

volume **2**

T.J. Rohleder Presents...

THE BLACK BOOK OF MARKETING SECRETS

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

Please Read This Book Carefully. Then Go to
RuthlessMarketing.com and Order Today!

volume **2**

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FIRST EDITION

ISBN-10: 1-933356-13-8

ISBN-13: 978-1-933356-13-6

Edited & Designed by Chris Bergquist

Printed in the United States of America

Dear Friend,

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

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

Here is the second volume of some of the best marketing ideas I've found and know to be true. If you like what you read – please go to my website and discover how much more great information I have for you! Enjoy!

Sincerely,

A handwritten signature in black ink, appearing to read "T.J. Rohleder", with a stylized flourish underneath.

T.J. Rohleder

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

*Your passion and energy
must be channeled into
doing everything you can to
bring in more money!*

**Most companies have
way more pie-cutters
than pie-makers.**

**Within every company –
there must be at least one
person who only thinks of
the various ways and means
to suck more money out of
the marketplace.**

**Every other person in the
company owes their job
to this one person.**

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Rules For Strong Communication:

1. Know your audience – Their pain – frustrations – problems – fears – hopes and hot buttons. What turns them on?
2. Then custom-adapt your message to your target audience. Tell them what they want to hear! Offer solutions and results to the things that are most important to them.

It's getting the right message to the right group – in the right way – with lots of conviction!

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The Relationship Model:

1. Think customers – not sales.
2. Build relationships.
3. Spend money consistently to communicate with your customers.
4. Somehow we must convince them that...
 - *We care.*
 - *We want to help.*
 - *We want to serve.*
 - *And do more for them than any competitor.*

WE MUST BUY EVERY SALE WE MAKE!!!

- We are in the business of buying sales at a profit!
- We must constantly spend our money in proven ways that allow us to buy these sales at a profit.

Every new customer must be won! We must do something BOLD to attract them to us.

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**Keep your selling message
simple and seductive – then
repeat it over and over again!**

**Constant repetition of a
persuasive sales message
breaks down their resistance!**

**We must sell to them –
without letting them know
they are being sold! This is
the art form of our profession.**

- **Just like a good magician
– we must do our magic
without letting our
audience know how we
did it!**
- **Our magic is getting them
to give us their money.**

**Closing the sales
becomes a very
natural process
when you use
other marketing
methods to pre-
sell the prospect.**

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Three Proven Ways To Make Money:

1. Do something nobody wants to do.
2. Do stuff others cannot be bothered to do – or would rather not do.
3. Do something you're great at that others are terrible at!!

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**What do your
customers want?
That's easy: MORE,
MORE, MORE!**

- They want more of the benefits they got from the first purchase.
- All you have to do is find ways to “re-package” your stuff to make it seem different.

**A great salesperson
cannot make anyone
buy something they
don't want...**

**That's why we must
get prospects to
“raise their hand”
and show us that
they are interested.**

- Let the prospects qualify themselves by jumping through the hoops we hold in front of them!
- This is the secret to making easy sales!

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**Customers vote with
their checkbooks.
This is true
marketing research:**

1. Try many new things.
2. Track the results.
3. “Listen” to the message
behind the numbers.

Slowly – through
extensive testing – you
develop a solid
knowledge of what your
market wants the most.

The best sales letters don't shout at you... They lure you in – and command your attention and interest – just like a beautiful and seductive woman can instantly charm a horny man!

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Cold Calling Sucks!

**Build a marketing system
that automatically brings you
qualified prospects that have
expressed a great interest
and are very likely to buy.**

**It is not the job of your
sales rep to cold-call and
develop their own prospects.**

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**Most business owners have
no systematic marketing
strategy for getting and
keeping customers.**

They do everything they can think of – and
some of what they're doing is working...
But most have never thought deeply about
the processes – and methods for:

1. Attracting new customers.
2. Selling them for the largest profit.
3. And then re-selling them as
often as possible – for the
maximum profits.

All of their marketing activities are hit
and miss... They never quantify what is
working the best. And, without this
quantification – they can never combine
the best methods into any kind of
reliable automatic marketing system.

