

How You Can Make a Fortune...

SELLING

INFORMATION

BY MAIL

**A STEP-BY-STEP GUIDE
TO PUBLISHING
AND MAIL-ORDER
PROFITS.**



By Russ von Hoelscher

Author of the International Bestseller,

"HOW TO ACHIEVE TOTAL SUCCESS!"

FREE BONUS BOOK...
1,219 Marketing Ideas
You Can Use to Get Rich!
By T.J. Rohleder

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This Special Edition book is dedicated to Russ von Hoelscher, who wrote the first edition in the late 1980's. As you will soon see, he is a true genius when it comes to getting rich by selling information. He has helped thousands of people and my wife, Eileen, and I make millions of dollars with the secrets in this great book. He can help you make a lot of money, too. I am proud to bring this wealth-making classic book into print (along with a Bonus Book of my own in back).

I sincerely hope you will benefit greatly from it and that someday you will be in the position to personally meet and thank Russ von Hoelscher for writing this book.

—T.J. Rohleder

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The book you are holding in your hands is actually two books in one.

BOOK #1: Russ von Hoelscher's Classic Book: "Selling Information By Mail"

BOOK #2: The Fourth Edition of my book: "1,219 Powerful Marketing Ideas You Can Use To Get Rich"

I hope you will use both of them to make HUGE sums of money for the rest of your life!

Does that sound good to you?

Would you like to make huge sums of never-ending money that keeps growing bigger and never stops?

Or does this sound like a fantasy — something you can only dream of?

If you said, "YES!" to the above paragraph — I understand how you must feel — You see — many years ago I would have said the same thing — **But that was before my wife and I bought Russ von Hoelscher's Classic Book and made over \$10-Million dollars in our first four years!**

Yes, Eileen and I used the secrets you are about to discover in Russ von Hoelscher's Classic Book to create just one informational product (called "Dialing For Dollars") that made us over ten million dollars in our first four years alone! And now you are getting the same secrets we first discovered back in the late 1980's to generate millions of dollars very quickly. We used this book to make over \$10-million in just four years — but who knows — you may do even better!

Listen, I don't blame you for being skeptical — **but selling information by mail (or over the internet) really does have the power to make you super rich!** Eileen and I first bought this book back in the late 1980's when Russ first published it. We read the same words you are about to read and we were hooked. We got started right away and never looked back! Since then we have brought in over \$100 million dollars in our first 18 years! — Yes, the secrets we first discovered in Russ von Hoelscher's Classic Book that brought us over \$10 million dollars in our first four years ended up bringing us a grand total of over \$100 million dollars in less than 19 years!

This book was the small spark that started a mighty fire of wealth for us — it can

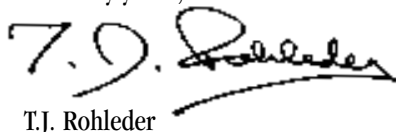
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and will do the same thing for you, too! All you have to do is read it like we did and put Russ's simple secrets into action — It's so simple — and yet **this is the amazing secret that can put more money in your pocket — far more than doctors and lawyers ever dream of making!**

Russ von Hoelscher is a true wealth making master and the secrets he freely shares in this book are timeless. Remember this — you see — although Russ wrote this book a full decade before the World Wide Web (www) caused the Internet to explode with growth — the basic secrets he shares with you are as valuable as they were back in the 1980's. In fact, **this book was way ahead of its time...** Because of this these secrets you are about to discover can help you make even more money today than when Russ first wrote them so many years ago!

Russ von Hoelscher can make you rich like very few others can. Russ has the natural ability to simplify the things it takes to get rich. As you're about to see — Russ make it so simple and easy for you to discover the secrets you can use to start making thousands of dollars a month or even thousands of dollars a day — right away! In fact, you are just one informational product away from having all the money you ever want and need for the rest of your life! It's true! As I told you, Eileen and I read this book and produced one small info-product that quickly brought us over \$10 million dollars in our first four years — And we never looked back! Now we have a thriving information selling business that generates millions of dollars each year — and it's all because of this amazing book that you are holding in your hands. **I sincerely hope you will use this book as we did — to make all the money you want, need, and truly deserve.** I hope to meet you in person at one of our future seminars or workshops. Until then, I am

Sincerely yours,



T.J. Rohleder

P.S. If you ever get the privilege of meeting Russ von Hoelscher **please thank him** for giving us permission to re-print this Classic Wealth Making book!

P.P.S. Enjoy my Bonus Book! Remember you now have two wealth making books in one! Please enjoy my book "1,219 Powerful Marketing Ideas You Can Use to Get Rich!" You can use the tips, tricks, and strategies in



this bonus book to make even more money with the “Selling Information By Mail” secrets you are about to receive from Russ von Hoelscher. PLUS, be sure to check out the very special offer in the very back of this book. As you will discover this lets you save a full 70% on a powerful 10 hour audio program I produced with Russ von Hoelscher (and a few other very close friends) and receive 3 FREE Gifts worth \$342.45. If you are serious about getting super rich — you simply must go to the back of this book right now and order this powerful life-changing 10-hour audio program! Just rip out the last page of this book and mail it to my office — I will RUSH this life-changing program to you at once! If you’re really serious about getting rich — you’re going to love it!

SECTION I

THE BASICS



CHAPTER I

HOW TO FIND SALEABLE “INFORMATION PRODUCTS”

Once you decide information marketing is for you, and you are ready to start (do not get started until you have read this book twice and have ordered and studied at least some of the other support material-books, guides, reports, etc. I recommended later in this book), then it's time to create or locate your information products (books, directories, reports, CDs, tapes, etc.). Since we'll spend a good deal of space defining the creation of information products, let's start by talking about finding saleable items that are already in existence.

FINDING ITEMS TO SELL

There are hundreds of publishers who will be most eager to have you sell their books, reports, and other paper-and-ink products. (See wholesale and drop-ship book and information dealers listed in the “Source Directory” section of this book.) Several mail order information sellers cut their teeth by selling other publishers' wares by mail, often via the drop-ship method.

THE PROS AND CONS OF DROP-SHIPPING

Drop-shipping is an often used (by companies both large and small) marketing method that allows a dealer to sell a product, collect the money, usually in advance, then have the product shipped to the buyer by another source usually the manufacturer, importer, major distributor or publisher. In book and information marketing circles, the drop-ship dealer receives full payment in advance, keeps his or her percentage, most often 50% of the money, and then sends the other 50% of the money plus a shipping label made out to the customer to the prime source. The prime source, who is often, but not necessarily, the publisher of the item sold, puts the item (the book, report, or whatever) into a shipping bag or box, puts on the drop-ship dealer's label, adds postage, and mails it to the dealer's customer.

On the pro side, it's a very easy and relatively low-cost way to get involved with mail selling. The dealer doing business via the drop-ship method carries no

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• inventory. His only concern is getting the order. Once orders come in, he keeps his percentage and sends them on to the prime source for fulfillment. Of course, it's important that you deal with a reliable source that can and does ship orders promptly.

The "con side" of drop-shipping is this: although it can be a great source of additional profits for many mail order book and information sellers, who, via the drop-ship method can offer a wider range of items to their customers, very few dealers can run a business profitably solely by drop-ship selling. The reason is that the 50% (one half of money received) is usually not enough to keep a business in black ink. A profit margin of 200% or larger is often considered necessary in the information by mail business. And some operators constantly strive for gross markups of 500% and more.

I love the drop-ship method and it works well for many information dealers. However, it's not my recommendation that you use it as your only source of income.

Your main profit center must be built around information products that you create and control and/or purchase at deep discounts for resale.

HOW TO BUY AT DEEP DISCOUNTS

Once you have selected the type of books, reports, directories, or other information products that you want to sell, write on your letterhead to all publishers who carry the kind of material you wish to promote. Perhaps the publisher's literature for dealers only mentions drop-shipping or small discounts for quantity purchases. Don't be too concerned with prices quoted to you. If you see items that turn you on, request samples (sometimes they will be free, but often you'll have to pay 50% off regular prices).

If, after reviewing an item and you're certain that you want to sell it, pick up your phone and call the supply source. Almost everything in life is negotiable. Printed price sheets are definitely *not* the last word in how much you should pay. They are only a place to begin discussion.

Obviously, you must give something to get something. Although I have often obtained a much better price on even a small order, you're more likely to obtain a deep discount on large orders.



The secret to getting a good price lies in being a good negotiator. The key factors in being a good negotiator are always found in your ability to remain calm, friendly, and persistent throughout your buy/sell discussions. People usually want to make a deal, and usually will consider any offer that lets them make a deal with at least some profit.

What constitutes a deep discount? Recently I purchased a book by mail order from another publisher. The book sold for \$14.95 retail and his dealer's price sheet called for a wholesale price of \$6.00 per copy (only a 60% discount on orders of 100 copies). Not enough mark-up for my liking. After 10 minutes of serious, but friendly negotiating, it was agreed I could buy 200 copies at \$3.75 per copy. That gave me a nice 300% markup. We both had no regrets on the deal, even though his price sheet stated \$3.75 was his lowest wholesale price and then only for orders of 1,000 copies or more. I made a good deal, but then I usually do. So can you!

I regard prices on a wholesale price sheet, the same way I regard prices on both new and used automobiles. Although some car dealers won't budge an inch, the majority will take a lot less than the sticker asks for.

In my dealings with publishers, manufacturers and distributors over the years, I find no more than 20% of them hold firm, while at least 80% are willing to give a little-or a lot!

BIG VALUES AND PROFITS IN REMAINDERS

If you can get good deals buying from other publishers, and you often can, you'll be very pleased at the big values available in remainder books. In some cases you'll be able to purchase books and manuals for as little as 10% or 15% of cover prices. This gives you a great markup. In the "Source Directory" section of this book I present you with several leading remainder dealers. The key to success here is to find nonfiction and reasonably current information titles which are available in good supply and at a great price.

I have found that titles that enjoyed impressive bookstore sales, before being overprinted, can often be turned into mail order winners.

Ralph Ginzburg, publisher of American Business and Moneysworth, is a master at the art of snatching up good remainder titles and turning them into mail order winners. Several other sharp operators are also active in this field.

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• An often asked question is: “Why would a book or manual that once sold well in bookstores but now is no longer in big demand be a potential fast mail order seller?” The answer will surprise many. This author has been very active in mail order and direct marketing for decades. I also have owned nine different bookstores. Fact: only a relatively small number of mail order non-fiction book and information buyers are regular bookstore customers. I have discovered most bookshop clients are insatiable readers and book lovers, where the majority of mail order information responders do not possess strong feelings about books per se, but rather purchase books, manuals, directories, reports, tapes, etc., only when so motivated by a strong direct mail piece or a powerful ad and only because of the information value to the mail order buyer.

You can hand-pick the “diamonds” from the acres of dandelions (less than 20% of remainder books available are potential big mail order winners). Just remember to consider only those materials that contain “how to” instructions or information likely to be in demand by today’s information-hungry mail order buyer. In almost every case, all forms of fiction, poetry, biographies, coffee table books, etc., should not be considered.

A few years ago I was given the opportunity to purchase thousands of copies of remainder hardcover books—all fiction by leading authors (Harold Robbins, Rosemary Rogers, Jackie Collins, etc.) at only 5 cents on the retail dollar. \$14.95 books would cost me just 75 cents each; \$19.95 books only \$1.00 each. Truly a great price. Nevertheless, I turned the deal down. It’s not really a good deal unless you know how to sell it. I know how to sell information by mail. I’ll leave fiction, poetry, and the like for somebody else. I suggest you do likewise.

BIDDING FOR CLOSEOUTS

The best possible price available for remainder books goes to the dealer who bids and buys the entire stock from a publisher. This is essentially what remainder distributors do. Example: After a year or more of brisk sales, book sales drop drastically on a certain book. The publisher takes inventory and finds they have, let’s say, 3,304 copies on hand. Often this publisher will send a notice to several remainder distributors on their mailing list and request bids on this title. The bid to cover purchase of all copies left. In this case, 3,304 copies of a retail \$20.00 book.

If you wanted this title for mail order, you could be among the bidders if you were



on this publisher's closeout bidders list (several major publishers' addresses are listed in the *Source Directory*). How much would you pay?

A friend of mine who will remain unnamed, an executive with Simon & Schuster, informs me that the winning bid on a quantity of closeouts is usually between 3% and 7% of cover. This means it would be possible to purchase all 3,304 copies of our hypothetical \$20.00 closeout book for as little as 60 cents each. Would you like to buy 3,304 copies of a \$20.00 book that would sell fast by mail for as little as 60 cents each? It has been done and will continue to be done. Why not you?

Several years ago, Healthmark Publications in Minneapolis purchased 2,500 copies of a health manual at a deep discount, via the closeout method. All copies quickly sold by mail. Since demand was so very high, they hated to see that last book shipped. What to do now? They needed more books to sell! It was decided if they couldn't buy more copies, they would be willing to reprint the book. A deal was struck with the original publisher, who was willing to accept a modest royalty. Over the next two years, 40,000 books were printed and sold.

Yes! It's possible to make money-and lots of it-with items that, at first glance, appear to no longer have great selling appeal.

The retail book trade and the mail order marketplace are two vastly different sales arenas. Although I've made good money over the years selling books to bookstores, libraries, and to other traditional book outlets, it has been peanuts compared to the big money available in mail order.

Purchasing books and other printed matter from others is a legitimate and potentially profitable way to enter the lucrative world of book and information marketing by mail.

Personally, I like to do both: create (write and publish) and locate additional materials someone else has produced.

CHAPTER 2

CREATING (SELF-PUBLISHING) SALEABLE “PAPER AND INK” PRODUCTS

Although books are just one form of saleable information, I will often use the words “books” in my writings. When you see the word book or books mentioned, you may wish to substitute the term, “paper and ink products.” The information seeker isn’t too concerned about how the vehicle (the paper and ink) is packaged (a directory, report, book, newsletter, etc.). What is important is the information. Will it make her or him richer or enhance one’s health? Will it ease the person’s workload or provide leisure time for fun? Will it provide required data or help the individual obtain more dates? People are searching for thousands of different ways to obtain more benefits and make their lives more happy, productive, and meaningful. Discover a need and fill it or create a need and satisfy it. Either way, they’ll send their money.

You don’t have to be a “gifted” writer to make big money with information.

This book is written for anyone who would like to earn money, a little extra dough or whole bunches of long green, through a process of **SELLING INFORMATION**.

Ernest Hemingway, John Steinbeck, James Jones, Taylor Caldwell, and William Shakespeare are *writers*. I’m just a pencil-pushing word seller, but I’m making nice money and enjoying myself. And you can too.

I have prospered by writing and/or “packaging” dozens of books and manuals, but only one of them, to date, *How to Achieve Total Success*, qualifies as a work of art. Through a constant process of daily meditation and the practice of advanced **Mind Science** principles, I believe I was inspired during the six month period in which I wrote that book. I’m very proud of *Total Success* and the positive effect it has had and continues to have on lives all over the world. I’m also pleased with the success and profits generated from dozens of other practical business and investment works that I have produced in something less

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• than an “inspired” state of mind and being.

My advice: Get started on your information project. Don’t wait for inspiration. There is more preparation involved in writing, researching, or obtaining printed products than inspiration. Add to that the importance of acquiring a sense of what can be promoted and sold by mail.

Don’t let the “experts” trick you into thinking that you need an impressive training period and many years of formal education to write for pay. That is pure **horse manure!**

A positive mental attitude and an unyielding desire to succeed and “see it in print” — plus a willingness to share useful information — can make you a winner in the word-selling, information by mail business.

I offer no miracles, but in this manual you will find the techniques, tactics, concepts, guidelines, and methods that can point you to success in writing and/or self-publishing. And that’s all you need to enter into and prosper in this fascinating arena.

ALWAYS GIVE THANKS FOR ALL THAT YOU ARE, ALL THAT YOU ARE NOT, AND ALL THAT YOU ARE BECOMING.

FINDING SUBJECTS TO WRITE ABOUT AND PUBLISH

A work of fiction or a spiritual or Mind Science presentation must be brought forth from deep within the author’s being. To be successful, it must reek with originality. Good, solid nonfiction works must also be spiced with creativity, however, here the author relies heavily upon research and/or past experiences to produce a strong manuscript. With many forms of information selling, you simply present the facts in plain English.

Information subject matter for directories, reports, booklets, or full size books can be found anywhere and everywhere. For the very best results start with your own filed of expertise or one you wish to read about and research. Don’t kid me or yourself. If you’re an adult who has not led a totally secluded life, you have useful information on a subject or subjects that folks will pay you to learn.

Here is a partial list of what people want to be, do, and have.



PEOPLE’S WANTS AND DESIRES

People Want To Be:	People Want To Have:	People Want To:
Informed	Happiness	Live Longer
Loved	More Money	Do their own thing
Appreciated	Advancement in business	Start their own business
Admired	Security for the future	Express their individuality
Beautiful	More leisure time	Accomplish something important
Creative	Improved health	Obtain affection & love
Powerful	Self-esteem	Do important tasks
Respected	Peace of mind	Have fun
Productive	Self-control	Travel to exciting places
Desired	Pleasure	Enjoy life
Free	Improved physical appearance	Do less work
Successful	More personal prestige	Make a meaningful contribution
Recognized	A positive image	
Forgiven		

Focus on providing people with simple, understandable, and helpful information that will satisfy any of the above, or a combination of the above. People will appreciate it, want it, and they will send you their money.

As both a writer/publisher and mail order/direct marketing advertising consultant, I never cease to be amazed at the huge number of folks who have valuable information between their ears who don’t consider packaging and selling it. Some just keep giving it away free or, much worse, they keep it to themselves. Dumb. This is the perfect time to get rich selling special information.

This is the age of specialized information. People are ready, willing, and able to pay good money for zillions of different forms of useful knowledge. Simply find a need and fill it or create the need and supply it.

Here’s a meaningful exercise. Grab yourself paper and pen and write down every subject you have some degree of knowledge about. Don’t bother putting these subject headings in any order of importance. Just jot them down as they drop

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• down from your mind. After several minutes, when you begin groping for more headings, stop. Now examine your list and pick the topics that most interest you and get busy researching and writing!

THE TIME IS NOW!

“I just don’t find time to write.” The number one cop-out of all would be authors and information peddlers. Your success depends on the effective use of your time!

You have heard the time-tested saying, “If you want something done, ask a busy person to do it.” Busy, productive people who effectively manage their time will somehow get things done and meet their goals. At the same time the person who doesn’t manage time will sit at the desk and stare at the work that should be done. Or perhaps shuffle papers without accomplishing anything or, quite likely, make excuses not to start at all.

Misuse of time seldom involves an isolated incident; it almost is part and parcel of a well-established pattern of poor work habits. God knows, changing or reprogramming our behavior is not an easy task. Learning to cope with the clock and make it work for us rather than against us is not a simple behavior change. The potential pay-off is so beneficial, however, that we must turn destructive, time-wasting habits into rewarding habits that best utilize the precious gift that is time.

DOWN WITH CLUTTER

Many business people in general and entrepreneurs in particular, have huge piles of papers, envelopes, and current work on their desks. They somehow assume that the more important matters, like cream, will rise to the top.

For some individuals, some clutter actually seems to work. Since clutter has often been a part of my own experience, I have often rationalized it. “I’d go nuts if I had to maintain a tidy desk,” is my plea to anyone who will listen. However, after getting serious about effective time management, I no longer can justify all of my clutter and “piles.” My desk is still never really neat and some clutter prevails, however, I have come a long way. I intend to continue to improve in this vital area and I strongly suggest that you do likewise. I don’t want to preach perfection, mind you, I just want all of us to avoid that chaotic, sinking feeling. Clutter can create tension and frustration; it can make us feel “hopelessly snowed



under.” That feeling can lead to unproductive work or escape. When a writer gets frustrated his work will be sub-par, if that person works at all. A work bottleneck is often followed by the mind shutting down. This is the “mental block” ploy that writers too often accept as an uncontrollable occurrence, thus giving it power in their experience. It is both avoidable and controllable. One excellent method to prevent the mental block syndrome is to keep both your desk and your mind free from excess clutter.

An effective means of dealing with your papers, projects, mail, etc. is to go through them and divide them into five categories:

- 1) High Priority-Immediate Action
- 2) Low Priority
- 3) Pending
- 4) Reading Matter
- 5) Deep six it!

Put all high-priority items on top of your desk. Put all other items out of sight. Put them in your desk, under your desk, or on a side table. In any case, out of sight! (Naturally, all items in category five are already off your desk and in the circular file. Excellent time managers make liberal use of the wastebasket.) Your motto should be, *When in doubt, throw it out!*

Now sort through your high priority items and choose the one that ranks Number One in importance and have at it. Don’t go on to anything else until this is accomplished and so on and so on. When all top priority matters have been handled pull up the stack of low priority items and work on them.

YOUR WRITING TIMETABLE

One more crucial thought on your “high priority” list. Set aside a time to work exclusively on your current topic. It doesn’t matter what particular writing or research task you are working on. What is important is that you set aside a certain period of time daily to accomplish it. If you can only spend two hours daily on our new “information business,” at least spend those 2 hours wisely. Perhaps one hour will have to be spent on the business aspects of information selling. Set up a work schedule employing the five categories given. This would leave you with one hour daily (perhaps much more on weekends) to work on your chosen subject. For best results hold fast to this timetable and make it a

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• daily routine. It is generally best to use the same work time each day (some writers do their best work very early in the mornings, others keep a pot of coffee brewing as they work into the wee hours of the night). Find your best time and then stick with it. Most pros who write for a living (your ultimate goal?) keep a rigid schedule. My own “time to write” is both early and late. I have discovered 8 a.m. till 11 a.m. are three good morning hours for me, as are the late evening hours of 10 p.m. till around midnight. My concentration ebbs during “day-time hours” and I use my time for routine business activities.

PRIVACY IS A MUST

You need a time to research and write, plus you need a place to do it. If you already have an office in your home, or a spare bedroom to turn into one, you have it made. If no such luxury exists, see if room exists in your garage — if it has adequate lighting, heat, etc. If all else fails, use your own bedroom evenings and put it off-limits to other family members for that hour or two in which you put words on paper. Some word sellers may set up shop on the kitchen table at night, but I have always felt the interruption factor there makes this household center a poor work area.

The kitchen table, for a start, is okay as a mail processing area if your writing is being marketed by mail-order — in which case, family members are not “off limits.” Their help is strongly solicited and will be much appreciated. You may even consider letting “sonny” use the family car Saturday night if he licks enough stamps and stuffs enough envelopes, etc. How you bribe your spouse is your own concern. By now, you should know how to *push the right buttons*.

Single people make fine writers and information sellers. They also can conduct successful mail order businesses. The only thing they lack that a married person has (or should I say *may have*) is built-in cheap labor. The single person must either (1) do it himself or (2) hire outside help.

In all fairness there are advantages and disadvantages in both cases. Sure, your spouse and children love you. Still, a favor rendered means favors sought in return. Just think about all of the trouble that that boy might get into with your car Saturday night. On second thought, *don't* think about it!

STOP PROCRASTINATION — TAKE ACTION NOW

The “I’ll do it later” mentality prevents a multitude of great accomplishments. It



robs you of time, money, and true success. If procrastination is your problem, don't put off doing something about it!

The fundamental reason most people procrastinate is because they have formed a habit of avoiding responsibility. Again, we must be willing to change old, unproductive habits. For the writer, here are three solid suggestions:

- 1) Decide to change — starting NOW! Starting today (not tomorrow) set aside your time to write and handle related business matters.
- 2) To find the necessary hours in a week for putting words on paper, willingly make the sacrifice. IN MANY CASES, SIMPLY CUTTING OUT OR CUTTING DOWN ON TV viewing (a major enemy of your Creative Force) will produce all of the time that you require to allow yourself to get set up in your new business.
- 3) Don't give up. Too many people quit when they are drawing near a smashing success. Don't give up on yourself. You can do it! Also, if you find yourself slipping backward into old, procrastinating habits, recognize that you're backsliding and take charge of your life. At first it may be two steps forward and one backward. If you continue to reinforce positive new success habits, you'll soon take ten strides forward for every tiny step back.

DON'T LET OTHERS WASTER YOUR TIME

Since most of us are masters at wasting our own time, we damn sure don't want outside help. You owe a certain amount of time to your family and friends. Strong marriages and true friendships require time and effort. Just remember, you must save some time for yourself and your business activities.

YOUR TIME IS NOW

Effective time management is of paramount importance to all success-minded people. For information business people, it is absolutely essential. I trust that the time I have spent on this subject has not been in vain. By taking charge of the time in your life, you'll soon be *enjoying the time of your life!* **Guaranteed!**

WRITE YOUR AD FIRST

Although my advice on advertising will come later in this book, I wish to remind

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• you here that you should write your ad before you write your book, report, directory, etc. This will keep you focused on your objective and will also serve as a reminder that your ads and/or direct mail package is first in importance in the information by mail business. While I always urge my students to offer a worthwhile paper and ink product that will completely satisfy the mail order responder, never forget that your advertising message will make you or break you. To make big money selling information by mail, your ads have to stop readers dead in their tracks, totally capture their interest, and motivate them to respond now! By mail, good advertising will sell a lot of poor to mediocre products, but poor ads cannot sell even the best products. Writing and publishing are much easier tasks than marketing. Or, as William Rickman of Kroch's and Brentano's so eloquently stated: *"It takes a certain brilliance to write a book, but it takes a genius to sell one."*

A STEP-BY-STEP GUIDE TO PREPARING YOUR MANUSCRIPT

Preparation of a saleable "how to" information book, report or manual, or a directory of valuable information — addresses, etc. — needs to be considered a monumental task. By dividing the components of a self-publishing project into a compiled order, you'll discover that a book or directory is put together one piece at a time.

A directory is usually the easiest project to undertake, once the information or addresses have been compiled. For example: if you decided to publish a directory of Hong Kong suppliers of merchandise of interest to American importers, you might invest considerable time and effort to research and obtain hundreds of names of Hong Kong manufacturers and distributors of various merchandise. However, once this information has been obtained, arranging your information into classifications and then having it typeset (or just neatly typed) and prepared for printing in a directory format would be quite easy and require little imagination.

Preparing a how-to book is another matter. Let's suppose you are into metaphysical/psychological subjects and would like to write a book entitled, "How to Understand What Your Dreams Are Showing You" (*say, not a bad title for a book on the subject of dream analysis*). Now we are faced with a more complex project than a short report or a simply compiled directory. If you decide your dream book will be a *full-sized* one (generally considered to be 120 pages or more), you must break your project down into several components.

R & D (Research and Development): This is where we play Sherlock Holmes. Pertinent data is collected. We read and make notes. All serious **R & D** work begins at a good public library. Ask the librarian for *Bowker's Books in Print* which lists all books available on your subject or related subjects by title, author, and subject. If possible, check these books out. Many will be available at no cost from the library. Others can be purchased at bookstores or directly from the publisher. Also ask the reference librarian for the *Reader's Guide to Periodical Literature* which lists magazine articles on almost every conceivable subject. Other good sources for information on a wide range of topics include the U.S. government. Write for the current catalog of “Select U.S. Government Publications (Superintendent of Documents, United States General Post Office, Box 1821, Washington, DC 20402). A Saturday afternoon can be well spent in one or more large used bookstores (found in all large cities and many small ones). There are great research treasures to be found in a used bookstore.

Select Your Chapters: By dividing your subject matter into chapters, you cut a full-blown book project down to manageable size. Sticking with our dream book concept, here are a few examples of logical chapter headings: *A History of Dream Analysis*, *The Secret of Capturing Your Dreams Before They Vanish*, *How to Understand Your Dreams*, *How to Give All of Your Dreams Happy Endings*, etc. If we set up ten or twelve chapters (and we could have more or less), we reduce a full-size how-to project to the equivalent of ten or twelve magazine articles. That analogy fits well for a *how-to* book is much like a series of magazine articles glued together. You'll also find that it's so much simpler to do research and add pieces of information to specific classifications (chapters) than to bring your writing and research to one major mountain which is the whole book. Robert Schuler tells us “*Inch by inch life's a cinch, but yard by yard, life is hard.*” The same is true about writing books. Break your book project down to a chapter-by-chapter approach. It will make your task so much easier.

Once you have sufficient information for all of the chapters you wish to have in your book, keeping in mind that it's all right for certain chapters to be much larger than others, it's now time to prepare your first draft, often called the “rough draft.” By no means should you feel compelled to write your book page by page, chapter by chapter. Start anywhere you wish. Often it's a splendid idea to start with the chapter that interests you the most. Do anything to make your project a little joyful instead of a Herculean ordeal.

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• **Editing:** When the first draft is finished, regardless of how rough and unconcise it may appear, it's time to add, delete, and hone your manuscript through the editing process. If you're not really a star editor type, and most of us aren't, hire someone who is a journalism major at a local college is always eager to make some extra money. For a very reasonable fee — use \$1.00 per page as a guide — he or she can help whip your manuscript into shape.

Ghost Writers: If you need lots of help to bring your book idea from conception to a saleable (printed) state, you could hire a ghost writer to handle the entire project for you or you could hire another writer to work side by side with you in the role of ghost co-writer and editorial assistant. Again, the cost for writing or editorial help is probably a lot less than you think. Good writers and editors come cheaply. I'm thankful I woke up years ago and realized that ***the money is in the marketing and selling of books and information, not merely in writing and editing.*** I recommend that that pay a flat fee for these services, and do not offer a royalty payment contract that will have these people sharing in the book sale profits. Writing a book is hard work and takes some talent and determination. Selling a book at a profit takes a Master Marketing Genius. If you share profits with anyone, share with the man or woman who can successfully market!

