

volume **16**

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  
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**The Best Ideas from the Powerful  
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For information address: M.O.R.E. Incorporated,  
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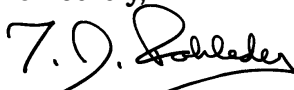
Dear Friend,

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

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

Here is the sixteenth 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 at the end.

T.J. Rohleder

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



**POWER and CONTROL. Jay Abraham says that people are “silently” begging to be led. That’s probably more true than not.**

- Selling is all about control and power. You must give people the illusion that it is their choice to give you their money – while telling them exactly what they must do... right now!
- The best marketers exhibit so much confidence that people feel safe around them. There is such a high level of certainty in every word they speak. This has a magnetic pull on fearful prospects. The best marketers don’t pussyfoot around; they tell you exactly what you must do right now. In fact, they are so bold as to command it!
- Plus, they do all the thinking for the prospect. They have all the answers!
- The goal is to make people feel like crap if they don’t give their money to you!

\* \* \* \* \*

**“The potential problem  
is always the same:  
Can you sell it, and at  
what price for how long?”**

*Paul MacAvoy,  
Yale Economics Professor*

This quote jumped off the page because I’ve never heard such simple words that were more true from a college professor! I was shocked! It seems so simple, and yet all entrepreneurs suffer from the fact that we fall in love with what we are doing and are blinded by our passion. We tend to suffer from the delusion that just because we love something – then so will many other people.

\* \* \* \* \*

**YOU CANNOT BE A SLAVE TO YOUR  
MARKET!** I love what Ray Kroc  
said: **“Selling is the gentle art of  
letting them have it your way!”**  
There’s a lot of truth to this! And in  
this model, it’s all about you!

Trying to find a balance between these  
two extremes is like walking on a  
razor’s edge! But this is exactly what  
you must do. If you lean too far on the  
side of “serving” your market – you  
become a “servant” (and nobody  
respects a servant – even a highly paid  
one). And if you move too far onto the  
“Ray Kroc side” of the fence, you run  
into the problem of trying to fit a  
square peg into a round hole. The  
more you make it all about you and not  
them, the more you turn away many of  
the best prospects into the loving arms  
of your most hated competitors.



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## **It pays to be paranoid!**

- ✓ Every marketing plan must factor in all of the things that could go wrong. *This is especially true when you are experimenting with new things.*
  - ✓ Asking and answering these questions will help you develop your strategies and minimize your losses.
-

“THINKING BIG” has become a catchphrase for many entrepreneurs, but “THINKING BROAD” is something almost nobody talks about. It’s just as important – if not more important.

*What is thinking broadly all about?*

Thinking broadly is all about trying to think things through from as many angles as possible, thinking conceptually, and looking at your business from the top down (instead of from the bottom up). You must see the “connections” that others can’t see.

**Human nature will NEVER change... People will always think that something they are going to get is better than what they have.**

- Thousands of years ago  
Socrates said: “Few love  
what they may have.”**
- What we do love or desire  
the most is whatever is  
slightly out of reach.**

**The creative mind  
will *STARVE TO  
DEATH* unless it is  
constantly fed a  
steady diet of new  
and interesting ideas.**

**What are you doing to  
feed your brain with  
these fresh new ideas  
on a daily basis?**

**Mantra of the visionary leader:**

**“If I’d asked people what they wanted, they would have asked for a better horse.”**

***Henry Ford***

This whole idea that we must “ask the customer what they want and listen closely” is a load of crap! People buy in an emotional vacuum. The only way to know what they really want is to test a lot of different things and then watch the numbers closely. Then develop new products and services around the things they bought the most (while continuing to test and track the results).

**“Advertising is what you do  
when you can’t go see  
somebody. That’s all it is.”**

***Fairfax Cane***

**All we are doing is trying to  
the best of our ability to  
replace a live salesperson.**

**We are using our sales  
materials and strategies to  
replace part or all of what a  
live salesperson does.**

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**Always be selling!**

**Just do it in such a  
way that only you  
know it!**

*\* Selling below the radar is  
a true art form! Only the  
best have mastered it.*

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**The key to making the  
largest amount of back-end  
profits is to OVER-DELIVER  
on your front-end fulfillment!**

**BLOW THEIR MIND! Make  
them say, “Holy crap! I can’t  
believe they gave me so much  
stuff (or such a great deal)!”  
Then – when you offer them  
your back-end package –  
they’ll buy like crazy!**