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How To Create Your Marketing System:

1. You find out what works best (through testing).
2. Then you expand those activities as far as possible. You do more testing to discover *“how high is high?”*
3. Then you focus on the areas that bring you the best results. You create procedures that do those things automatically.

**All advertising is
salesmanship that is
multiplied through the
media you use to reach out
to qualified prospects.**

**Your advertising must be
focused. Ask yourself:**

1. What are we trying to accomplish?
2. Who are we trying to reach?
3. What can we say to make the biggest impact?
4. How can we reach them for the maximum profit?

Great sales copy goes *straight* to the emotions!

- It's human warmth on paper!
- It's one-to-one personal communication.
- It's you and me sitting down face-to-face and having a warm heart-to-heart talk about a product or service that can truly help you.
- It must reek of sincerity.

GREED Hypnotizes!

A strong appeal to their
greed hits them hard!
They become intoxicated!
Their eyes actually glass
over... Their desires
become inflamed!

A powerful and believable
message of GREED is similar
to the seductive power of an
attractive woman over a man.
A man can become crazed!

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Stay 100% focused on the things you're best at – and the things that bring you the most money. Let others do the rest. Never delegate your marketing. Why? Because your marketing is too damn important! The success or failure of your business is dependent on your marketing.

The Killer Marketer:

We smell blood every
time one of our
promotions works...
And we only want more!

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People are looking for
and willing to spend a
ton of money for:

The Magic Pill!

This is the product or
service that they
perceive can instantly
and automatically give
them something they
badly want.

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**Creativity comes
from the labor of a
driven and highly
determined person!**

Rebelliousness is also a key
factor to creativity.

- Think outside the norm
of your industry.
- Question everything.
- Be an independent thinker.
- Strive to be different!

*Conformity breeds people who are
as creative as a head of cabbage!*

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*Don't bog the prospect down
in a bunch of details...*

Sell the sizzle – not the steak!

- Sell that new car smell!
- Sell the excitement of
some future dream!

**This works with ordinary plain-
Jane products and services too.**

The pictures we create with our words cause them to give us their hard-earned money. Our words persuade, tease, influence, excite, taunt, and inflame the burning desires inside our readers.

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Very few people know how to build solid bonds of trust with large groups of customers. Mastery of this special skill can make you super rich!

We must get into the skin of our customers. To get behind their eyeballs, become them, think like them, and know them in the most intimate way...

- Only then can we truly speak their language.
- Only then can we reach them in the deepest way.

Always begin with the end in mind.

You work backwards...

- First, know what you want to accomplish.
- Then decide your starting point – and move forward.

You figure it out, shape it,
and fine-tune it as you go!

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Selling is finding out what certain people want – and then giving it to them!

The Art of Salesmanship:

To sell people without letting them realize they are being sold.

**People love to buy,
but hate to be sold.**

**You must take total control
over the selling process!**

The trick is to get your customers to chase you, instead of chasing them!

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Marketing teaches you about the true nature of people.

People reveal themselves by
the items they buy and the
actions they take.

**All selling is emotional. We
mess with emotions such as
greed, vanity, fear, laziness, lust,
pride, EGO, and jealousy...**

Emotions are the
DRIVING FORCE
of all human behavior.

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Enthusiasm Sells!

If you're excited about what you do – it will attract others... People will gather around to watch you burn!

Enthusiasm makes up for all kinds of defects! After all, everyone loves a truly enthusiastic person.

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To be a super-salesperson you have to believe strongly in whatever you are selling.

Selling is a transference of emotion! You must be sold before you can sell!

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**Sometimes conventional
wisdom must be broken by
THE UNCONVENTIONAL
APPROACH!!!**

- You must be wild!
- Wake them up!
- Do something crazy!
- Be different! Be bold!
- Sensationalize your copy!
- Dramatize your offer!
- Captivate their imagination!
- Make them drool with anticipation!
- Tease them! Taunt them!
- Compel them to buy!
- Mess with all their emotions!
- Massage their greed glands!
- Make them salivate!

The safest marketing system that guarantees consistent sales and profits:

1. First generate the highest quality leads you can get from space ads or small direct mail packages.
2. Get targeted prospects to request more information.
3. Then follow-up and hit them hard, with a sequence of all kinds of sales material that takes the place of a sales rep.

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There is a small market for the truth. Most people are searching for the perfect fantasy to chase after!

