

50 IN 50.

BY T.J. ROHLEDER
AKA AMERICA'S
BLUE JEAN MILLIONAIRE



**"50 of the Greatest Things
Learned in My First 50 Years
of Life and How They May
Be Vital to Your Success."**

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Dear Friend,

This small book contains 100 of the very best ideas I have ever learned about success and money. I hope you enjoy and prosper greatly from them.

To celebrate my 50th birthday, I thought it would be a fun idea to put together a list of my 50 greatest money-making secrets I have learned in my first 50 years of life! Well, I couldn't stop at 50 secrets. Besides, one of the greatest secrets I've learned is to always strive to give people more!

So, in the spirit of giving more – and to celebrate my 50th birthday by giving you more – I offer these 100 powerful ideas to you. ENJOY!

Sincerely,

A handwritten signature in black ink, appearing to read "T.J. Rohleder", with a stylized flourish extending from the end.

T.J. Rohleder

www.RuthlessMarketing.com

There are only 3 ways to build a business:

1. Get more customers.
2. Sell more high-ticket items – for bigger profits.
3. Sell more often to your customers!

**Almost all million-dollar
marketing ideas are
transferable from one
business to another.**

50 IN 50.

**Selling is the art of
proving that what
you have to offer is
worth far, far MORE
than the money they
must give up.**

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**CREATE
IRRESISTABLE
OFFERS!**

**“I want to create offers that
are like heads of fresh
lettuce that are thrown into a
pen of starving rabbits!”**

(I wrote this in 1997.)

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Think on paper!

The very act of
putting your ideas
on paper forces
you to think!

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***Blur* the lines
between
your work
and play.**

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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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Less is more.

**It's far better to be a
master at 2 or 3 things –
than to be average at doing
a whole bunch of things.**

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The real business
is between our ears
and in our hearts –
not in the office!

* * *

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**A strong risk-reversal
offer takes a lot of
courage, but this can
make you super rich!**

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**“I have a lot of
competition, but
ZERO competitors!”**

Kerry Thomas

50 IN 50.

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**Test new ideas...
but never stray too
far away from the
winning formulas
that have been
proven to be the
most successful in
your marketplace.**

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**All this talk about
retirement is nonsense!**

**Work gives our lives
purpose, meaning, and
structure. Stop telling me
to take it easy... *I'll have
eternity to take it easy!***

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The question all marketers
must constantly ask:

What's next?

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Jump – and the net will appear!

- ✓ **Make the commitment first.**
- ✓ **Set the deadline!**
- ✓ **Run the ad – then
scramble to put the
fulfillment together!**
- ✓ **Make BIG PROMISES
to groups of customers –
and then scramble to
make them real!**
- ✓ **Do whatever you can to
force yourself to do more!**

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**Salespeople get paid
to hear the word “no!”**

**A “no” does not
mean “no” to the
aggressive person
who wants the sale!**

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**Take good care of
the people who take
good care of you!**

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**Your best work
is still out there!**

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**Better to strengthen
your back than to
lighten your load!**

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**All growth comes from
consciously living outside
of your comfort zone.**

**If you're not doing things
on a regular basis that scare
you just a little (or a lot!)
– you're not growing.**

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**More business
problems are created
by indecision
than bad decision.**

*Go ahead and take massive
action! Try many different
things and fail and learn from
all your mistakes while
daring big and failing again
and again!*

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**Spend more money – to
close more sales!**

- 1. You can't go wrong if
you are spending this
money on super
qualified prospects.**
- 2. You are selling big ticket
items with good margins.**

In some cases (as long as
your percentage of conversion
is going up) you can't spend
too much money!

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Most marketers are weak.

- * They quit way too soon.
- * They are too worried about offending their prospects or customers.
- * Or, they simply don't know that there is a great deal more money laying on the table that could and should be theirs – if they simply went after it more aggressively and then stayed after it until they got it!

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**Your business is like a
bicycle. Either you keep it
moving or you fall down!**

- Keep searching for your next big winner!
- Keep finding better ways to give your customers and prospects what you know they want the most!

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Create as many
“businesses within
your business” as
you possibly can.

