more websites on the Web than there were *people* on the Web back when we first started.

You can't just put up a website and just have people come to it anymore; they're not out there just typing in domain names to see if something pops up. I'm not saying that doesn't happen — with a billion-plus people online, you're going to get some people typing in weird things just to see if there *is* something there. **But for the most part, Internet users have learned to use search engines to find websites.** There are about 800,000 search engines on the Web today, and 98% of all users turn to search engines to find sites. A whopping 83% of those people use the top-five websites, especially Google.

Now, there are several ways you can get high rankings on these top-notch search engines. **One is by paying Google or one of the other search engines for every click they send your way. This is called "pay-per-click," and that's exactly what it is.** When someone types in the word you bid on and clicks to go

to your site, you literally pay Google the amount you bid. Let's say, for example, that someone types in "online business opportunity" and clicks through to come to my site; I have to pay Google \$5 per click, or whatever the amount I bid on it was. That's a great way to do it. It's fast, because once you agree to pay Google they'll get you listed right away; your ads will often start showing up in searches for that phrase within 10 minutes to an hour, or a day at the most. They'll gladly charge you \$5 every time someone clicks. The problem is that you have to have a way at the other end for the number of people you convert to more than pay what you've agreed to pay per click. **So it's a risky way to acquire customers; but if you've got your conversion rates down right, it's also a very surefooted way to advertise.** It works very well, or Google wouldn't be making billions of dollars a year providing the service.

But there's another way — and what's funny is that Google built their business on this other way, so they could have the medium that they could then use to sell those pay-per-click ads. This is what we call the "organic search," the other side of the search engine coin. These are the sites that Google, or Bing, or Yahoo, or any of the other favorite search engines pick as a best match for what you're seeking. The paid ads appear on the right, top or bottom of the page; the organic results are on the left. **The organic search results are where people generally go first, because they've come to learn that those other results are paid for; the organic results are real listings that specifically match the keywords of the search.** But here's the deal: **if your site isn't on the first five or so pages of those results, it's probably never going to be seen.** Most people don't go much past that those first few pages, unless they're really digging in for a research project or something.

**To be on the first few pages you've got to set up a site the right way, and operate it properly so that Google not**

**only finds it, but likes it and starts sending people to it.** And then you've got to do the right things to get Google to move your listing up. **This makes something called Search Engine Optimization, or SEO, very important.** If you know how to take advantage of SEO basics, you can still put up a website and have decent traffic in just a few days. And if you do it right, within 90-120 days you can have steady, growing traffic to your website.

**You can generate millions of leads if you do this the right way.** Let's say you get just a hundred visitors a day forever. All those visitors are leads. If you can find a way to get 10 of them to buy and they're paying you \$100 a piece, you're making \$1,000 a day. **So it's pretty important to get that free traffic.** And the search engines are about the only way I know to do something right the first time, just once, and have free leads pouring in forever — as long as you do it right. That's something we'll go into in more detail later on in the chapter.

Now, SEO is pretty simple, really. If you've been on the web at all, you've probably gone out and done a search for websites. We all search with keywords. What that means is, we don't type a web address in Google or MSN to find a website; **we enter specific words, and it shows us websites that are related to that word.** For example, if you're looking for tennis shoes, you're going to get a different list of sites than if you type in "running shoes." If you type in "basketball shoes," you're going to get sites that specifically mention basketball shoes. But the funny thing is that you can get very, very specialized. If you want orthopedic tennis shoes, you can type that in and *still* get a bunch of hits. In a recent test I got 7,190,000 hits for tennis shoes. When I removed "tennis," I got 182,000,000 hits. That's kind of rough, you know what I mean? You could spend your whole life going through all those websites and still never get to the end!

Of course, the first 10 pages are the only ones that count —



and that's being generous. Most people just look at the first three or four pages. Now, Alan's done some specialized research projects where he's looked at the first 100, but he's never gone beyond that. Why bother? It's more than you'll ever need. It's those first few pages that matter, because their creators know how to use SEO. **If you want this free traffic bonanza that the search engines can send you, you need to get on those first few pages — pages 1-4.** And you know what? It's not as hard as people think, because you can easily specialize your site so that people who are looking for something specific can find it. Even with 182 million sites for shoes, only on the first five pages is there anybody who matters. They're all probably optimized, one way or the other, for the word "shoes." That's a little trick of the trade that most people don't even realize. In the case of shoes, it all comes down to putting up the right kind of site and adding free content on that site that people who are looking for shoes will want to read. In that content itself, you include the word "shoes" as much as possible, at least in such a way that people reading it aren't going to go, "Geez, why did he say shoes five times in a row?"