Writing Style: Use the K.I.S.S. (Keep it Simple, Stupid) approach. Don't try to impress your readers with ten-dollar words. Use the 25 cent words they understand (obviously, you may include professional jargon if your information package is targeted at scientists, doctors, lawyers, etc.). Use short sentences and short paragraphs. Everything must flow and be clear and concise. If it's easy to read and informs, you have done your job well.

PROTECT YOUR PROPERTY WITH A COPYRIGHT

Whatever you create on paper, be it a two-page "report" or a 2,000 page literary masterpiece, it is wise to protect your creative labor via the copyright method. This procedure is also simple and easy to obtain.

In 1976, after decades of confusion, the United States Congress updated copyright laws in this nation. Many new provisions were added, giving expanded protection to copyright holders.

Following is a brief, but hopefully, concise review of the new copyright law, plus information on how you can secure a copyright for everything you write.



WHAT IS A COPYRIGHT?

A copyright simply gives you the right to copy, distribute, and sell an original work of authorship. It is a law protecting ownership. Generally, a person owns what he or she creates until he sells it or assigns it to someone else or until he or she accepts a salary for creating it (publishers often, but not always hold the copyright.) What we call copyright protecting is the legal registration of that ownership. The copyright office, for a fee of \$10, keeps a record of the date a property existed, to whom it belongs, and has on file in the Library of Congress two copies of the work. In cases of infringement litigation, these data are legal evidences that entitle the owner to obtain redress and collect damages. Copyright protection extends only to *works*; it does *not* extend to any idea, procedure, process, system, etc., regardless of the form in which it is described. That is, you can copyright sequences of word or sounds of which a copy exists. You copyright the copy, not the content.

A person owns this right to copy only for a specific time. For works created after January 1, 1978, the law provides a term lasting for the author's life plus an additional 50 years after the author's death. For works made for hire, and for anonymous and pseudonymous works (unless the author's identity is revealed in Copyright Office records), the new terms will be 75 years from publication or 100 years from creation, whichever is shorter.

Under the old law, the term of copyright was 28 years plus a second renewal term of 28 years or 56 years in all. Under the new law, works in their first term must still be renewed, but they can be renewed for a term of 47 years, making a total of 75 years. Copyrights already in their second term at the time the new law went into effect are automatically extended up to the maximum of 75 years without the need for further renewal.

Among other features the new law also:

- incorporates into a single system proprietary copyright and what was formerly known as common-law copyright (ownership of unpublished works) and provides for the copyrighting of unpublished works;
- establishes guidelines for “fair use” for “purposes such as criticism, comment, news reporting, teaching, (including multiple choices for classroom use), scholarship, or research”;

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- creates a Copyright Royalty Tribunal which oversees royalty collections and payments to copyright owners for such uses as in jukeboxes, on public broadcasting, cable TV, etc.

WHAT CAN YOU COPYRIGHT?

Under the new Copyright Act, a claim of copyright is registered under a revised classification system. Instead of the fifteen classes provided under the old law, the new system provides for only five classes. Instead of the numerous application blanks and forms under the old law, the new law provides for only eight. They are:

1. CLASS TX: NON-DRAMATIC LITERARY WORKS. This category is very broad. Except for dramatic works and certain kinds of audiovisual works, Class TX includes all types of published and unpublished works written in words (or other verbal or numerical symbols) such as fiction, nonfiction, poetry, periodicals, textbooks, reference works, directories, catalogs, advertising copy, and the compilations of information.

To secure registration of copyright in this class, one uses application form TX which replaces six old forms (Form A, Form A-B Foreign, Form A-B Ad Interim, Form B, Form BB, and Form C). You can obtain Form TX or any copyright form you need free of charge by sending a specific request identifying the number of each form you need to:

Copyright Office
Library of Congress
Washington, D.C. 20559

2. CLASS PA: WORKS OF THE PERFORMING ARTS. This category includes published and unpublished works prepared for the purpose of being performed directly before an audience or indirectly "by means of any device or process" such as radio or television. The category includes musical works including any accompanying words, dramatic works including any accompanying music, pantomimes and choreographic works, and motion pictures and other audiovisual works.

To register your copyright in this category use Form PA which replaces four old forms (Form D, Form E, Form E-Foreign, and Form L-M).

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3. CLASS VA: WORKS OF THE VISUAL ARTS. This category consists of published and unpublished works that are pictorial, graphic, and sculptural including two-dimensional and three-dimensional works of fine, graphic, and applied art, photography, prints and art reproductions, maps, globes, charts, technical drawings, diagrams, and models.

If you wish to copyright a work of visual art, use Form VA, which replaces seven old forms (Form F, Form G, Form H, Form I, Form J, Form K, and Form KK).

4. CLASS SR: SOUND RECORDINGS. This category is appropriate for registration for both published and unpublished works in two situations: (1) where the copyright claim is limited to the recording itself and (2) where the same copyright claimant is seeking to register not only the sound recording but also the musical, dramatic, or literary work embodied in the sound recording. With one exception, “sound recordings: are works that result from the fixation of a series of musical, spoken, or other sounds.” This exception is for the audio portions of audiovisual works such as motion picture soundtracks or audio cassettes accompanying a film strip. These are considered an integral part of the audiovisual work as a whole and must be registered in Class PA. Sound recordings made before February 15, 1972, are not eligible for registration, but may be protected by state law.

Use form SR to register claim to a Sound Recording.

5. CLASS RE: RENEWAL REGISTRATION. This category is used for all renewals of copyrights that were in their first term when the new law went into effect. It covers renewals in all categories. Renewals can only be made in the 28th year of the first copyright registration and have the effect of extending copyright protection for an additional 47 years. Use Form RE for renewal registrations in all categories.

Under the new law, a genuine effort has been made to simplify the categories and red tape surrounding them as can be seen by the one category/one form norm so far. However, the Copyright Office has found it necessary to create and use three other forms:

Use Form CA to apply for supplementary registration, to correct an error in a copyright registration, or to amplify the information given in a registration.

Use Form IS if you want to import copies of foreign edition of a non-dramatic

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• literary work that is subject to the manufacturing requirements of section 601 of the new law which requires with some exceptions and exemptions that works copyrighted in the United States must be manufactured in the U.S. or Canada.

Use Form GR/CP (for group registration for contributions to periodicals) as an adjunct to a basic application on Form TX, Form PA, or Form VA if you are making a single registration for a group of works by the same individual author, all first published as contributions to periodicals within a twelve-month period. For example, a group of essays in a travel column or a series of cartoons (cartoons would be registered in Class VA, visual arts) as provided in section 408(c)(2) of the new law.

In order to qualify for this registration, each contribution must have been published with a separate copyright notice in the name of the copyright owner. This is only a convenience for columnists who wish to register a collection of their work; it does not affect the ownership of the contributions which belong to the author all along.

A writer does not lose his copyright in a work of authorship by virtue of its being published in a periodical. Article 201 (c) "Contributions to Collective Works" reads: "Copyright in each separate contribution to a collective work is distinct from copyright in the collective work as a whole, and vests initially in the author of the contribution. In the absence of an express transfer of the copyright or of any right under it, the owner of the copyright of the collective work is presumed to have acquired only the privilege of reproducing and distributing the contribution as part of that collective work, any of that collective work, and any later collective work in the same series." In other words, unless you agree to something different, a magazine acquires only one-time rights when it publishes a story or article.

STEP-BY-STEP

To secure copyright for a published, non-dramatic, literary work here is what you must do:

FIRST: Publish the work *with the copyright notice*. The law requires that a copyright notice in a specified form "shall be placed on all publicly distributed copies: of the work, on the title page, or (more commonly) on the back side of the title page, or as part of the colophon in a magazine. Use of the copyright notice consists of three elements: (1) the symbol "©", or the word "Copyright,"



or the abbreviation “Copr.” (2) the year of the first publication and (3) the name of the copyright owner. For example: “Copyright 1987, Profit Ideas.” (Copyrights can be a person’s name or a company’s name.)

Unlike the old law, the new law provides procedures for correcting errors in the copyright notice and even for curing the omission of the notice altogether. However, failure to comply with the requirement for copyright notice correctly may result in loss of some areas of valuable copyright protection. If not corrected within five years, you can blow your entire copyright.

SECOND: Fill out the proper application forms. For a non-dramatic literary work, the proper form would be Form TX. Write the Copyright Office for the blanks, then fill them out carefully, using a typewriter or dark ink, after reading the instructions.

THIRD: Send the required fee, the required copies, and the completed application to Library of Congress, Copyright Office, 101 Independence Avenue, SE, Washington, D.C. 20559-6000.” The fee for a first copyright of a book must be paid by check or money order. You are required to deposit two copies of the published work with the Library of Congress (one copy of unpublished works and one copy of contributions to collective works). These are the copies that become evidence in infringement litigation. Send the fee, the copies, and the application together. For the most current information, including fees, go to www.copyright.gov.

When the Registrar of Copyrights has processed your application and filed the copies, you will receive an official certificate of copyright, bearing the official seal of the Copyright Office. That certificate is your evidence of ownership.

Surprising as it may seem, many self-publishers never bother to copyright their work. This is often the case with publishers of small booklets, reports, etc., while some small publishers seem to worry too much about someone “stealing” their precious literary creations. Others seem not to worry and don’t ever bother to copyright.

While it’s unlikely that another will knock off your information book, manual, etc., word for word, and there is little you can do about them stealing ideas of yours, it’s still a good idea to copyright everything you write and publish.

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- **HOW TO START YOUR OWN COMPANY**

Setting yourself up in business is not as difficult as many think it will be. While there are no unusual legal requirements to sell books and other “paper and ink” products or audio/visual items by mail, you *do* need to follow sound business guidelines.

Once you have decided to go into the information-by-mail business, you must turn your attention to some of the practical questions related to starting any business: *How should I structure my new business* (sole proprietorship, partnership, corporation, etc.). *Do I have enough money to get my new venture off the ground or will I have to raise more capital from other sources?*

Let’s look at some of these methods.

SOLE PROPRIETORSHIP

This is the fastest way to open a business. You simply use your own name or register a fictitious name and you’re in business. Most entrepreneurs who enter the information-by-mail business do so as a sole or single proprietor. Some remain as single proprietors and others incorporate at a later date when profits become substantial.

OBTAINING A D.B.A. AND/OR A BUSINESS LICENSE

In most cities and towns, you will need a “d.b.a.” (doing business as) if you use a name other than your own. Also, most municipalities require all types of businesses to be licensed. The cost is almost always very modest and the procedure is a simple one. Call your local city or county clerk’s office to obtain details on exactly what is required in your area.

A BUSINESS CHECKING ACCOUNT

Once you establish your d.b.a. and secure a business license (if one is required in your locality) it’s time to open your business checking account. In the mail bookselling business you will soon be depositing a large number of checks and money orders. If there are several banks in your area, take some time to individually check them out. You are looking for one that charges the lowest service charges, charge per check written, etc. All banks are not the same.



Comparison shopping could save you \$100 or even more per year in banking fees.

You may also want to inquire about getting a credit card in your company name and/or attempt to secure a Visa/MasterCard/ Discover/etc. merchant account so that you can accept credit card purchases from your mail order book-buying customers. Often, a banker is somewhat reluctant to set you up with credit card privileges when you first start a new business. However, once you establish your company with the bank (6 to 12 months may be required to do this), they often become more cooperative.

PARTNERSHIPS

If you lack the necessary capital to launch your business on your own (how much capital you need will be covered later), you may wish to go into business with someone else. There are negative as well as positive factors involved in forming a partnership. Sharing profits and the difficulty people have in enjoying a suitable (compatible) partnership are two major drawbacks.

CORPORATION

A corporation is an entity that continues to exist. It is easily transferable and can have considerable tax advantages once you begin doing substantial business (\$250,000 or more annually). Increased regulations, detailed record keeping, and the initial incorporation fees are major drawbacks. Subchapter-S corporations, LLC's, and LLP's are other alternatives. Consult a good accountant and perhaps an attorney. Self incorporating should be considered if your state has good instructions available, it is very expensive.

WHAT FORM OF BUSINESS ORGANIZATION?

● SINGLE PROPRIETORSHIP

ADVANTAGES

1. Low start-up costs
2. Greatest freedom from regulation
3. Owner in direct control
4. Minimal working capital
5. Tax advantage to small owner
6. All profits to owner

DISADVANTAGES

1. Greater liability
2. Lack of continuity
3. More difficult to raise capital

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● PARTNERSHIP

ADVANTAGES

1. Ease of information
2. Low start-up costs
3. Additional sources of venture capital
4. Broader management base
5. Possible tax advantage
6. Limited outside regulation

DISADVANTAGES

1. Unlimited liability
2. Lack of continuity
3. Divided authority
4. Difficulty in raising additional capital
5. Hard to find suitable partners
6. Divided profits

● CORPORATION

ADVANTAGES

1. Limited liability
2. Specialized management
3. Ownership is transferable
4. Continuous existence
5. Legal entity
6. Possible tax advantages
7. Easier to raise capital

DISADVANTAGES

1. Closely regulated
2. Most expensive form to organize
3. Charter restrictions
4. More record-keeping necessary
5. Double taxation (not in a Sub-S Corp.)
6. More initial money required to incorporate

YOUR PLACE OF BUSINESS

You can conduct business from your home or you can rent office space, check your city's requirements. To conserve money, it is wise to start right at home. Fact is, many veteran information by mail sellers continue to do business in their homes, even after achieving great success. This is the age of information and it's also a fact that more and more people are discovering the many advantages of living and working in the same place, home sweet home.

In the beginning, you won't need a lot of space to launch your business. Later, when more room is needed, you'll have to either rent office and warehouse space or, if you prefer to continue to do business from your home, you can rent mini-storage space at one of the thousands of self-contained storage rental centers that are now found almost everywhere.

Your mailing address can be your home address, a post office box, or a private mail drop. (Thousands of private mail centers have opened in recent years and they offer entrepreneurs a choice between using their home address (not too

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good an idea in an all residential area, especially if you don't want potential local customers knocking on your door) and a post office box (there are still some people who believe that a street address adds more stability than a postal box). Many of the private mail centers will let you use their street address and then assign you a box number to go with it. In some cases, you can substitute a “Suite” number for the box number.

Listed below are examples of all three options and how they'll look. You decide which one you like.

Information Marketing Services

120 Elm Street

Your city, state and zip

Information Marketing Services

P.O. Box 280

Your city, state, zip

Information Marketing Services

850 Market St., Suite 307

Your city, state, zip

Obviously, your home address will add no extra cost. A post office box is most reasonable, about \$20 to \$50 per year, according to the size of the box rented. A private mail center will cost considerably more. At between \$10 and \$18 per month, on the average, your yearly rate will be in the \$120 to \$200 range.

CHOOSE YOUR COMPANY NAME WITH INSIGHT

The name you hang on your new information sales business can create a positive or negative image.

Don't choose your new company name in a haphazard fashion. The name you give to your new fledgling firm could be a liability or an asset. It can help entice orders or turn potential customers off.

Many new business people simply use their own name. If it is your name it need not be registered, which is required by most states when fictitious names are used. Although this practice works for some, often it is wiser to use a company name that is either catchy or gives a better description of the products you sell. A good company name will also enhance your presence and create the illusion

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• of strength and stability.

The late mail order genius, Joe Karbo, earned millions using his own name to sell his famous classic “The Lazy Man’s Way to Riches.” Using his name fit perfectly with the kick-back “Lazy Joe” image his ad copy was conveying. Ben Suarez took just the opposite approach on his road to fortune. Selling books from his own home, he gave his new company a grand name — The Publishing Corporation of America! And when he was selling over a million of his “Life-Luck Horoscopes,” he created the perfect name to market the horoscopes — The International Astrological Association. Now, think about it! Wouldn’t you feel better about ordering astrology items from The International Astrological Association than in placing your order to just a person’s name? Keep this in mind when you pick a name to do business with. In some cases, your own name may do fine, in others you can give yourself a powerful image by selecting a name that fits your particular field of information or is just a good, solid name that is easy to remember.

Personally, I like names that give me some flexibility, but which are also solid names. In addition to using my own name, here are some company names that I have owned or have been affiliated with (many of them are still very, very active).

Advance Sales Corp.

American Amusement Company

50,000 Books

I Am Curious Book Company

Independent Publishers Network

Profit Ideas

Publisher Media

Overall, I think they are good, solid names and yet a multitude of different books, products, and services could be sold under the banner of each.

I like to have such creative options. I knew a company in Boston that specialized in cookbook publishing and called itself *The Boston Baking and Publishing Company*. When they decided to expand, diversify, and publish new books and booklets on herbs, organic gardening, etc., they had an identity crisis and had to hunt for a new name.



Unless you are quite certain you will hold forth in one specialized area (and that may not be a bad idea), give yourself a company name that gives you lots of latitude to sell books, reports, or other information-by-mail products that cross categorical lines.

YOUR LOGO

While some logos are nothing more than a “ridiculous riddle” (I’m talking about those that use ultra-modern graphics that are not readily understandable), others are simple, direct, and do have impact. Don’t be dumb or go on an ego trip. If you use a logo, use the K.I.S.S. approach. Make sure it fits your name and image.

PRESENT AN IMPRESSIVE IMAGE

Don’t make the mistake of announcing to the world, “I’m a mail order beginner!” Honesty and modesty are admirable traits, but don’t mistake a bad business attitude and poor image for openness.

Your customers will be asked to order information by mail that they know very little about from a company they know nothing about. That’s a tall order and you can’t blame them for being more than a little skeptical. The more skeptical they become, the less likely it is that they will favor you with their order.

Our professional method to help build confidence is to produce professional-appearing advertising and sales material. Also, quality letterheads and envelopes are a must! Do all that you can to convey an impressive, businesslike image. Quality printed matter and well-designed ads cost only slightly more than pathetic promotional material and sloppy sales literature. Too often the money you save on slipshod printing and advertising is lost many times over in lost sales.

In mail order selling, your stationery and literature is you! Without spending a fortune, strive to create a positive image. Never, but never, use sloppy stationery, envelopes, or flyers that are poorly printed, messy rubber stamps, etc. Before you seal your envelope, carefully consider its content. What statement are you making about yourself and your business?

GETTING STARTED FROM SCRATCH

A home-based mail order business can literally be started from the kitchen table.

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• Many operators started in just that way, before proceeding to “more businesslike quarters” in the home or an outside office.

When the kitchen table offers the only available space, use it. However, if at all possible, search out other areas of your house or apartment that offer more privacy. Your own home office or a spare bedroom that can be converted to office space is ideal. Even open space in a garage may serve your initial startup needs.

BASIC SUPPLIES AND EQUIPMENT

- a desk and chair
- file cabinet
- envelopes and letterheads
- typewriter
- storage area/folding table
- miscellaneous office supplies (rubber bands, paper clips, envelope openers, glue, typewriter correction liquid, etc.)
- a large wastebasket
- proper lighting
- postage stamps
- checking account
- a bookkeeping system

You may, of course, improvise. Any table, including the kitchen table, may serve as your desk during your initial start. However, do get yourself a desk, even if it is a used one from the Goodwill or Salvation Army, as soon as you can. Your own desk will give you a more positive feeling of “being in business for yourself.” Likewise, you could use a spare closet or your own bookshelves in place of a file cabinet at first, but again, purchase a sturdy four-drawer file cabinet as soon as possible.

It is almost impossible to do business without using a typewriter. You can either buy one second-hand or rent a nice model by the month at reasonable rates. If you can’t even “two-finger type,” a typing course at a local adult education school should have you pecking away in good order and these classes usually charge very low tuition. If you are married or live with someone with office skills, they



can be of real help to you.

You need storage space to keep the items you intend to sell by mail. And the other items on my list (envelopes, stamps, office supplies, etc.) are essential to any kind of mail order business.

Don't underestimate the importance of adequate lighting. Also, purchase a large comprehensive journal at an office supply store and get started right by keeping good business records. Your record-keeping is vital. It will tell you in which direction your business is heading. A separate checking account for your mail order business is important. Make notations as to what every check went for (supplies, advertising, rentals, etc.) and this will assist you in keeping good records, more on this a little later.

You also need a phone on or near your desk or work area. It may be called the mail order business, yet you will still find yourself using the telephone often to order supplies, obtain information, etc. You may or may not wish to use your own phone number in your ads, catalogs, and circulars that are going to your customers. Some mail order companies do, with satisfactory results; other prefer that all business be done by mail.

AFFILIATIONS FOR CREDIBILITY AND ASSISTANCE

To add more credibility to your new venture, you should consider joining the following:

- The Better Business Bureau of your area
- The local Chamber of Commerce
- The Independent Publishers Network (IPN)
- The American Bookdealers Exchange (ABE)

Both the IPN and the ABE (addresses in the *Source Directory section of this book*) are progressive marketing information organizations for independent publishers and mail order information sellers.

GOOD RECORD-KEEPING IS ESSENTIAL

Record keeping is boring. It is also vital. If you can't stand the thought of keeping records, you will have to pay for the services of a bookkeeper — for

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many of us, a smart idea. However, in the early stages of operating your new business you probably will want to conserve your money. If hiring the services of a bookkeeper sounds like an unnecessary luxury, do yourself a service and start keeping records of all of your buy-sell transactions.

Start right and stick with it. Purchase a full-size ledger at a local office supply (or from one of the mail order stationery firms in my *Source* section). Label the columns on the expense side as follows:

- Advertising
- Postage and mailing
- Supplies for resale
- All other supplies
- Telephone
- Utilities
- Travel
- Meals and lodging
- Auto expenses
- Rent/mortgage
- Business books, magazines/newsletter subscriptions
- Entertainment
- Leased or purchased equipment
- Licenses and permits
- Refunds
- Bookkeeping, banking, accounting, legal
- Miscellaneous

Although the above 17 categories are general, they apply to most mail order operations. In time, you may wish to add a category or two that you find to be singularly important to your business.

THE NOT RECOMMENDED (BUT IT DOES WORK) ONCE-A-YEAR METHOD OF RECORD-KEEPING

Up until the time I hired a bookkeeper, this was the only way I wanted to deal



with records:

As Easy as One, Two, Three...

- 1) A big cardboard box is propped up on a top shelf in the office.
- 2) Every single paid bill was dated, marked, and coded as per the categories just mentioned. A brief description was also added with the method of payment (credit card, cash, or check). Next the paid bill was unceremoniously tossed into the big cardboard box.
- 3) On Super Bowl Sunday (a magnificent Sunday in mid to late January) I experienced a *blessing* and a *curse*: The *blessing* was the Super Bowl football game; the *Curse* was I put the previous year's records in order. The game lasts a little more than three afternoon hours; the record-sorting and ledgering can keep you going till midnight. Of course there is a better way, such as updating your ledger on either a weekly or monthly basis. However, for some of us, the once a year ordeal does work.

Obviously, it's vital you know which direction your business is heading. Good weekly or monthly record-keeping will tell you this. However, for once-a-year record dodgers, paying almost every bill from one checking account (or a combination of checks from one account plus one credit card used only for business) you should know just about where you're at and where you're going.

Now, of course, a computer with a few good programs will increase your efficiency and give you up-to-the-minute information if used on a timely, daily, basis.

YOU AND THE LAW

While there are not many particular or unusual laws that govern the mail order information selling business, there are three important laws that must be adhered to:

- 1) All orders must be shipped within 30 days of receipt or the customer made aware of the added anticipated delay while being given the option to get his or her money back (*here at Profit Ideas it has always been our policy to ship our orders and our dealer drop-ship orders the same day that they are received*).

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- 2) The book or other information product you send to your customer must be similar to that which was described in your ad or mailing literature.
- 3) Unless you state that you offer no money back guarantee (and that tactic will reduce your orders!), you must return a customer's money if he or she returns the product (book) in reasonably good shape within 60 days or less. You can check with your local Better Business Bureau (BBB) and/or Chamber of Commerce concerning other general business rules and regulations.



CHAPTER 3

OPERATING YOUR BUSINESS

Operating a mail order information business from your home or rented office requires that you set up *policies and procedures* that will allow your business to run as smoothly as possible. Here are some ideas to consider when setting policy on...

Accounts Payable: While many mail order operators only sell C.W.O. (Cash With Order), others sell C.W.O., C.O.D., open account to the buyer retail, and/or open account to other dealers, wholesale.

While C.W.O. (this can mean cash, check, money order or credit card order) is definitely the most desirable sale, in that you are paid before you ship, many dealers are willing to take calculated risks of being paid at a future date (after shipping the order) for various reasons, namely: (A) the privilege of placing an order without advance payment will always increase the number of orders from mail order book information buyers, (B) wholesale dealers, especially the bigger ones, often require open account shipping and terms of 30, 60, or even 90 days. In the case of some mail trade distributors and book trade distributors, not only is open account shipping requested, but certain companies even expect a form of consignment billing where you, as the prime source (be you the publisher or source distributor), only get paid after your items sell. A good deal for them, not too good for you.

My policy, which has evolved over 20 years in this crazy, yet wonderful business is this: I always require payment in advance from consumers. I always require payment in advance, with appropriate discounts, to relatively small wholesalers and distributors. I will only ship open account to large wholesale/ distributor sources that are well established and stable and then only when a detailed payment policy has been approved and a contract signed. I always seek out and encourage "pay first" deals.

To entice even the larger wholesale accounts to pay in advance, I have found it advantageous to offer deeper discounts. The old cliché, *A bird in the hand is better than two in the bush*, still rings true!

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I'd much rather sell 200 copies of books, manuals, directories, etc., at a large discount, let's say 70% off retail, than to sell 400 copies at only 60% off retail with terms that give the wholesale buyer the right to pay only after sales are made, plus the right to return unsold copies. I hate such terms! ***Take the cash and let the credit go!***

Open Account Shipping to Single Copy Buyers: It's a fact: you will receive many more orders (often twice as many, or even far more than that) when you allow information buyers to look before they pay. Leading publishers like Prentice Hall, and all of the major book clubs, do business this way. On the plus side, you'll dramatically increase your orders; on the minus side, you'll create a paperwork/billing mountain for yourself. From 20% to 40% of the people who order (depending on where you place your ads or which mailing lists you use) will never pay for the books they receive. Not ever. In addition, your returns will at least quadruple. If 2% of your C.W.O. buyers return their purchase for a refund, no less than 8%, and quite likely 10% or more, will return the review copies to you. Most likely, on all ad or mailing campaigns which feature *review before pay privileges*, you will eventually receive payment from only 55% to 75% of all responders. And, only after invoices, statements, and several follow-up "payment requested" mailings.

To run a successful "pay only after review" operation, you must meet three important criteria:

- 1) You must test-test-test and convince yourself that the "bottom line" is covered with black ink.
- 2) You must set yourself up to handle the massive amount of paperwork that will be required.
- 3) You will need to possess a strong stomach and a sound nervous system (by this I mean that you must cope with, and psychologically handle, the fact that a large number of responders will request, read, and keep, but never ever pay for your printed product. In effect: *Thanks for the free book, chump.*

Most "open account shipping" operators hook up with a collection agency as the last resort to try to obtain payment. But even then, many won't pay and on those who *do* pay through the agency, you will only obtain a percentage of the money received. On small debts, many collection agencies require up to half of all money they collect.



Thanks, but no thanks! I don't want all of these headaches. We don't ship open account to mail order buyers. I don't even offer C.O.D. ordering. However, some dealers who are willing to handle all of the paper, and all of the hassles, have made look first — *pay* later mail order business a success.

Pricing: Correct pricing of your paper and ink products is vital to your success. On your *mainline products* you need markups of at least two times cost (and the higher the better). An item that sells for \$29.95 must cost you \$9.95 or less to buy or to print. The only two exceptions would be (1) if you offer a "catalog" of many items that encourages multiple sales, or (2) those items that you use for follow-up or "bounce back" sales. Even on items purchased from other sources for follow-up mailings to proven buyers or bounce-backers (package stuffers sent with orders), you should never offer anything that does not allow you a 100% markup. Always at least double your money or forget it!

While a minimum 2 to 1 markup is absolutely essential, many mail order information peddlers strive for markup in the 5 to 1 — 10 to 1 range. They believe more is better and for good reasons: the cost of your printed product will never be your chief expense. Advertising, postage, and mailing costs will always head the list of primary expenses.

Over the years I have discovered the following breakdown on percentages of the expense dollar:

Ads, postage/ mailing	51%
Printing & product purchasing	22%
Help-both inside & outside*	9%
Space and equipment rentals	8%
All other expenses	10%

MAIL HANDLING PROCEDURES

The morning mail should be picked up early if you receive it from a rented post office box. If you have it delivered to your home or office address, you are at the

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* In the information by mail business you can get started without any hired help, but as you grow larger you will probably require either inside help (people who will probably work exclusively for you) or outside help (independent contractors who perform certain tasks for you on a pay-by-performance basis). All creative services you obtain-copywriting, graphic artists, typing, typesetting, etc., can be considered outside help.

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• mercy of your mail carrier. In either case, here is a method that you, your spouse, or someone who works for you can use to handle the day's mail.

- 1) Open all mail.
- 2) Sort mail into piles of (A) orders, (B) inquiries, (C) bills, (D) advertising, and (E) "white mail."

Let me digress to make sure you understand the five categories. Orders and/or standard inquiries would be response from direct mailings or space ads. Bills would be invoices to you from suppliers, equipment rental firms, utility companies, etc. Advertising is offers sent you from other mail order dealers. "White mail" is letters from buyers or inquiries that require personal attention and a specific answer not found in your regular sales literature.

- 3) Type labels from orders and/or inquiries. Use multiple carbon sheets and "key" each label so that you know exactly what was ordered and the date.