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**Get your
best offer in
front of more
people and
follow-up
like crazy!**

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**The best product
does not always win,
*but the best marketing
always does!***

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**All business is
*show business!***

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**Your best customers
are like fires. They
go out if unattended.**

- The key word is
“relationship.”
- The better they “feel”
about you – the more
money they will give you!
- Remember, the fire never
dies as long as you keep
feeding it!

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Many people think nothing of spending \$60,000.00 to put their teenage son or daughter in college for 4 to 6 years so they can become a nameless, faceless middle managers and make enough money to drive a nice car and live in an upper-middle class neighborhood.

Those same people will totally freak out when asked to cough up \$3,000.00 for a marketing seminar that is designed to show them how to make millions of dollars.

Why is this?

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**“What are you
willing to do?”**

The answer to these
six words will
determine how much
money you will
ultimately make.

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Rock star or brain surgeon?

Your time is the most precious commodity you have. *So why would you want to sell it for any amount of money? Don't do this!* Find as many ways as you can to make money that have little or even nothing to do with the amount of time you put into it.

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**What is the best way to
deepen your relationship
with your customers?**

- > The answer: hold
seminars, tele-seminars,
workshops, and other
“training” events that bond
with them by showing
them that you care and
really want to help them.**
- > You can also do this
through the careful
creation of all kinds of
information products that
are sold or sent to them.**

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The only 3 ways to make money:

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

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

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

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

“Business is always a struggle. There are always obstacles and competitors. There is never an open road, except the wide road that leads to failure. Every great success has always been achieved by fight. Every winner has scars. Those who succeed are the efficient few. They are the few who have the ambition and willpower to develop themselves.”

Herbert N. Casson

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

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

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

50 IN 50.

Hard work is good for your soul.

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

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More problems = more action!

So bring it on, baby!

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

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Delegate your weaknesses.

**Focus on
your strengths.**

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The 10 main things that made us millions:

1. We knew the market – before we started our business.
2. Previous business experience.
3. Partnership of two very different people.
4. Fell in love with our business.
5. Focused on serving customers.
6. Help from experts.
7. Help from many others!
8. Learned the art and skill of developing products and offers.
9. Learned how to develop front-end and back-end marketing systems.
10. Strived to give our customers MORE than they received from our competitors.

(From our 10-year anniversary seminar in 1998.)

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Never Fear Objections.

Don't hide! Be upfront about the skepticism you know they feel... Bring up the biggest objections yourself. Then overcome them one by one. You'll win their trust and respect – and you'll get their money.

The best prospects have major objections that must be faced head-on and not skated around.

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**The pain
of discipline
hurts less
than the pain
of regret.**

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**You have to *roll*
with the punches!**

**Keep getting up –
every time you get
knocked down.**

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Are all highly-successful entrepreneurs a little crazy?

**Maybe, but one thing is for certain:
almost all of them tend to be very
creative. The symptoms of creativity
are also directly related to insanity!**

Check it out for yourself:

CREATIVITY

High energy
Heightened senses
Eccentricity
Emotional expressiveness
Spontaneity
Risk taking
Single-mindedness
Unusual perceptions
Visions
Big ideas
Fluency of ideas
High standards
Feelings of giftedness

MADNESS

Mania, insomnia
Mood disorder
Erratic behavior
Emotional volatility
Impulsiveness
Recklessness
Obsessiveness
Distortions of reality
Hallucinations
Grandiosity
Flight of ideas
Perfectionism
Narcissism

**The more you think about this, you'll
realize that all great entrepreneurs
definitely have all of the symptoms on
the left-hand side of this chart!**

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STOP LOWERING YOUR PRICES!

Low prices are reserved for people who cannot market themselves effectively. If you're competing on price, you haven't established enough value in the minds of your prospective customers. It's up to you to prove – without a doubt – that the best prospective buyers in your market should be giving more of their money to you. Marketing is all about differentiation, but it's up to you to create those perceptions of difference in the minds of the people you most want on your customer list.

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Strive to be more “human” in
all of your communications.

✓ Be real!

✓ Be raw!

✓ Be imperfect!