Now, let me warn you: if you start looking around on the Internet, you'll see all kinds of people offering you all kinds of weird schemes to trick the search engines to put you in the top. And the word here is *trick*. In the search engine optimization world, there are two camps: one's called White Hat, one's called Black Hat. Black Hat is the latest sneaky way to trick the search engine into thinking you're more important than you really are, so that it ranks you higher on the search results page. People pay thousands of dollars on courses detailing these latest dirty tricks. But what they're forgetting is that Google, the search engine that really matters, is the product of a multi-*billion* dollar company built upon delivering good, relevant searches. **It has an entire department devoted to nothing but buying and studying every new trick course coming out, so its workers can then**

**modify the structure of Google's programming so that that trick no longer works.** Within a few days of the release of the next whiz-bang way to trick the search engines, *boom*, it's quit working. It's as simple as that. These people are dedicated. I guarantee you that if you release a course with a new Black Hat method to trick the search engines, you're going to get at least one buyer: Google. You'd better price it high — because they're going to pay whatever you charge, and then they're going to shut you down.

It's better (and much more ethical!) to work with what we call White Hat methods. Now, this does require some work. It means studying the search engine's terms of service, its search requirements, and the things it doesn't like. It can't hurt to study the Black Hat methods just to know what to avoid. The key is to develop stuff that drives huge amounts of traffic to your site for free, using the search engines in such a way that you could sit down with the two founders of Google at lunch, describe it to them, and have them still buy your lunch. Alan used a developer who told him exactly what to do to develop those *Money Miracle* auto-blogs I mentioned earlier. He particularly helped Alan plan the crosslinking, which is one of the big methods you can use to attract lots of traffic. **You see, there are two things you can do to get free traffic: you can put up a site that's tightly optimized for a certain keyword or keywords, and you can crosslink to other sites and have them link back to you.**

**Another thing that makes sites attractive is content that changes frequently.** Blogs like Alan's are very simple sites to update. You don't have to know any coding or special tactics; you just go into the back office for your blog, type in what you want to appear, hit submit, and boom, it appears on your blog. **Because they're easy to change, people tend to add more content to their blogs, changing them often.** This is a good

thing, because most websites are what we call “brochure websites.” The owners had to pay an HTML programmer and a web designer to create them; they spent a bunch of money once and said, “Let’s leave it alone, it looks okay.” Well, search engines aren’t that crazy about brochure sites. They’re great to send people to from your business card, but not so great to attract people to through search engines. Sites like that have little or no value to search engines like Google, which only want the very best of the websites — which is why they love blogs, because blogs tend to be those very best sites. **As long as the blog itself discusses topics that are related to those keywords that you’re trying to rank highly for, and it changes often, Google and its brethren will list it highly.**

Now, a warning about your keywords. You can put more than one keyword in a site in any number of articles so that if a human reads them, they’re perfectly fine; they’re going to think, *This is good information, thank you.* **But the search engines will check to see if those terms you’re optimizing for are also included in the meta-tags in the website.** Meta-tags you don’t really have to worry about — they’re hidden things on the website that you can have your webmaster add. **But the point is if those two match up and the articles on the site match up, Google and other search engines go, *This is cool. It’s delivering what people want when they type these keywords in, so we’ll rank it pretty high.*** But again, here’s what puts you on page 4 and up, especially on Google but on other search engines as well: they look for other websites pointing to your website. That’s where the crosslinking comes in. When you’ve got other, well-optimized websites pointing to your well-optimized website, it suddenly has authority. You see, Google was founded by two college grad students; these guys were brilliant, and they created their search algorithm so that it considers your site not just based on words you entered, but using the same structure that universities have used for centuries to add authority to an expert.

You've heard the term publish or perish, no doubt. Well, what makes you a truly recognized authority is how many other people have published papers referencing *your* paper. You're not an authority just because you publish, you're an authority when others cite your publications. **Google looks at websites the same way.** They figure if it meets their criteria, and they like it, and there are other sites that meet their criteria that they like that are pointing at your site, then they should move your baby up to the first few pages. The better they're able to do that, the longer they'll remain the number one search engine in the world, which is how they generate their revenue.