Example:

122086-TS
Susan Criswall
110 Palm Blvd.
El Cajon, CA 92202

This would tell me that on December 20, 1986, Susan Criswall ordered my book, *How to Achieve Total Success*.

- 4) Place labels and postage on orders and inquiry envelopes. To "stay ahead" of your incoming mail, it is wise to pre-package orders and inquiry mail. In this way it is ready for postage and labeling and fast turnaround. Don't forget to enclose circulars or catalogs to get those *bounce-back* orders.
- 5) Place the extra carbon copies of the labels on index cards and file (in the case of a two-step inquiry ad program, you may wish to set up a follow-up system). Let's say that your program required three follow-ups after the original mailing, spaced 14 days apart. Using two file folders to cover a two-month span can accomplish this. If an inquiry is received, let us say, July 14, then we would include a July 28 label in our July folder and two labels (8/11 and 8/25) in the August folder.



- 6) Take care of your “white mail” by answering questions, settling complaints, etc. “White Mail” means special requests, inquiries about orders, or any correspondence that cannot be answered by sending a printed matter.
- 7) Go through the advertising you received. Handle and release everything in one of three ways: (A) place an order for something you want or need that will help your business, (B) file for future reference (supply catalogs, etc.), or (C) throw it away.

Anyone in mail order selling for any length of time knows it is all too easy to get bogged down with stacks of mail. This can create a real problem. To avoid getting behind on your business mail, take care of your mail handling responsibilities daily.

You can lose valuable repeat business by taking too long to fill orders or inquiries (a 48-hour or less turnaround is good business practice) and you can even get yourself into hot water with the post office and other consumer agencies if you're extremely tardy in filling orders. The law now requires that all orders be filled within 30 days or the customer be sent an explanation as to when it will be filled, along with the option for the customer to get a full refund if he or she does not want to wait any longer.

ADDRESSING SYSTEMS

If you plan to stay in contact with your customers with regular follow-up mailings, as most established dealers do, or wish to rent your mailing lists, you need an addressing system.

Computer Controlled System. Your mailing list is typed into a computer and entered into a computer retrieval system. Your computer can then give you a printout by states or sectional center breakdown on paper, cheshire labels, gummed labels, or magnetic tape. This system is probably the best way to go when you have a large mailing list.

SHIPPING ORDERS

It is very important that all orders be quickly processed and shipped. Every day an order is delayed, the probability of complaints, cancellations and returns increases. It is often wise to send a postcard the day the order comes in, telling the customer that the order has been received and that it is being sent by parcel

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• post or UPS. This should always be done on big ticket orders or for any order that can't be shipped promptly.

If you're shipping something that is quite heavy and bulky, UPS is often a better choice than the post office.

STAY FRIENDLY WITH YOUR LOCAL POST OFFICE

It will pay you real dividends to have an amicable relationship with everyone who works at your local post office.

Although postal workers are supposed to treat everyone impartially, I have seen "preferred service" given to customers well-liked by postal employees. Yours truly, on occasion, has enjoyed a little extra service which I sincerely appreciate.

USE A MONEY-BACK GUARANTEE

Mail order customers expect you to offer a guarantee. For most dealers, overall returned merchandise is quite low. Nevertheless, a Money Back Guarantee is of real importance. It instills confidence in the potential buyer. It tells him or her that you aim to please and that you won't take the money and run. A 30-day return-guarantee is most often used by mailed order dealers, but even a short 10-day guarantee is far better than no guarantee.

In recent years, several large mail dealers have begun to employ a very special guarantee whereby the customer's check or money order is held uncashed for 30 days. Joe Karbo, a very innovative bookseller, originated this unique guarantee enroute to earning millions on a very popular book titled *The Lazy Man's Way to Riches*. In recent years dozens of others have copied this approach. Joe was a real pro and a true genius in selling books by mail. Still, I do not recommend this approach for the just-getting-started-in-mail-order entrepreneur. In the early stages of mail selling, your cash flow is going to be vital and you'll probably need to bank every dollar the same day it arrives at your home, office, or post office box.

MAKE IT EASY TO ORDER

While the personal or business check is still the most popular vehicle for ordering, the sharp entrepreneur makes it easy to order. We accept checks, money orders, various credit cards, or cash. I suggest you do likewise.



TELEPHONE ORDERS

Between 10% and 50% of all orders received by many mail order firms are obtained by using a toll-free 800 number. Once you have your business moving, even if only a part-time start, you owe it to yourself to at least consider renting an 800 service from a telephone marketing company. At the very least, you should use your own telephone number in your ads, letters, and circulars, especially if you have back-up offers that will benefit from personalized explanation.

Several of the leading mail order book, newsletter, and magazine publishers (KCI Communications, Howard J. Ruff, etc.) have set up elaborate telephone systems to assist their subscribers and buyers with various business opportunities, investment information, etc. Many sharp dealers offer this “free.” As an exciting and profitable result of their “free services” they often sell the caller additional plans, books, or subscriptions. They enjoy the best of two worlds (A) they provide a much-appreciated service and (B) they often turn public service into personal profit.

SELL THROUGH OTHER DEALERS

When you have an information product that is under your control (you’re either the publisher or you have some kind of mail order exclusive) you may wish to consider selling wholesale to other mail order dealers. True, you will have to sell at a much lower price per unit than direct to customers, nevertheless, ad costs are usually greatly reduced also. Many established firms earn either (A) their chief revenue or (B) substantial additional revenues in selling products to other dealers, inside or outside the mail trade. As I mentioned earlier, consider offering substantial discounts while obtaining C.W.O.

MORE ABOUT DROP-SHIP SELLING

In addition to, or in place of, selling your products or services to other agents and dealers for their resale you may want to consider drop ship mail order selling.

You may wish to use drop-ship selling on both ends (A) making your products available to others via drop shipping or (B) offering similar items to what you’re now selling that can be drop-shipped for you by other sources of supply.

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• The beauty of drop-shipping is, with the exception of sales literature or ads, no money is tied up in merchandise. Drop ship items are placed in ads or in direct mailings. When orders arrive, the dealer subtracts his “commission” (usually 1/2 the money received) and then sends the order on with a completed shipping label for the prime source to fill and ship.

While I never recommend drop shipping as a main source of your mail order income, I do think it is wise to either order and sell, or sell via drop shipping, information products and services that complement your main offer.

For example, some dealers ship orders to customers without any sales literature enclosed. I strongly recommend including several circulars, etc., as package inserts on all of the orders you fill. These backup offers can be for items that other dealers will drop-ship for you. They can produce many easy “bounce-back” orders that cost you very little to obtain.

Offering your printed products to other dealers to sell through drop-shipping can also reap you many cost-effective orders. You ought to have a high enough mark-up built into your offers that by accepting 1/2 off retail prices you still greatly prosper.

DO EVERYTHING TO PLEASE YOUR CUSTOMERS

To win success in mail order you must do everything possible to please your mail customers.

I have already mentioned the importance of handling orders, inquiries, and “white mail” as quickly as possible. Most mail order entrepreneurs do a reasonably good job at processing and mailing orders and inquiries. It is the special request letters, some of which are long and tedious, and various complaints or misunderstandings that too often pile up unanswered. While I strongly urge you to send off orders or inquiries in 48 hours or less, you may take a little longer to respond to your unclassified mail, which I call “white mail.”

Some mail dealers have found that it works well to set aside a specific time each week (it could be Monday mornings or Friday afternoons) to get completely caught up with all of the white mail received the previous week. However you decide to handle your white mail, just make certain that you take care of it on a regular basis. Nothing less than at least once a week will do and, in case of urgent requests for personalized information or a very irate complaint, it should



be taken care of without any delay.

Satisfied customers are the rockbed foundation on which mail order fortunes are built. Keep them happy and they will keep sending in their orders. And repeat business is a major factor in achieving mail order success.

“Never give your customers their money’s worth — give them much more than their money’s worth. They’ll love you for it and reward you with more business.”

— RvH

CHAPTER 4

SPECIALIZE YOUR MAIL ORDER VENTURE-OFFER “RELATED INFORMATION”

Only a handful of major corporations who publish full-size hardbound and paperback books have been successful with a long line of unrelated titles. For most publishing companies, specialization is the key to profits.

As a new self-publisher and/or mail book-seller, you should structure your operation to offering select groups of related information — books, booklets, directories, reports, etc. You may be anxious to try several different kinds of items at once, but please don't! Diversification will drain your resources and also force you to develop more than one marketing plan. Far too risky for the new information seller or anyone who wants to quickly establish a profit center.

HOW TO SELECT YOUR PRODUCTS

Nearly all of the successful mail order information sellers I know, including myself, use this two-step approach in deciding what they will sell:

- 1) Sell information you already have inside your head or
- 2) Sell information that interests you, and which you are most willing and able to research, find, develop, and/or purchase for sale.

I've found that a person always will achieve more in a field he knows well and/or likes. Thus, you'll do well to apply the above criteria in deciding what type of *paper and ink information* you will sell. Sure, you can get involved in a new topic area — *any* topic area in fact — but it should be a field that gets your juices flowing. And one that you're anxious to dig into and develop some expertise in.

WHAT SELLS BEST?

A difficult question to answer because so many different specialization topics can

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• be turned into great moneymaking ventures. In decades of information-by-mail selling, I have personally known individuals who have become very rich (million dollar rich!) offering the following types of information. From A to Z, here's a partial list:

Astrology and occult; all types of business books and reports, including how to start a business; casino gambling; cookbooks; fishing and hunting; health and diet plans; horse racing tips; import/export guides; lottery playing instructions; mailing lists of all kinds, including specialized industry name and address directories; many different real estate investment books, manuals, and tapes; stock market guides and newsletters; sexual instructions of all types; and sources-of- supply directories.

While there are hundreds of other types of information products that people are selling and prospering with, I think you'll have to agree, my own little list is far-ranging. It proves that a wide variety of subject matter is in demand and can be packaged, printed, and sold for huge profits by mail.

Pick your subject matter and know that you can be successful. Also, build a related line of information products so that you can receive many "bounce-back" and follow-up orders.

You may have to begin with one item that you package and self-publish. However, it's good business to seek out closely related items that you can also publish or buy for resale. This will greatly increase your sales volume and bottom line, with the exception of a few "high ticket" items that can be sold for \$100 or more retail, it's impossible to be very successful as a one-item-only mail dealer.

CATALOGS FOR SUCCESS

There is a fortune to be made by developing your own catalog of related items to sell by mail. A catalog can transform a one-shot-buyer into a multiple-buyer thus substantially increasing your gross and net profits. While it may be impossible for you to develop your own catalog in the very beginning of your new venture, catalog development should be both your short-range and long-range goal. I say short and long range because catalogs can be small and simple or big and elaborate. Perhaps when you hear the word catalog, you immediately conjure up the image of one of the big and beautiful colorful books produced by major mail order companies such as *The Sharper Image* or *JS&A Products that Think*. Yes, these are fine mail order catalogs, but you can have your own

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simple catalog that is smaller and less colorful, yet still very effective.

By giving your catalog (and it can be as simple as an 11x17” brochure printed both sides, and folded to make four 8-1/2 x 11 pages) a good, solid title and a strong theme, it can produce desired results. You also don’t need hundreds of items in your catalog, although you will want to feature at least a half dozen and, if possible, more.

If you have self-published only one or two books, manuals, or reports you will want to highlight these items that you control, giving them a good amount of space. Other items in your catalog could come from other supply sources which, while somewhat different than your items, nevertheless compliment and are related and are thus likely to be of interest to the person who is interested in your specialized line.

If finances permit, typeset your catalog using a few strong graphics for illustration purposes. However, even a plain, typewritten catalog, if the title and theme demand attention, can be a great sales tool.

Your catalog should be updated regularly, hopefully getting bigger and better each time. Publishing a catalog quarterly, with new items added each time you print, is recommended. You must keep mailing to all of your buyers and at least four mailings per year to your own customer mailing list is essential.

As your catalog grows in size and substance, you will also be able to do some test mailings to rented lists of buyers of information similar to what you sell.

Caution: You may be tempted to make your early catalogs into self-mailers to save envelope costs. Don’t do it! While some big, beautiful catalogs do work as self-mailers, smaller, less elaborate ones usually do not. The smaller and less artistically prestigious your catalog is, the more you need an envelope to send it in and, above all else, a powerful sales letter to put your prospective buyer in *the right mood* before he or she begins to look at your catalog.

Regardless of how small and/or plain your own first catalogs are, make certain that they are crisp, appealing, and punchy. Black ink on white paper is too bland. You’re not selling *vanilla*! Black ink on a colored paper stock (I like the earth tones, goldenrod, buff, salmon, and canary) will give it some pizzazz.

A two-color job (black and red ink on white or yellow paper sparkles) can bring

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• your catalog to life. Your sales letter is a different story. Simple black and white here almost always works best.

The six most important factors to consider when sending out a small and/or graphically plain catalog are:

- 1) *your sales letter*
- 2) *the title of your catalog*
- 3) *the theme of the catalog*
- 4) *the appearance of the catalog*
- 5) *your order form (make it easy to use)*
- 6) *enclosure of a return envelope*

Your sales letter, when sent with a smaller or less elaborate catalog, should be separate. Do not print it as page one or page two in the catalog itself. Your order form can also be separate, but it's okay for it to be printed within the catalog. A separate order form often pulls better than one printed within, but it may not pull enough extra to warrant the additional printing cost. Only individual testing will reveal that answer to you.

Effective catalogs often separate the mail order winners from the mail order losers. Start thinking about producing yours!

You really can make a fortune selling information by mail, but to do just that you must always be thinking about maximizing your gross, and profits, while holding the lid down on expenses.

PAY FOR SERVICE — NOT FOR TIME

One of the best ways for a mail order dealer to keep costs in line is to rely on “outside help” (independent contractors) to provide most or all of the special services (copy, art, typing, stuffing, big mailings, etc.) that you require. I believe these people should be paid by the job, not by the hour. Example: some time ago we asked two different home typists (we always cultivate and have on file a list of home workers) to look up and type out names and addresses from various directories. One lady was paid 4 cents each (which she considered fair) for every name and address that she typed. The other was paid a straight \$4.50 per hour for the same service. Each returned in a week having typed 2,500 names and addresses. \$100 was paid to Lady Number One for services rendered. Lady

4: SPECIALIZE YOUR MAIL ORDER VENTURE-OFFER “RELATED INFORMATION”



Number 2, who also typed 2,500 names and addresses, submitted her bill for 39 hours at \$4.50 per hour. Total: \$166.50 for her service.

Obviously a home typing service is a low end expense. Not so with copywriters and graphic artists. A friend in Los Angeles, who sells books by mail, recently told me that he hired a graphic artist to design his catalog. She told him she could estimate the job and give him a flat rate of \$600 or he could pay her for actual hours worked at \$35 per hour. Since he didn't think the job would be too time-consuming, he opted for the hourly rate. A few weeks later, he wished he had accepted her flat rate when she submitted a \$1,050 bill and an explanation: "Your job took a lot more time than I thought it would."

HOW LONG WILL IT TAKE TO SHOW A PROFIT?

This is a very subjective question. Each product or service needs an individual marketing plan. Some items can be sold at a profit on "direct response" space advertising or a direct mail plan. Others need the two-step approach (ads and/or sales literature produce "inquiries" and follow-up materials are sent to convert them into sales). Another approach is to sell a product on a break-even or even a slight loss basis, hoping to earn nice profits by offering back-end (follow-up) items.

Although there is just no way to make any blanket assertion regarding potential profits, I would have to say that you should expect very small, if any, real profits during the first several months of your mail selling career. Like many other types of business, it does take time to establish a profitable mail order business. Over 80% of the people who launch a mail order operation throw in the towel within the first three to nine months. This is unfortunate since this business takes a lot of "git and grit" and the ability to bounce back when things look bleak (as they often will!). Also, keep in mind that many of mail order's top pros (Joe Sugarman, E. Joseph Cossman, Ben Suarez, Brainerd L. Mellinger, etc.) agree that one super success will erase several failures in mail order.

If you hit one big winner out of every five to ten attempts, you can overcome all of the other setbacks and still earn substantial profits.

The mail order business is not for people who can't cope with problems. It is for those men and women who are willing to accept problems as challenges to be overcome. Only the imaginative and resourceful-type person will rise to the top of this wild and wacky, upside-down business that offers such huge potential.

• HOW YOU CAN MAKE A FORTUNE SELLING INFORMATION BY MAIL

• The plodder (a person with one basic marketing plan that works) can earn a nice living in mail order, but unlimited, million-dollar success goes to the creative doer — the person with bright ideas and the determination to put them into practice.

PROFESSIONAL ADVICE

Another major stumbling block to launching a successful mail order business is all of the marginal and just plain bad advice that is out there. No one but a pro, with several years of successful, in-the-trenches experience, should counsel others. This is not always the case. Today, many people with no hands-on experience, or worse yet, people who have only failed in their own mail order ventures, often set themselves up as counselors.

Self-publishing and mail order selling are hot topics today. In almost every major city there are colleges and alternative learning centers that have quickly signed up instructors to teach the thousands who hunger for this information. Far too often, the learned instructor is a dolt who cannot provide meaningful help. Worse yet, many give reams of misleading advice.

Good advice on the topics of publishing, marketing, advertising, etc., is difficult to discover. Before you ever enroll in a class, find out all that you can about the teacher. Is he or she now involved in a highly successful business? Has he/she ever been? Don't waste your time or money on seminars or courses that are being taught by the incompetent or the unknowledgeable.

The hoards of bad instructors today remind me of a mail order operator I met in Minneapolis many years ago. He was a printer who tried to sell, very unsuccessfully, novelty printed items by mail. Nothing worked and he lost several thousands of dollars his first two years in mail order. Then he got the bright idea to write a booklet on how to get rich in mail order. He gave his manuscript a snappy title and it became a good seller. At a meeting of the Twin Cities Mail Order Club, he astonished me and twenty other attendees with this comment: "It's easier to make money in mail order telling others how to do it than by doing it yourself!"

Although I have long ago lost track of this character, it would not surprise me if today he is teaching others how to make a fortune in mail order at some college or alternative education class or seminar.



No one who hasn't been on the front lines and been successful in the battle for profits has the moral right to send others into combat.

HOW MUCH CAPITAL DO YOU NEED?

Many of today's profitable mail order dealers and companies started with very limited capital. Even today, many ads still claim:

"Get started in mail order for less than \$100,"

or

"Start your own mail selling business without cash."

Horse feathers! Costs being what they are you need some capital to launch any kind of business, even a part-time, small, home-based mail order information business. It will be almost impossible to start, even in your spare time, without at least a few hundred dollars.

After all, stationery, stamps, ads (even small ads), etc., do cost money. It's true that you can get started in mail order with a modest sum (and today a few hundred or even a few thousand is a modest amount), but you *do* need some seed money.

If you're really hurting for start-up funds, consider taking in a partner who has money to invest. If you draw up a comprehensive business plan and can show that your ideas have an excellent chance for success, even venture capitalist money is possible.

Don't overlook a printer as a potential partner or investor. You'll be working closely with printers in this business, so they do make logical investors or part-owners of an information by mail business.

If you are willing to take all of the risks yourself and are after all of the rewards (a pretty good way to go!) you'll have to beg, borrow, or earn the seed money to get started. Nobody said it would be easy, but you can do it. And you can make big money faster in this field than any other business I know of. Good ideas and good marketing can make you rich. I'm going to do my best to get your creative juices flowing and I'll give you both innovative and proven marketing/advertising advice. If you possess a spoonful of common sense and a big dash of desire, you'll be on your way!

• HOW YOU CAN MAKE A FORTUNE SELLING INFORMATION BY MAIL

• **POTENTIAL PROFITS**

From a great spare time income to great wealth, the sky is truly the limit in the mail order information business. You can get started with limited capital (but you *do* need *some* money!) and build your business into something special, starting from scratch.

Best of all, you'll find this exciting business to be a true joy. You'll hit the floor running every morning and hurry home from your regular job at night. You'll know the exhilaration of building your own business and watching it steadily grow bigger and better. Before you know it, you can be totally in business for yourself.

Writing, publishing, distributing, and mail order bookselling have provided me with a first-class lifestyle (the nice homes, big fancy cars, dream vacations) over the years and I'm eager to share this gold mine of knowledge with you.

I want you to read this book carefully and digest everything that I will be presenting.

A "second reading" ten days or two weeks after you originally read it is a darn good idea. I'm giving you ideas, systems, and strategies that really work. I also want to give you information on how to avoid all the mistakes that I and others I personally know have made in the past. Knowing what *not* to do is almost as important as knowing *what* to do. I'll tell you a good deal about both.

CHAPTER 5

HOW TO GET THE BEST JOB AT THE BEST PRICE FROM PRINTERS

If you are going to sell books (or anything else) by mail you are going to be using the services of printers. While the teaching of in-depth typography and printing technology go beyond the scope of this book, I will give you the “nuts me bolts” of successfully dealing with the various kinds of printed matter and the printers that you will most likely be using to produce your books, manuals, reports, catalogs, newsletters, circulars, business stationery, etc.

ALL PRINTERS AREN'T EQUAL

That's the absolute gospel! Printers are not equal in service, quality, and press room capabilities. And when it comes to price, the difference can be as dramatic as the climate in St. Petersburg, Florida in July and St. Paul, Minnesota in January. Truly a world apart!

The first rule is: *visit (if at all possible) several printers and obtain several quotes on everything that you plan to print. If you decide to do business with mail order printers (their prices are often very good), do so only with a firm that has good reputation.*

Now let's explore the different types of printers who can best handle each individual job.

Book Printers

If you need a full-size book (100 pages or more), printed in either paperback or hardcover, your business should be placed with a company that specializes in printing full-sized books. Local instant printers will *not* be able to handle this job. However, some will gladly accept this kind of work and then “farm it out” to someone else who has the capacity to do it while jacking up the price in the process.

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• Get all of your quotes (at least 3 or 4) and ultimately place your order with a full-scale book printing house.

There are two methods which are used to print 8-1/2 x 11 manuals and 5-1/2 x 8-1/2, or 6 x 9 perfect bound paperbacks (like the one you now hold in your hands), often referred to as a *trade paperback*, or clothbound or caseback hard cover books, of the same sizes.

Photo-offset is the method where original work is prepared by either a photo composition machine (typesetting) or simply from the composition of a typewriter. The modern typesetting machines almost always improve the appearance of the type since many different styles and sizes can be employed. The use of a computer to typeset your book simplifies this process by allowing the correct types of computer files to go straight to the printer and then those files can be processed directly to film for printing.

Two of the most readable type styles for books are “Goudy” and “Times” (or a serif type font). Text size for books are usually 10 point on 11 leading, or 11 point on 12 leading (what you are reading now is 11 point with 2 point leading), which is slightly larger and easier to read. The smaller the type size the more words you can put on each page. However, easy readability is a strong factor that must be given consideration.

Text in this size-6 point-would look like this. Too small for easy readability.

Here is text in 14 point. Too large, unless your audience is reading impaired.

TYPE SIZES

6 pt.—ABCDEFGHIJKLMN O PQRSTU VWXYZ12345678910abcdefghijklmnopqrstu vwxyz12345678910ABCDEFGHIJKLMN O PQRSTU VWXYZ123456789

8 pt.—ABCDEFGHIJKLMN O PQRSTU VWXYZ12345678910abcdefghijklmnopqrstu vwxyzABCDEFGHIJKLMN O PQR

10 pt.—ABCCDEFGHIJKLMN O PQRSTU VWXYZ12345678910abcdefghijklmnopqrstu vwxy

11 pt.—ABCDEFGHIJKLMN O PQRSTU VWXYZ123456789abcdefghijklmnopqrstu v

14 pt.—ABCDEFGHIJKLMN O PQRSTU VWX12345678910abcdefg

18 pt.—ABCDEFGHIJKLMN O PQRSTU VWXYZ123

24 pt.—ABCDEFGHIJKLMN O PQRSTU



30 pt.—ABCDEFGHIJKLMNO

36 pt.—ABCDEFGHIJKL

48 pt.—ABCDEFG

60 pt.—ABCD

72 pt.—ABC

This is a sample of the most common type sizes available.

Although books can be printed in all shapes and sizes, stick to 5-1/2 x 8-1/2, 6 x 9, or 8-1/2 x 11, all standard sizes, if you desire the most cost-effective printing. Books can also be economically printed in large quantities in a small 4 x 7" paperbound size (the size of today's mass market paperback books). However, the public is used to buying these smaller books everywhere (bookshops, department stores, supermarkets, etc.) at relatively low prices, as a read-and-throwaway commodity. Information marketers cannot compete with the big publishing corporations who usually crank out a couple of hundred thousand, or more, of these small paperbacks and we certainly do not want our information to be considered a quickly disposable item like yesterday's newspaper.

For us, when we do wish to publish full-size books the larger standard formats serve our purpose best.

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• Booklets, Reports, & Directories

These smaller formats, which can be sold by mail at big markups, lend themselves to a wide range of production means. I like to see a full-size book professionally typeset, pasted up, and printed. Even if mail sales are the publisher's primary market, a nice printing job will lend itself to the consideration of other potential markets (bookstores, libraries, etc.). With booklets, reports, and directories, sales to retail outlets will be highly unlikely, although public, corporate, and school libraries remain a possibility, depending on the contents.

Since *appearance* (so important to retail sales) is not the issue here, we can cut corners if we so choose. While a good strong title is no less important, we can print our report or booklet with or without style or illustrations. We can also have our manuscript prepared for press by simple typing rather than the more elaborate and more costly typesetting process. Still, I recommend that a nice, neat job is called for.

Obviously, with the advent of the computer and desktop publishing available from Apple's MacIntosh, among others, any publisher with this equipment can turn out a professional job as quickly and cost-effectively as another publisher who pecks away at a standard typewriter.

Almost any sheet-fed photo-offset printer can print reports and booklets. Therefore, the decision of choice should be made on the basis of price, quality, and service. For smaller directories, folios, booklets, and reports, I urge you not to stop with just 3 quotes. Obtain no less than 5 or 6. Request samples of the printer's work and get firm quotes on pricing and time of delivery. Unlike the perfect-bound paperbacks or cloth or case (glued) bound hardbacks, the binding of information in smaller sizes can be done through spiral binding equipment or by simply using staples. *Saddle stitching*, a process where two or more staples are placed in the spine of the report or booklet, is a common method to bind materials like small directories, booklets, and reports being either 5-1/2 x 8-1/2 or 8-1/2 x 11 inches. Of the two sizes, the larger 8-1/2 x 11 size often makes a report or small directory look more impressive. Although I have grouped directories here with booklets and reports, I stress that I'm referring to small (in number of pages) directories. Large directories, containing 100 pages or more, would be grouped with manuals and full-size books and probably should be printed in the same way, perfect bound in



paperback or printed in a hard cover format.

HARDCOVER OR PAPERBACK?

If you intend to publish a full-size book or manual you will have to choose between a hardcover or paperback format. It's really an individual decision, but to help you make the best decision here are some of the pros and cons.

A hardcover edition is often considered more prestigious. Because of this fact, a hardback will usually justify a much higher price than a paperback.

On the other side of the coin, you'll pay more to print it and to mail it. Also, some book buyers think of hardbacks as being far less portable than paperbacks.

Paperbacks, in all sizes, dominate book publishing today and are highly accepted by book buyers. They cost considerably less to print (the same book in hardback that costs \$2.50 each for 5,000 copies, is likely to cost 75 cents to \$1.00 less per copy in paper) and also much less to mail. The major negatives would be some perception that a paperback is not as important as a hardcover and the fact that they cannot handle the same degree of wear and tear as a clothbound or quality case-bound hardcover.

Personally, I used to lean heavily toward the publication of hardbacks, but I have since revised my thinking. Lower costs in all areas of production, warehousing, and shipping, plus higher consumer acceptance, makes paperbacks very desirable. If you intend to sell information strictly by mail order, realize that a large portion of your buyers care little about the format you use. They simply want your information. A pleasing presentation which is easy to read is important, but overall format and design may be a greater concern to you than to the end user.

10 WAYS TO SAVE MONEY WHEN PRINTING BOOKS

- 1) **Get Several Quotes.** Request quotes from several of the book printers in my source guide plus any book printers in your area. Don't be afraid to deal with a printer in another city or state as long as they are well established and have a good reputation. From San Diego, California, we deal with printers in four different states.
- 2) **Submit your job "Ready to Print."** All editorial changes should be

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• made *before* you submit your job to your book printer and/or typesetter. Most companies charge excessively when they have to make any changes before going to press.

- 3) **Have Your Camera-ready Copy Uniformly Prepared.** In this way pre-printing camera work (plate-making) will require no extra work that would mean extra charges.
- 4) **Stay Away From “Bleeds.”** (Ink covering borders.) Unless absolutely required, don’t use copy that bleeds. Prepress time always increases when bleed copy is used.
- 5) **Screens Give Copy a Multi-Color Look.** Instructions to your printer to screen some of your copy (especially on your book’s cover, can make a one-color job appear to be colors and, with the use of some screening, a two-color job can be made to look like three or four colors were used.
- 6) **Ask Your Printer to Help You Keep Costs Down.** His or her recommendations concerning size, color, and paper could help you save lots of money.
- 7) **Typewriter vs. Typesetting.** It’s okay to have a book simply typewritten and it will save money. However, typesetting does improve appearance and looks more professional. Your choice! Also, it will generally save you half the cost of getting your book typeset if you deal direct with the typesetting company rather than letting the printer farm it out and mark up the price, usually by 100%. Get several quotes from typesetters (look under Typesetting in the Yellow Pages). Prices can vary greatly here, too.
- 8) **Don’t Demand a “Rush Job.”** Plan your printing in advance, allowing plenty of extra time. Even the good printers and typesetters are frequently a few days behind schedule. Rush jobs often irritate printers, increase the risk of mistakes, and can cost more.
- 9) **Pay Your Printing and Typesetting Bills Promptly!** Good credit with printers and typesetters is good business. A history of paying your printing bills quickly may get you more desirable terms on future book publishing.
- 10) **Use Pre-Publication Sales to Make Money Before Your Book is**

5: HOW TO GET THE BEST JOB AT THE BEST PRICE FROM PRINTERS



Printed. Offering pre-publication discounts of 20% to 40% to previous book-buying customers is a good way to obtain some of the money needed to pay for a new book. These offerings should be mailed 60 to 75 days prior to your book delivery with discount orders accepted up to 30 days of your anticipated date when you will have copies of the new book.