*Let them feel what you feel and
see the REAL person behind the
words they are reading.*

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Learn by doing.

**You can't let a simple thing
like the fact that you've
never done something or
don't know how to do it
stop you from doing it.**

**The fact that entrepreneurs
are willing to boldly step out
and face the unknown – and
figure it all out as they go – is
the one thing that separates
them from everyone else.**

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The front-end
builds your list,
but the back-end
makes you rich!

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The #1 reason that the most solid businesses begin to decline is simply because they STOP doing the things that took them to the top.

- They lose their edge.
- They lose their focus.
- They lose their hunger.
- They lose the boldness and creativity they had when they were struggling their way to the top. They become conservative and complacent. Now they are easy targets for all of the others who are just like they once were!

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**“You can’t kill an
elephant with a BB gun!”**

Bill Glazer

People are trying to get
HUGE results with a small
amount of effort and expense.

YOU CAN’T DO IT!

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SPECIAL
BONUS
50 **SECRETS**

50 IN 50.

**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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**Strive to make your offer
so attractive, compelling,
and irresistible *that only
a lunatic would say “No!”***

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“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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The 4 laws of self teaching:

1. *You are your greatest teacher.*
2. You can learn anything you want to learn.
3. You must take total responsibility for everything that happens to you.
4. Experience + Reflection = Wisdom!

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The great Olympic runner,
Steve Prefontaine said:

**“There may be men
who can beat me –
but they’ll have to
bleed to do it!”**

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**Step out
in faith –
and figure it out
*as you go!***

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**Do everything
possible to shift
the power and get
them to chase you –
*rather than you
chasing them!***

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P. T. Barnum-ize every offer!

- Big!
- Blow it up!
- Bold!
- Explosive!
- Wow them!
- History making!
- Whiz-bang!
- Hype it!
- Jazz it up!
- Make it rock!

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**Fight like hell,
but choose your
battles wisely.**

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**If the desks are too neat and
clean... and the people all
look relaxed... the company
is in BIG TROUBLE!!!**

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Happiness is...

**a never-ending stream
of positive cash-flow!**

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Retirement = Death.

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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.
-

50 IN 50.

Stop waiting for inspiration!
Instead, you must get up
every morning with the
determination to press on –
and do creative work – even if
you don't feel like it. Your
motion will create the emotion.

“Most of life is routine – dull
and grubby – but routine is
the momentum that keeps a
man going. If you wait for
inspiration you'll be standing
on the corner after the parade
is a mile down the street.”

Ben Nicholas

50 IN 50.

**You serve yourself
best – *when you serve
others the most.***

A good swipe file can make you a ton of money!

- > Use it to jump-start your thinking.
- > Get new creative ideas that you would have never discovered without it.
- > It's a brainstorming tool – if you realize that all great selling ideas can be transferred from one product, service, or business to another.
- > In other words, the ideas that are or have brought in a ton of money for one person or company can be worth a fortune to you!

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Sell yourself first. Bond with them. Then sell your stuff!

- ✓ It's so much easier to sell things to people AFTER you make a strong connection with them.
- ✓ You must break down their sales resistance before you start pitching to them.
- ✓ Honest Abe knew this:
"If you would win a man to your cause, first convince him that you are his sincere friend."

Abraham Lincoln

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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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**Life, love,
and business
favor the bold!**

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**Love will find a way
– indifference will
find an excuse.**

✓ Learn to love the things
you do that bring you
the largest number of
sales and profits!

✓ Love makes all burdens
light. This is the key to
doing your best work!

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50 IN 50.

**“The road to excess leads
to enlightenment!”**

William Blake

(A man who pushed the envelope!)

- ✓ You never know how far you can go until and unless you push yourself way too far!
- ✓ You push it hard – until it breaks – then fix it – then push it even harder, until it breaks again!
- ✓ Whoever said, “Don’t bite off more than you can chew,” was wrong! The secret to wealth is to constantly be involved in way more projects than you can possibly handle! You must boldly push beyond your limits in order to expand them. The higher you climb, the more you can see...
SO KEEP CLIMBING HIGHER!