**That's why Alan has loaded his read-made *Money* *Miracle* auto-blogs not just with keyword-laden text, but with special linking outside of the circle of blogs.** These blogs were created because he came up with a way to generate blogs on the subject of home business, small business, and marketing that are filled with articles automatically, articles that are updated every day or two. He professionally edits the articles, and they flow in whether you want to add anything or not. But then he made them full-on open blogs so other people can comment, including the owner. **His organization monitors those comments and approves or disapproves them before they go up, to keep out the people who spam blogs.** You see, there are people out there who have software that will find blogs automatically and post all kinds of crap to them if you're not watching. It'll start looking like your "inbox" if you're not careful.

Each of Alan's blogs is sold as part of a circle of up to 600 blogs. **The reason is because all the blogs are cross-linked.** They don't ever refer to each other directly because Google looks at it and goes, *Oh, good they like that site*, then it goes *Oh, wait, that site's like that site, they musta swapped links*. That makes it less important in their eyes. But if one links to another one and the other one doesn't link back, they go *Ooh, it must be*

*important 'cause this one likes it. And if there's more than one, it starts moving you up the list.* So Alan crosslinked all the blogs. Consequently, you don't have to go out and get links from other sites; you don't have to wait for that to happen. **It's all automatic. And then he built in five ways to make money with them.**

One way, of course, is posting your own articles on your blog, which promote and advertise anything you want to sell. **Once you've got traffic coming in, you stand a good chance to make money.** You can post anything there you want to promote: articles about the DRN, or anything else you want to sell. If the DRN isn't your thing, you could go out on the Web, sign up for affiliate programs, and post other products and services and make commissions selling them. But Alan's site also sells blogs at \$1,497 each, \$997 of which goes in the blog owner's pocket; and they sell advertising on these blogs. As the traffic climbs, they're starting to see plenty of advertisers wanting to post ads on the blogs. They have the choice to post an ad on the blog individually, in which case the blog owner gets 90% of the money, or they can post an ad on the entire run of that circle, and that money goes into a pool to be shared by all blog owners. **Finally, the blogs also offer Google AdSense, those pay-per-click ads I mentioned that Google shows you when you type in certain keywords. Those are displayed on the blog, tied to the subject matter. When those ads appear and someone clicks on them, Google keeps track, and sends Alan's group a check for a percentage of whatever the advertisers have agreed to pay per click.**

Now, the circles of blogs already reference each other, giving each other authority and elevating each other in the search engine rankings; **but the outside links are even more effective.** The sides also have membership sites outside the circle pointing to the lead site in each group of 10, lending

additional authority. **All these are effective White Hat methods that will always work, and will always be legitimate.**

**These membership sites can be set up fairly simply.** They take some work, but they have two benefits above other sites that search engines particularly love. **One is, they constantly change, just like a blog. The other is that they have a lot of active members who post comments, or in a forum, much like a blog.** But they have the added advantage that if you want to roll up your sleeves and go in and really work them, you can add tiers of **membership levels, where you charge a monthly fee to get additional information.** As far as online marketing goes, especially that of the multilevel variety, membership sites also have the advantage of being the perfect system to use to support your downline. You can use one to get together and to talk among yourselves, strategize your next campaigns, create original materials to help promote them, and the like. You can provide access to training sessions and materials that you've purchased the rights to sell, things that teach people how to market on the Web and other tools they can use, and make those available for, say, \$10 or \$15 a month.

Now, let's do a little math here. At ten dollars a month, if you've got 100 people in your downline who join your membership site, that's a thousand dollars a month. What if you only had 20? That's still a nice \$200 extra a month. You can use a membership site like that to ensure that your bills are paid automatically — so that anything else you make is pure gravy. It's easy to find a membership site like that. **For example, you can get a good affiliate membership program set up at Goldbar.net for about \$100 a month, and it'll bring in much, much more than that for you.**

Now, you've got some work with them to do to maximize their potential, drive traffic to other sites, and promote your business. Contrast that with Alan's *Auto-Blog Money Miracle*,

where you don't have to do anything but start it up and let it go. Incidentally, **Alan has also created an incredible tool called SEO Nitro.** SEO is powerful in and of itself; but when you throw in SEO Nitro, it's like tossing gas on a barbecue grill! SEO Nitro has all the keywords and link-backs and everything else built into it that make a membership site rock, and SEO Nitro is a membership site all by itself. You can go into it and fully customize it to your needs, using simple modules that you just select and open up. **The coolest thing about this system is that it's a complete business in and of itself that drives your other business.** It's not a business in a box; it's a business in a box, within a business, in a box, like those nesting dolls from Russia. These SEO Nitro sites are automated, too. **They have RSS and other newsfeeds pouring into them, constantly updating them, constantly keeping them ranked highly in the search engines.** So highly, in fact, that they'll actually outrank most other things without any other promotion, helping to drive traffic and lending authority to your other sites.