OBTAINING LETTERHEADS, FLYERS, BROCHURES, ETC.

Most business stationery, circulars, etc., can be produced by almost anyone who is a printer. Again, price, quality, and service are your main criteria. Check out several shops locally and write for price sheets and samples from mail order printers in my Source Guide.

ENVELOPE PRINTING

Don't have your envelopes printed (unless you need a small quantity and in a hurry) from your average instant printer. Prices are generally far too high. By placing your business with an envelope manufacturer, who also offers imprinting, you'll save a bundle. Minimum orders accepted vary, but you will probably be expected to purchase at least 5,000, possibly even 10,000 at a time. I think this is fair for factory-to-you prices.

Envelopes are non-perishable and store easily. Just don't load up on them if you are contemplating a change of address. Ditto for almost all forms of printed matter. (See listing of envelope manufacturers in Source Guide section.)

PRINTING BROKERS CAN OFTEN SAVE YOU MONEY

The knock on printing brokers is: he or she is a "middle man" who makes a commission for bringing printers and clients together. While that is true, it doesn't have to be negative. We've done some very good and cost-effective business with print brokers. These people often hustle for several different printing firms. They learn who is snowed under with business and who is hurting for more business. They can often get you a good price on your printing needs. Their commission is paid by the printer. Just be certain to get samples of the printer's work, a firm price, and delivery quotes. Also, request references from the broker.

IMPORTANT NOTE: It's possible to save money on all of your own printing

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needs and/or make fast money selling printing to others. Making money as a printing broker is one of fifteen fabulous money-making plans, fully detailed, in Russ von Hoelscher's incredible money book, "The Honest to Goodness Get Rich Quick Book."

CHAPTER 6

HOW TO REDUCE MAILING EXPENSES

Good news! The U.S. Postal system subsidizes your postage when you ship books by mail.

The post office grants a special fourth-class book rate. You must stamp the outside of your book packages with an imprint stamp that states:

MEDIA MAIL

In addition to a special low postal rate, you need not be bothered with the requirements called for with other types of reduced postage rate. No ZIP code sorting, no need to mail 200 identical pieces of mail at one time, etc. I have also witnessed that the delivery of “book rate” packages, over many years, is quite accurate and quite timely. Packages are seldom lost if correctly addressed and in most cases you can get your books across the country in good speed. Most often our book packages travel from the West Coast to the East Coast within 15 days or less, with even faster delivery to other states. That’s pretty good delivery. Far better than other forms of the third or fourth class mailings that can easily take 3 to 5 weeks to travel from one coast to the other.

“Book Rate” shipping gives mail order book and information sellers an edge on other mail dealers and catalog houses that must pay higher rates to ship their merchandise. To qualify for book rate shipping, the “book” must be at least 8 pages, contain no advertising, and be bound. Loose pages, newsletters, etc., do not qualify for book rate mailing.

OTHER SPECIAL RATES FOR BOOKS

When you are shipping to customers outside of the United States, you may wish to ship via mail sack. To qualify for shipping at the “Direct Sacks of Print” special rate, you must be sending more than 15 pounds of books and less than

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• 66 pounds. Within this weight limit, your individual parcels will be put in one mail sack and you will receive the lowest possible rate. If you do not have packages that total over 15 pounds, another international postal classification “International Parcels of Printed Matter” may apply.

When shipping your books to schools and libraries in the United States, a special “Library Rate” may be used that is even cheaper than book rate.

Your local post office branch can provide you with literature that gives you updated information on all domestic and international postage rates and requirements. Anyone doing business by mail needs this information at their fingertips.

BULK RATE MAILING

When one first enters the mail order information selling business, orders will come to you in a trickle. However, once your ads and/or direct mailings are producing orders in high volume, you may wish to save big on postage by shipping certain types of orders by bulk mail. This is the absolute cheapest way to ship. To qualify you must have a combination of individual packages, all of which are the same size and weight which totals 50 pounds or more, or 200 or more identical pieces. Also, each identical package must weigh 3.4948 ounces or less.

Bulk mailings must be sorted by ZIP code. In so doing, you are helping the post office prepare the mail for delivery and in return you receive the lowest possible mailing rate. However I must remind you to always pick up literature on the current rates and requirements at your local post office.

To use the favorable bulk rate mailing rate, you must own a bulk rate permit and number. Bulk rate has been renamed “Standard.” Once you purchase the permit, you have 3 choices in how to use it for your mailings:

- 1) *Bulk rate permit imprinted indicia by your printer on your envelopes.*
This is a time-saver, but you are also announcing to the world that you’re mailing third class.
- 2) *Cancelled bulk rate stamps* are available from your post office. Pre-cancelled often makes it seem you are mailing first class. It takes time to affix them, but they look good.

- 3) *Postal meter imprints* with a Pitney Bowes or other postal meter. While not as effective in disguising third class bulk mail as the canceled bulk rate stamps, they have far more impact than the flat, “lifeless” imprinted indicia.

6 MORE WAYS TO REDUCE POSTAGE COSTS

- 1) *Require that your customers pay for postage.* Example: A dealer selling a manual for \$20 may wish to require \$2 extra for postage and handling. You may also give the buyer an option: *Add \$1 for book rate shipping or \$2.50 for first class delivery.*
- 2) *Always know the “best rate” to mail anything you ship.* Having current postal requirements and rates posted in your mailing area is a must.
- 3) *In your direct mail offers, enclose a return envelope that requires the customer to affix a postage stamp.* This reduces mailing costs on Business Reply Envelopes (BRE) where you must pay not only the return postage, but also a premium for each letter delivered.
- 4) *Pay other mail order dealers to enclose your brochures or circulars in their direct mailings.* There are several mail order dealers who will be happy to do this at a nominal charge of 2 cents to 5 cents per piece. Caution: if you decide to do this, make very certain that (1) the company who mails for you is mailing to the type of prospect you want to reach and (2) that this company has a good result-getting reputation. *My experience tells me that a large number of companies who offer to mail circulars for other dealers (some offer both printing and mailing) cannot be trusted.*
- 5) *Always be “Weight Conscious.”* Since postage and mailing costs will always take a big bite out of your business budget, plan ahead. Know the approximate weight of everything you print or purchase for resale. Paper weight is important. Without sacrificing quality, you can often use a lighter weight and save postage.
- 6) *Mail bulk rate whenever possible.* While bulk rate (standard) may be used to ship orders, it more often is used to obtain orders via direct mailings. It’s a *pro and con* situation. The rate is much lower than first class, but the deliverability is not as good as first class. While large packages seem to enjoy a 99% plus deliverability rate via bulk mail, smaller envelopes do not. Many mail companies worry about this deliverability factor. Structured tests by

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• leading catalog houses, reported in *DM News* and other trade publications, seem to indicate that between 5% and 30% of many large bulk mailings never reach their intended addresses. Certainly the reasons are many fold. Mailing lists often have not been cleaned recently and are loaded with non-deliverables. Lists also can be improperly addressed. This often is the case on mail to large apartment houses which does not contain individual apartment numbers.

While the mail order dealer or catalog company, along with mailing list owners and/or brokers, must share some of the “no-delivery” responsibility, so too must the postal system. More stringent requirements and harsh penalties should be imposed on any postal worker who willfully destroys any class of deliverable mail. Mail order companies, large and small, support and pay for our postal system. Business mail represents a far greater volume than personal mail. *The post office and the mail order entrepreneur should be partners in progress, helping to make our mail system ninety-nine and forty-four one hundredths percent perfect.* It's not an impossible dream!

With all due consideration of the potentially large non-deliverable factor, it is still most often more cost-effective to mail bulk rate, as opposed to obtaining near 100% delivery via first class, at the expense of the much higher first class rate.



CHAPTER 7

PRICING YOUR PRODUCTS

The price you choose for your books or other “paper and ink” products is extremely important. Unless you have sole property rights, you are at the mercy of someone else’s pricing. When you have sole rights — a product *you* create and have printed or one that you obtain the exclusive right to market — you must price it wisely.

DON’T SELL YOURSELF, OR YOUR INFORMATION, TOO CHEAPLY

If you have created or acquired a strong information product, one that appeals to a wide audience or one that has great interest to a smaller, but reachable segment of the population, you have something of true value. Price it with maximum profits in mind. Maximum profits here mean the best price that the largest segment of your target market will pay. That may mean a 4 to 1 price markup to the actual total production cost or it may mean a markup of ten times, or more, of the manufacturing/acquisition costs. The bigger the gross markup the better, as long as you do not exceed a price that your target market deems to be fair.

Direct mail, the personal one-to-one medium, is a great way to test pricing. Recently, I tested four different prices on a real estate investment, three-ring, loose-leaf manual for Profit Ideas. A proven mailing list of 39,000 was split A-B-C-, into three 13,000 price testing segments. The entire mailing package was identical (this is vital in price testing) except for the price. The three different prices were \$39.95, \$49.95, and \$59.95.

Here are actual response results of this 3-way price test for this real estate investment mailing:

39,000 total pieces mailed yielded 776 orders (just slightly below a 2% overall response rate), but look at the different response per each 13,000 price segment.

13,000 mailed at \$39.95 price obtained 307 orders.

13,000 mailed at \$49.95 price obtained 288 orders.

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• 13,000 mailed at \$59.95 price obtained 181 orders.
Total 776 orders.

All printing and mailing costs (\$354 per 1,000 pieces (each piece includes sales letter, brochure, lift letter, order form and two envelopes — outside No. 10 envelope and inside No. 6-3/4 return — stuffed and mailed bulk rate, are identical. Also, total fulfillment costs of \$10.25 each (product, shipping container, and book rate postage) are exactly the same.

Here is the breakdown:

307 orders obtained from 13,000 mailed at the price of \$39.95 bring in \$12,264.65. From this we deduct \$4,602 (printing and mailings costs at \$354 per M) and 3,146.75 (fulfillment cost of \$10.25 x 307 orders); \$12,264.65 in orders, less 7,748.75 (print, mail, and fulfillment costs). **Gross profit: \$4,515.90.**

288 orders obtained from 13,000 mailed at the price of \$49.95 bring in \$14,385.40. From this we deduct \$4,602 printing and mailing costs, plus \$2,952 fulfillment costs. \$14,385.40 in orders, less \$7,554 (print, mail, and fulfillment costs). **Gross profit: \$6,831.40.**

181 orders obtained from 13,000 mailed at the price of \$59.95 bring in \$10,850.05. From this we deduct \$4,602 printing and mailing costs, plus \$1,855.25 in fulfillment costs. \$10,850.05 in orders, less \$6,457.25 (print, mail, and fulfillment costs). **Gross profit: \$3,392.80.**

Now, after the fact, guess which price was best? If you say \$49.95, go to the head of the class. If you say anything else, this may not be the right business for you. Only by testing prices can we know.

PRICE RESISTANCE

Supermarkets, department stores, and other retail businesses are fond of 95 cents and 99 cents pricing, such as 99 cents, \$1.95, \$1.99, \$2.95, etc., because they have the preconceived notion that a price barrier is crossed each time you add another full dollar. You and I know \$1.99 is just about equal to \$2.00 and yet, psychologically, it appears to still be one dollar plus some change. In mail order selling, \$2.00 is probably a better than \$1.99 for some little gizmo, because of two important reasons: (1) many people don't like writing very small



checks for odd-cent amounts and (2) any item priced at \$10 or less will bring a certain percentage of cash orders. Anyone sending cash would have to load up an envelope with lots of change to reach a price of \$1.99 (something folks simply won't do) or "overpay" by enclosing two one dollar bills (something they also often prefer not to do).

Over twenty years of experience in mail selling has taught me that even dollar amounts up to ten dollars are most desirable and the use of cents (usually .95, but sometimes .99 is best when your price goes above \$10. Therefore, \$10 is as good and quite likely a better price than \$9.95 for a product sold by mail (the reverse would be true for a book being sold at a retail book shop). \$19.95 however, would most often be a better price than \$20 for mail order and, above a \$20 level, a 95 cents tag on it is almost always the best way to price. Of course there are exceptions to any rule. For example, I have found gambling information buyers often will send cash for offers up to \$50 in price, and thus, even dollar amounts up to \$50 can work nicely. Also, newsletter subscription buyers seem to prefer an even dollar amount, even though they almost always pay by check or credit card, than any offer that ends in cents. Still, a \$49 newsletter offer will most likely out pull a \$50 offer. Unlike newsletter subscribers, magazine subscription offers work very well with 95 cents or 99 cents as a tag on. 12 issues for less than a dollar each! (prices set at \$11.95 or \$11.99 will usually work better than 12 issues for \$12).

All of this just goes to illustrate how important ***price psychology*** blends with ***perceived value*** in determining if your prospect will buy or not buy. As always, his or her ***desire*** and perception of ***the benefits in owning*** is always involved in any buy or not-buy decisions.

The information marketer must carefully weigh all known facts (many available only through price testing) and also acquire a perception of what is the best price to ask. Obviously, production and/or acquisition costs will affect this decision, however, these costs alone must not dictate ultimate pricing. For many mail order sellers, under pricing (not overpricing) is a major cause of failure.

I'll never forget an idealistic, but unrealistic, lady in Riverside, California who once told me, *"I printed this book for less than \$3. In good conscious, I cannot price it at more than \$10."* She was having none of my suggestion that she must price her work in the \$15 to \$20 range in order to successfully sell her book, with large display ads in select magazines. By remaining rigid and holding

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• to misguided principles, she continued to lose money. Soon, she threw in the towel in disgust and dispatched thousands of unsold books, at far less than production cost, to a book remainder dealer in New York. Big markups are not obscene, they are often essential to successfully market your information product. Production costs will always be a smaller expense than promotion and marketing costs.

SUCCESSFUL COMPETITORS HELP IN MAKING PRICING DECISIONS

Your book, manual or report may be very unique, as well it should be. Still, it's likely that other related items are currently being sold to the same market that you're after. Get on your competitors' mailing lists and start a file that includes their ads and/or mailing packages. Also place orders for their products. Knowing what they offer and at what price will help you in your pricing.

WHAT THE MARKET WILL BEAR

Your production and other costs, your own tests, and knowing what your competitors are doing, combined with all of the benefits you can put in both the product and the promotion of the product, will determine your ultimate price. If that adds up to many, many times basic costs, rejoice! Mail order fortunes are made by women and men who provide their customers something of real value, at a real good price. If you hope to become wealthy selling information by mail, you must obtain as good a price as the market will bear and respond to in large numbers.

THE NET WORTH OF YOUR CUSTOMER

Pay close attention. This is important stuff. Very few mail order information marketers are able to stay in business and prosper with one-shot propositions. Almost always it is essential to obtain crucial repeat business and follow-up profits. You must have additional products (yours or those obtained from others or, most likely, a combination of both). Although we'll discuss bounce-back and follow-up offers elsewhere in this book, determining the net worth of each customer you obtain fits well in this chapter on pricing.

The net worth of each customer you obtain is determined by the aggregate profit you can make per customer during the span of time that he or she actively responds to your offers.



Many successful mail order information sellers have found that the initial dollar amount received from a new customer represents only 10% to 20% of the total amount that person will spend during the time they remain an “active customer.”

Let’s use the higher 20% figure and work up some interesting mail order math:

As an example, let’s say you sell a book or directory for \$20 (or \$19.95) as your initial business with a new client. If, on the average, each of your customers spends 20% on their first order of the total dollar amount that they will ultimately spend with you, and do so over a one and a half year period (assuming that they become inactive after 18 months), then each new customer you obtain is ultimately worth \$100 to you in gross sales. The exact net profit would be how much remains after deducting all expenses.

This is vital knowledge to have. If every one of your customers, on the average, makes purchases worth \$100 (obviously, the gross and net worth of every customer could be less or greater than this amount that we are using in this example), this can be another big factor in all your pricing decisions. Realizing that we can realistically obtain 4 times more business from our original customer in a most cost-efficient manner (bounce-back package inserts and follow-up mailings will take a much, much smaller bite out of bottom line profits than mailings or ads needed to get original orders), we may be enticed to offer more for less to attract each valuable new customer.

As a new information entrepreneur, you may have to seek every dime the market can possibly bear with your original offer. Nevertheless, good record-keeping on the ultimate gross and net worth of each customer, determined by order patterns, will give you great insights into how best to structure and price your initial offer, once you establish yourself and are not operating from a month-by-month “survival” position.

In some cases, it’s even ultimately good business and profitable to be willing to lose money in order to obtain new customers. This is often true when selling high ticket items, courses, and newsletter subscriptions. Howard Ruff, the well-known and highly successful financial newsletter publisher, once told me that his company spent well over \$200 in advertising and marketing costs for each new subscriber who paid \$145 for a new subscription. He was willing to accept a substantial loss to obtain each new subscriber knowing that a large percentage would choose in 12 months or less to renew their subscription. Since renewals

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• in newsletter publishing will cost only a fraction of the amount it takes to obtain new subscribers, the profit picture gets brighter each time a subscriber decides to renew. A “seasoned subscriber” (one who has been in the fold at least 3 years), is a solid gold customer. In addition to recouping any original marketing costs you have made a nice profit from his subscription renewals. In addition, if you’re like Ruff and other savvy marketers, you have probably sold your subscribers several books, reports, and tapes. You may even have enticed him to pay handsomely to attend a workshop or seminar to boot.

One of the splendid advantages of publishing a newsletter or magazine is the opportunity it gives you to continuously offer something new to each subscriber. A major disadvantage of subscription publishing is the high cost (often at a substantial original loss) of obtaining each new subscriber.

Returning to our simplified example of \$100 in total business from each new customer we land, let’s say for the point of this discussion that this \$100 melts down to a net profit of \$33. (Remember, the net profit percentage on the original order may be quite small, or even non-existent, but the follow-up profit margin should be handsome on the second order, third order, etc. Once he buys and is satisfied with his original purchase, he will seriously consider any new offer you routinely send him.) Using this set of figures, each customer you secure has a net value of \$33. If our records indicate that we originally must spend \$14 to first obtain each customer, who then ultimately yields us a profit of \$33, we may wish to consider spending more, per original order, to bring us larger numbers of customers.

The net value of each customer and the time period he or she remains “active” is information that we can greatly use to estimate our projected profits. The wise mail order dealer will always (1) seek new customers and (2) do everything possible to upgrade customers with follow-up offers.

Aggressively work to keep postage costs within accepted limits. Keep updated on all postal rules and rate changes. Also, strive to learn everything you can about the ultimate value of each customer you obtain.

SECTION 2

**HOW TO GET RICH
SELLING
INFORMATION
BY MAIL**

CHAPTER 8

SUCCESSFUL CLASSIFIED ADVERTISING

THE 3 METHODS OF SELLING INFORMATION BY MAIL

To sell your books, plans, etc., by mail, you have three choices. And you can use any one, two, or all three of them effectively.

- 1) Large display (space) ads that ask for the order
- 2) Small display or classified ads that usually only ask for an inquiry
- 3) A direct mail package that goes after the order

Once you have good books to sell (yours, those of a reputable publisher, or a combination of both), you're ready to enter the exciting, potentially profitable, but also risky world of mail order advertising.

Will you use space advertising (classified or display) to sell direct from the ad or will you use the inquiry/follow-up (two-step) method?

...or is your offer more suited for a direct mail campaign?

...or will you use a combination of these methods?

Let's consider each various media method. The more you know about all available media, the easier it will be for you to make a decision as to which advertising approach best suits you and your chosen products.

Let's start with a step-by-step analysis and proven approach for operating a profitable classified advertising mail order business.

TWO-STEP CLASSIFIED ADVERTISING

Many mail order entrepreneurs make their mail order starts via classified



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• advertising. Many operators have found success using this approach. Mail order beginners with limited advertising knowledge and/or limited cash are often best advised to “test the mail trade waters” in this medium.

A short (20 words or less), well-written classified is often the most cost-effective method of advertising with the best overall dollar-for-dollar return. The key to success is to first get large numbers of inquiries and then sell a substantial percentage of that number of original responses.

As with display ads, you must be certain that your classified ads are in the correct media. Start by researching (your public library is a good place to begin) all of the potential media for your particular offer.

LOOK FOR THE MEDIA AND CHECK OUT THE COMPETITION

Write to every single publication that accepts classified advertising which seems even “remotely right” for the ad you have in mind and the information you wish to sell by mail.

The *IMSAYER Directory of Publications and Standard Rate & Data* (both available to use, but not to check out, at public libraries) are great sources of all types of media. A more limited, low-priced manual of most popular sources of leading media is the low-priced *The Directory of Leading Magazines & Newspapers* available by mail.

WRITE FOR MEDIA KITS

On your letterhead, write to all potential publications requesting their media kit (circulation, demographics, ad costs, etc.) and a current sample copy. You’ll soon be eyeball-deep in magazines, newspapers, and trade journals. The next step is to select a small group of the most logical, based on both editorial slant and the ads for other items that are in some way related to what you wish to peddle.

SMALL SALES OR FREE INQUIRIES?

I have found that well over 95% of the successful classified advertisers use “two-step” inquiry advertising. Making classifieds pay on the “order direct basis” is not very easy. Still, some dealers *do* make this method pay, but only if they are selling a small booklet or some other item priced under \$5.00.



Information sellers of “small booklets,” “how-to plans,” “recipes,” etc., often are able to get cash with order from a small classified ad. Those of us who sell full-size books and manuals must use the inquiry method.

Listed below are a few such cash-with-order ads have been running for many months during the year, leading me to believe that they are working quite well for their operators.

105 ways to make big money from your home. New booklet, only \$2. Name & address.

100% natural roach and water bug repellent. Only \$2. It works! Name & address.

College without campus. Earn your degree the easy way, by mail. Information book only \$3. Name & address.

Sweet potato pie. Mouth-watering 100-year-old recipe. Only \$1. Name & address.

The above sampling of classified ads should give you some insight into how some dealers are using a few words to ask for the order direct from the ad. Always remember, this only works on low-cost items.

Direct orders from classified ads do not work for most offers. However, low-priced offers (usually \$3 or less) sometimes will click. Keep in mind... when you're selling items at only a dollar or two or three you need a flock of orders before you can make money on the proposition.

For most mail order book sellers, it is the “inquiry ads” that produce best overall results.

Here is a sampling of inquiry-type classified advertising:

Penny stocks that yield big profits. Free report. Name & address.

Raise investment capital. New book tells all. Details free. Name & address.

Sell words! Earn money as writer/publisher. No experience. Free details. Name & address.

Health — wealth — happiness. Now you can have it all! Free information. Name & address.

Money making money. Shrewd investing and wealth-building plans. Free information. Name & address.

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• Success! Love! Money! Power! You can have it all! Free details. Name & address.

Stay home and make money. Hundreds of plans. Free information. Name & address.

“Secrets of the Millionaires” revealed. Free details. Name & address.

Get rich quick! Up to \$25,000 in 25 days. Free information. Name & address.

Get rich in mail order selling simple information. Free details. Name & address.

You can achieve “Total Success” using the Science of Mind. Free information. Name & address.

You will notice... all of these inquiry ads have one thing in common — they all use the magic word FREE! If you use your advertising to generate inquiries, use this motivating four-letter word.

Some dealers, especially newcomers, offer free literature but request the reader to enclose a Self-Addressed Stamped Envelope (SASE) or a loose stamp to cover postage. This tactic will help you cut your postage bill. It also will greatly reduce the number of replies you receive. Overall, when advertising “free details,” it is more profitable to keep it simple and keep it easy to reply. If you offer free information, let it be free!

THE 10 STEPS TO SUCCESS IN WRITING A DYNAMITE CLASSIFIED AD

- 1) ***Learn to know your buyer*** as much as possible about the wants, needs, and motivation of your potential customer.
- 2) ***Start a “Swipe File”*** (a file of ads from the competition). Pay much attention to the classified ads of successful competitors (any classified that continues to run “as is” for six months or longer is probably working very well).
- 3) ***Write a long ad.*** List all of the benefits, real and perceived, of your product. Write 60, 80, 100 words or even more. Then begin omitting everything but the most important 15 to 25 words that you have written.
- 4) ***Once you have a good ad, rewrite it to make it better.***
- 5) ***Make the headline “scream”!*** Here are a few powerful examples: *Get*



rich quick!; Women will notice you!; A split second in eternity; The world's best tasting beer. Now are you getting the idea? You are? Good! **Don't forget to use the word FREE.** It's still a magic word.

- 6) **Keep everything short and concise.** You're paying by the word and you do want to keep ad costs down while still delivering a powerful message.
- 7) **Abbreviate your name and address.** You may be the Pathways Book Publishing Company, Suite 1000, 1825 Baltimore Dr., La Mesa, CA 92041, but that's too many words. So let's "rename" you (for the purpose of our classified): Pathways, 1825 Baltimore Dr., #1000-C, La Mesa, CA 92041. A lot less words and thereby less cost.
- 8) **Key all of your ads.** Good record-keeping is a must with 2-step classified advertising. You want to know (a) how many inquiries every ad you run pulls and (b) what percentage of inquiries become orders. In the above address (#7) I have tacked on a key to the suite number — #1000-C, with the "C" being the key. To keep track of the actual orders, it's simple to key the order card.
- 9) **Now that you have an attention-getting ad, how can you make it better?** I hope you get my drift — rewrite *till you get it right*. We don't want a good classified inquiry ad — we want a great one!
- 10) **The right media is a must and so is the right classification.** Your competition can help you make a classification decision. If you're selling moneymaking information, the *Business Opportunities* or *Financial* classifications probably work best. If you sell health information, a *Health/Beauty* should pull best, and so on. IMPORTANT: stay out of any classification labeled: *Books*, *Booklets*, etc. That may be what you're technically selling, but they usually do not pull inquiries anywhere near as well as more specific classifications. A person interested in a business or moneymaking venture isn't shopping for a book or booklet. He or She is looking for opportunity! Your packaging (book, report, booklet, etc.) is not very important to this person. Hopefully your information is of great importance. Be specific in choosing your classification and results can multiply.

CLASSIFIED ADVERTISING TESTS

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• Once you have rate cards from dozens, or even hundreds, of potential media you can make your *primary choices* for your initial tests. No more than 10% to 15% of your overall classified advertising budget should go into this first round of tests.

That percentage, and the amount of your ad budget, should tell you how many publications you will be able to place initial ads in. Now, to save 15% or more of your precious ad dollars, it's time to set up your own ad agency.

HOW TO ESTABLISH YOUR OWN ADVERTISING AGENCY

The next best thing to "discount advertising" (which I will discuss later) is taking an agency discount of 15% to 17% off regular rates on all advertising — classified or display — that you place.

How do you do it? Simple! Establish your own advertising agency!

It really is quite simple to set up your own ad agency and, if you run a fair amount of ads, savings will be considerable.

Here's the easy, step-by-step procedure:

1. Use a name different than your regular mail order company name. If you're simply using your own name to sell by mail, use some variation for your agency. Example: John Miller Sales could start an agency as J.M. Advertising. If your company name is Mid-America Book Company, perhaps Mid-West Advertising could serve as your "agency name."
2. Register and license your ad agency name if your state requires this.
3. Have a local printer run off a couple hundred "Insertion Order" sheets.
4. Submit all of your future advertising to the media by using the "Insertion Order" form, deducting 15% from their rate cards. Most publishers also allow agencies an extra 1 % or 2% for sending cash with order.

Discounts of 15% to 17% can amount to a tidy sum over a year of advertising. Money saved is money earned! Isn't it time you established your own advertising agency? Who knows, in addition to saving plenty of money on your own advertising, from time to time others may request that you place orders for them. It won't cost them a penny more and you then could pocket up to 17% for just



handling the transactions.

My own advertising agency was started just to save me money on my own space advertising, but over the years I have earned extra profits by placing ads for various copywriting clients. It is an added bonus to setting up your own ad agency to save money on your own ads.

INTERPRETATION OF TEST RESULTS

Although mail order selling is a “numbers game,” I don’t believe in getting too hung up with scads of figures. While some mail dealers fill reams of notebooks with calculations of all kinds, I like the K.I.S.S. approach. By all means, compile all relevant data. You must know your average cost per inquiry for classified advertising, the percentage of inquiries that convert to orders, and how many follow-up mailings to make. In most cases of two-step classified advertising, I have discovered three follow-ups to the original mailing (a total of four mailings, each spaced approximately 2 weeks apart) works well.

But when everything is said, done, and recorded, the best interpretation of how well you’re doing is the bottom line. Was it written in black ink or red? And if the ink color was crimson, will it be erased and reprinted solid black, due to business obtained from other follow-up promotions?

HOW OFTEN SHOULD YOU RUN CLASSIFIED ADS IN THE SAME MEDIA?

Unlike the changes required for space (large display ads) successful classifieds can be run with little or no changes for many months — or even years. For testing purposes, I recommend the one insertion approach. If the media appears to be working, come back for a 3 or 4 consecutive time insertion. If it’s still going nicely, send that media a “till forbid” order which allows them to run continuously until such time as you say stop (forbid!).