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**Whoever owns the
BIGGEST and
MOST RESPONSIVE
mailing list is king!**

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50 IN 50.

**The true art of selling is to
make people feel that they
are the ones chasing you!**

**To be very aggressive with
your marketing without
appearing like you need or
even care whether they do
business with you.**

50 IN 50.

**Catch yourself on fire
and they will come to
watch you burn!**

Winston Churchill said it best:

**“Before you can inspire
with emotion, you must be
swamped with it yourself.”**

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Wise men have
many doubts.

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Database marketing in 3 words:

1. Segment

2. Concentrate

3. Dominate!

50 IN 50.

Never give up!

I read somewhere that...

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

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

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

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

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Breakdowns can lead to breakthroughs!

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

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**Getting rich and staying
rich are two entirely
different things.**

**They require a
different set of skills.**

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

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

50 IN 50.

Your best will continue to get better!

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

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

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

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

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“Selling is a performance!”

Dan Kennedy

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

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

If it is to be
it is up to me.

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Remain
open,
flexible,
and curious.

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**Customers go where
they are invited –
and stay where they
are appreciated.**

50 IN 50.

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The door will
always be open to
the person who can
make money for others.

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**There's an easy
way and a hard way
to do something.**

Only a fool chooses the hard
way just for the sake of doing it
hard. The smart person strives
to keep it as easy – simple –
and manageable as possible.

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Relationship Marketing:

**Win their hearts –
then win their
pocketbooks!**

—— \$ \$ \$ ——

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**Always have your
next project waiting
in the wings!**

* * * * *

50 IN 50.

**Problems contain massive
amounts of energy. The
same problems that kill some
people – cause others to
shoot straight to the top!**

**The pressure from the
problems should be used to
create the solutions!**

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Many people are too smart to get rich. Their intelligence is a trap. They use all their mental powers to find and focus on all the obstacles – rather than the outcomes.

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**If you always
think the way you
always thought...
you'll always get what
you've always got!**

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**If your customers
want to buy rocks...
then start digging!**

Most marketers are trying too hard to sell people the things that they want to sell... **instead of just selling what their market wants to buy.**

Seasoned marketers are the most guilty of this. They believe their marketing skills are powerful enough to sell anything to anyone!

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Another powerful “secret” from Dan Kennedy.

On Dan’s “Renegade Millionaire” program he says:

**“You must work on yourself
as hard or even harder than
you work on your business.”**

I instantly pulled my car off the road, wrote this down, and have been thinking about it ever since. You should, too. There is so much truth in this one statement – especially if you have been in business for many years. So many seasoned entrepreneurs tell me in private that they have lost their passion for the business that they once had. I’ve felt this way, too. When you reach this stage in your entrepreneurial life, working on yourself becomes even more important. *You must keep finding all kinds of ways to fire yourself up and keep the flames burning hot!*

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**The more HONEST and
OPEN you are with your
customers, the more
BONDED they will be to you
and the more they'll buy!**

**People are sick and tired of all the
phony-sounding B.S. out there.
THEY DON'T TRUST ANYONE
ANYMORE. They are looking for
something "REAL" and want to have
a relationship with you. The more
you do to tell them your carefully
crafted "personal and private"
details, the more money you'll make.**

Try this and prove it to yourself!

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**When people pay –
they pay attention!**

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Great Marketers are Hunters.

**We are happiest when we're
on the hunt. The bigger the
hunt – the happier we are.**

*We must be reaching all the
time. All is well as long as
our reach exceeds our grasp.*

50 IN 50.

Here are 50 Secrets That Can Make You Super Rich! *Plus, a Second Batch of 50 Secrets as a FREE Bonus!*

My 50th birthday is a time of great reflection... So I committed to creating a list of the top 50 things I've learned about making money and business. I started with a list of hundreds of my favorite ideas and boiled them down to the top 50. Then – because I couldn't stop – I decided to give you 50 more for FREE. These truly are the greatest tip, tricks, and strategies I have discovered so far. I hope you benefit greatly from them!

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T.J. Rohleder is a direct response marketing expert who has generated many tens of millions of dollars worth of sales with the

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