But you don't have to use Alan's SEO Nitro; **you can create something similar on your own, if you're handy with computers and programming.** If you have a hosting service, you can, for example, download the relevant software from **Joomla.org**, buy a Goldbar membership site module, and have Goldbar set it all up on the servers for you — and *viola*, you've got a membership site. **Joomla is really cool because it's a complete but simple content-management system.** Everything's cut and paste and what you see is what you get, with a back control panel that's constantly updating your site. If you'd like to see a Joomla site in full motion, there's this little company called *The New York Times* that maintains one over at [www.nytimes.com](http://www.nytimes.com).

**Joomla makes it very easy to set up a website and then add to it at will.** You can pick out one of its templates for the

overall design of your site after you've got it loaded up with material, and just go forward with it — and if you get tired of it, you can switch to another one with ease, and all the information stays there. What Alan's developers have done is taken Joomla and automated it, using RSS heavily. **RSS is short for Real Simple Syndication.** There are thousands of people out there, publishing information, news, articles, related information, updates, and product news through these RSS feeds that you can subscribe to and receive automatically. **Instead of going to a website and looking for it, it just lands on your desktop.**

**Every time new stuff is published, it appears where it should on the Joomla site; how cool is that? It changes constantly.** But the power of this is that not only does the site attract people and readers, these people will then go to the site you're pointing it to — so it will also increase the ranking of your DRN site in the search engines. **In one example Alan uses, a site that received absolutely no promotion had 763 people visitors in seven days. That's normally unheard of, but in this case the search engines had already found it, due to the SEO features the site came with.** That's the power of these Joomla sites, when they're set up and optimized the right way. Everything Alan does here adds power for the whole thing — and basically, that was the original idea behind the World Wide Web in the first place. It got the name due to the intense interlinking of the whole thing.

**What Alan has basically done is load up a powerful installation of Joomla with a bunch of ready-to-use components that will give you a fully functioning MySpace kind of website of your own.** Can you imagine having your own MySpace? It can be installed on your own domain with your own hosting, provided by Alan; the first year is free, followed by a small yearly maintenance fee. After that it's rocking; it'll start attracting its own stuff, so you won't need



those feeds there anymore. You'll be able to continue them thereafter for another dirt-cheap fee; but frankly, I doubt that will be necessary, given the way these sites pull in traffic.

If you want to, you can make your site an authority site, by getting a ton of accolades from other sites. We call that a steroid strategy. You'll also have your own photo board and a guestbook, and you can request other members to become friends and comment on the other member's pages. All this welds these auto-blogs together in a community; **and you know what's cool about a community? They tend to buy a lot more, because the relationships are closer and tighter than normal.** That's one reason why Alan chose this incarnation of the Joomla software. Plus, you can add your own classified ads with over 100 standard classified categories ready to go, a virtual mart which allows you to build your own product, catalogues, along with a built-in shopping cart system.

You can provide visitors with audio and video content, upload your own videos, or share videos from providers like YouTube and Google Video. There's a whole selection of calendars that'll allow you to keep track of the group's events, and you can multiply your content quickly and easily by adding recurring events to your calendar. There's a subscription manager, which lets you offer memberships, paid or otherwise, manage multiple types of payments, charge people for their memberships automatically, and hook in with PayPal. There's a forum that allows members to participate in discussions. You can create multiple topics, and communicate with your members that way. There's a recipe exchange module. Again, **basically all you have to do to get all this is go into Joomla's back office, find what you want, and just click "Publish" — and boom, it's now on your site. Then you go in and configure it a little.**

There's banner rotation, too, so you can sell ads on your site, collect revenue from affiliate programs, or sell your own

products by putting a banner on different pages. By rotating, I mean you can put multiple banners in one spot, and each time you go back to the page there's a new one showing — so you hit a bunch of people with different types of offers. You can put up polls and quizzes. There's a feature where you can put up photos and let people vote on whether they're hot or not, which is great if you've a dating type site; or if you want to do recipes, for instance, you could actually put photos of the food item and then have people vote on whether that's hot-lookin' food or not. You can add a constant stream of news to your site with RSS feeds; they're built in. There's a Google site manager that automatically helps Google find every page in your site and properly index them.