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**Value in = value out.**

**You can't  
expect to  
get value  
if you don't  
give value.**

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From master marketing guru  
Russ von Hoelscher:

**“Whatever tugs  
at their heart  
also tugs  
at their wallet!”**

Russ said these words to me when we  
were talking about the importance of  
coming up with a great emotional story  
behind every offer you make. The  
more real, raw, and true this story is  
– *the more money you will make!*

## **Answers come from action!**

Want more answers? *Take more action!* In fact, you must take MASSIVE ACTION! Move in a thousand directions! Test a million things as fast as you can. *Move damn it, move!*

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**Do EVERYTHING you  
can to make sure you are  
a welcome guest instead  
of an annoying pest!**

- > Make it feel that they  
came to you instead of  
you going to them!
- > People hate to be sold  
anything, but they love  
to buy!
- > The key: *You must do all  
you can to make it feel as  
if it was their choice and  
not yours!*

**One of the keys to becoming a great marketer is to put as much distance as you can between yourself and the day-to-day grind of your business.**

- Hire the most competent people you can find to run your day-to-day operations. Treat them well (including pay) and then let them take care of this vital but boring and energy-zapping part of your business.
- Then, think of your company as if it were a product on a shelf and market it accordingly.

**One of the most painful lessons I have had to re-learn is the simple truth that my business is a reflection of me and if it is to improve, then I must improve!**

It sounds so damn simple (too simple). This is the brutal reality we must all face – our companies are extensions of ourselves and the people who are a part of our management. All changes must come from the top down.

## **WANTS vs. NEEDS.**

What people want and what they need are usually two entirely different things...  
**This is one of the brutal realities of marketing.**

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## ***Go beyond your teachers!***

The answers that you discover by yourself are much more important than the answers that others have discovered and now want to teach you. Because of this, you must discover your own answers. *This is the key to becoming a marketing genius!*

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**“There is no great  
genius without a  
mixture of madness.”**

***Aristotle***

No totally sane... balanced...  
or completely rational person  
could ever start from scratch  
and make a huge fortune.

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**If you don't blow your own  
horn nobody else will!**

**The best marketers are  
masters of self-promotion.  
Like this or hate this (doesn't  
matter)... JUST DO IT!  
*And then do it some more!***

## Say “No!” more often and stay focused!

- New ideas are seductive! There are too many of these new and exciting ideas and NEVER enough time and energy to implement them effectively. All of the money (assuming you have a great idea and plan) is in the implementation.
- But doing the right kind of implementation is a lot of hard work. It's time consuming and energy draining. Each new 5-minute idea can easily take 500 long and hard hours to implement. So watch out! Say “No!” more often and you'll end up making more money!

**The dirty, dark side of most  
coaching programs:**

**They preach independence,  
but do all they can to  
breed total dependency!**

**“Everything you do must  
somehow connect with  
everything else you do.”**

***Nido Qubein***

Nido calls this “intentional congruency.”

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Wisdom from the greatest  
business guru who ever lived:

**“Because of the nature  
of business, it has just two  
functions, and only two:  
marketing and innovation.  
Marketing and innovation  
make money. Everything  
else is a cost.”**

*Peter Drucker*

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**All forms of  
personalization will  
*dramatically* increase  
your response!**

People love to hear the sound  
of their own name. That's  
why you must personalize  
everything like crazy! They  
must feel that "this is for me!"

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**“Many a small thing  
has been made large  
by the right kind  
of advertising.”**

*Mark Twain*

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**STOP** worrying so much about  
offending the minority and **START**  
worrying about selling the majority!

- ✓ The people you offend are not  
your target market. They  
wouldn't buy from you no  
matter what you do so forget  
about them!
- ✓ It's only when you **STOP** caring  
about the opinions of everyone  
that you can reach your fullest  
potential. Now you can say the  
things that your true prospects  
want and need to hear. *This lets  
you attract even more of the very  
best prospects who will end up  
becoming your very best customers.*

**Make it EASY for your prospects to give you their money by comparing what you offer with something very desirable that they already understand.**

- Most people have no idea of what they want until and unless you present it in the right context.
- You must paint the picture that you want them to see. Make it BIG and BRIGHT! Compare what you are selling with the most valuable items they want but can't afford. Then make them an offer they can't refuse!
- Your prospective buyers do not know what they want. Remember that. It's up to YOU to lay it out for them – and show them why it's in their best interest to give you their money – NOW!