- They want quick and easy answers!
- Instant solutions!
- Amazing secrets!
- Fast, easy, simple relief!
- No-effort riches!
- Zero pain!
- Shortcut strategies!

People may say they don't want these things, but they're lying! Their spending activities say another thing.

The 3 easy steps to persuasive writing:

1. Know your audience – what they want – what makes them tick.
2. Know your subject cold. And be 100% sold.
3. Then don't even think – just write! Let it flow! Let it come from your heart (from your gut)! Let it be REAL, RAW, and UNPOLISHED. You write from your heart and soul! You write with passion and energy!

A good direct mail offer is nothing more than a salesman in an envelope.

The really cool thing is:

**You can have
thousands of these
little salesmen
working for you
every single day!**

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Direct Mail Secret:

Always use proven selling themes and mix them up rather than trying to come up with something totally different.

- In the final editing process **YOU MUST TEAR IT TO PIECES!**
- Each selling idea should be challenged. Only the strongest copy should remain in your direct mail package.

The key to massive productivity:

Set higher goals!

Commitments, deadlines, responsibilities, and pressures can be your best friend. They force you to do and be more.

Keep the pressure on:

In the midnight hour – when the deadlines are closing in – you are forced to make decisions.

- The walls of indecision begin breaking down.
- And the answers, which were once very muddy, now become clear.

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Wisdom from a Master Showman:

“It’s not the audience who has the power – it’s me! It is my talent and ability to know how to keep giving them what they want. I am in control – not them.”

Johnny Carson

This is a paradox:

YES, the market comes first. But it’s your ability to “read” the market to discover the most powerful and profitable ways to serve it that counts.

The power is in your hands, not theirs.

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**Money is the
universal
lubricant
that greases
the engine of
the world!**

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The Power of Leverage:

**Create marketing systems
that work for you
automatically.**

- > Let other people run the system. All you do is monitor it and test new improvements.
- > These systems take some time, work, and skill to develop. But once that's done, they can stay in motion with very little time on your part.

**These little marketing
systems can make you a ton of
money if you test carefully, let
reliable people run them, and
watch the numbers closely.**

Stories Sell!

You must create powerful stories that captivate your prospects and customers. These are stories about you, your company, or your products or services.

Choose your stories carefully. They must sound real. They have to be believable and emotional. *There should be some drama!* Some special secret – or a perceived benefit or promise to the reader.

Stories help you make the sale when nothing else will.

A big part of getting rich is to do the things that scare the shit out of most people!

- ✓ Most people are too damn smart to do the risky bullshit you gotta do to make a killing.
- ✓ They know way too much about the endless number of things that can go wrong.
- ✓ They are too sensible.

Entrepreneurs, on the other hand, are often wild-eyed thrill-seekers! We are rebellious as hell and love to take major risks and constantly test the limits.

Our businesses are like big adventures to us! We can't wait to see how it's all going to end!

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Our mental attitude is the “X” factor that determines our fate.

Here is some genuine wisdom from THE GREATEST self-help book ever written:

“A few years ago I was asked to answer this question on a radio program: ‘What is THE BIGGEST LESSON you have ever learned?’ That was easy. By far, the most vital lesson I have ever learned is the importance of what we think. If I knew what you think, I would know who you are. Our thoughts make us what we are. Our mental attitude is the “X” factor that determines our fate. Emerson said: ‘A man is what he thinks about all day long. How can he be anything else?’”

Dale Carnegie, opening paragraph of Chapter 12 in his great book “How to Stop Worrying and Start Living.” (1944)

What does this have to do with marketing? Everything.

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All truths must be sugar-coated to get people to swallow them.

It's a Paradox:

- > On one hand, people can't handle the truth – and the market for the truth is small.
- > On the other hand, people are sick of being lied to – and there are times when NOTHING IN THE WORLD SELLS BETTER THAN NO-BULLSHIT TRUTH!

**The “art” of marketing
is to instinctively know when
to bullshit – and when to be
100% brutally honest**

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The power of the U.S.P.