Although certain months (January through April and August through November) will out-perform the late spring through mid-summer months or the often very slow month of December, I believe that small display ads or classified ads, used to obtain inquiries, can be run year ‘round. Repetition is a very positive factor.

CHAPTER 9

DISPLAY ADVERTISING

Using display advertising, often called *space advertising* in mail order trade parlance, is one of the fastest ways to make or lose money in mail order. There is a lot of big money possible in running information by mail display ads. Joe Karbo, Dean F.V. DuVall, Mark O. Haroldsen, Ben Suarez, and others have raked in many millions with space ads.

If you intend to become a modern space millionaire, you'll have to acquire a dual personality. On one side, you must be willing to read, research, and learn (the personality of a research librarian) all that you can about profitable display advertising, beginning with this chapter. On the opposite side, you must be daring and willing to take calculated risks (the personality of a riverboat gambler).

Regardless of how well you think you know your subject matter, media, and your target audience, there still is an element of "chance" in display advertising. Again only by testing can we hope to develop a smash hit — an ad that brings in megabucks!

THE LARGE SPACE AD — YOUR PASSPORT TO RICHES

Although a classified or small display ad two-step program can be very cost-effective and profitable, more time is involved to build a big money mail order information business.

The full page 8-1/2 x 11 ad in select magazines (which is also called a "junior page" when placed in newspapers and tabloids) can be your instant blueprint to success.

In this arena, your ad copy is everything (provided that you have placed it in the right medium — a magazine, tabloid, etc., that reaches the type of people most likely to respond to your offer). You will rise or flop with the words you present your ad readers. *Can you hit 'em over the head with your headline and then knock their socks off with the rest of your message?*

• THE 4 MAJOR ELEMENTS OF A POWERFUL, FULL-PAGE SPACE AD

- 1) **The headline.** Numero Uno in importance. You've got to hit 'em over the head and stop 'em in their tracks so that the reader is anxious to keep reading your message.
- 2) **The subhead** and/or opening paragraph. (A subhead is bold copy, much smaller than the headline, but still very prominent. The opening paragraph is just that — the first paragraph of the body copy.) The headline got their attention, the subhead and opening paragraph must keep it.
- 3) **Benefits, benefits, and still more benefits!** Your head, subhead, and opening paragraph should be loaded with benefits for your potential responder. Don't save the "good stuff" for later. Your most powerful and persuasive copy comes first — not buried later in the body of your ad. If they like what they read early on in your ad, they'll probably read the whole thing. A large percentage of those who read it all will favor you with an order.
- 4) **A strong, money-back guarantee.** This builds confidence and tells the potential responder he or she is able to order without risk. Don't fear a strong, money-back guarantee. Even if you send your buyers a piece of "junk" (and I sincerely hope you won't), only a relatively small percentage will go to the trouble of returning it. This is why several operators have scored big on a one-time basis with little booklets or short, worthless reports. Yes, some stupid dealers have made big bucks on questionable one-shot deals. Why do I call them stupid? They're stupid because they settle for *a quick score only when they could have a quick score and a whole lot more — an ongoing, fantastic, wealth-building, golden business!!*

Don't give your information customers a bad deal. Give them a good deal. They'll love you for it. In both the short and long run, you'll prosper. ***The law of life and success is on the side of the man or woman who has integrity and who is a giver as well as a receiver.***

THE HEADLINE

Pay close attention. I'm going to devote many words here on how important your ad headline is and how you can get the best headline possible for your product.



The headline you use in your ad is of greater importance than any other factor. Often, it's more vital than all of the other factors combined.

THE HEADLINE MUST APPEAL TO SELF-INTEREST

A person's greatest interest is his self-interest. The Mother Teresa's of the world are rare. Objective Interpersonal Psychology and the Science of Mind illustrates why this is so. Our eyes are the windows of our world and we can only relate to our world through a sense of self. Even the few saints in this world (and may God richly bless them), who help so many, ultimately do so because they believe it is for their highest good, and the good of others, that they do so.

If my above remarks appear to you to be philosophical or psychological in nature, you're right—they are! I have discovered effective advertising to be just that. ***A battle for the mind of the potential responder!***

Do you really think it's anything less than that? Check your premise! Using a large space, ask-for-the order ad, as an example, what are we trying to do? Answer: (1) We are trying to stop a page-flipper dead in his tracks with a bold statement that we hope greatly appeals to his self-interest. If we succeed, we hope to entice him with our subheads and opening paragraph to continue reading. Once the entire ad is read, we hope that we have pushed enough of his or her *basic want and need buttons* (success, greed, love, pleasure, sex, survival, etc.) that he will get up off his duff and start hunting for his stamps, envelopes, and checkbook. It takes powerful, compelling copy to achieve that response!

Our battle for the respondent's mind should not be interpreted in a negative light. We're not playing for the same stakes as some religious cults, the CIA, or KGB. We just want his mail order. To get it, however, we use an arsenal of direct response weaponry.

Appeals to the person's self-interest almost always work best in headlines. Make your headline shout to your readers — "here is some big benefit for you!" If you have real news to tell, get the news in the headline, along with the benefit. Also, keep your headline positive. With only a few exceptions, positive headlines work best. Telling them how they will prosper works better than telling them how to prevent losses.

Both positive thinkers and negative-type people seem to respond best to

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• positive ads.

SIX HEADLINES THAT FLOPPED

- 1) DON'T READ THIS IF YOU HAVE ALL THE MONEY YOU NEED (business book)
- 2) IS YOUR HUSBAND TRUSTWORTHY? (book on male infidelity)
- 3) "PLEASE DON'T ASK ME!" (course on public speaking)
- 4) YOU'RE A LOSER! (horse racing report)
- 5) YOU NEED MY HELP (psychic report and cassette tape offer)
- 6) WHAT WILL HAPPEN WHEN YOU DISAPPEAR? (life insurance booklet)

All six of the above are curiosity headlines, most of which are also negative. Next to negativity, curiosity headlines are also very risky and usually flop.

TEN HEADLINES (AND ADS) THAT WORKED

- THE LAZY MAN'S WAY TO RICHES
- HOW TO WAKE UP THE FINANCIAL GENIUS INSIDE OF YOU
- \$4,000 IN 24 HOURS
- SECRETS OF THE MILLIONAIRES
- START MAKING MONEY IN A BUSINESS OF YOUR OWN — AT HOME OR AWAY
- \$25,000,000,000 THE GOVERNMENT HOLDS FOR YOU
- I TOOK THE PICTURE AND WAS SET FOR LIFE
- \$500 A DAY WRITERS UTOPIA
- HOW TO GET RICH IN MAIL ORDER
- FREE \$10 BOOK!

You will note that these 10 headlines, all for business, mail order or money



making books and manuals all have one thing in common. They're loaded with self-interest benefits. Also, they are all very positive in their presentation.

HOW TO WRITE A POWERFUL HEADLINE

I'm going to give you instructions on writing a powerful headline, even though you may be wise to hire an expert copywriter to prepare your full page and large display ads. If you're determined to take a total "I'll do it all myself" approach, you will want to do it as well as you can. Your headline is so very crucial to your ad's success or failure.

Write hundreds of possible headlines for every advertisement you are considering. Next, eliminate them one by one until the best one (in your judgment) remains.

LONG COPY WORKS AND SO CAN LONG HEADLINES

It's been proven over and over: In most cases, long wordy ads or long copy direct mail pieces out pull their shorter worded brethren. The advantages of a few words in a headline is that you can blow them up into impressive, large, attention-grabbing type. However, a long benefit-laden head can work wonders, too, if it's loaded with benefits.

There are 3 ways to effectively present a long headline:

- 1) Print the entire headline, regardless of length, with the same size type. Use up to 20% of the space allotted for your entire ad for your headline.
- 2) Emphasize one, two, or more words in your long headline by printing them in large and/or bolder type.
- 3) Break down the long copy into two parts—a major headline and a smaller, but still very prominent subhead.

AIDA FOR RESULTS!

Good print advertising is simply good salesmanship in a printed format. That's why the tried and true A.I.D.A. formula continues to work so well.

A — ATTENTION

• HOW YOU CAN MAKE A FORTUNE SELLING INFORMATION BY MAIL

• I — INTEREST

D — DESIRE

A — ACTION

AFTER YOUR HEADLINE, KEEP THEIR INTEREST WITH YOUR SUBHEAD AND OPENING PARAGRAPH

Once the headline has grabbed their interest, we have a chance at getting the order. This opportunity can easily slip away, like a big fish only lightly hooked. It's the job of our sub headline (if one is used) and/or opening paragraph (your first sentence is especially critical) to hold interest and lead the prospect to the order form or ordering instructions.

Here are proven ways to accomplish our goal by using subheads and first paragraphs:

- 1) *Get personal.* You and I copy, with emphasis on “you,” works well.
- 2) *Make a big user-beneficial promise.* Make a grand promise (and one that you can keep!) that your potential customer should easily relate to.
- 3) *Reinforce the headline.* If you have made a sensational claim in your headline, you may have stopped Mr. or Mrs. Reader in their tracks. However, they may be quite skeptical. Reinforcement and more positive explanation may be required.
- 4) *Name and explain the best aspect of your offer.* This may be uniqueness, quality, low price, or any truly outstanding feature.
- 5) *Reduce anxiety.* This is most often best accomplished by stating your strong guarantee.

While the headline is undebateably first in importance to an ad, the subhead and/or opening paragraph is also extremely helpful in gently pushing the reader on down to the *body copy* and ordering instructions.

BODY COPY

When the all-important headline has done its job, and the opening paragraph has



continued to whet the appetite, the body copy needs a constant, easy to follow, flow and lots of benefits to keep the prospect headed in the right direction (to the order form).

HERE ARE 8 FACTORS OF A SUCCESSFUL AD

- 1) Body copy loaded with benefits — big benefits and little benefits*
- 2) A strong, money-back guarantee*
- 3) Everything flows and reads easily. Absolutely no misunderstandings wanted!*
- 4) Lots of “you’s” and only a few “I’s” throughout the copy*
- 5) More short words and short sentences than long ones. Also no “holier than thou” posturing*
- 6) A “free bonus” if at all possible because folks like to get a little extra for their money*
- 7) Easy to order instructions. Confuse ‘em and you’ll lose ‘em*
- 8) Some of the benefits and your entire guarantee should be restated on the order form. Take the stress out of ordering and you’ll get more orders!*

WHY DOES LONG COPY USUALLY OUT PULL SHORT COPY?

The name of the direct response advertising game is benefits, benefits, and more benefits! Wordy ads or multiple-page sales letters and brochures give you the opportunity to stuff more benefits in your written presentation. But will people take five minutes, ten minutes, or more to read it?

You bet they will — if you have stopped them with your headline and enticed them with your opening sentence and first paragraph.

Even a reader who only *skims* your ad is more likely to be captured by certain *pet benefits* that push his or her buttons when the entire ad, letter, circular, or brochure is loaded with scads of benefits.

BRING ON THE BENEFITS!

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• At least 90% of all ads, brochures, and sales letters that I review are very heavy on self-glorification (the person, the book, the seminar, the service, or the product) and very light on benefits to the potential reader, attendee, or user. That's dumb. It's also ineffective. While some mention of yourself, your company, and how great your product is, may be appropriate (especially if it is done in the right way to instill trust and confidence) the vast majority of all copy should be benefit copy. Who cares how famous, important, rich, or smart you are? What potential responders really care about is how happy, popular, important, wealthy, healthy, better-looking, or brilliant they can become by using what you have to offer. They want and crave benefits. Forget you — the important question is: *what's in it for me?*

You must realize that people are bombarded with all kinds of advertising and their tendency is to hold on to their money. People aren't anxious to buy, but they are eager to obtain benefits. Asking them to send you their hard-earned money, by mail, is a B-I-G request. They won't do it unless they absolutely *crave* what you sell. To instill the craving that tells them "I must have this," your copy had better be overflowing with benefits.

9 STEPS TO BETTER RESPONSE

Here are nine great ways to make your ads and mailings more beneficial and thereby more responsive.

- 1) **State a primary benefit in your headline** in ads or brochures or your opening paragraph in letters. Capture your reader's attention quickly by telling him or her something very good that he or she can easily obtain from you.
- 2) **Make it believable.** This is the age of great skepticism. Trust is not readily available and, to overcome this fact, you must explain why so much good is possible to those who respond. How do you do this? Stress the benefits! Big benefits first, but then lots of little benefits. Always remember, a small benefit (to you) could be a big benefit to your reader.
- 3) **Be specific.** Spell out exactly what benefits are being offered. It's always more productive to state "you can make \$50,000 a year with this home-based business," than to merely say, "you can make big money at home with this business opportunity." "Look and feel ten years younger in ninety days" is much stronger than saying "you'll look and feel younger in a short period



of time.” Be exact. Use time, dates, amounts, etc.

- 4) ***You must understand what people really want.*** Example: You are offering a short course on learning to play the guitar. Your target market is young males who like music. Learning to play the guitar for self-gratification is just one very obvious benefit your potential customer wants. Other benefits most likely include: Popularity (his friends will appreciate him more), Sex Appeal (young ladies often get turned on by music and to those who can play it), and Self-esteem (expertly playing a musical instrument probably will give him have a much better image of himself). As you can see, it’s very likely that much more than mastering a musical skill is involved in deciding if he should send for this course. By considering all of the potential buyer motivations you can push the right buttons regardless of what you are offering.
- 5) ***Include testimonials.*** Your claims are just that — they’re your claims. Testimonials add substance. What others say about your book, product, or service is often more convincing than what you say. Use as many testimonials as you can obtain and, when authorized to do so, use complete names. Full names instill more buyer confidence than the use of only initials.
- 6) ***Use only artwork and photos that show benefits.*** Graphic art and/or photographs can be a big plus in your sales literature, but only if they complement your copy. Use them to demonstrate benefits. Obviously, if you’re a public speaker, a professional photo of yourself is important. But even then, don’t load up your brochure with self-photos at the expense of benefit copy. Anyone who fills up space with several photos of himself has both an ego problem and printed salesmanship that has been weakened.
- 7) ***Think and write you, not I.*** Good copy is always “you” copy. And copy that does not contain at least twice as many “you’s” as “I’s” is not stressing enough benefits.
- 8) ***Always include a personalized letter.*** Your beautiful brochure may turn you on and you may consider it the highlight of your mailing package. Nevertheless, for best results always include a “personalized” (even if mass produced) letter with each package you mail. A letter almost always increases your response. It allows you to talk benefits, one on one.
- 9) ***Add a “Bonus Benefit” for a prompt response.*** People love to get a

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Although good display advertising months and productive direct mailing months are usually quite identical, there is one notable exception. Several book, cassette tape, and other information-type mailings made right after the fourth of July, often get a good response. On the other side, July is not always a responsive month for display ads in publications.

Your own information offer and your own tests for it may vary slightly from my listing of the most favorable (January) to least desirable (December) months, but overall I think you'll discover that my charts are quite accurate.

DON'T BE MISLED BY COVER DATES

Since many publications, especially consumer magazines, are cover-dated one or two months ahead of actual distribution dates, you must become aware of this and place your ads accordingly.

Example: December is most often a poor month to run large display ads. However, a publication with a December cover date may actually be mailed to subscribers and distributed to newsstands by mid-October.

If this is the case (the media kit sent by the publication will give you both cover dates and "on sale" dates) it may be worthwhile to place your ad. Pay only a little attention to a cover date and a great deal of attention to the actual date of distribution.

BE SPECIFIC AND BELIEVABLE

Years ago you could write a successful ad built around a headline that simply stated, "New book shows you how to make big money!"

Those days are gone. Today's potential responder wants specifics and is more than a little skeptical.

It takes a powerful, often *outrageous* headline to grab his or her attention, but a specific benefit stated in that headline is most desirable. The body copy, too, should contain many, many specific benefits, all sounding almost, but not quite, too good to be true. You can stretch their imaginations and dare them to be better, richer, healthier, or happier. Just don't stretch credibility to the point where it breaks. Your benefit must be specifically very, very good but also believable. As soon as a reader is convinced that you are lying, you have lost him.

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ADVERTISING WORDS THAT COMMAND ATTENTION

Here is a dynamic group of words that will get attention when used in your advertising copy.

- \$_____ (specific dollar amt.)
- Amazing
- Announcing
- At Last
- Available
- Bargain
- Be (Popular, Successful, etc.)
- Beautiful
- Best
- Better
- Closeout
- Dynamic
- Easy
- Fabulous
- Fantastic
- Free
- Freedom
- Get
- Guaranteed
- Here's
- How (How to...)
- Incredible
- Independence
- Important
- Improve
- Loving
- Magic
- Make Money
- New
- Now
- Only
- Opportunity
- Positive
- Powerful
- Profit
- Proof
- Quick
- Receive
- Revealing
- Save
- Secret
- Special
- Start
- Sex-appeal
- Startling
- Super
- Ultimate
- Unique
- Wanted
- You
- Vital



Most mail order responders have been burnt in the past. They have responded to mailings or ads that promised so much and delivered so little. To make them respond one more time, to your offer, you must make your presentation both great and believable!

One of the most successful ads in recent years sold over one million telephones by mail at a very low price for each. While 98% of the copy told of the great bargain these phones were, the copywriter also used a little bit of ink to masterfully present the “downside” of his offer. In the ad he stated, *Everything about this special offer — quality, price, and service — is better than good, except for the color choices. Phones are available in just three colors: beige, black, or brown.* Since it’s a fact that most people have at least one phone in one of those 3 colors, his “down side” remark wasn’t really all that harmful to his ad copy. It did, however, make it appear that he was being objective and was presenting his readers with “all” the facts — an excellent approach to advertising!

In selling information by mail we, too, must make it sound so great that the person cannot wait to receive it. But never so great that he does not believe our ad or does not trust us.

A great headline and a one-to-one friendly, but persuasive salesmanship approach, using copy laden with user benefits, is the secret of successful ads.

CHAPTER 10

MAKING MONEY WITH DIRECT MAIL

Direct mail is big business. It's well over a 100-billion-dollar industry and it's growing bigger each year.

While most mail order beginners usually plunge into space advertising (classifieds or display) when they start a mail order venture, the majority of established mail order pros use direct mail for a large part of their business-building activities.

MAILING LISTS-THE KEY TO SUCCESSFUL DIRECT MAIL SALES

At the center of any direct mail effort is the mailing list you use. Powerful copywriting, expert printing, good graphics, etc., are very important, but mailing lists are the heart of any direct mail effort.

Mailing lists fall under three categories:

- 1) In-house lists
- 2) Mail response lists
- 3) Compiled lists

A dealer's own in-house list is by far the firm's most precious commodity. These are the people who have ordered or inquired at least once. Within the in-house list, at the very core, are the company's "family jewels" — the multiple buyers — the best of all of the house names.

The mail response lists are names who have responded to another company's offer. There are several thousands of such lists, in all fields and classifications, available on the mailing list rental market. Standard Rate & Data Services, Inc., 3004 Glenview Rd., Wilmette, IL 60091 publishes the "mailing list bibles" for both business lists and consumer lists in the "Direct Mail Lists, Rates and Data Directories." In thumbing through their huge directories, you will find many

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• thousands of both response and compiled lists in almost any classification you could possibly think of as well as many that probably never entered your mind.

Compiled lists are generally not as “responsive” as lists generated from actual orders and inquiries. However, in special cases, results can be satisfying when using a recently compiled list. Then too, compiled lists are often the only available means to reach a specific market. Compiled lists can be as broad as listings of millions of home owners to as selective a list as names and addresses of people who own homes valued at one million dollars or more. Thousands of compiled lists are available and new classifications are constantly appearing. In most cases, mail order information sellers must use proven response lists to obtain good results.

One big factor concerning all types of mailing lists (yours, theirs, or compiled) is recency. You should mail to your own house list at least four times or more per year. When possible, mail to rented response lists that are new on the list market or a proven list which has just recently been cleaned (with bad addresses, no longer responsive customers, etc., removed).

“HOT LINE” MAILING LISTS WILL WORK BEST

The “hot line” list is a company’s most recent buyers’ name. In most cases that means buyers within the most recent 90-day period. Obviously, these names will be the most responsive.

If a company has a recent 10,000 “hotline” and a “main list” of 100,000, we should test the hotline first. If it doesn’t work for us, the bigger main list most certainly won’t either.

On the other hand, if the hotline pulls well for us, we must consider that there will be a drop-off in response once we begin using names from the master file.

Example: Let’s say that we mail to the 10,000 hotline and obtain a 2% response (2 orders for every 100 direct mail pieces we mail). Rather than a gung-ho mailing to the entire big main list of 100,000 older names (all of which will be many months to many years old, although hopefully recently cleaned and updated) we would do well to test only 5,000 or 10,000 names from that company’s main mailing list, realizing that response probably won’t be as favorable as from its recent hotline names.



Over the years I have noted the drop off in response percentage between hot line and older names averages between 20% and 30%. Thus a 2% return from hotline names will probably fall to around 1.5% once we begin using the company's larger, and older, mail list. That's a big difference! A 25% drop in response percentage could turn a profitable direct mail campaign into a losing one. Only through tests will we know.

CHEAP LISTS — BIG MONEY WASTED

The going rate for mailing lists most likely to be rented by information sellers (opportunity seekers, book buyers, etc.) is currently (1987) \$50-\$75 per 1,000 names. Beware of lists costing less! Everyone likes a bargain, but I could fill many pages in this book with horror stories of mail dealers who have used "cheap lists."

Not all cheap lists are worthless, but the vast majority of them are. A company or mailing list broker who is peddling names at a big discount is often offering old response names, questionably compiled names, and/or over-used names. 99 times out of 100 that spells disaster!

The names you use will always be just a small part of the total cost of your mailing. Postage and printed matter costs will always take the biggest bite out of any direct mail budget.

You don't save money by using a cheap mailing list, you *lose* money!

Since there are many highly suspect mailing lists out there, plus more than a little "flim-flam" in the list business, it is generally a good idea to do all of your mailing list business through reputable brokers and not with someone who runs a little ad in a magazine offering great prices on mailing lists.

Direct mail is a one-to-one medium that lets you reach a select target market. To be successful, you must use a good list.

THERE'S GOLD IN THEM NAMES!

Your own mailing list can be a chief source of additional revenue. The main purpose of your in-house list — customers or inquiries — is to generate follow-up business. A profitable secondary use of these lists is income obtained from renting your names to other mail order dealers. Profits from renting your names to other companies can be very substantial. A list renting for \$60 per thousand

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• will yield \$48 to you, after paying the normal 20% brokerage fee. With some mail order operations, capital received from renting their own customer lists represents a major part of overall profits.

Trading your customer list with another mail order book company can also be an excellent way to achieve more direct mail business. In trading with a competitor, be certain that you are trading like-for-like. If you are furnishing 5,000 recent buyers, you want 5,000 of their recent buyers in exchange, not a list of two-year-old buyers or a list of inquiries only.

Any dealer, who doesn't want to handle his own mailing list rentals or trades, can hire a mailing list manager to handle these transactions. This can work very well in the hands of an experienced professional.

Most list managers take a 10% to 15% commission for their service. With both their managing fee and the regular brokerage commission you (as the list owner) will receive 65% to 70% of all dollars obtained from your in-house list. That's less than the 80% you receive when you manage your own names. However, a mailing list manager with plenty of trade contacts may easily earn his or her fee in obtaining a windfall of profitable business for you.

ARE YOU RENTING OR SELLING?

Most mailing list transactions are rentals, not sales, and usually for only a one-time use. To avoid confusion, or the unpaid multiple use of any names you offer to the trade, make certain you and/or your list broker or manager spells this out under your terms and conditions to all users. A few "seeds" (names put on your list by you) can also help assure that no one is renting your names and using them in any unauthorized fashion.

WHAT YOU NEED TO KNOW ABOUT DATA PROCESSING

Data processing is an important element in the mail order business. Even if you barely understand the term, you soon must learn much about it.

While a personal computer could be a big help to you, many successful mail order operators "farm out" their data processing needs. This is your choice to make: in-house or an outside service. Several dealers use a combination of both.



In your dealings with computers, you should always remember that they are not *magical electronic brains*. You'll never get better information out of them than what you put into them. They can be helpful servants, but most definitely are not all-knowing.

You can use the data processing powers of the computer in any of several ways:

- A) Individual order processing
- B) Current order retention
- C) Current customer or hotline maintenance
- D) Master list maintenance
- E) Best customer (multiple buyer) maintenance

HOW YOU'LL RECEIVE YOUR ORDERS

A typical information by mail business will receive orders (either from ads or mailings) in the form of a coupon or order card. The order coupon will give us information on 7 important elements.

- 1) What is being ordered
- 2) The price of what is being ordered
- 3) The "key code" (source media of order)
- 4) Name and address of buyer
- 5) In what form payment was received
- 6) The guarantee on what is being ordered
- 7) What sales tax (if any) was remitted

With these 7 *order elements* we can begin processing the order and computerize the data. Don't delay the order (provided that it is a valid one) waiting for all of the data processing to be completed. A typed shipping label should be immediately generated and the order promptly (within 48 hours, I believe) shipped.

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• If you rely on an outside computer service for data processing, you should deliver data to them on a regular basis. Once a week or no less than twice per month (depending on your volume of business) is important. To make certain nothing is done in a helter-skelter fashion, specific dates (such as every Friday morning or the first and fifteenth of each month) will work best.

In addition to processing all of your valuable data, you should also generate a set of labels from the most recent customers for follow-up mailings. In addition to “package stuffers” (additional offers sent with the orders) it’s a good idea to make a follow-up mailing to your new customers within 2 to 3 weeks from the date their order was shipped. They’re still hot and, if they are happy with what you shipped, they’re great candidates for additional business.

Only a handful of mail order sellers can make big money with “one-shot offers.” 99% of us need repeat business to make our mail order ventures successful. Our goal is to entice each new customer into purchasing **2, 3, 4, 5**, or more times before he or she, regrettably, no longer responds to our offers. And, our solid-gold customers are those who stick with us for many years, favoring us with many, many orders.

WHEN TO DROP A NAME FROM YOUR CUSTOMER FILE

Any person who has not responded to our mailings for one full year (provided that we have sent them offers at least 4 times during a 12-month period) is no longer an active buyer. Before dropping customers from your master list of buyers, you will do well to make a special mailing to these people. Look over my sample ***“I want to keep you as a customer”*** letter and think about how you can adapt it to your use.

I am being very sincere when I state that I *do* regard my customers as mail order friends. We must do everything possible to keep these wonderful people thinking good thoughts about us. Our goal may be to sell to many thousands and thousands (perhaps even millions) of customers. Still, we must not lose sight of the fact that they are all individuals. They all want personal attention and service. Make certain that your ads and mailings are as “personalized” as possible. Never write for a crowd of people, rather always use the personal one-to-one conversational approach.

THE STANDARD DIRECT MAIL FORMAT



Your imagination is really your only limitation in designing a direct mail package. However, the following direct mail format has withstood the sands of time and repeatedly proven itself to be effective in the majority of direct mail efforts.

Letters

1. First in importance in the direct format is the letter (remember: direct mail is supposed to be one-to-one, personal advertising). The letter can be one page or many pages. The key is to use as many words as needed to sell your offer, but no more than necessary. Keep it friendly, personal, and enthusiastic with an easy to swallow hard-sell and *do* ask for the book order.
2. The standard and proven mailing piece consists of an outside envelope, letter, circular, order card, and reply envelope.
3. All important sentences should be highlighted by bold type, caps, italics, or underlining.
4. A two or four-page letter almost always has more pulling power than a one-page letter. In some cases (especially high-ticket newsletter subscription offers and home-study courses) extremely long letters (up to 8 pages and more) have proven themselves to be very, very effective. It's said, *nobody has time to read long advertising sales letters and yet they usually are the ones which bring home the most mail orders*. Think about it!
5. A neatly typed "personal style" letter is more effective than a professional-looking typeset letter. Everything in your letter should come across as one-to-one communication.

Circulars

1. A professional-looking circular (typeset with photos and/or art work) is usually the best way to support a personalized letter that contains no photos or art work.
2. The more expensive your offer is, the more professional-looking your circular (but not your letter) should be.
3. Use several "testimonials." If possible, use full names because they are much more effective than the use of just initials.

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• Outside Envelopes

1. While a combination of larger or smaller sizes of envelopes have proven to be effective for various offers, the standard size No. 10 works best for most.
2. Teaser copy that relates to the copy inside usually, but not always will increase response. Only individual tests will determine this.

Reply Envelopes

1. Any reply envelope increases results.
2. Postage-free reply envelopes will often out-pull those that require your customer to affix a stamp.

Order Card or Form

1. A separate order form will usually out-pull one that is printed on your circular that needs to be cut out.
2. An order form with an “official-looking” guarantee will usually out-pull one that simply states a guarantee.

Postage

1. Postage-metered envelopes will out-pull a preprinted permit. Individual postage stamps slow down the mailing operation, but usually are most effective.
2. There is often little difference in pull between first class and bulk rate. However, if you use first class, always use a big bold type to let the receiver know he is receiving a **FIRST CLASS** mailing. Never, never use a preprinted first class permit on your envelopes. If you do that, you are paying first class postage rates while making your outer envelope appear to be a bulk-rate mailing. That's not being very smart.

My most important advice for your direct mail package (as it was in placing space ads) is to load up everything (the sales letter, the brochure or circulars, the lift letter if you use one, and the order card) with benefits, benefits, and still more benefits!