## **Wisdom from the ages:**

- \* “Without business, debauchery.”

*George Herbert (1627)*

- \* “Standing pools gather filth.”

*John Clarke (1639)*

- \* “Ideas come from God.”

*Albert Einstein*

- \* “Idleness is the root of all evil.”

*George Farquhar (1707)*

- \* “Human nature is the same all over the world.”

*Lord Chesterfield (1747)*

- \* “When hope is hungry, everything feeds it.”

*Mignon McLaughlin (1963)*

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**A good headline will  
always answer the question:**

**“What’s in it for me?”**

Go back and read your headlines and  
body copy with the attitude of “So  
what?” or “Who cares?” Be as  
apathetic or skeptical as you possibly  
can. Then make changes accordingly.

> > > > > < < < < <

**Your unique selling position  
(USP) must be under  
constant re-development  
and refinement.**

**Your market is a moving  
target... constantly changing...  
always evolving... and you  
must grow and adapt with it.**

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## **\$100,000 a year for picking up dog crap!**

- One of the biggest things that convinced me to become fully self-employed was a story I read about a guy in Denver who was reportedly making more than \$100,000 a year for providing a service that went around picking up dog poop. In fact, the name of his company was “Pooper Scoopers.” He had crews of people that went from back yard to backyard and provided this service to people who did not want to do his messy work themselves.
- This story pushed me over the edge! I was greatly inspired and thought, “If that guy can clean up dog crap and make as much money as some doctors make – then what’s my excuse?” I didn’t have one! So I started my first business and within seven years... I was a MILLIONAIRE!

**It's not what you say, it's the way you say it that gets results.**

David Ogilvy in *Confessions of an Advertising Man* said, "I once used the word OBSOLETE in a headline, only to discover that 43% of the housewives did not know what it meant. In another headline I used the word INEFFABLE, only to discover that I didn't know what it meant myself."

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**Educational marketing is the best way to deliver any sales message because:**

1. It lets the best prospective buyers seek you out.
2. It empowers those buyers by making it appear as if it were their choice to come to you.
3. It lowers their sales resistance and lets them “sell themselves” on you, your company, or your products and services.
4. It makes people want to do business with you! They come to you ready, willing, and able to pay the premium prices you charge.

In short, this form of marketing makes the best prospective buyers in your market think and feel that it is their choice to do business with you.  
*They come to you already sold!*



**What people want is results!**

- > Instant, effort-free results!**
- > Big results for very small investments!**

**From the movie *Braveheart*.**

**“Knowing their minds is  
the key to the throne.”**

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volume

**16**

The best marketers are always the ones who are the most relentless in their follow-up activities. Once they attract a highly qualified prospect, they don't give up! They stay after them. They bug the hell out of them.

**They try to do anything and everything they can to get the sale!**

Bottom line: Most marketers give up way too soon. And because of it, they leave a lot of money on the table that could and should be theirs.

## **From \$25 to \$1,000 ...and they still paid it!**

- According to Howard Sounes' book, the poet Charles Bukowski raised his fees to read his poems from \$25 to \$1000 because he hated doing them and didn't think the clubs and universities could afford him at that price... BUT THEY DID. And the more money he got paid – the less respect he had for the crowds. Ultimately, he developed a genuine contempt for many of his fans and became very abusive during his readings. This became part of why even more people showed up to watch him!
- He told the crowd that he wanted all of them to hate him. He insulted them... cursed them... told them they were idiots... charged even more money... and yet they kept coming!
- In this respect, he was the first PUNK ROCK POET. The more he abused them – the more they kept coming back for more!

**A non-buyer is a non-buyer  
is a non-buyer!**

- **FREE leads suck!**
- **The prospects who  
respond to free stuff are  
the worst prospects in  
the world!**

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## Here are 7 new words that made one marketer huge sums of extra money:

A famous infomercial marketer was looking for a way to tap into the power of social proof. She knew that when people are uncertain about what to do, they tend to look outside of themselves and to other people around them to guide their decisions and actions. So she carefully went over her sales script line by line to look for selling messages that could use this powerful persuasion principle.

She came across the line that was used in almost every infomercial that said: “Operators are waiting; please call now,” and saw the flaw: IT WAS BORING! It was flat! It offered no sense of urgency at all. There was nothing unique about it. No drama. Nothing to convey excitement or any emotion.

So she added only one new word to the script and dramatically increased her response!

The previous six words were: “Operators are waiting; please call now!” her new seven-word call to action was: “If operators are busy, please call again!”