(Unique Selling Position)

**How can you separate
yourself from every other
competitor, in the most
important way, to your
average customer/prospect?**

**Answer that question in a
clear and dramatic way –
AND GET RICH!**

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**People are easy to
read if you only
know a few things
about them:**

A. What do they buy with
their disposable income?

B. What do they do with
their spare time?

C. Who do they idolize?

Some quick answers to
these 3 questions will let
you “size” most people up
real fast!

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**The less you know –
the more you can sell it!**

Our job is to sell the dream! We sell hope and buzz! We sell concepts and ideas. We paint mental pictures in our prospect and customer's minds.

To know too much is dangerous.

The modern-day philosopher Eric Hoffer said,
"We can be absolutely certain only about things we do not understand." He was right!

Here's how it ties together: selling is a transference of belief. Right? And belief is total certainty about something. So the more you know – the more you know all the flaws and details (not that these things should be ignored completely).

Knowing less – not more – about whatever you're selling lets you stay focused on nothing but the BEST aspects of it. You'll find yourself doing a better job at selling the dream or the vision! You'll be much more convincing because you will be much more convinced!

Know more about your prospects, not products.

Remember, prospect knowledge will always make you more money than product knowledge.

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A Formula For Creating An Irresistible Offer:

1. Pile high and deeper!
 - *“You’ll get this and this and this! And we’ll also throw in this, if you act now!”*
 - LOAD IT UP!
 - Offer them a massive amount of stuff for their money!
2. STRONG REASON WHY.
 - There must be a strong reason why you are making them such a powerful offer.
 - The more believable the reason – the more they will respond.
3. Firm Deadline – with a powerful reason why.
 - Everyone has deadlines. The prospect doesn’t believe them anymore.
You must have a strong reason why the deadline is real.
4. A nice hook.
 - If you’re going to create an irresistible offer – it must really be irresistible!
 - The “hook” is the foundation of every offer. It’s got to sound really good – or they won’t bite.

Don't re-invent the wheel:

Riches are found in re-hashing the best ideas, themes, methods, strategies, and systems – that have produced the BIGGEST profits in the past.

It's better to re-write a successful promotion from the past – than to come up with something new.

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Leverage Yourself!

- > Continue to cash-in on all the hard work you do...
How? By re-using many of the sales letters you've done in the past!
- > Just re-write them – to give them a new look and feel.
- > The same selling ideas and methods that worked great before will keep making you money! Just give them a new face-lift!

**One eye must always be
looking ahead towards
future sales and profits.**

- > All smart marketers look towards the future...
- > What about next fall?
Next winter? Next spring? What plans can we make now that will maximize sales and profits later?
- > Let the employees deal with the day-to-day bullshit... We must constantly look toward the future.

The true value of your business is:

1. The mailing list of customers.
2. The knowledge and skill of how to re-sell to this list again and again!

Business is all about serving other people.

- Serving your customers, employees, suppliers, J.V. partners, and yourself!
- Here's a really cool quote:
- "I slept and dreamt that life was joy; and then I woke and realized that life was duty. And then I went to work – and lo and behold, I discovered that duty can be joy!" (Rabindranath Tagore)

Formal generalized education sucks!

The only thing that's
important is specialized
knowledge and experience
that is directed in a very
specific direction.

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Copywriters are true alchemists. We transform ordinary paper and ink into something worth far more than gold bars! We create wealth. We will it into existence with our knowledge and skill. We suck the money out of the market and into our bank accounts!

Prospect knowledge is much more important than product knowledge. The more you know about your prospect – the easier it is to sell them.

With the right knowledge and skill, a customer list can be continually “milked” for HUGE LIFETIME PROFITS!

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Sell Like a Madman!

- Build as much value as you can into each offer!
- Make it sound like they are getting far more than the amount of money you are asking them to give you!

Perception is Reality!

Do everything possible to increase the perceived value of your offer.

**Ruthless marketing has nothing
to do with ripping people off.
In fact, it's just the opposite.**

It's all about extracting the largest amount of sales and profits from your targeted marketplace... And to do this – you must re-sell to the largest number of customers.

However, all ruthless marketers are relentless. You must develop the heart of the lion and the mind of the fox! You must be bold and audacious – and a bit cunning in order to seize the greatest opportunities for sales and profits.

It's not about lying to people or cheating them – but it is about mastering the art of getting the largest number of people in your market to give you the largest amount of their disposable income!