A LIFT LETTER MAY LIFT RESPONSE



Many mail order companies have discovered that a lift letter (a small, memo-sized letter folded in half) can increase direct mail response. You've seen them hundreds of times. The folded-over message may say something like: "A message from Mr. Todd S. Blowhart, President of XYZ Company" or "Read this message only if you have decided *not* to order."

The small letter then opens to a brief message telling you several reasons why you should consider ordering (or reconsider your initial decision not to order).

The pitch usually includes a restatement of the company's guarantee and how this guarantee allows you to order without risk.

When the lift letter was first put into action several years ago, mailers reported excellent results and a big boost in responses. Today they are quite common, but they still can be effective and more than pay for themselves.

On some offers (when the dollar amount exceeds \$40) I use them; on lower-priced offers I do not. When I *do* use them I generally take the positive approach. Frankly, I'm more than a little turned off by the often-used negative lift letter that begins, "Frankly, I'm puzzled." This type of lift letter goes on to state something to the effect: *Since our offer and guarantee is so superior, how can you possibly decide not to order? What's wrong with you?*

I don't like that condescending, negative style and my intuition tells me many other potential buyers are also turned off by it.

I've had good success with a positive style approach that stresses benefits and also tells potential responders to give me a call if they have questions they would like to ask.

ENCOURAGE PHONE CALLS AND PHONE ORDERS

It may be called by many of us *the mail order business*, but it's really *the direct response marketing business*. The mails may be our primary source to seek and receive business, but never underestimate the power of the telephone.

Many individuals and companies who did nearly 100% of their business exclusively by mail have turned to the telephone to dramatically increase their response.

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• Telemarketing is big business today and it's going to get even bigger unless *rights of privacy* laws sweep the nation and put the lid on what has become a forceful marketing tool.

In your book or information by mail business you may not employ advanced telemarketing techniques (although for some information sellers, this does work!) to solicit orders, however, you still should make good profitable use of your telephone. Include your phone number in your mailings and encourage folks to call you to ask questions or place orders. Don't be surprised if many who call with a question also place an order. It happens to me every single day.

I *want* people to call. I'll do my *best* to give them the answers they seek. Sure, I occasionally get calls from those few individuals who think I have nothing better to do with my time than to spend all afternoon giving them intensive phone lessons in successful direct response techniques. These are the same greedy people who offer to take me to lunch and then ask so many rapid-fire questions that I can't enjoy a single bite. I don't go to lunch with such people any more.

Once it's obvious that someone is unmercifully pumping me dry for free expertise, I simply inform them that my consultant's fee is a bargain at only \$100 an hour — which it is. This always turns off the "free lunch" crowd and greatly benefits the select few who are most willing to pay for expert marketing advice.

We serve the needy — not the greedy. But any sincere person who has a question or two to ask about anything I may know, or am involved with, is encouraged to call me. No cost and no obligation!

I prefer a phone call that will usually take 10 minutes or less to the time and effort involved in responding to individual questions by mail. I have also found that many of the good people who call seeking advice also favor us with their orders.

It's good business to be accessible and willing to talk with people. Remember, the information by mail business is a communication business. Also, the person you take the time to help today may be willing to help you with your problem tomorrow.

We are all teachers and we are all students!

HOW TO GET YOUR ENVELOPE OPENED



Today a large number of people open their mail near a waste basket. Envelopes not perceived as valuable get deep-sixed! You may have a persuasive sales letter, an appealing brochure, and a great supportive cast of enclosures. Everything is just right to make people want to rush to their nearest mailbox and send you their order once they've seen your offer. Still, this can't happen unless your outside envelope gets opened.

Here are 8 tips and techniques to entice those who receive your offer to open it and look at what's inside.

- 1) Most people separate their daily mail into two categories. In one pile is the mail they "think" has value and perceive to be important. In the other pile is mail they consider to be less important or, worse yet, of no value at all. Many from this pile are thrown away unopened.

Most often the very best way to make your mailing appear to be very important is to make it look just like a personal letter. No teaser copy (claims typed or written on the outer envelope) and nothing identifying you as a company trying to sell something. If your mailings go out in any way other than first class, don't advertise that fact. Use bulk rate stamps or a postage machine imprint. Never use bulk rate indicia.

- 2) The typing, handwriting, or laser printing of addresses on envelopes may not be time-effective or cost-effective, but they will get more envelopes opened than those with mailing labels on them. If mailing labels must be used, make certain they that are neat and not at all messy-looking.
- 3) Window envelopes often get more attention than regular envelopes.
- 4) Showing a facsimile check in a window envelope is an often-used direct mail tactic that seems to still work (even though I personally resent this ploy). The check, of course, represents a discount coupon and not legal tender.
- 5) Brief teaser copy sometimes will work well. Often brief, bold command copy such as: **IMPORTANT — OPEN IMMEDIATELY** gets the desired response.
- 6) Predictions often work (when you're not using the personal touch). Using bold teaser copy to make several fearless predictions can arouse interest and the desire to open and learn more.

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questions. This flyer plus the enclosure of a prepaid envelope will greatly increase written response.

In all cases, obtain signed permission before using your customers' comments in your ads or mailing pieces. You do not need permission to use comments or reviews from the media because this is already considered a public statement.

WHAT YOU MUST KNOW WHEN CHOOSING MAILING LISTS

Before you rent or buy any mailing list for a direct mail campaign, you need to know the answers to the following 10 questions.

- 1) Is this list a response or compiled list?
- 2) Who are these people and exactly what have they recently responded to?
- 3) Is this a list of buyers or inquiries?
- 4) How old is this list?
- 5) What was the average dollar amount of their recent purchase?
- 6) Is a 60 to 120 day "hotline list" available?
- 7) How many names are on the master list?
- 8) How were the names obtained? (Space ads, direct mail, etc.)
- 9) How have they paid for recent purchases? (By check, credit card, C.O.D., etc.)
- 10) What are their demographics? (Sex, approximate age, income levels, etc.)

IMPORTANT POINT: The most responsive mailing list to use is usually made up of direct mail responders who have made a recent similar purchase from another company that was at the same or greater amount than the price of your offer.

11 WAYS TO MAKE YOUR ORDER CARD SELL

- 1) A separate order card usually out-pulls one printed on a circular or brochure.

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- 2) Always use black ink.
- 3) Card stock out-pulls plain paper.
- 4) Color stock out-pulls plain white.
- 5) It should be easy to read.
- 6) It should contain the restatement of some primary benefit.
- 7) It should restate your guarantee.
- 8) It should tell the responder exactly what to do.
- 9) It should state that you will ship promptly.
- 10) It should be simple and easy to fill out.
- 11) It should contain adequate space for the person to fill in his name and address (remembering that some people have long names and addresses), credit card information if offered, etc.

A REMINDER: Always enclose a return envelope.

YOU MUST ALWAYS TEST

There are so many variables (the headline, the overall advertising approach, the envelope, the price, etc.) in presenting your offer to potential mail order buyers. Only through testing can you establish your own best *control ads and mailing pieces*. And wise mail order operators always continue to test, always attempting to beat their own control, regardless of how profitable these ads or mail packages are. Only by constantly testing can we hope to (A) make it profitable and (B) make it even *more* profitable.

MAKE YOUR PROFITS RUN

Although it may be desirable (as mentioned previously) to continue to seek ways to improve even highly successful ads or mailings, I do not recommend radically changing something that is working well. You test in hopes to beat your control, but you never change your control until something better is proven.

The old stock market axiom: *Let your profits run and cut your losses* applies



well to mail order advertising and promotion.

The strange truth is that many times a mail order operator will discontinue a proven successful ad or mailing after many months or years.

I must regretfully admit, in my early days in mail order marketing, I foolishly did this twice. I'll never make that mistake again and I don't want you to do it even once. You may get tired of the same promotion and seek new challenges, but never, never, cease running an ad or making mailings that are profitable. Lack of sufficient response is the only reason to discontinue any form of advertising.

It's difficult enough to make any business profitable. Once it is working well and throwing off nice profits, NEVER turn off a *money machine*. Let your profits run!

CHAPTER 11

23 MASTER STEPS TO A MAIL-ORDER DIRECT MARKETING FORTUNE

Let's summarize here and present an overview of what you must become aware of, and do, if you desire success in the fascinating mail order information selling business.

- 1) ***You need a game plan.*** Taking into account your initial budget, strengths, weaknesses, desires, and goals, you should adopt both a short-range (3 to 6 month plan) and a longer range (6 month to 2 year) plan for your mail order information business. While it's quite likely that there will be changes made in your plans as you get deeply involved in your business, nevertheless, advance planning is important. And your objectives should be put on paper, black on white, not just stored in your memory. Written objectives and goals will help keep you on target. Constantly refer to them!
- 2) ***You need your business tools.*** Your *business tools* include all of the office supplies and equipment that you will require. Space to conduct business. If you will be home-based, seek some privacy in the house or apartment. A spare bedroom is ideal. Some have converted a corner of the garage into office space. The kitchen table has worked for many new information entrepreneurs, but hopefully, you can find a more suitable spot that offers more space and more privacy. A typewriter (or better yet a computer and printer) is a must and so is a good file cabinet. If startup capital is modest, look for bargains on these and other essential needs at local thrift shops, Goodwill, and The Salvation Army stores.

A friend of mine recently bought a beautiful executive desk at a thrift shop for only \$75. He showed me an office catalog that featured the same big desk for \$595. If you look for bargains you will find them.

- (3) ***Gather research and resource materials.*** The information business is a research business. In preparing both your products and sales

literature, you'll be doing research and also need resource material. Buy books, subscribe to newsletters and magazines in your chosen field, and start a "swipe file" that keeps you updated on the competition. Above all else, become familiar with vast storehouses of knowledge available at the biggest public library in your area.

- 4) ***Seek expert advice.*** Unless you are making a very low-budget, shoestring start, it's wise to seek and pay for expert help. Attend seminars and workshops in your chosen information field; use the services of expert direct marketing copywriters and consultants, graphic artists, etc.
- 5) ***Set up your record-keeping apparatus.*** Good records tell you where you are and where you're going. Ad-Lib Publications (P.O. Box 1102, Fairfield, IA 52556) has some excellent record-keeping manuals for publishers and mail order dealers.
- 6) ***Choose your company name wisely.*** The name you hang on your fledgling new business can be a help or a hindrance. Think about it. Pick a business name that makes a positive statement about you.
- 7) ***Choose your "title" carefully.*** The title you give (if you are publishing your own materials) your book or report is extremely important. A good eye-catching title will help increase your sales.
- 8) ***Sell related items.*** Whether you publish your own material, buy items for resale, or do some of both, make everything relate. This will encourage your customers to keep reordering and that's the backbone of a successful mail order operation. As soon as possible a "catalog" should be produced (even if it's originally very simple and small) to maximize "bounce-back" and repeat ordering.
- 9) ***Be a real professional.*** Sell only items that you would appreciate owning at prices that you would be willing to pay. Ship promptly. Use every legal ploy to get the business and then offer the great service, information, and fairness that will make them want to continue doing business with you.
- 10) ***Be price conscious.*** Being price conscious means you both sell at the right price and buy (your printing, supplies, etc.) at the best price. Your goal is to buy low (without total disregard for quality) and sell high (obtain an excellent, yet fair price) on everything you market.



- 11) ***Your media must be right for your “product” or vice versa.*** Is your product right for this market? Mail order advertising or direct mail success is obtainable only by matching our “paper and ink” product with the most likely potential market (the correct publications or best possible mailing lists). We may wish to test unfamiliar media on occasion, but most of our ad dollars should go into the likely media.
- 12) ***Ads and mailing pieces must appeal to emotions and not intellect.*** Intelligence and knowledge are primarily responsible for advancement of the human race. However, when it comes to most individual “buy or no buy” decisions, *feelings and emotions* usually are the prime motivators. Fact-filled copy alone won’t get the job done. Emotional appeals, and the promise of personalized benefits, will up your response rate far more than ad copy that is purely logical.
- 13) ***Use the K.I.S.S. approach.*** Our customers are definitely not stupid. Today’s mail order responder is well-educated, well-informed, and knows exactly what he or she wants. While this is true, the *simple approach* still works best. Don’t try to impress your audience with ten dollar words or high-brow conceptual advertising messages. Good advertising copy is always simple, sincere, and direct. Keep everything easy to understand and make it very easy to place that order.
- 14) ***Communicate one-to-one.*** Regardless if you’re mailing only one mailing piece or mailing to one million people, a one-to-one personalized approach usually works wonders. I like to picture in my mind a single prospect, sitting next to me on a couch. To that one person (even if we’re making a mass mailing or placing ads in high-circulation publications) I make my offer. In giving speeches to large audiences, and appearing on TV programs with hundreds of thousands watching, I learned this valuable lesson. *Whether the audience is large or small, rave reviews* only result from an open and personalized presentation. In mail selling the personal approach brings the best response. We may use mass production, computers, countless lists of names of people we don’t personally know, and lots of other mechanical and impersonal techniques to put our ad or brochure before Mr. John Smith. When he begins to read it, it’s vital that our tone is personal and that he can relate to and believe what we are telling him. Or only hope of receiving his precious response is that in some way, he is touched by our personalized communication and claims.

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- **15) *Fulfillment must run smoothly.*** Orders are processed and shipped promptly (within 48 hours of receipt). If for any reason an order must be delayed, a note to that effect is sent to our customer. On orders for substantial amounts a “thank you” letter is sent. Obtaining orders puts you in business. Good fulfillment, record-keeping, and data processing help keep you in business.
- 16) *Stuffers are always enclosed to get cost-effective “bounce-back” orders.*** Bounce-back orders are very, very cost-effective and should always be sought. To obtain them, you simply have your catalog, brochure or circulars included inside each order package you ship. You’ll be amazed how many orders quickly *bounce back* to you.
- 17) *All new customers should quickly receive a follow-up mailing.*** Within 10 to 21 days of their initial order being shipped, each new customer should receive a follow-up mailing of other items you have for sale. *Get ‘em while they’re hot!*
- 18) *Learn as much as possible about individual “customer value.”*** The average gross and net worth of each of our customers is extremely valuable information. We use it in decision-making for the development of new customers and strategies.
- 19) *Every offer you send must be loaded with “benefit copy.”*** We think about and develop “you” copy, not “I” copy. We know who and what our potential mail order responders are most interested in and concerned about. Our advertising addresses the benefits they crave.
- 20) *Your customers are very special people and should be treated like royalty.*** Most successful mail order operations are very customer-satisfaction oriented. Our business stands or falls on how well we please our customers. We must entice them to stick with us and continue to order. To accomplish this, we must excel in service as well as provide valuable information. It’s also a very good idea to be accessible and anxious to solve problems. Be helpful. *The more you give, the more you’ll receive!*
- 21) *Stay in touch.*** No less than 4 mailings per year should be made to every person on our active customer file.
- 22) *Think Profits!*** Profitable mail order marketing is the result of profit-



thinking and a willingness to test new ideas and concepts. We do not want to reinvent the wheel so we do follow proven guidelines. At the same time, we invite our powerful Subconscious Mind to send us a stream of exciting new ideas concerning product development and creative marketing techniques. *Your thoughts can make you rich!*

- 23) *Think more profits!*** To ultimately make a fortune selling information by mail, first we strive to survive and make some profit. Then we strive to upgrade profits and beat our control. The difference between *getting by* and *getting rich* **is knowledge, desire, creative thought, and persistence!** You've heard the old cliché: *a penny for your thoughts*, well, in this exciting business *your thoughts can make you a fortune!*



CHAPTER 12

PRODUCING AND SELLING OTHER BIG PROFIT PRODUCTS AND SERVICES

Up until now most of my attention has centered on “paper and ink” information products although my advertising methods do relate to anything you may wish to sell by mail. Now let’s look at some other related products that can be produced, packaged, and sold by mail for big profits.

PROFESSIONAL SPEAKING: SEMINARS AND WORKSHOPS

My dear friend and world class professional speaker, Dottie Walters, is fond of saying “writers and publishers should also be speakers.” How right she is!

If you package and sell information by mail, you’re in the communication business. Why not consider also developing your topics into paid speeches, workshops, or seminars? My pal, Al Galasso, and I have taken Dottie’s advice and now produce popular Self-Publishing and Mail-Order Success Seminars*. They have become a great source of extra income.

Obviously, there is some real “personal fear” associated with standing up in front of people and speaking to them. Some experts claim it is one of man’s greatest phobias. But it need not be. If the thought of speaking professionally has the butterflies in your tummy dancing in a mad orgy, get some help. If you know your subject matter well, and do not have a speech impediment, you can do it! Joining a local Toastmaster Club (found in hundreds of cities across the nation) is a great place to start. A Toastmaster Club is a group of men and women who gather on a regular basis (usually weekly) to help each other, in a supportive atmosphere, become better communicators.

I’ve been a Toastmaster for several years and, without any reservations, I

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*Write or call Al at American Book Exchange, P.O. Box 2525, La Mesa, CA 92041, concerning our next Self-Publishing or Mail Order Success Seminar.

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• recommend this helpful organization to anyone. For the locations of clubs that meet in your area, write to the headquarters: Toastmasters International, 220 N. Grand Avenue, P.O. Box 10400, Santa Ana, CA 92711.

Another excellent learn-and-earn source of professional speaking expertise is Dottie Walter's super news magazine, *Sharing Ideas*, and her highly-acclaimed six-tape album *How to Enter the World of Professional Speaking*. This incredible woman is a leading speaker, writer, publisher, and booking agent. If you would like to *make money with your mouth* in addition to mail order, get in touch with her now: Dottie Walters, Royal Publishing, 18825 Hillcrest Rd., P.O. Box 1120, Glendora, CA 91740.

CASSETTE AUDIO TAPES

Several years ago I realized that increasing numbers of people were turning to cassette tapes for learning experiences. I wisely decided to include cassettes in my mix of products offered. It has paid off handsomely. I strongly suggest you, too, consider the many advantages of selling audio tape programs.

Here are just some of the valid reasons to sell audio tapes:

- 1) Today there are over 100 million cassette tape players-in homes, offices and vehicles — a tailor-made market. Although music continues to dominate the audio cassette industry, increasing numbers of people are buying self-help and how-to tapes.
- 2) Some people do little or no reading, but they haven't discontinued their desire to learn. A learning experience on tape is most desirable.
- 3) Audio cassette tapes can be produced in modest quantities at very attractive prices, allowing you to enjoy substantial markups.
- 4) Expert packaging of several tapes in one album, combined with written instructions (books, manuals, etc.) can produce a high-ticket "home study course" that can maximize your profits. Potential responders often have a "perceived dollar value" on individual items. However, by combining several items, including an attractive, large cassette tape album containing several tapes, you can often make a much higher combined price palatable.

Example: A New York information entrepreneur used to sell individual one-hour



memory improvement audio tapes at \$9.95 each. Sales were good, but profits were not sensational. Once he had a total of 8 different tapes, he decided to put them all in an attractive album. He then published written instructions in a manual format. At his previous price of \$9.95 each, 8 tapes were worth less than \$80 retail. If he had sold the manual separately it would have been priced at about \$20 per copy. However, he did not sell his tape album and manual package for less than \$100; he successfully sold this combination package as a home study course for \$179. *By combining several individual items into one big package, you can often increase your retail price. The sum total of the whole increases the perceived value of the individual components. Audio cassette tapes offer the information seller another rich avenue of profits. You should give audio tapes serious consideration.*

CASSETTE AUDIO TAPE RECORDING & DUPLICATING

These firms can assist you in producing and/or duplicating cassette tapes for resale:

Business Cassette Prod.	*Mother Dubbers
P.O. Box 11338	13626 Gamma Road
Costa Mesa, CA 92627	Dallas, TX 75234
Books In Motion	Alpha Omega
E. 9212 Montgomery, Suite 504	343 S. Madison Ave. Suite 17
Spokane, WA 99206	Pasadena, CA 92201

VIDEO CASSETTE TAPES

Here's another rapidly growing industry that deserves our consideration. I don't have to tell you that the video industry is booming today. Almost everyone either owns a VCR or is thinking seriously about getting one.

Much of what I've already told you about the positive side of audio tapes applies here. Mark-ups can be very favorable, demand is increasing, etc. Unfortunately there are also some real roadblocks to producing and selling good how-to or self-help video tapes. Production costs are quite high to produce a video that is both interesting and informative. Any time you work with the visual medium, you

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*Mother Dubbers also offers video services.

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• have to be concerned with viewer interest.

I've personally switched off video tapes on subjects I like simply because they were boring. A man or woman constantly talking and using only a blackboard and signboards for props just doesn't hold viewer attention. *The visual medium is an active medium.* To capture viewer interest you need multiple scenes, activity, a little humor, etc., to complement instructions. Video professionals can be hired to make it flow and come across as stimulating, but it will cost money.

Don't produce a video cassette program unless you're convinced you have something unique that will sell and then are willing and able to spend the effort and money to produce an interesting as well as informative tape. Presentation here is just as vital as content.

NEWSLETTERS

A newsletter can be a logical extension of your information by mail business. By first developing a market for books, reports, and/or cassette tapes, a newsletter can provide a vehicle for continued sales and contact with your responders, as well as being a profit source by itself.

A newsletter can be launched as a primary mail sales objective, but to do this you must understand that you will earn little or no profits for at least the first year of operation. In most cases, you can expect to lose money for at least one year and perhaps for two years.

If you're launching your information-by-mail business on a shoestring, you should not begin by publishing a newsletter.

By sticking to one well-defined field of interest and expertise with the manuals, books, and other items you sell, the publishing of a newsletter in this subject area may make sense once you have built up a good customer base. A mail order operator with even a small customer base — let's say only 5,000 buyers, but all in the same overall information category — could mail a newsletter subscription offer to this group of people of similar interests. If the newsletter goals were well-defined and the advertising was laden with beneficial copy, a good percentage of the 5,000 may subscribe. A 5% subscription response would give this new newsletter publisher a quick subscription base of 250 subscribers. From there the going would get tougher as our newly established newsletter ventured outside the very responsive in-house mailing list and began using lists

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from other sources.

The thought of starting a newsletter cold doesn't turn me on unless big bucks will be available for a comprehensive marketing attack. Less money and less effort will be involved in using a customer base, all of whom share similar interests, to get a letter off the ground.

CHAPTER 13

AN INTERVIEW WITH MELVIN POWERS

As I neared completion of this manuscript, I began thinking about how helpful it would be to get some opinions on mail order and information marketing from another recognized expert. Immediately, my friend Melvin Powers came to mind. I phoned Melvin and he graciously agreed to an interview.

*Melvin Powers has been in this business almost 40 years. He is a living legend in the mail-order and book-selling business. Another fellow publisher recently told me that I have now written and sold more books than the legendary Joe Karbo (although I'm quick to point out that I've yet to have one book sell as well as his mega-mail-order-seller, *The Lazy Man's Way to Riches*). With total sales approaching two hundred million copies, it's highly unlikely that I, or almost anyone else, will ever surpass the book sales of Mr. Powers. Read on — this man has some good information for you.*

RvH: *How did you get started in the book and information business by mail order?*

MP: I became interested in mail order when I was only sixteen years old. I always read many different magazines and became fascinated with the small classified ads that appeared in *Popular Science*, *Mechanics Illustrated*, and other such publications. In those early days I would respond to hundreds of different ads. I also would order every available book on the subjects of advertising, marketing, and mail order. Soon I decided I wanted to sell books and booklets by mail. I liked the idea of selling information people wanted and would pay for.

RvH: *Did you immediately become a self-publisher?*

MP: No, during my first few years in this business I bought books and booklets at wholesale prices from other publishers and offered them for sale by mail. In the beginning I worked with discounts of around 50% off, but

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• once I started selling hundreds, then thousands of books, these publishers granted me much larger discounts.

RvH: *Do you remember something about those early titles you purchased and then resold?*

MP: They were booklets and books on astrology, magic, how to pass exams, how to play chess, a series of joke books, and other “how to” titles.

RvH: *What was the secret to your immediate success?*

MP: Choosing good titles and then writing good ads.

RvH: *When did you decide to become a publisher?*

MP: After two or three years of successfully selling books obtained from several other publishers, I decided to publish myself. I was deeply involved with magic, memory, and hypnotism, all of which I incorporated into a stage act I performed at several clubs. The first books and booklets I published related to these subjects.

RvH: *Were your first publishing efforts successful?*

MP: Very successful! I developed a mail order catalog of interesting self-help titles, some of which I published and others which I obtained from other sources. By the time I was 21 years old, I was well established as a publisher and mail order book seller.

RvH: *As you look back, are you happy you chose this profession?*

MP: I love this business, Russ. It is a fascinating, creative business that has made so many of my dreams come true. I’ve made lots of money and have had lots of fun, too. I intend to continue doing both.

RvH: *Do you consider the mail order self-help and information business of today to be as profitable as it has been in the past?*

MP: Absolutely! In fact, it’s easier to make a fortune today than it was in the past. In addition to publications and direct mail, we now have other powerful media tools. Television marketing, for example, offers huge profits to today’s mail order entrepreneur who will put books on cassette



tapes and offer a “package” of written and audio instructions. If you have a book, you should also produce tapes. This can greatly increase your potential profits. Of course, you must make a good presentation. The advertising is first in importance.

RvH: *In over 35 years of writing your own books, publishing them, and publishing hundreds of other books by various authors, plus selling books from other sources, do you have an idea of how many total books and booklets you have sold?*

MP: Close to two hundred million — a large percentage of which have been sold by mail!

RvH: *What has been your all-time, best-selling book?*

MP: I’ve published and sold over three million copies of *Psycho-Cybernetics*, by Dr. Maxwell Maltz. It’s at the top of my best-selling list and it is still selling. I’ve also published and sold over two million copies of Napoleon Hill’s classic, *Think and Grow Rich*. Both of these great books have had a major impact on my life. I read *Think and Grow Rich* when I was a young man and it convinced me I could achieve anything I wanted to achieve. I highly recommend both of these marvelous, self-enriching books. To be successful, a person must develop successful habits and think successfully.

RvH: *So very true. You have also authored several books. Which one has sold best?*

MP: *How to Get Rich in Mail Order* now has 300,000 copies in print and continues to sell very well. I’ve also taken my own advice and produced audio cassette tapes. The book and audio tape album are currently a big hit on cable TV at about \$150 per order.

RvH: *You started your mail order career by running small classified ads. I also got started this way and continue to run them today. At the same time, we also do mass mailings, place large space ads, etc. Do you still use classifieds?*

MP: Yes. Like you, Russ, I’m involved in many marketing areas, but I still run those small ads. Some of the most successful and largest mail order

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• companies: Mellinger, Charles Atlas, Specialty Merchandise Corporation, etc., have run classified ads with very few copy changes for decades. It still works!

RvH: *What advice would you give a person who wants to get involved in the exciting and profitable mail order information business, but who has only a very limited amount of capital?*

MP: This is one of the few business ventures that allow a person to get started without a lot of money. I would suggest a start-up that included a modest ad budget in the beginning and the sale of books available from other publishers. This works for many and is exactly how I got started. Several publishers will sell to you wholesale or drop ship their books direct to customers.

RvH: *Any suggestions for the person who is determined to self-publish his or her own materials?*

MP: Anyone who is going to get started publishing a book or booklet should start by producing it in the least costly format. It's a good idea to type the manuscript, run off a limited number of copies on a photo-copy machine, and bind it together with staples. This will keep production costs to a minimum. Once you're certain your ad is working well — and in mail order your ad will determine success or failure — you can overhaul your book and have it professionally typeset and printed in a more attractive format. First, discover if people will buy it! Test various ad copy.

RvH: *Good advice. Years ago, ads could be run for books or manuals that were not even in existence. If the ad pulled well, the book was quickly written and published. When the ad flopped, the book idea was simply dropped. Today, however, the law says the product must be available before the ad is placed.*

MP: That's right, Russ, but by using my low-budget publishing method, a person can test ads without putting large amounts of money into production.

RvH: *You're right, advertising is the name of the mail order game. We rise or fall with the advertising we use. What advertising book has had the greatest influence on you, Melvin?*



MP: There are many good books, that's why I strongly advise everyone who wants to get involved with mail order to read dozens and dozens of mail order marketing and advertising books. My advice: buy all you can and also check out and read everything available at a good public library. One of the best books on advertising is one that I publish, **How to Write a Good Advertisement*, by Victor O. Schwab.

RvH: *That is an excellent book. It was written many years ago, but it has withstood the test of time. Do you have any more advice on mail order advertising?*

MP: It's good mail order advertising sense to learn from those who are successful. Be a "copycat." Cut out and save successful ads from magazines, the ones that continue to appear, thus proving their value. Save the best direct mail packages and also video tape the best offers that appear regularly on cable TV. Obviously you can't copy any of these word by word, but they can be a big help when you are preparing your own ads. Copy success!

RvH: *What do you think are the important ingredients of a good ad copy?*

MP: The headline, subheads, the overall benefits offered, all the vital things you teach, Russ. I also put great emphasis on the guarantee. The stronger it is the more it helps get the order. I was the first one to offer a 365-day guarantee. I also like Joe Karbo's approach concerning holding a responder's check for 30 days and promising to return it if the book does not meet expectations and is returned. While only a small percentage will be returned, knowing one has this guarantee is reassuring. It definitely increases orders. I was also a pioneer in showing my bank deposits in my ads. This tells people they are dealing with someone who is successful.

RvH: *You're obviously very enthusiastic about the profit potential available through TV marketing. What about radio? Do you think it's a viable medium for today's mail order*

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** How to Write a Good Advertisement*, by Victor O. Schwab, is available postpaid from: Melvin Powers, 12015 Sherman Road, North Hollywood, CA 91605.

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MP: Frankly, I've never made money with radio advertising. I'm convinced that TV is where the action is.