Think about the difference between these two sentences. The first one is flat – emotionless – and does not use any emotional triggers or paint any word picture. The second sentence tells a whole new story! It creates the illusion that so many people are calling that the phone lines may be jammed! This one small change made a big difference! Now people had the idea that if so many other people were calling in, maybe they should, too! Now they wanted it more because the illusion was that many other people were jumping onboard!

## When people pay – they pay attention!

- ✓ Stop giving your best stuff away.  
***Make them pay for it!***
- ✓ Charging premium prices for  
what you sell is one of the only  
ways you can get people to  
respect and appreciate you.

**My phone is a one-way  
communication device!**

**I own it. It does not own me.**

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**There is often a thin line between  
unbelievable success and total failure!**

- This is an idea you won't find in all of the "How to Be Super Successful in 30-Days" books... But you will find it when you study some good business biographies.
- Therefore – if you want the truth – read more biographies and less of the other books. The real truth can usually only be seen by looking in reverse. Only when you study all of the steps that led up to someone's ultimate success can you see this hidden principle of the thin line.
- The best examples are always the most extreme. So with that in mind, my best example for this "thin line" principle is Bill Gates of Microsoft. If it weren't for the fact that IBM was desperate to get into the PC industry in the early 1980s and a few other very small things (like the fact that nobody took Gates seriously), Bill would never have become one of the richest men in the world!
- The story of Microsoft is also proof of another great principle: *Luck is where preparation meets opportunity!*

## **Product fulfillment is a necessary evil.**

All of the fun and joy in business comes from all of the wild and crazy things you must do to get your prospects to hand over their money. You are similar to a politician who is on the campaign trail. You're making a million promises to get elected (getting their order). Then, when you do get elected, you sit back and say, "Holy crap! How in the world are we going to fulfill even half of the stuff we promised?!?"

• • • • •

**The best ideas are the ones  
that WON'T let go of you!**

- You keep obsessing over them for many months and sometimes even years!
- Unless you're a total lunatic who needs professional help, you must pay attention to these ideas that keep coming back to you.

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Let the numbers  
tell you what to do.

Or at least let them show  
you what is possible.

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**What is your long-term plan? Think about it. Get a clear idea of what you want more than anything else – and where you see yourself in the future – then keep those ideas, plans, and images clear in your head. Spend time thinking it all through. And keep sharpening your plan that can take you there.**

- \* This seems like common sense – and yet it's not! Many entrepreneurs cannot see past their own noses. The question of "What do you want more than anything else and where do you see yourself in the future?" is like speaking a foreign language! These entrepreneurs either suffer from open-ended, blind ambition, or they are addicted to solving the daily problems of their businesses.
- \* Don't make this mistake. Take time to figure out what you are best at and love to do more than anything else. Then start mapping out some general ideas on how you might get there.
- \* The future does not happen by accident! It will get here regardless of whether you plan for it or not. So why plan, plot, scheme, and work towards things you enjoy and want the most?

**Indecision that concerns an  
important matter is hell on earth.**

- > *With decision comes power!***
- > So stop riding the fence on  
important matters! Make a damn  
decision – set some new goals –  
and start working your butt off!**

**“Easy” is for  
losers and fools.**

The road to “easy” leads  
to nowhere you want to go.

*The reality never lives  
up to the fantasy.*

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**If you want your biggest dreams to come true – you must wake up!**

- The world is filled with wild-eyed dreamers. *That's great!* But it's only the beginning. Most of these people are lost in their crazy delusions. They'd rather dream than wake up and work. It's easier to dream.
- Please do not misunderstand me – dreaming is a very necessary part of the process, but it's only part of the process. Those who achieve the most are the ones who are both the biggest dreamers and the biggest doers!
- Work hard and smart.
- Dream big and work your fanny off!
- Stay motivated! Make sure your inner fire is always burning brightly! Do not let anyone (even yourself) put out your inner flame.
- Stay hungry! The more you eat and move – the hungrier you will stay!



**Obstacles are the things you see when you take your eyes off your goals.**

- ✓ Stay focused!
- ✓ What are your primary goals that are most important to you? What are you doing TODAY to achieve those goals in the BIGGEST way?
- ✓ You must have a clear and compelling answer to that question.

## In hard times – sell harder!

- Make better offers!
- Keep the pressure on them!
- Be even more relentless!
- No matter how bad things get – people will continue to buy.  
*However, they will only buy from the most aggressive marketers.*
- The most aggressive marketers will always get the money! The rest of the marketers will be forced to fight over the crumbs that fall from the aggressive marketer's table.