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**Cash is the fuel that
runs and builds our
companies...**

**Happiness is a
positive cash flow!**

**Discipline yourself to
continue putting more of
your money BACK into the
things that made you the
most money.**

**Mega cash-flow hides
many business mistakes.
Take away the cash-flow
and there they are!**

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Business is a combination of:

Art: We paint the canvas.

War: Battle the forces!

Science: Specific tested formulas.

Sport: Play the game!

Spiritual: Disciplined. Focused.

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Any idiot can cut costs... But it takes a genius to figure out the solutions for squeezing every dollar of profit that lies hidden in the business.

- > To find all the under-exploited areas...
- > To create new products, services, and offers that the current customers and prospects will go ape shit over.
- > To see all the things in the business that nobody else can see.
- > Entrepreneurs are the geniuses who see these hidden opportunities where everyone around them only sees the obstacles, high costs, and major problems. We have the ability to rise above all of this petty bullshit and find the profitable solutions where all those around us can only see the problems.

More Confidence = More Wealth!

From the book *Pour Your Heart Into It*:

“As I proved myself, my confidence grew. Selling, I discovered has a lot to do with self-esteem.”

Howard Schultz
CEO of Starbucks

**Howard is right!
The harder you work
on building yourself –
the more money
you can make!**

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MORE! MORE! MORE!

Here's a rule that Jeffrey
Gitomer created called:
"The More the MORE!"

It's brilliant! How it works:

- > The more you believe, the more you will sell!
- > The more value you provide to others, the more people will come to know and respect you.
- > The more you study sales, the more you will know how to react to any sales situation.
- > The more you follow-up, the more sales you will make.

“What people want is a miracle!”

Gene Swartz

(One of the World's Greatest
Direct Response Marketing
Copywriters of All-Time)

- > People want easy answers
and quick solutions.

- > People love pat answers
– easy solutions – simple
ideas – and stuff that
sounds good! They want
sugar coated bullshit!
They like words and
ideas that are coated
with syrup and sprinkled
with sugar!

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Anatomy of a rabid buyer...

They are frustrated.

And as Eric Hoffer says in his classic book, "The True Believer":

"It all starts with a frustrated person."

Another useful insight:

"The frustrated man wants a magic wand to dissolve his obstructions, grant all his wishes, make angels of those around him, while leaving him to remain emotionally immature."

Frederick Bailes

You must target your message into the heart and soul of this frustration and unhappiness. Speak directly to it. Tell them what they already think and feel. Mirror them completely, and you'll get even more of their money!

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The power of the 5 A.M. Club:

- Force yourself to get out of bed before you want to – and put on a big pot of strong black coffee. – Pull out some paper and pens and start writing!
- Ideas will come to you and through you – that you would never have discovered if you stayed in bed!

There is a magic at work here that's hard to explain! You must experience it – before you can believe it!

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**All great advertising
has a seductive power
behind it.**

These great ads grab your attention like a beautiful woman... They pull you in with their seductive promise and create a strong desire inside of you that makes you want to know more! They gently take you by the hand and make you willing to gladly hand over your money!

Demand creates more demand!

Wisdom from Berry Gordy,
Founder of Motown:

“It’s all about supply and demand!”

Lead singer of the metal band, Poison:

*“I’ve found that most women want a man
that many other women also want!”*

There are many different methods
you can use to **CREATE MORE**
DEMAND for whatever you sell.

You must do everything possible to
increase the perception of demand and
decrease the perception of supply.

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volume **2**

READ THE SUPERMARKET TABLOIDS!!!

If you really want to
understand the heart and soul
of Direct Response Marketing
– you must read and study the
supermarket tabloids...

These publications
are aimed at the perfect
Direct Response customer...
The writers have mastered
the art of reaching out
through print and GRABBING
THE READERS'
EMOTIONS... *And so have
their advertisers!*

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Selling and marketing is the ultimate game!

Show me any game or sport without 10-tons of obstacles and challenges – and I'll show you one boring-as-hell game! The only game worth playing is the one that lets you test your skills on a daily basis.

Entrepreneurs thrive on challenges! We welcome adversity. We need problems, challenges, and obstacles. Without these things, the game is way too boring.