RvH: *Any tips for selling books or other information products on television, with a limited budget?*

MP: Some cable TV stations make P.I. (Per Inquiry) deals. The stations run the ad spots at no charge, but require a percentage of every order received. This arrangement is ideal for the advertiser who has only a shoestring budget. Not all stations make these deals, but several do. It's a good idea to start seeking P.I. deals from cable stations in your immediate area. If they like what you wish to offer, they may be willing to accept a percentage of each order received (this can be 25% or more) as their payment.

RvH: *Some publications also make P.I. deals, usually splitting money received 50/50 with the publisher or mail order dealer. I'm sure you've made such arrangements. It's very cost effective and can boost profits.*

MP: That's true. However, any print media that will offer P.I. advertising usually is only interested in a deal that involves an item that is a proven winner. Once you have a strong order-pulling ad, it's possible to wheel and deal.

RvH: *I recommend that information marketers sell related materials from other publishers and also offer their items to other dealers. Do you share this advice?*

MP: Absolutely! You can multiply your sales by offering your publications to other mail order booksellers, catalog marketers, etc., and it's always good business for you to make additional sales by offering titles available from other publishers as long as they grant you a decent discount. With drop-shipping, sales can be made without tying money up in inventory.

RvH: *Recently I've learned that you have become the owner of a restaurant in Los Angeles. You're not thinking of getting out of the mail order/publishing business, are you?*

MP: Never! I love the mail order book business. My new Gorky's Restaurant,



in partnership with my nephew, is a sideline business, but a very profitable sideline.

RvH: *Didn't anyone tell you, Melvin, over 80% of all restaurants fail?*

MP: That's true, Russ, just like the 80% or more who fail in mail order. Those statistics don't apply to the man or woman who is determined to make it and who prepares well for success. We went into the restaurant business without previous experience and, in less than one year, we have doubled the business. How did we do it? In addition to serving very good food, we applied sound marketing techniques. I read dozens of books on operating a restaurant. Good information on almost any business is available, but you must obtain it, read it, and then apply it if you want to enjoy the benefits.

RvH: *Excellent advice! I'm looking forward to visiting Gorky's, at 536 East Eighth Street in Los Angeles and trust that other readers of this book will do the same. Is there other advice you would offer the book and information mail order entrepreneur.*

MP: Believe in yourself, educate yourself, and know you can be successful. Don't listen to the majority of people, even friends or relatives, who are negative. Politely walk away when people start telling you, "You can't do that," or "This won't work," etc. Listen to and learn from positive, successful people who have the "I can" and "you can" attitude. Learn more so you can earn more. Read everything available on the subjects you're involved with or wish to become involved in. Start by reading all of Russ von Hoelscher's informative books.

RvH: *Thanks for so much good advice, Melvin, and for the plug. I appreciate the time you have shared. I know your remarks will be extremely helpful to all of the readers of this book. You have written and also published so many excellent books. For starters, I recommend that everyone order your "How to Get Rich in Mail Order," and "How to Write a Good Advertisement" by Victor Schwab.*

Your BONUS Book:

**1,219 POWERFUL
MARKETING IDEAS
YOU CAN USE
TO GET RICH**

by T.J. Rohleder

FOURTH EDITION

**1,219
POWERFUL
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IDEAS
YOU CAN USE
TO GET RICH**

by T.J. Rohleder
Publisher of the 10-hour audio program
"Ruthless Marketing!"

This Book is dedicated to the
most important person in the world...
YOU!

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Designed by Chris Bergquist and Mary K. Jones

INTRODUCTION

The 1,219 marketing ideas in this book have made me millions of dollars. **That's why I absolutely know they really can make you rich!**

Yes, I am living proof that these marketing ideas are proven millionaire makers! And even though I can't and won't promise you that you will make millions of dollars — I know there is nothing special about me... And that's why it is my sincerest and strongest belief that...

**If I can make millions of dollars with
These 1,219 powerful ideas
then you can get rich with these ideas, too!**

That's only my strong belief and opinion, but it's backed by solid fact! You see, **this book contains ONE FULL DECADE of the greatest secrets that produced tens of millions of dollars for me and my wife Eileen...** They are the best-of-the-best ideas that took us from \$300.00 back in 1988 to over \$70,000,000.00 in only 10 years... You can read our story in Section Two...

How This Book Was Created

The 1,219 marketing ideas in this book started out as private journal entries I wrote to help us make more money... **There was never any desire to publish these secrets for anyone but ourselves and a few of our closest friends.**

Every time I discovered a unique secret that produced massive cash flow and a huge windfall of profits — I wrote it down! AT THE END OF TEN YEARS, I HAD OVER 60 POUNDS OF SPIRAL-BOUND JOURNALS THAT WERE FILLED WITH POWERFUL

MARKETING IDEAS! THEN I BOILED THEM DOWN TO THE BEST-OF-THE-BEST — TO CREATE THIS BOOK. As you will see, there's NO filler — NO fluff — and NO B.S. ... Only the very best ideas that produced millions in sales and profits are here... When I was done — the number of entries came to 1,219... I gave these private journal entries as gifts to a few of our closest friends who urged me to publish these secrets for others — but to never let it be known that I was the author... Instead, I originally published this material under my pen name "*Terence Storm*."

**Now, I am pleased to share these
1,219 proven marketing ideas with you!**

Go over this book carefully with a pen and check the ideas that reach out and grab you. Then keep this book close by and crack it open when you're working on new ways to increase your sales and profits. Do this and I'll make you this promise:

Each time you open up this book, you'll find new ideas that can help you make the largest amount of money possible!

However, I must warn you — as many of my friends have told me, some of the ideas in this book are downright...

RUTHLESS!

Yes, so many of my friends have told me that some of these ideas are 'ruthless' — that I decided to look the up the meaning in my big dictionary. Here's what the definition was:

*"Having no compassion or pity; merciless."
(American Heritage Dictionary)*

But this book (or my powerful 10-hour audio program in Section Two) is NOT about being merciless or having no compassion for other people. No way. **Instead, here's the way I describe Ruthless Marketing in this book:**

“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. To do this you must re-sell to the largest number of customers.”

Yes, “extracting the largest amount of sales and profits” is what this book is all about! It’s not about lying, stealing, and cheating people so you can take their money and run. It’s about aggressively going after the business you want and deserve.

The fact is: Most companies are not aggressive enough when it comes to going after the money they need to grow and prosper. Because of this, they lose a lot of business that could and should be theirs.

Don’t let this happen to you.

Read this book from cover to cover and please think carefully about all of these ideas. Making these 1,219 ideas a part of your overall thinking and philosophy will dramatically improve your sale sales and profits. In fact, you can double or triple your profits in no time flat!

So don’t let the size of this book fool you. Although it’s a small book, it really does contain THE FIRST TEN YEARS (1988 –to– 1998) of ‘ALL’ of my greatest millionaire making marketing secrets that we used to make millions of dollars. As you’ll see, all of these secrets have been boiled down — into one very simple and easy to read book! **And as you will soon see (if you study the following pages!) these 1,219 ideas really do have the powerful potential to make you huge sums of money — just as they have for me!** So with that in mind, please go over all of this now and use this book as you’re dreaming up new ideas to dramatically increase your own sales and profits!

I’ll look forward to (hopefully) meeting you in the future — shaking your hand — and hearing you tell me how this program

has changed your life! Until then, I remain...

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'T.J. Rohleder', with a long, sweeping underline.

T.J. Rohleder, Co-founder of M.O.R.E. Incorporated and somebody who wants to help you get rich with the same powerful ideas and methods that have made and are still making me rich!

P.S. SEE SECTION TWO! THIS TELLS YOU HOW TO RECEIVE 10-FULL HOURS OF "RUTHLESS MARKETING IDEAS" THAT CAN MAKE YOU RICH!

A small group of my best friends and marketing experts just spent 8 weeks studying the 1,219 ideas in this book. We got together and passionately discussed the key ideas we love the most and how they can be used to make a fortune! Then we recorded our 8 week study session and put it on 16 powerful audio tapes and CDs. These 10 full hours of recordings are extremely exciting! If you love the ideas in this book, then you must have this important set of tapes and CD's! You can read more about this powerful Program in Section Two of this book and then order it directly from my company. *Thank you.*

We're always looking for the next BIG thing!

Or The Winning Formula!

Or THE HOOK!

- Something that will grip them...
- Shake them...
- Make them want to buy.

Something that "LOOKS" or "FEELS" different.

Something that contains the MAGIC ingredients they respond to the most.

What is our greatest selling message?

What are our strongest reasons why they should or must buy?

What are our greatest inducements?

- The best offer?
- The best bribe?

How do we avoid the "me too" products, services, messages?

What is the strongest and most believable reason for them to take action now?

What are the strongest promotions that others in your market are using?

- Who is making the most money?
- What are they doing?

What is the #1 thing or top 3 things they want the most?

Focus on the areas you are best in and that bring you the most money.

I would rather build a company 1 inch wide and 1 mile deep than a company that is 1 mile wide and 1 inch deep!

In other words, find your small niche and EXPLOIT THE HELL out of it!

NEW! NEW! NEW! They all want something NEW!

- And exciting!
- "A bored customer does not buy."

How do we get the biggest BANG for our BUCK?

- Find the things they want and like the most and improve upon them!
- We can't re-invent the wheel, but we must make it "seem" as if we have!!
- The concept you build your promotion around must be simple, but highly compelling to your market.
- Spend more money to reach less, but better qualified prospects.
- Do more mailings to more people more often!
- Focus on re-selling to your best customers!
- Use your swipe file! Use it while you are working on new promotions!
- Combine as many super-successful selling ideas as possible into each campaign, but wrap them around your core selling concept.
- Constantly flow your cash back into the areas of your marketing that made you the most money to begin with.

In Direct Response, there's always something new to learn. Each question leads to another question. There are many theories and no absolutes.

It's fluid. What works one year may not work the next. This keeps you on the edge. You're constantly learning. Just when you think you know it all and you're pretty good, a major disaster happens and you are humbled all over again.

The right marriage between message and market is key.

Closer marriage = More money

Formula

- a. Right message/offer
- b. To right market
- c. Through the right media

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 the adversity. We need the problems, challenges, and obstacles. Without these things, the game is pretty boring.

We sell to people's self-centered emotions...

- People buy for emotional reasons
- Greed
- Guilt
- Fear
- Pride
- Love
- And we are all self-centered people living in a totally self-centered world!

Marketing skills are improved and even mastered with knowledge, practice and years of experience.

Overview of a successful marketing campaign:

- a. Take the best sales points and "schemes" that have worked before...
- b. Find new ways to hook them together... new themes, new angles
- c. Then smooth it out... So it sounds new and different.

Use plain, direct, simple and FORCEFUL writing that goes straight to the emotions of your reader.

Don't mess around or try to be cute.

The best way to get someone to give you \$3,000.00 is to first get them to give you \$300.00!

Consistency and Commitment

Marketing is all the activities, plans, schemes, and ideas that let you:

- a. Attract and sell to new customers...
 - b. And continue re-selling to your old customers.
- Within these two simple steps are about 100 million subtle variations of what you can do to be most effective.**

Our job as marketers is to Fire their Imaginations...
and Play with their Desires!

The 5 E-Factors that influence every sale:

1. Pride — Desire to be better than others...POWER
2. Love
3. Fear
4. Greed
5. Guilt

These are the reasons people will buy anything and everything!

Every reason to buy can be linked back to these 5 powerful emotional factors.

Add the 6 factors from Psychology of Influence:

1. Scarcity
2. Authority
3. Social Proof
4. Consistency/Commitment
5. Liking
6. Reciprocity

Don't play games with your customers, always offer Liberal Refunds!

Think in concepts and see what others can't see or overlook.

Copy shamelessly.

Focus on your core business.

The market comes first.

In direct response marketing your work is judged by it's results.

Test slowly and let others be the guinea pigs!

Keep finding ways to re-invent the greatest themes, ideas and powerful selling messages that have worked like gangbusters before.

Direct marketing is a personal medium.

- Write and speak to only one person.
- The art is to make the person you are communicating with seem special.
- The more you can make them feel you are only speaking to them, the better.

Direct-response marketing is heart-to-heart communication.

- It's emotional
- And it's all about you!
- We answer this question: What's in it for me? WIIFM

"Empathy" is one, or the most important, asset of any marketing campaign.

You must speak directly to their heart... straight to their self-centered emotions!

Become an expert at getting inside the minds and hearts of your prospects and customers.

People buy for their reasons, NOT YOURS.

You can never really know (because of the emotion) what the real reason was that someone bought.

Customers in all markets want someone to do everything for them.

We train our customers to buy a certain way... and expect certain things.

Copy from the best.

Under-promise AND over-deliver.

Your intimate understanding of your market and core business is the #1 ingredient for riches.

The more you know about the customer

- a. What they have bought before or are buying.
- b. Their problems, frustration, pain.
- c. And how your product, service or company can offer them a solution to "B"

The more effective you can be at selling them.

By knowing MORE about the customer you can MAXIMIZE the up-sell.

Selling is finding out what people want and then letting them have it!

To catch a fish you must think like a fish.

- Know who your audience is.
- Know where to find them.
- Know what to say.
- Know how to say it.

Learn from other businesses mistakes

Operate as cheaply as possible; manage your economics.

Advertising formula:

Problem = Make them feel it

Agitate = Bring up the pain

Solution = Sell the solution

People will do more to avoid pain — than to gain pleasure.

(NLP Principal at work)

- You reach people in their pain
- Twist the knife and make it hurt
- Then offer them the solution.

This formula...

- a. Is simple.
- b. It works!
- c. And you can use it in so many subtle ways!

In tough times focus on expanding the NET PROFITS, not the gross sales.

- Always think about the net profit
- Put the net profit first

Fill your life with the things that make you feel most alive!

The more legitimate the market, the harder it is to make money.
You must sell people the things they want, NOT the things you want to sell them!

It's all about them, not you.

Work on your business, not in it.

Be the architect of your business, not the worker or foreman.

Definition: The architect designs the building and sees to it that his plans are followed by the builders.

The same is true in business. We must design successful marketing systems and then monitor them closely.

Work ON it, not IN it.

Dan Kennedy:

5 Elements of every super-successful direct-response message:

1. Meaningful specifics, not vague generalities.
2. A promise.
3. An offer or offers.
4. Precise commands. What I want you to do now?
5. An extra reason to act immediately.

The truth is 100-times stronger than a lie!

- USE IT!
- Honesty cuts!
- It cuts into the clutter of all the other marketing messages that are also after your target market.

The universal common denominator of why people buy... People buy things to feel better about themselves!

- Everyone wants to feel better about themselves.
- The products/services they buy let them do it somehow/someway. (emotional)

At the core of every great promotion or marketing message is the BIG Promise!

- Make it BIG
- Match it to your market and you can make millions!

Wisdom from George Douglas

"As Long As It Sounds Good!" — **September 22, 1990**

FEAR & GREED are the two emotional factors that influence us from the cradle to the grave!

USE sales messages that hit these two E-Factors!

Always use the best "models" you can find, this is your toolbox.

Analogy:

Our prospects and customers are all walking around with flashing signs on their foreheads — It blinks this message: MAKE ME FEEL GOOD ABOUT MYSELF!!

The real reason nobody wants a business is that they only want what they perceive a business can give to them.

- Same with any other product, people buy the perceived benefits.
- They buy for the emotional things they perceive they'll receive.

The secret of a "Turn-Key" Message

People want someone else to do everything for them!

Question: How can we appear to do everything for our customers?

People are creatures of comfort and habit.

The power of the U.S.P. (Unique Selling Position)

How can we separate ourselves from every other competitor in the most important way for the customer/prospect?

Answer that question in a clear and dramatic way and Get Rich!

A Strong Motivator

- Some products/services can be sold because people want to avoid a negative situation.
- People will do more to avoid pain, than to gain pleasure.
- Use the P.A.S. (Problem — Agitate — Solution) Formula.

Formula for Power Sales Piece

- a. Discover/Create the biggest and most compelling promise
- b. Find many different ways to “say” or communicate this promise
- c. Weave all these different ways into your promotion.

Keep slamming and re-slamming your biggest promises!

“Believability Is More Important Than Credibility.” — Dan Kennedy

Bill Clinton is a known liar, but comes across as believable!

Build Believability Into Your Promotion.

Selling is serving.

These skills will get better and you will become more effective as you sharpen them.

Question everything.

The Slack Adjuster

Develop and promote at least one super high-profit item that helps build your overall net profits.

This is crucial. You must develop this super high-profit margin to make up for all of the high expenses that eat into your bottom line.

Prepare for the worst possible outcomes and set up your company so you can still make money with terrible numbers.

- Set your margins high
- Keep your costs low
- Factor in low response rates...
- Plan for poor results. How? Figure out a way to make each promotion work, even if the numbers are bad.

The work a business does and being in the business of providing that work to others ARE TWO DIFFERENT THINGS!

Many are great at the first thing, but lousy at the second thing.

— **From E-Myth**

Develop “Systems” for your business:

- Then teach people how to follow and use the system.
- Even a bad employee can follow a good system.

In the eyes of government regulators, all your promotional materials are looked at as if they were actual “contracts” or “legal documents.”

- One bad area makes the whole thing bad.
- “LEGAL” means defensible.
- We must be able to defend all our claims.

You can only truly know and understand a person when you know what they are buying with their disposable income.

Find out what a person is spending their disposable income on and you'll know what's most important to that person.

Write down your best ideas when they are new and when you are first getting started and very excited!

- These ideas are HOT! And you'll need them later on when you are cold!!!
- Ideas are like slippery fish! Hard to hold onto! So you must capture them!

We can train our customers to buy and re-buy the way we want them to.

The best ideas come to you in the heat of the moment!

Making huge sums of money consistently requires a set of “skills.”

Only 3 ways to build a business:

1. Get more customers.
2. Sell more stuff — for bigger profits to your customers.
3. Sell more stuff more often to your customers!

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

“Selling” is finding out what people want and letting them have it!”

— James Tollison

“Selling is the gentle art of letting people have it your way.”

— Ray Kroc

Every business on the face of this planet is really in the same business:

1. To serve its customers.

2. And to make a profit.

That’s the only purpose of a business.

Sales don’t matter, only profits. Profits are King!

Forbes September 18, 2000 issue had an article about the Sony Corporation... They’re doing \$63 billion in sales every year and yet they are quickly going broke!

A business is very similar to a living organism...

- The marketplace is its life and livelihood.
- It feeds off its market.
- It changes, grows, and adapts to the changes in its environment.
- Many outside forces can kill it. Some slowly. Some quickly.
- Keeping it alive for a long time can be a delicate thing.

Build strong bonds of loyalty with your customers.

This relationship is worth its weight in gold!

Timing is important, you have to get it while it’s HOT!

- It’s not...“Let’s make as much money as we can as fast as we can...”
- It’s...“Let’s make money Fast, while we can!”
- Markets change fast, what’s hot today can be cold tomorrow.

FREE Market Economics

1. Something is only worth what people are willing to pay.

2. And worthless until it is actually sold.

Follow the Leader...

- Who are the biggest and most successful companies in your market?
- What are they doing?
- How can you model after them as closely as possible?
- Match them closely first. Then figure out the subtle differences you can exploit.

We sell directly to people's emotions.

- Our marketing messages must be aimed at their biggest hopes, fears, desires.
- How can we do this? And make it believable?

Analogies

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.

Delegate your weaknesses.

Focus on your strengths.

Test new ideas and promotions to your best customers first.

If it doesn't work to that group, it probably won't work to the other prospects you have no relationship with.

Plan your work and work your plan.

Almost all profits come from the back-end...

- Spend more time, money and effort doing more business with your existing customers.
- 80% marketing to existing customers.
- 20% to get new customers.

What is the lifetime value of an average customer once you get them?

- Know this number.
- Then factor it into all of your marketing.

Go where the money leads you.

Find out what's hot, then channel all your energy there!

Get people's trust first and then get their money.

The more they trust you, the more they want to do business with you!

Sell from your heart! Emotion sells!

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!

The very act of buying something satisfies many people's desires to gain the benefits of your product/service.

- It makes them feel good about themselves.
- It makes them "feel" they are doing something positive.
- The very act of buying satisfies them!

Developing great selling messages is a process, not an event!

- It takes a lot of time, work, thinking, and re-thinking.
- The best ideas develop after a great amount of hard brainstorming and work.
- You must flush-out the best selling and marketing idea.

As Einstein said, "Genius is 99% perspiration and 1% inspiration."

A lesson from successful inventor Bob Black:

- "Pick up a problem,
- See what others have done,
- And adopt their solutions to fit."

This simple and easy strategy also works for marketing problems.

Your marketing Mantra:

What are the 3 BIGGEST THINGS your customers want and how can you give it to them?

- a. Find the answer to that question.
- b. Tweak it, work with it , refine it, polish it.
- c. Then shout it as loudly as you can!!!

Let the people in your market hear it in the clearest and most compelling way!

BE BOLD! DARING! AUDACIOUS!

No great fortune was ever attained by following conventional wisdom or by being timid.

You win their trust first and then you win their money!

Marketing experience is vital. Why? Because the trained eye sees things others cannot.

“Good artists create, great artists steal!” — Picasso

Stimulate the demand as much as possible...

- BUILD IT UP!
- Then decrease the supply or give the appearance of a decreased supply.

Create the illusions you want them to see.

Sell solutions! People want solutions to their pain and frustration.

The best markets are the ones with prospects who are in pain...

- Frustrated
- Angry
- Jealous
- Depressed
- Sell to their pain and get rich!

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

It's a Paradox:

- a. On one hand, people can't handle the truth and the market for the truth is small.
- b. 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.

Timid salespeople raise skinny kids.

Hype sells!

Never forget: You are selling to a highly emotional 2-legged creature.

- You must appeal to this emotional animal.
- Razzle! Dazzle! Tempt! Promise!
- Stir those crazy emotions and get their money!

Let other people and “things” make money for you. Create the pain, then sell yourself as the solution!

For example:

A consultant makes things so confusing and complicated and frustrating, you hire him or her to solve everything for you, for \$5,000.00 a day!

Selling “shit” is easy: Just apply a thin gold plated coating and throw in some fake Diamonds.

How do we get the dogs to eat the dog food?

Get them while they’re hot!

- “Today’s salad is tomorrow’s garbage!” — **Dan Kennedy**
- Leads cool off fast, so strike while the iron is hot!

Forget all the complicated MBA crap! Getting rich in your own business is pretty damn simple (not easy)...

Here’s the formula:

1. Just get a large enough number of people...
2. To consistently give you a large enough amount of money...
3. At a large enough profit margin per transaction...
4. And you will get rich!

Don’t re-invent the wheel. Look for time-tested formulas that have and are producing wealth for others.

Leverage yourself. Find as many ways to make money without your direct control.

Don’t write, re-write!

It’s so much faster and easier!

What do your customers want?

Answer:

MORE of what they bought from you the first time! Just find new ways to re-package it.

The best selling messages and offers grow and develop as you work on them.

- You must take the leap of faith and develop it gradually as you go.
- Whatever you focus on expands! So keep focusing on improving each offer.
- More often than not, your best ideas will come as the deadline approaches!

The pioneers got scalped! Let others be the lab rats!

It's so much easier to re-write a successful sales letter or ad than to write one from scratch...

Whenever possible re-write, don't write!

Set tight deadlines and always have the next job waiting in the wings.

Good marketing has a lot in common with religion...

- The story must be emotional, simple, positive and compelling. "Jesus died for your sins."
- It must make BIG promises. Salvation now! Not later!
- It must offer hope.
- It must appeal to greed and fear.
- It must promise people the opportunity to rise above others and be superior to them.

That's the BIG one! Everyone wants to be superior...

Focus on your core business. A successful marketer once said: "I'd rather have a business that was 1 inch wide by 1 mile deep than 1 mile wide by 1 inch deep!!!"

Emergency money-making generator...

- When times get hard,
- When business gets slow,
- When you need cash-flow to feed the monster..

All you do is:

- a. Go to your best customers...
- b. Make them an irresistible offer!
- c. Have a special sale that will blow them away!

They'll stand in line with money in hand!

Set out to do more than you comfortably think you can do.

Keep the pressure on!

To stand out in the marketplace YOU MUST STRIVE TO BE DIFFERENT!

Wisdom comes from getting your ass kicked by the brutal realities of life.

You get the shit kicked out of you, then you heal and become stronger.

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

Any fool can make money in a good market, when everything is working in your favor.

- But when markets change and dry up, that's when you come face-to-face with the brutal reality of business. That's when you learn all of the really great lessons.

Mega cash-flow hides many business mistakes.

Take away the cash-flow and there they are!

A famous marketing guru said that the secret to writing a powerful sales letter is to imagine that someone has a gun to your head the entire time you're writing. You must sell everyone you are writing to or you're going to get killed!

Most markets are very similar to a living organism...

They grow, adapt and change.

Keep baiting the mousetrap with the same cheese that snared them the last time!

Then, find new cheese when the old cheese quits trapping them.

From Eric Hoffer's Classic: "The True Believer"

"It all starts with a frustrated person."

He was right! The more pain they are already in RIGHT NOW — the more money we can make by promising them instant solutions!

The 3 areas of every business:

1. The products or services they provide.
2. The management that keeps it all organized and running smoothly.
3. The marketing that brings in all the money and profits.

Only 3 reasons why people don't buy.

1. Not interested.
2. No money (can't afford).
3. Don't believe you.

The Headline is the advertisement for your ad.

It sells them on why they should read your ad.

The purpose of a good marketing system is to bring you a steady flow of qualified prospects... who want what you offer.

- They are pre-sold
- Converting large numbers of them to sales is now even easier.

A classified ad is nothing more than a great benefit-driven headline with a call to action added to the end.

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

People buy lots of things to simply feel better about themselves.

The secret to getting people's money: Persuade a person that you can give them the thing he desires most and you'll get their money!

From Dan Kennedy:

"Magnetic marketing is: The use of systems, processes, and tools, combined with the careful selection of methodology to attract to you ideally qualified prospects, eager for your expert advice and assistance and pre-disposed to doing business with you and only you, so you can sell yourself in a competitive vacuum."

Important questions:

1. Who do we want to reach?
 2. What bait will we use to attract and then sell them?
- The "Bait" is the offer and entire theme behind the promotion.**
- a. The market comes first (who do we want?).
 - b. Then comes the bigger question. Attracting, selling and re-selling them.
 - c. Answer this question: "Why should I (your prospect) choose to do business with you, versus any and every other option available to me in your category?" — **Dan Kennedy**
- This is the question we must ask ourselves every day.**

The 3 BIG promises that hook people:

1. You can give them the thing(s) they desire most.
2. You offer them a justification for all their failures. (This makes them feel good about themselves.)
3. You promise them an endless future supply of even more of the things they want!

People want "The MAGIC Bullet"

- The one product/service that is going to make everything okay.
- It's going to solve some major problem.
- Or give them a miracle cure!
- An instant solution!
- And an on-going solution.
- If they believe you can give this to them , you will get their money.

People like to buy, they hate to be sold.

All great marketers are a bit ruthless, no exceptions.

Use analogies, metaphors, stories, and comparisons to prove that what you have to offer is worth much more than the money you want them to give in exchange.

2-Step Marketing is the safest and most profitable way to make money.

Step One: Attract a high qualified prospect first.

- Use a great offer
- Don't try to sell them too much at first
- Get your hooks into them
- Make it easy for them to buy the first time
- Sell a low-price widget
- Educate them
- Make them feel that "They came to you and not the other way around."

Step Two: SLAM THEM!

- Now it's time to bring out the BIG GUNS!
- Now you have their attention and interest
- Now you are in the position to show them how you can give them what they desire.

Most people try to do BOTH steps in a single step.

NEVER compare apples to apples! Always compare what you sell to something else....

Something much more valuable...

USE junk science!

- If _____ is true... Then _____ must also be true.
- "It is twice as hard to crush a half-truth as a whole lie."
— Austin O'Malley

Use the power of the hype!

- People want it!
- It stirs their emotions and pumps them up!
- You now have their full attention. You have broken through the clutter.
- Of course, the art is using hype without making it sound like hype!

Break through the walls of skepticism. Come up with a truly believable reason why you are making them such an irresistible offer.

Create the illusion that you care more about them, than you care about yourself!

Put all the focus on them, not you.

As marketers, our job is to fill the human desires.

- What do they want?
- Really want?
- And how can we promise to fill it as no one else can?

A major human desire: All people want to feel important. They are absorbed in the endless struggle to feel better about themselves.

NEVER FORGET: "We sell to creatures of emotion, bristling with prejudice and motivated by pride and vanity." — Dale Carnegie

All great fishermen know that the true secret to catching the big ones is:

1. Use the right bait
2. Think like the fish!
3. Never reveal the hook

All fishermen for sales and profits should pay attention!

4 stages of learning something new:

1. Unconscious incompetence: You don't know what you don't know! Ignorance!
2. Conscious incompetence: You begin to realize and discover the things you don't know. This is the frustration and confusion period. You're still incompetent, but at least your eyes are beginning to open.
3. Conscious Competence: You can function in the new area, but it's a major struggle and you're not very good.
4. Unconscious Competence: MASTERY! You have mastered the main areas and you do it naturally (like a duck IN the water!).

Your prospects and customers don't give a damn about you, your company, or your products/services. They truly don't care about these things.

All they care about is themselves. How your company, product, or service can fulfill their self-centered wants and desires.