## **Fan the flames of your desire!**

Super-passionate  
entrepreneurs are not born,  
they are made! Yes, the  
feelings of passion,  
excitement, and enthusiasm  
can be created! It's not easy –  
and that's why so few do it –  
but it can be done!

**"Success is largely a  
matter of hanging on,  
after others have let go."**

***William Feather***

**It's true! When you carefully study  
the lives of those who achieved major  
success – you'll find that persistence,  
determination, tenacity, and total  
commitment to achieving whatever  
they set out to do was the real  
secret to their eventual success.**

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**Where's the money you want next month going to come from?**

- **Answer:** From the things you do TODAY and tomorrow!
- You must spend more time planning and strategizing. Think. Plan. Plot. Scheme! All the money you want and need is out there just waiting for you – but it's not going to come to you automatically. You must develop the most aggressive offense strategy that you can consistently execute – if you want huge sums of money to come your way on a consistent basis.

“Every crowd has a silver lining.”

*P. T. Barnum*

**A man who knew!**

## **The secret of blocking your time.**

I have only recently begun working in 30-to 45-minute blocks of time and find it so liberating! You will, too! This is magic... try it! Just get yourself a dirt-cheap timer and begin working on all of your projects for only 30 to 45 minutes or less. Take a lot of breaks.

This lets you start and work on all of the HUGE and FRUSTRATING JOBS that you have been putting off. Now all you have to do is go at it for 30 to 45 minutes! You don't have all the pressure of finishing it or figuring everything out. All you have to do is figure out what to do for the next 30 minutes! What a load of pressure that removes!

*Try this.* It **works!** You'll end up getting more done and everything you do will be better and you'll enjoy it more because now it's much more of a game or challenge instead of work.

**A leader is anyone who has followers.  
Conversely, regardless of title, you  
cannot be a leader without followers!**

- \* If you have people under you – but no followers – then you are a manager, not a leader.
- \* A leader is someone who inspires other people. Someone who makes people want to do more! Someone who makes them feel excited! Someone who helps them feel better about themselves.
- \* Think about the leaders who have touched you in the deepest way... The ones who have played the most vital role in your life... Who have influenced you the most... Who have inspired you greatly... Then ask yourself: “What qualities did they have that made such a huge difference and impact in my life?” Create a list of these qualities. Think! Visualize those leaders... and then find as many ways as possible to model their actions.



## **POWER OF TRUST:**

**“The only relationships in the world that have ever been worthwhile and enduring have been those in which one person could trust another.”**

*Samuel Smiles (British author and biographer)*

Samuel was right! At the end of the day, the only thing that really matters is trust. That's it! This is especially true in today's increasingly paranoid world.

People are more skeptical today than ever before. And they are super frustrated! Why? Because on one hand the increased competition has fanned the flames of their desires. Yet, on the other hand, they have less trust than ever before. This dual tug-of-war going on inside of them is driving them crazy! Or should I say “crazier,” because – when it comes to matters of emotion – people have always been crazy!

You cannot ignore the insanity of your marketplace, the darker aspects, the craziness, the frustration, and the confusion. The push-and-pull emotional aspects... These are the things that cause the BIGGEST PROBLEMS and also create the BIGGEST OPPORTUNITIES!

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Oliver Stone's dad died before his son became successful, but on his deathbed he had these words of wisdom for his son:

**"You'll do all right. There'll always be a demand for great stories and great storytellers."**

All of our prospective buyers love a great story... So it's up to us to create these great stories that move them emotionally and help us **SELL MORE OF OUR STUFF.**

## **The purple cow!**

Seth Godin says that most products, services, and companies are like brown cows... On a country drive you will notice the first brown cow you see, but after seeing hundreds of them – they will no longer catch your eye. However, if on the next curve you see a purple cow, you will absolutely notice it!

**The message: You must continually introduce “purple cows” to STAND OUT and get the attention and interest of the very best prospective buyers in your market!**

Some wise person once wrote:

**“Whenever I want to fully  
understand something –  
I write about it.”**

This is a brilliant quote! The very  
act and process of putting words on  
paper can teach you so many things –  
and deepen your understanding about  
the things you already know about.  
*To teach really is to learn twice!*

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**Albert Einstein once said, “If I can’t see it  
– I don’t understand it.”**

**This was brilliant!**

Let this quote from Einstein be your wake up call to do everything you can to make your best prospects see what you want them to see!