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volume **2**

MONEY = POWER

The people who have a lot of money will always have more and better choices than those who don't.

**More choices give
you more power.**

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volume **2**

It's NOT Rocket Science.

Here's how simple it is to create your marketing system:

1. Pinpoint the type of prospect who is most likely to become your best customer.
2. Craft a selling message that is designed to attract only that person.
3. Then create a series of steps to attract the largest number of these prospects – And convert the highest percentage of them to first time buyers.
4. Then start working on a series of additional steps, to re-sell these customers again and again!

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volume **2**

Why Direct Mail?

- ✓ Direct mail can give you tremendous leverage.
- ✓ Every direct marketing piece is a salesman in an envelope!
- ✓ It's out there working for you – and making huge numbers of sales, without your direct effort!
- ✓ Sending out 1,000 direct mail letters is like sending out a sales force of 1,000 of the best salespeople!

Business is Like Chess.

World-class chess masters
always think 3 to 4 moves
ahead all the time.

That's how they win!

The same is true in business.
Amateurs only think about
today, tomorrow, and next
week. They think one step –
or one move ahead. The
masters think long-term.
They are working on things
that will not take place for
months, or even years. And
that's how they win!

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The “4-M’s” to create your own money-machine:

MODELS – Why create, when you can steal? What works for one will work for you. There are plenty of proven models you can steal from. Do it!

MARKETING – Attracting prospects and customers! Selling, re-selling, and re-selling again and again!

MARGINS – Make your promotions fail-proof... even with low response rates! Make your margins high! Higher! Highest!

MANAGEMENT – Organizing, systematizing, controlling, auto-pilot, absentee ownership mentality.

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volume **2**

The A.I.M. Sales Formula.

**All of your communication
should “A.I.M.” to do the
following 3 things:**

A - Grab their attention.

I - Maintain their interest.

M - And motivate!

**It’s a cute acronym, but it’s
easy to remember and really
works!**

**Commit it to memory and use
this little sales firecracker in
everything you do!**

Express yourself fully!

Try to inject as much of your own individualistic spirit into every promotional piece...

Let them “feel” there’s a real person behind every piece of correspondence they get from you!

Relationship Marketing:

Win their hearts –
then win their pocketbooks!

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**Spend one hour a day
in concentrated thought
of all the ways to
build your business.**

- ✓ That's 365 focused hours of nothing but thinking and dreaming creatively!
- ✓ One hour a day of doing nothing but focusing on how to build your business will help you dominate your market and destroy your competition!
- ✓ That's over 2 extremely productive weeks a year of nothing but planning – plotting – and scheming!

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People are all clogged up. Their heads are packed with nonsense! You must penetrate all this – and drive your marketing message straight to their heart. Here's how:

1. You have a “hook” – a headline – a grabber – to snap them out of their trance.
2. You have one hard selling point to drive home to them.
3. You think about them – not you.
4. You show them why it's in their best interest to do what you want them to do.
5. You make them want it!
6. You drive your point across – through all the hype that's crammed in their self-centered and skeptical brain!
7. Your message must hit them hard to get their attention – interest – desire – and compel them to act now!

Results are all that counts.

- In the 1950's Rosser Reeves created what he called "A hard-sell advertisement" to cut through all the clutter and drive the sales message home. It worked!
- Reeves created several hard-sell commercials for Anacin that he called "the most hated commercials in the history of advertising." But in 18 months they raised Anacin sales from \$18 million to \$54 million!
- It doesn't matter who you piss off – it only matters who you sell!

Fail forward!

Q. What's the secret of success?

A. Making great decisions.

Q. What's the secret to making great decisions?

A. Make as many bad decisions as you can – as quickly as you can – and learn from them!

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Quantity leads to quality.

The secret to coming up with the greatest ideas is to come up with lots of ideas! Go wild! Don't hold back! Just get into the habit of letting it flow! Set a time every morning for brainstorming as many ideas as you can come up with, make it fun and enjoyable to crank out huge quantities of ideas – *and you'll be amazed at the little gems that come out of this process!*

**The best marketing
techniques are aimed
straight at the lower
emotions of man:**

- * Greed
- * Fear
- * Dependence
- * Lust
- * Pride
- * Laziness
- * Jealousy

*Aim your marketing
messages at these lower
emotions and you can't lose.*

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The power of take-away selling:

- ✓ Nothing bothers people more than giving them something they really want – and then threatening to take it away!
- ✓ The more they want it – and the more they know you can take it away – the more sales and profits you will make!