**What's more, you can do mass mailings to your members easily through the site.** You can podcast, too — podcasting is just streaming audio that people can listen to and can load into their iPod or whatever; that's why they call it "podcasting." There's a "Recommend us to a friend" link, so you can send other people an invitation to join. **There's a link to Alan's site, too, and a way to invite other sites to add a link for your membership site to their site, which will make the search engines love you even more.**

**There's a link exchange, which lets visitors add their own links to your site.** That's something that gets people to *really* love your site. And because Joomla is designed with internal SEO-friendly linking structures, Google loves 'em already. When Alan puts up test sites, they automatically create their own Google page rank without any external linking at all. **This is the most amazing way to get free Internet traffic that I've have ever heard about!** And the cool thing is, the longer it stays up and the automatic stuff keeps flowing in, the higher and better ranked it gets, and the more free traffic it draws.

Now, let's be upfront about these sites: **You're not likely to**

**see any page ranking on Google for at least 90 days. But the indexing and ranking starts almost instantly after Google first spiders them.** (They have software they call “spiders” that crawl the web, find sites, and then they carry that information back to Google.) And then they’re constantly updating it. That’s good, because Joomla continues to publish full, related articles and RSS news feed stories into the site, so it’s going to grow gradually. And because Joomla’s dynamic, the sites appear larger to Google than they really are. By dynamic, I mean that each page appears as you go to it; it’s not really sitting there stored on the web. But Google still sees that as multiple pages, and what they do is they start ranking all of the pages. Most websites rank just the first page, or maybe the first three; **with Joomla, because the pages keep appearing, they look at them as a first page again and rank it again.** This isn’t a trick; this is just how Joomla works, and this is how Google treats them.

Alan sells these for a one-time fee of \$997 each, with a \$29.95 per year re-confirmation fee thereafter. I happen to believe they’re underpriced considerably... but Alan doesn’t believe in overcharging. **He wanted to make them affordable, because this site is something that’s very important for programs like the DRN.** Alan’s auto-blogs are just power-packed, designed with one purpose in mind: to generate free traffic that grows month after month. **That’s another beauty of SEO: if you do it the right way, it draws people in forever.** If you were to practice some Black Hat techniques, you might get a bunch of traffic for a few weeks before it cuts off completely. The folks at the search engines are going to catch up with you and shut you down. And the world is smaller than people think; **those who try to make money in dishonest ways are soon found out, the word is passed, and they’re blocked at every turn.** The Black Hat shtick might work in the short-term, but in the end you’re going to be blacklisted. The people selling these kinds of courses have no long-term vision; the only vision they

have is to sell the course for as long as they can, and take the money and run.

Chasing after that next quick buck isn't the way to do it. **Slow and steady and honest really does win the race.** These SEO sites, like Alan's SEO Nitro and *Money Miracle* auto-blog, are legit and dynamic. They change naturally; and if for some reason the search engine people change policy, it's easy to make any tweaks and changes necessary. But these sites already meet all their policies as they stand today.

Whether you buy into Alan's *Auto-Blog Money Miracle*/SEO Nitro mix or create your own websites and membership sites to draw in traffic and build your income, **I strongly encourage you to focus on the White Hat tactics Alan epitomizes. Combine crosslinking, linkbacks, and keyword loading to pull people in; don't fall for the flavor-of-the-month magic method that's simply not going to work for very long. That's going to hurt more than it helps.** I can't tell you how many online marketers I know of who've had their whole marketing program destroyed when Google changed the rules on them. And Google is the 500-pound gorilla among search engines, folks: when they change something, so does everyone else.

Incidentally, **let me re-emphasize one thing about keyword loading: it doesn't have to result in text that's hard to read, though it often does in incompetent hands.** A good SEO copywriter can build a keyword article that's interesting enough to draw people in without turning them off by using too many keyword repeats, poor writing, or boilerplate. **And avoid using the standard keyword "spinner" software; the results tend to be far less than optimal.** It may be cheaper and easier for you to delegate the SEO writing to freelancers from sites like Elance that to do it yourself, and that's fine; in fact, it's a great idea to delegate it. But beware the low bidder: many (though not

all) of those writers do poor jobs, because all they care about is churning out copy. In many cases, the results are unbearably bad.

Please, take heed of Alan's advice. In all the years he's been in business, **the only criticisms I've ever seen directed toward him is that his products are too cheap. Take advantage of that!** The quality is high, because as he puts it, he likes working with people and he gets so excited with his products he just wants to share them. He could charge more, but he's happy to do it for what he feels is a reasonable profit and price. And that's kept him active in the field for nearly 40 years. When he talks to people in our field, they reach for their notepads and listen carefully.

**You could do much worse than to emulate my friend Alan R. Bechtold.**





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ISBN 978-3-933356-53-2



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T.J. Rohleder (along with his wife and business partner, Eileen) started selling to the

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