How will you make them see it? Here are a few ideas:

1. Add more charts and examples.
2. Show before-and-after comparisons or problem/solution charts that perfectly illustrate the advantages you offer.
3. Tell more stories! Tell stories that move people emotionally. Stories that make it easy for them to say, think, or feel: “That’s me!”
4. Use more metaphors and analogies that compare the things they know about with the main benefits and advantages of whatever you’re selling.
5. Utilize more video! Let them click onto your Internet movies and watch – rather than read.
6. Offer them the chance to participate in activities that make them feel connected and involved.

Does all of this sound way too hard? Maybe, but consider the end reward. Imagine how great it will feel if you were to INSTANTLY double your sales and profits in the next 60 days. *Wouldn’t that be great?* Go ahead... Picture yourself doing this – RIGHT NOW!

**Business is a very jealous  
and demanding wife  
who wants much more  
than you can ever give!**

- **The more you give her –  
the more she wants!**
- **She will suck the  
life right out of you...  
*if you let her.***

**The days of trying to make  
money in direct response  
marketing without using sales  
professionals – to follow-up  
and close sales – is over!**

*It is amazing to me that we were  
able to run our business without  
salespeople for so many years...*

Even more amazing that others  
are still trying to make it without  
salespeople who follow up, close  
(with more pressure), and build the  
all-important personal relationships  
that make all of the upselling  
and re-selling so much faster,  
easier, and more profitable.

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**If you don't toot  
your own horn –  
nobody else will!**

**And if they did – they'd  
never do as good of a job.**

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## A big fat lie that you have bought into.

A lot of businesspeople have bought into the idea that stress is bad or dangerous... But that is a lie! Yes, we have all been lied to and didn't even know it. Stress is a good and necessary thing. It's strain that kills – not stress (remember that). This is important because you must push yourself harder! The stress is a great thing! Just be sure you pull back... rest... and re-charge. Too much stress without plenty of intervals of rest leads to strain.

*So many people who believe that  
“stress is bad” never push themselves  
hard enough and never achieve  
the success that could be theirs.*

## Start buying more stuff... **RIGHT NOW!!!**

The more stuff you buy – the more money you can make! I'm serious. This is not a joke. If you truly want to crawl inside of the minds and hearts of your average prospective buyer – you must continue to buy the same stuff that he or she is buying! Or at least buy as many things as possible (via direct response marketing) from an ultra-competitive marketplace where each company must chase after you!

When you buy a lot of stuff from the market you sell to – or an active marketplace that you are very interested in – you re-experience the RUSH and the THRILL of buying! You begin to remember how it feels to be a rabid buyer! Or if you never have been a rabid buyer – you experience it for the first time. This is an important key to fully understanding the emotional side of the marketing process. By doing this, you begin to put yourself into the shoes of the people you sell to. Buy enough stuff and you will (hopefully) become a rabid buyer yourself! *This will make you a much better marketer!*

## **The people you surround yourself with are EVERYTHING.**

**I hope you know this. It's not just some sweet-sounding words. The right people can be worth a HUGE and GROWING FORTUNE to you!**

**You must find people who have these qualifications:**

1. They are very smart.
2. They care deeply about themselves... their family and future... and you and your business.
3. They are stable and honest!
4. They have complementary skills and abilities.
5. They are long-term players who see the big picture.
6. They are teachable and willing to do whatever it takes.
7. And they must be likeable! Yes, you must like... and even love them! The more you care deeply about them and enjoy working with them (hopefully they feel the same way) – the more money you will both end up making!

**In the end, the money is nice – and even vital to our businesses – *but surrounding yourself with the right people is priceless.***

**You should willingly pay more money per unit if it takes less cash. It took me years to learn this because I was greedy and stupid. For many years I ordered everything in the largest quantities – just so I could get the cost per unit down. The thought of paying more drove me crazy! *And yet, I ended up with huge warehouses filled with all kinds of crap that never got used.* The only winner was my suppliers.**

The secret is to keep your cash flow flowing and not sitting around in some building somewhere. It sounds so damn simple, doesn't it? Too simple! And yet, I see so many other fools like me who are constantly into their suppliers' sales pitch that goes something like this: "If you order 1,000 it will cost you \$5 each, but if you order 3,000 – I can knock the price down to \$3.75 each. And that's a savings of \$1.25 on each widget!" This sales message is aimed directly at our greed and stupidity!