Testing a lot of different ideas is the only way you will ever discover the things in your business that make you the most money.

1. You test a lot of different things.
2. Find the ideas that work the very best.
3. Then discover new ways to combine these “winning” ideas – while testing new ones.

Only the aggressive get what they want!

- You get what you aggressively go after!
- You must demand, not ask for what you want!
- Go after what you want like a hungry tiger goes after a piece of warm bloody meat!
- Remember, the squeaky wheel gets all the grease!

The million-dollar copywriting formula that never fails:

1. Write 2 to 3 times more copy than you need.
2. Just write fast – and cover every possible benefit and angle...
3. Do this until you're sick and tired and can't do it any more...
4. Then start SLASHING!
5. Tear your copy to pieces! Start chipping away at everything you have worked so hard to write – *until only the strongest copy survives!*

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Great marketing is evolutionary!

- ✓ One idea feeds another.
- ✓ One concept becomes the foundation for an even better one!
- ✓ Several great ideas are combined to create a powerful synergy that brings you millions!
- ✓ Weaker ideas are constantly being replaced with stronger ideas.
- ✓ New methods and strategies are continually being tested – and the BEST ONES are added to the mix.
- ✓ Combining all kinds of ideas that have absolutely nothing to do with your particular business! Looking around at all kinds of ideas other companies are using – and finding innovative ways to steal many different concepts they're using that are “norms” in their industry.

Wealth-Builder's Rule #1:

Make damn sure that the bulk of your income is not dependent on the number of actual hours you work. *After all, who makes more money – the brain surgeon or the rock star?*

Is it possible to be too aggressive with your marketing? **YES, but it hardly EVER happens.** 99.5% of the marketers out there are far too conservative. They never push the envelope! They are way too conservative... way too afraid... and that's great news for the few of us that truly are ruthless!

**Trail-blazing entrepreneurs
do not follow the rules!**

**We look for all the ways to go
under it... around it... over
it... or through it... We'll
find a way. And if we can't
find one – we'll make one!**

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Failure is the best education.

- Test a lot of different things.
- Set out to try **bold** things (on a small basis).
- And then never repeat what didn't work!
- The more you test – and fail – the better! Why? Because you will ultimately discover what works best.

Business and friendship DO mix!

- ✓ You should form a series of intimate relationships with key people who have great talents and skills that are complimentary to yours.
- ✓ This can bring you a great deal of pleasure – and help you greatly in the really hard times that come every once in a while.
- ✓ In time, these relationships will mean much more than just the money.
- ✓ And the deeper these relationships are – the more money they can make you and your business friends.

The less I understand something – the more I can sell it!

- Less knowledge means I don't get bogged down in the details. This makes it easier to sell the benefits and concepts behind the gizmo.
- Plus, less knowledge means I don't know any of the negative facts about whatever whiz-bang deal I'm pitching!
- I start to lose my ability to sell when I find out all the details!

**The art of being wise
is the art of knowing
what to overlook.**

- > Fight for focus!
- > Spend the majority of your time on the few projects that can bring you the largest amount of sales and profits.
- > Ignore the advice from those around you who do not understand the big picture!
- > Prioritize!

STEAL MORE!

- It's far better to be a gifted imitator rather than a brilliant inventor.
- You'll always do less work and make more money!

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You can never know the true value of something until and unless you compare it with something else.

This is a powerful marketing strategy that you must incorporate into all of your sales material. Find as many ways as possible to associate yourself, your company, and your products and services with other items that have the greatest value in the minds and hearts of the people in your market.

If you only knew just how apathetic people are when they read your sales material you'd be shocked!

- ✓ There are exceptions – but most people don't care! They have a great deal of unconscious (or even conscious) resistance against what you are saying.
- ✓ You must be totally aware of this – before you can develop the correct strategies to deal with it.

FREE GIFT!

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

“RUTHLESS MARKETING ATTACK!”

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

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

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

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ISBN 1-933356-13-8

\$9.95 US



9 781933 356136

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