**Nowadays I am much more willing to pay premium prices for smaller quantities because my cash flow is the most important thing – NOT my cost per unit.**

**Advertising genius David Ogilvy's  
secret for building successful  
businesses and exciting lives:**

Advertising agency empire-builder David Ogilvy had a tradition of welcoming new executives with a gift of five wooden dolls, each smaller than the other, one inside the other. When the recipient finally gets to the fifth (and smallest) doll, and opens it, he finds this message: "If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, we shall become a company of giants!" (Taken from Dan Kennedy's book *The Ultimate Success Secret*.)

**David is right (Thanks, Dan)! *This truly is the ultimate secret for building your successful business!***

## **The amazing power of T.T.R.**

The single greatest FORMULA for destroying ALL of life's obstacles, all causes of personal unhappiness, and all financial and business challenges is to... take total responsibility.

- The more you blame other people or situations – the less power you have.
- The more you depend on other people for your own happiness and value – the less power you will have.
- The more you depend on others to make you prosperous – the less prosperous you will be.
- The more you depend on others to inspire and motivate you – the less you will be inspired and motivated.

One of my favorite quotes came from the transcripts of a speech that Ernest Holmes gave in the early 1900s:

**“I used to think that other men were great – then I got off of my knees!”**

I read that quote – loved it – and tattooed it deep into my brain! And I realized this simple truth: it is wrong to place too much importance on anyone. See the greatness in certain qualities they have or in certain actions they take, but never think of them as great.

Success leaves clues and when you study the lives of all super-successful people – you will discover that they never did it by themselves. **There was always a group of people behind and sometimes in front of them – every step of the way.**

It's the unique combination of the talents, skills, experience, support, and guidance of all of those people that made the biggest difference. Without these people – and everything they brought to the table – the “superstar” at the top would have never made it. *Or at least they would have never made it on such a grand scale.*



## **Trust must be earned.**

- ✓ You must plan, strategize, and then work hard to gain the right peoples' trust.
- ✓ Anyone who blindly trusts anyone else is a fool. Everyone is suspect. Always. People must prove to you that they can be trusted.
- ✓ But once you do have someone's trust – you possess the most powerful form of leverage in the world of business! This is especially true if you have earned a high level of trust with HUGE numbers of people!

## The bad news sandwich!

- Always layer at least two slices of good news around your middle of bad news.
- Customers can handle the bad news a lot better when you re-frame it with some good news. Whenever we have to do this – our letters always start out with this headline: “Good News – Bad News – Good News... and Even More Good News!” Then we simply find 3 good things that we can use to put a nice spin around whatever we are selling.
- This simple formula makes it so fast, simple, and easy for us to deliver the bad news to our customers – and make them feel good about it!

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**Why do you do what you do?**

The why is more important than the how. Memorize that. Make it your mantra. Then ask yourself this one life-changing question: “What is my ultimate mission in my life and business?” Go ahead – write that question down... now! **Stop reading and write!**

---

**Metaphors are the language of the creative mind. We all think in word pictures... and metaphors are the language of creating these mind pictures. A metaphor that can instantly BOOST your sales and profits:**

- > I hate spinach – but I love spicy spinach dip!
- > Spinach by itself tastes like crap! It might be really good for you, but if you can't stand the taste – then you will not be able to eat very much of it! But when you mix it with some really spicy cheese sauce – you end up with something really delicious!
- > The products and services we sell are like spinach. They are good for the people we sell to, but they are boring at best... Very unattractive to buy until and unless we mix them with something exciting! Once we do that, people will love what we sell. Without this “something extra” our sales will always be weak.

**The last thing you  
ever want is happy  
customers!**

- Happy customers are not RABID buyers.
- A happy customer is satisfied, and satisfied customers do not buy additional and related products and services.

**“I am seeking, I am striving,  
I am in it with all my heart.”**

***Vincent Van Gogh***

**Keep dreaming those BIG  
DREAMS! Always let your  
reach exceed your grasp!**

**Keep hope alive!**

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**The secret of success can be as simple as building your entire business around the ultimate lifestyle you most want to live.**

Simple... but not easy. Of course, all of the most fulfilling things in life and business are also the ones that tend to be the most difficult (at least part of the time).

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**14 QUESTIONS in every prospective buyer's head that you must answer in the right way or lose the sale:**

1. Who are you?
2. What do you do?
3. How do you do it?
4. Why does what you do or advocate matter?
5. Why should I listen to you?
6. How are you different?
7. Why do I need you?
8. Who else have you worked with?
9. How long will it take?
10. What if I'm not happy?
11. How much will it cost?
12. How do I know I can trust you?
13. Why should I do this now?
14. What's the worst that can happen to me if I don't do it?

*The best prospects feel they have seen and heard it all a thousand times before! Find and develop unique ways to answer all 14 of those questions... and the sale is yours!*

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Most yes/no questions are answered,  
“No!” *So stop asking them!* Be  
creative! Get them to talk and keep  
trying to back them into a corner.  
Remember, there is a very real battle  
that takes place whenever you are  
trying to sell something to someone.  
They are afraid and their fear makes  
them hold on tightly to their money.  
It’s up to you to win their trust, melt  
their fears, and stimulate their desire  
to own whatever you’re selling.

**Each sale is a battle  
that you must win.**

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**A professional  
manager's secret:**

**Fewer  
Expectations  
=  
Fewer  
Disappointments!**

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## Attention marketing veterans – here's one for you!

- ✓ It's nice to surround yourself with newbie marketers who are coming of age and realizing their own power. The enthusiasm and passion those people bring to the table is inspirational! It reminds you of the way you used to feel when you were getting started – and it helps you to remember all that is good about this wonderful profession!
- ✓ But please remember: Being a marketing veteran has the greatest advantages. How? Why? Because you know how to solve problems and create and develop amazing solutions that the less experienced do not know how to solve. Your knowledge, skills, experience, and track record give you enormous amounts of REAL CONFIDENCE. And remember this great quote from George Herbert: “Skill and confidence are an unconquered army!”
- ✓ So with that quote as your mantra – get out there and fight!

The killer disease of the 21st Century:

**“Information OVERLOAD!”**

People are absolutely positively OVERWHELMED with too much information... and they can't take one more idea or sales pitch! Many salespeople and marketers confuse information with communication. They try to tell them too much, too fast, and it's all information that means something to the marketer but it's not necessarily perceived as IMPORTANT to the prospect.

**“Greed is usually the  
greatest obstacle to success,  
right after selfishness.”**

*Mick Mars  
(lead guitarist for Motley Crue)*

You must strive to take very good care of  
all the people who take good care of you!

This sounds so basic... but it's just one  
more area that's not commonly  
practiced. When you do a good job of  
taking care of all of the people who  
take good care of you – you'll separate  
yourself from your competitors.

## **A good metaphor is a shortcut to instant understanding.**

- Mastering the art of metaphors will help you sell more stuff to more people. This is your ultimate tool for making complicated things very simple.
- The key is to find the most powerful comparisons that your prospect can relate to.

**Most people have  
completely given up their  
search for the truth and are  
now simply looking for a  
really good fantasy they can  
hold onto and believe in.**

**This is not a joke! It's  
funny – but there is some  
genuine truth here that you  
must understand and accept  
if you want to appeal to  
your prospective buyers in  
the most effective way.**

Which is better: **POSITIVE**  
or **NEGATIVE** thinking?

**Answer: BOTH!**

There is great power and weakness in being too positive or negative. You must see the supreme value in both!

- There are many times that negative thinking will take you so much further than thinking positively and vice versa.
- The worst number in life and business is – and will always be – the number one. Dual qualities are essential. More than one skill is necessary and the greatest of abilities are flexibility, resiliency, and pliability. *That way, you can bend like crazy without ever breaking!*



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**The fastest and easiest way to create instant profits in your business is to sell your best customers a higher-level version of something they have already bought.**

People always want more of whatever they bought before. *Remember that!* The best upsell opportunities will always be when you can give your customers something that is very closely related to the things they have already spent their money on.

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## Money and sex!

**“Money, it turned out, was exactly like sex; you thought of nothing else if you didn't have it and thought of other things if you did.”**

*James Baldwin*

- James is right! When you have enough money – you quickly realize just how unimportant and unfulfilling it is.
- The only reason you need a lot of it is in case you get old and don't die!

## **This is brilliant!**

When asked how he dealt with the 14 years of drought in his career when nobody was calling... and the parts he was being offered SUCKED... John Travolta said, “I never stopped believing in myself – no matter what other people said about me or my future.”

In fact, when I heard that John said this – I instantly recognized it as one of the most important qualities that all of the great entrepreneurs possess.

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305 East Main Street  
Goessel, Kansas 67053-0198  
620.367.2600

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