Marketing is simply a 3-Step process:

1. Attracting qualified leads
 2. Converting the highest percentage possible into sales
 3. And then re-selling the largest number of these customers
- That's it! There are only 3 steps! However, each one is distinct. They must be done right.**

"You can learn more from movement than meditation."
— Gary Halbert

"People are silently begging to be led." — Jay Abraham

Develop the right offer and you'll attract the person you're looking for.

- The "Bait" you throw out there determines the type of person you catch.
- "For every man there exists a bait which he cannot resist swallowing." — Friedrich Nietzsche

MARKETING MAXIM:

You can tell everything about a person by simply paying attention to what they spend their money on.

- People reveal their true selves by the way they spend their money.
- "It is where a man spends his money that shows where his heart lies." — A. Edwin Keigurn

This is why 2-Step marketing is so powerful.

Get them to jump through hoops to qualify them.

- a. We get them to raise their hand to show their interest by taking a specific action.
- b. The bigger the action they must take, the more they reveal how interested and serious they are.
- c. Now we can talk to them!! Now we know what's most important to them!
- d. We use this gathered knowledge to sell the hell out of them!

Strive to develop irresistible offers!

"It doesn't have to be good, just good enough." — Dan Kennedy

"All it takes is just one idea to make a million dollars!"
— Russ von Hoelscher

"I get up at 5:00 a.m. and by 5:05 a.m. I'm writing copy."
— Dan Kennedy

Using stories and analogies to sell our products is important, it lets us go directly to the center of our prospects' emotions. This is where all sales are made.

The goal of developing the perfect unique selling position is to be different than all the rest!

- Different in some way that is very important to the market you serve.
- It's being different that truly separates you from all the nameless/faceless "me too" competitors.

Perception is reality.

However, we are the ones who create the perceptions!

If your refunds are too low, you're not selling hard enough!

Being different than everyone else in your market is the #1 thing that will get you noticed and remembered.

Don't be afraid to upset some people. It doesn't matter who you piss off, it only matters who you sell.

We are in business to give people what they want.

The secret of all marketing is to give our market (the people we aim for and serve) the things they most want.

A "want" is simply an unfilled emotional desire.

Build "Risk Reversal" into every offer.

- Risk Reversal is taking all the pressure away from the prospect or customer...
- It is an irresistible guarantee...
- It's a dramatic promise that they must gain a major benefit or they not only get their money back, but they will also receive something of tremendous value!
- This blows them away and will get you a lot of attention and interest.

Hype shamelessly!

People want hype! It reaches them at a very emotional level.

We use techniques of hype and powerful promises for one reason: to break through the clutter of the thousands of advertising messages that are begging for our prospects' and customers' attention every single day.

- People are tuned out.
- They have created a tremendous resistance against sales pitches of all kinds.
- You have to do something dramatic to wake them up!
- You have to break through their zombie-like fog before you can pitch them.
- The only way to do this is to be as dramatic as possible.

Direct response marketing cuts through the clutter of other advertising because of one main factor: It is personal.

- Good D.R.M. is one person communicating with another person.
- It is one-to-one communication.
- One beating heart, communicating to another beating heart.
- It doesn't shout nearly as much as it seductively pulls you in, just like a friendly conversation between two people who care for each other.

Look for things that are HOT!

"Whatever is current creates currency."

Every prospect we seek is running around with a big sign around their neck that is flashing this message:

"Please make me feel important! And good about myself!"

However, only those with trained eyes can see this sign.

The 3-Phase Marketing System that never fails:

1. Work your ass off to create and develop the greatest ads and other sales material and marketing systems for selling the most products/services for the largest profits.
2. Then move forward slowly... Test carefully... Through this process you discover what works best.
3. Then put all of your resources into what works best and test new ideas as you go!

Fulfill the strong desire people have to feel...

- Important
- Esteemed
- Admired
- Beloved
- Special
- Observed

And they will give you everything they have!

We sell to people's wants and desires.

"If people only bought what they needed, we'd all be driving Yugos and living in mobile homes!" — Dan Kennedy

You have to find out what's most important to them AND THEN
TELL THEM WHAT THEY WANT TO HEAR!

Do it with sincerity and you can make a ton of money!

Niche Marketing:

Spending more money to reach fewer people.

THE KEY: These people are highly qualified prospects who are MORE likely to buy.

Formulas — Strategies — Systems — Theories — etc., are great for making complicated things clear and understandable.

- The more of these you know and use, the more potential power you have.
- Break everything down to its simplest level.

People are looking for and will buy one thing: "RESULTS!"

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

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!

An advertising Mantra:

"Less of how you came to be — and more of what you can do for me!"

The mailing list you use is more important than anything else.

Your best List and best customers: Those who have done the most business with you or bought a specific type of item.

- The amount they bought, the frequency they came back, and what they bought. These things determine how serious they are about what you sell.
- How qualified they are to buy again.
- How strongly they feel about your company and what you sell.

Next Best List: Past customers who haven't done much business with you OR who haven't bought for a while.

- There is something to salvage here! Something to build on.

Next Best List: New customers or prospects who respond to a specific offer.

- OR: Referrals from happy customers who respond to a specific offer.
- OR: Other people's customers who respond to an endorsed mailing of some type.

The P.A.S. Advertising Formula:

Pain Bring up the pain your best prospects feel.

Agitate Make it real! Let them identify with a personal, emotional and dramatic story.

Solution Sell the solution to the pain!

Keep finding many ways to weave this little advertising formula into your ads and sales letters.

It is based on this solid theory:

People will do MORE to avoid pain than to gain pleasure.

THE CREATIVE PROCESS

1. Confusion and chaos are an important part of any original breakthrough idea.
2. It is part of the development process.
3. It is part of the shaping that must take place to turn an idea into something substantial.
4. Every idea or series of ideas must be developed.
5. Each idea is shaped by many different factors.
6. Often we move in one direction, only to alter our course as we discover certain hidden obstacles and opportunities along the way.

Once you know the formulas of making money, you can be wildly successful in any market.

There are two kinds of people:

1. Those who get paid for what they do.
2. Those who get paid for what they know.

It all starts with the prospects emotional desires seeking fulfillment.

Taking risks is what being an entrepreneur is all about.

- It's the willingness to put your ass on the line and lose your ass!
- It's the willingness to do the things others will not do.

Employees will never have the ability to see the big picture. They see things from the bottom up. Entrepreneurs see things from the top down.

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.

Marketing gives you a rare glimpse into human nature and what really motivates people.

Creativity is finding new ways to solve problems. It's like putting a jigsaw puzzle together. You take all kinds of different pieces and see how you can fit them together in a new way.

Every good business idea must grow and expand and develop. It's a living thing that feeds off the desires of the marketplace!

In the age of the skeptic, Clarity is Power!

People prefer the specific to the general, the definite to the vague and the concrete to the abstract.

Our job as marketers is to break through the barriers of skepticism and using specifics is one of the best ways to do it.

Put your heart and soul into your business. Pour your passion and energy into it and amazing things will come out of it!

Much more than just money will come out of it.

Strategic thinking is vital to your success in business. And you can't think strategically when you are in the trenches with your troops!

You must think of yourself as a General in war!

Customers go where they are invited and stay where they are appreciated. As marketers (and entrepreneurs) we are always trying to answer this basic question:

"How high is high?"

Keep offering your customers more of whatever it is they bought from you the first time.

THE HAND

Every offer or promotion must meet these five crucial steps:

1. Is it the right offer?
2. Is it going to the right person?
3. Through the right media?
4. With the right hook? (The thumb)
5. And does it fit together with some kind of long-term plan?

There are only a handful, but they're vital. This lets you focus on the essentials. (I borrowed this hand concept from Billy Graham, the greatest rock-n-roll promoter who ever lived!)

People buy because they want whatever they "feel" our product or service will give them.

Our job is to try to make people "feel" what they are going to get when they give us their money.

Every great business and marketing project is put together gradually. It's a process.

The Secret:

1. Have a great plan.
2. Focus on what has to be done now and do a little bit every single day.
3. Cross your bridges as you get to them.
 - It starts with a solid direction and good plan.
 - Then it takes a lot of focus and the discipline of consistent effort.

The Power Of Leverage

Every person who goes from humble beginnings to major success has used leverage.

It comes in many forms.

There are lots of ways to use it.

But the principle is the same for all methods and strategies:

"Leverage is any method or strategy that allows you to do more than you would ever be able to do on your own."

Roll-Out To Mega Wealth!

The same strategy that generated \$1,000.00 can be rolled-out to generate \$100,000.00 if the market is big enough and other factors can be closely matched.

Selling is finding out what certain people want and then giving it to them! Ninety-nine percent of the focus should be on increasing your sales and profits. This is the life-blood of your business.

No business ever went under for having too many sales and profits!
(Except in extreme regulatory or personal situations.)

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.

MONEY=POWER!

The people who have money will always have more choices, and better choices, than those who don't have it.

More choices give you more power.

The best ideas are always an expansion and combination of previous ideas that worked.

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 as you go, you shape it and fine-tune it as you go!

We must never fall into the trap of selling products or services...

- WE SELL CONCEPTS!
- We sell ideas! Benefits! End results! Solutions!

Most people still want to be taken care of...

- They want someone else to do their thinking for them...
- They are controlled by their childish emotions...

All of us are in the exact same business:

- The business of giving our customers more of what they want.
- The business of customer acquisition and development.

Every person who is truly an entrepreneur knows this. That's why these people can move from business to business and make money in all of them.

CASH-FLOW INCREASER:

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

POWER PRINCIPLE:

It is always better to have a resource and not need it than to need it and not have it.

These resources can be many things: money, J.V. partners, contacts, the right people, equipment, etc.

Most small business people own jobs not businesses. They think their job is the business. They think what they do is the business.

The creative development process is not neat, clean, or pretty. It is not organized. It is dirty, messy, disorganized, and chaotic! It is filled with taking all kinds of unrelated ideas and mixing them together in a very special way.

It is deciding to do something without knowing how you are going to do it and then figuring out as you go!

RISKS = REWARDS!

RISKS = HIGH PROFITS!

- But it can also mean disaster. Many entrepreneurs crash and burn because they don't have a safety net to catch them.

The Formula and Analogy:

- Be aggressive! Walk the tightrope! But have a back-up safety net plan to protect you in case you fall.
- All your focus is on walking the tightrope. The safety net is only there as a precaution so you can survive the fall and get right back on the tightrope again!

The true art of selling is to sell the concept, not the product or service.

- We sell concepts and solutions.
- We fulfill desires.
- We sell images, dreams, blue sky, hope for the future.
- We sell all things great and imagined that our prospect is longing for.
- We sell to people's greed for more, their lust, to all their desires. Showing them how our items can somehow give them what they want the most!

And all people want the same basic things...

- To feel important,
- To feel loved and protected,
- To feel safe,
- To feel good about themselves.

The destination comes first, then you pull out the map and begin planning the trip.

In other words: The details come last!

From the founder of EST:

"Most people are running around with their umbilical cord in their hands looking for a place to plug it in!"

Self-Interest is the #1 motivator behind all human action. Our job as marketers is to manipulate this self-interest.

Successful people make themselves do what they don't know how to do until they do know how to do it.

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!

SYSTEMIZE

Until you systemize your business, it will always seem complicated and confusing.

- You must break everything down in the simplest way.
- Conceptualize!
- Don't get bogged down in the specific details.

Most employees have no reference to the whole.

They can't see the big picture of the business! The decisions they make are rooted in their need for security.

- They see things from the bottom up.
- Entrepreneurs are needed to see things from the top down.

The customer is no longer King, the customer of today is a dictator!

All great businesses have one thing in common, they are evolutionary!

They evolve, grow, and develop.

The Power Of Focus:

Top bull riders are taught to think of nothing except the ride. Race car drivers all know that the key is to focus on nothing but their desire to win and the road ahead. As entrepreneurs our focus must be on building our businesses and creating more sales and profits. Nothing else matters.

Cash is the fuel that runs and builds our companies. Happiness is a positive cash flow!

Human nature doesn't change.

Love — Sex — Power — Money — Recognition — Respect — Security

They look for these things in the products and services they buy.

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!

Many people think they are running their companies, but all they are doing is running the day-to-day operations. They are locked into survival.

To gain the most power our sales messages must appear to be completely altruistic.

- It's all about what we can do for them.
- It's all about "them."

The average small business person spends their day "putting out brush fires." Their time and energy gets zapped by all the minor problems that come up from day to day. They are never able to pull back and work on their businesses.

There is no real game plan or strategy.

The best way you can get something from somebody is to show them how you can give them what they want.

The key: The more they want it, and believe you can give it to them, the more money you'll make.

One of the smartest marketing experts I know says:

- "I want to sell porno to dirty old men."
 - "I want to sell diet products to fat and frustrated people."
- It is their desire to buy that makes them prime targets.**

A lot of prospects want to be taken care of. They want someone else to do their thinking for them and they want a security blanket. Like small children they want someone or something to make them feel safe and secure.

They are subconsciously looking for something to calm their anxieties and they are attracted to anything they believe can give them the security they wish for.

From a world-famous (or infamous) con man:

"People believe what they want to believe and see what they want to see."

Dependent people are much easier to control.

A communicator gains power over others by first being absolutely convinced of the value of his own ideas.

This total conviction is transferred to the prospects.

A powerful analogy:

WE MUST BUY EVERY SINGLE 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.

Rules For Strong Communication:

1. Know your audience, their pain, frustrations, problems, fears, hopes, and hot buttons. What turns them on?
2. Then adapt your message to your target audience.
3. Tell them what they want to hear! Offer solutions and results to the things that are most important to them.
4. It's getting the right message to the right group in the right way, with lots of conviction!

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

Create Irresistible 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)

The very act of buying something fulfills many people's emotional desires, for a while!

The #1 common denominator of all really successful people is this:
They are hungry and they stay hungry!

This hunger drives them forward and it gives them an intense desire to be their best. To see how far they can go and to push themselves even further.

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.

Think on paper!

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

People want easy answers and quick solutions.

The Art of Salesmanship:

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

Less is more.

Focus all your time and energy on the few things that produce the greatest results.

People will give a great deal if we can convince them that it's in their best interest to do so.

My favorite ideas from David Kekich's Credo:

1. Constantly strive to increase order and discipline in you life. Discipline usually means doing the opposite of what you feel like doing.
2. The primary purpose of business is to create and keep customers. All other business functions are costs. Marketing and innovation produce results.
3. Prospecting and increasing the average value and frequency of sales are the bedrock of marketing and business.
4. A few basic moves produce all income. Isolate and identify these moves and perform as many of them as possible each day and focus your employees on doing the same.
5. Always work on increasing the size of the pie, rather than just your portion.
6. The foundation of all achievement is intense desire. The world's highest achievers have the highest levels of dissatisfaction. Those with the lowest levels are the failures. The best way to build desire is to make determined choices for your future.

7. Have fun! The single key to a successful life is finding a vocation you enjoy, one that excites you the most. Then couple that with independent self-stimulated thinking and follow through with the right actions.

Business is like juggling. It's a skill anyone can learn with practice, but it requires constant focus.

Good marketing is a process of:

1. Seeking & finding the people who desire what we sell...
2. Convincing them that we can give them what they desire...
3. And then continuing to give them a wide range of products and services that somehow satisfies their desires.

Isn't it stupid to spend your valuable time doing the things that others can do faster, easier, and better than you?

OPERATION MONEY SUCK:

Invest all of your time, energy, and focus on all the various ways and means of sucking the maximum amount of money from your market.

Our value and power over others is to the degree that they believe we can give them what they want.

The best sales letters don't shout at you. They lure you in and command your attention and interest, just like beautiful and seductive women can instantly charm men!

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

"People can be made to believe anything, as long as it's repeated often enough." — Robert S. Ringer

RAW is real. Being PROFESSIONAL is phony.

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

1. Try many new things.
 2. Track the results carefully.
 3. "Listen" to the message behind the numbers.
- Slowly, through extensive testing, you develop a solid knowledge of what your market wants the most.**

You do not become a MASTER by learning how to do 4,000 things...
You become a MASTER by doing 12 important things 4,000 times!

A Formula For Creating An Irresistible Offer:

1. Pile higher and deeper! "You'll get this and this and this! And we'll also throw in this, if you act now!!!"
 - LOAD IT UP!
 - Make it seem like they're getting so much for their money that they can't believe it!
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.

Salespeople think about making sales, while marketers think about getting customers and keeping them for the longest period of time.

The greatest challenge of direct mail marketing:

It is an advertising message carrier with no entertainment value. This can make it harder to get people's attention.

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

Pile it higher and deeper! Make it seem like they're getting a ton of stuff for their money!

Why direct mail is the ultimate form of advertising:

1. It's targeted!
 - You can customize your sales message to a specific person or market area.
 - You spend all of your money to reach the people who are most likely to do business with you!
 - This gives you a greater degree of control than any other kind of advertising.
2. One-on-one communication! *(Continued)*

- Because it's targeted, your sales message can be extremely personal and confidential.
- You can communicate directly to one person in a highly personal way. No other kind of advertising lets you connect like this.
- 3. Total control and NO LIMITATIONS!
 - You have total flexibility and control over the exact length and format.
 - Other forms of advertising make you conform to their rules and regulations.
 - With direct mail you are in control!
 - You have the total selling power to make your sales message as long as it takes to do a complete job!
- 4. It's a sales rep in an envelope!
 - Because you have no limits, much of the job that's normally reserved for a living and breathing sales representative can be done with direct mail.
 - You can tell your full story, educate your customer, show them all the advantages and do a complete selling job.
 - 10,000 direct mail pieces can be like having 10,000 sales reps selling your products and services! This gives you tremendous leverage!
- 5. Total Control — Part 2:
 - You, and only you, decide where, when, and to whom your sales message is sent!
- 6. You can test new selling ideas and new products and services for dirt-cheap sums of money. Then you can rollout the best of the best!
 - It's the ultimate marketing research tool!
 - It's cheap because you can do small mailings.
 - Your prospects/customers are voting with their pocketbooks! This is the only true way to judge a winner from a loser.

Wrap-Up:

1. It's targeted.
2. Personal one-to-one communication.
3. A salesperson in an envelope!
4. The ultimate marketing research tool!
5. You have better control and flexibility than with any other form of advertising.

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 the customer to request more information.
3. Then follow-up and hit them with all kinds of personalized sales material that takes the place of a live sales rep.

Direct Mail Principle:

Neatness rejects involvement.

Jagged, rough, raw, and real is better than neat, polished, and professional.

The headline is simply an ad for your ad or sales letter.

Its only job is to get their attention and get them to read the rest of the message.

A classified ad is simply a headline with a call to action.

The greatest sales messages are seductive!

Great entrepreneurs are visionaries who see things that others miss.

We see the entire picture as it can be and then we create the business to fit our image.

Test wild, new ideas slowly. Remember, many of the pioneers got scalped! Wisdom from one of the truly great copywriters:

“What people want is a miracle!” — **Gene Swartz**

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 brand new.

What do we really sell? Confidence!

The secret is to make the old stuff look new!

You re-package the same old proven profit making stuff and give it a whole new gold-plated look and feel.

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!

How to make yourself think. Write!

Writing forces your brain into high gear! It forces you to think!

People don't want the items we sell. They only want whatever they are led to believe the items can do for or give them.

Our job is to paint the picture. We must lead them to believe in some great, life changing benefit.

Perception is reality!

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

All great marketers are in tune with what people want.

They instinctively understand their customers' desires and how to satisfy them.

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

The whole goal is centered around getting each customer to give us the maximum amount of their money.

Get the prospects to qualify themselves.

Actions always speak louder than words.

The Relationship Model:

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

People are insatiable! They want more, more, more!

Focus only on the daily activities that will produce the biggest results in the fastest period of time.

It's all about them, not you. Only when you see the world through their eyes can you find the HOT BUTTONS that will influence them to do what you want them to do.

Most small business owners are managers, high-paid employees, or just baby sitters.

The marketplace rules!!! They tell us what they like and don't like.
Follow the money.

The ability of a con man is in his understanding of the psychology of his "mark."

- Knowing who they are...
- What's most important to them...
- And how to win their trust and push their hot buttons.

If we want their money, we must tell them what they want to hear.

Make it sound as if they don't have to do anything!

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.

Don't let people fool you. They are always 100 times more interested in themselves than in you.

People are always looking out for themselves, they want and need to feel important. They almost always think they are better than they really are and all these things play an important role in being able to get through to them and get their money.

Creativity is a messy, messy thing!

You discover your BIGGEST breakthroughs as you are in the heat of the project! (Or while working hard on another stressful project.)

A Creative Paradox:

Everyone is looking for BIG ideas that will make them rich, but what if these ideas only come as we are actively involved in the middle of some GIANT project?

Success is 99% mental!

People are greedy dogs... They are fearful creatures that seek comfort and safety.

We must make them believe! The images we create in their minds must be vivid. Our job is to get them to hand over their money!

We must paint the pictures they want to see.

Test everything!

Sometimes it takes a lot of wrong answers to get to the right ones.

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 secret to persuasive writing:

1. Know your audience, what they want and what makes them tick.
2. Know your subject cold.
3. Then don't even think, just write! Let it flow! Let it come from your heart and from your gut. Let it be real and unpolished.

You write from your heart and soul, with passion and energy!

Good marketing is like war:

Strike Hard!
Strike Fast!
Strike Often!
Attack!

Keep hitting them until you get every last dollar you can get from them. The war is won when you get all their money!

If your refunds are too low, you're not selling hard enough!

When business is good, sell more! When business is SLOW, sell harder! No business ever went bankrupt because its sales and profits were too high.

In sales, sincerity is everything.

Once you learn how to fake that you've got it made!

You become who you pretend to be!

Business is the greatest game on earth! It's challenging as hell and there are all kinds of ways to keep score!

What marketing messages will get them to drool all over themselves?

How can we give them more of what they want and be in total control over the process?

Most businesses don't have a marketing system that automatically brings people in and squeezes the most money out of them.

- The customer is in total control.
- And the business is at the mercy of the customer.

A great marketing system is the next best thing to an actual money-machine!

How do we get our prospects to stand in line and beg us to take their money?

Once we know the customer in an intimate way, we can control them.
They will be at our mercy!

Take total control over the entire selling process!
Get the customers to chase us, not chase them!

It is only through questioning that we will know the truth.

Channeled PASSION can be a powerful force.

Develop the killer instinct to go for the money like a wild dog goes straight for the throat!

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 person.

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

We sell blue sky and dreams. Every promotion is a new magic act!

Sell fast answers and quick solutions. Sell hope!

Thank God people are insatiable! Now we can keep coming up with new shit to sell to them!

What do people want more than anything? Something they don't have!

GREED is more powerful than common sense.

Ruthless Marketing:

- When we get a new customer, we must strike FAST, strike HARD, and strike OFTEN!
- Our Mission is to get as much of their money while we can.

FEAR & GREED: The carrot and the stick.

Creativity comes from the labor of a driven person.

- The harder you work
- The more you sweat
- The more you obsess about a specific idea
- The better your creative ideas will be.

The ruthless marketer says, "My job is to separate you from your money!"

Great sales copy goes straight to the emotions!

- It's all about human warmth coming through on the page.
- It's human warmth on paper!
- 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.

Experience is the ultimate teacher!

THE MAGICAL PROMISE!

What is the magic behind your offer?

Selling is like the ritual of dating, the more you need them the faster they run. You must let them come to you. The prospect/customer must “feel” that they need you more than you need them.

Emotions are the driving force of all human behaviors.

Focus on your strengths and make sure you have enough reliable people and systems in place to cover your weaknesses.

Wisdom in business and in life must be earned. It must be earned through experience and hard work.

Great truths carry a great price.

People like things to be simple, but making things seem simple is a true art form.

The structure of a powerful hard-hitting sales letter:

1. Start with a big promise.
2. Paint the picture.
3. Give them proof.
4. Tell them why it's unique.
5. CLOSE your argument by telling them why they must act now!
6. Make them a very special offer if they respond now!
7. End with a reminder of the promise, summary of your offer, and a STRONG call to action!

That's it! This is the blueprint of a sales letter from start to finish.

The stronger your “marriage” between the front-end and the back-end, the more money you'll make.

The secret is to develop your back-end first and then build your front-end promotion.

People give us the power to control them.

They give it to us because they are afraid, lazy, or greedy.

People want to follow the smooth and easy path that someone else has paved for them.

We must sell without letting the customer know they are being sold!

- Just like a good magician does magic without letting the audience know how he does it.
- Our magic is getting them to give us their money.

In all selling situations go for the jugular vein!

Work smart! Find the ways and means to re-vamp all your successful sales material.

And find ways to steal the hottest ideas that others are using in their marketing!

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.

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

Many 5-minute ideas take 500 hours of hard work to implement!

The world's oldest offer (**Buy 2, Get 1 FREE**) still works!

The more you can increase the perceived demand for your product or service, the more they will want it!

- The key is to sell to peoples' perceptions.
- We must make them think that others are crazy about what we sell.

Desperate people will fall for anything. Greedy people will buy into any crazy message that promises easy instant results.

STEP ONE: Find people to sell shit to.

STEP TWO: Find shit to sell to those people!

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 the sales representative to cold-call and develop their own prospects.

Selling is transference of emotion. Be 110% sold on what you are selling.

Always remember that people love to buy, but they hate being sold! Someone must make the hard decisions in your company.

That someone is you!

The Power of Leverage:

Create marketing systems that work for you automatically.

- Let someone else, or a group of someones, 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.

Why can some people own a handful of successful and profitable companies when others cannot even run a single company?

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

The really cool thing is that you can have thousands of these little salesmen working for you every single day!

All advertising should be thought of as salesmanship that is multiplied through the media you are using.

"Advertising is salesmanship in print!" — Claude Hopkins

Copywriting Trick:

Always write more sales copy than you actually need, then start cutting! This way you're able to boil it down and only use the hardest hitting sales copy.

"Electronic marketing on the Internet is direct response marketing on speed!" — Don Bice

Are you staying focused on the few things that will bring your company the largest amount of sales and profits?

- Are you sure?
- What did you do today to achieve this goal?

Position yourself for maximum power. If you have something the buyer wants badly then you (the seller) have all the power!

This is why you must look for the hottest items to sell and let the prospects come to you instead of you coming to them.

We must find people who are hungry for what we sell and feed it to them!

Finding an endless supply of hungry prospects is the golden key!

Strive to be the architect of your business, not the building manager.

Creative writing 101 is writing about the things you know best!

Wisdom from a marketing master:

"Writing copy for mail-order is a lot like playwriting or writing fiction, it's writing fantasy. It's creating a dream in the minds of the reader. Try to make it a dream life, the kind of life people want to live."

— Lyman Wood

To the entrepreneur, business is a game.

You must play it with your whole heart and soul.

Remember, there are many ways to win this game!

Strive to fill their deepest unfulfilled desires.

Our value in this world is determined by the perceptions other people have about who we are and what we can do for them.

Almost all of this can be within our control. Why? Because, to a large extent, we can control the perception others have about us!

Most people want you to succeed, as long as you don't achieve more than they have!

The Tugboat Analogy

The small tugboats that pull huge ships must use thick, heavy steel cables, but to get these massive wire cables to tie onto the big ship they must use a series of small to large ropes.

1. A tiny rope is thrown from the tugboat to the big ship.
2. Then a bigger rope is tied to the small rope. The people on the ship use the small rope to pull in the bigger rope.
3. Then the bigger rope is tied to the massive steel cables and step 2 is repeated.

The lesson is that we must make it easy for our prospects and customers to take a series of small steps, before we ask them to take the big plunge.

A good marketing system can automatically bring in sales and profits without your direct involvement.

Setting up these systems is the essence of "working smart, not hard."

Perception is everything, you are who people think you are.

- However, that doesn't mean you can't come up with some great schemes to alter people's perceptions of you or your company!
- After all, as Shakespeare said, "All the world's a stage!"

We are all blinded by our desires, the things we want the most control us.

What does this have to do with marketing? EVERYTHING!

POWER Principle:

Our power to get people to do what we want them to do is determined by the degree we can convince them that we can give them the things that are most important to them!

Focus on the war, not just winning each battle!

Rebelliousness is a key factor to creativity.

- Think outside the norm of your industry.
- Question everything.
- Be an independent thinker.

Conformity breeds people who are as creative as a head of cabbage. Strive to be different!

Your passion and energy must be channeled into doing all the things necessary to bring in the money!

A smart marketer is someone who intimately knows what their customers want and how to give it to them at a nice profit!

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.

How people perceive their relationship with your company determines whether they will become customers for life.

They must feel bonded!

The true value of our business is:

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

Employees of the world, DEAL WITH IT! A business owner has certain rights and privileges that no employee should have or deserves.

Business is NOT a democracy, it's a dictatorship!

Great marketable ideas don't just come together.

- The creative process is a hands-on activity.
- You must be willing to jump in and swim!

People reveal their true selves through the actions they take. We must develop and maintain a ruthless mindset while we are writing our sales material. THINK RUTHLESS! Your job is to squeeze every last dime you can squeeze out of them! This is no time for sissy, new-age thinking!

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

Selling is emotional. The key to getting people to buy is to build tremendous value in the items we sell.

Getting them to see themselves owning and enjoying the benefits of our products and services is the key to triggering their emotions.

The whole trick is to get your sales message in front of the highest qualified prospects that are ready to buy now!

That's it! You use many different marketing methods to bring these people to you, the rest is easy!

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

All humans strive for perfection, superiority, and power.
— Alfred Adler

Business is not for the weak-hearted. You must be strong and you must be somewhat ruthless.

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

- They do everything they can think of and some of what they are doing is working.
- But most people have never thought deeply about the processes and methods for:
 1. Attracting new customers
 2. Selling them at 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 a reliable automatic marketing system.

One good promotion can turn everything around with amazing speed!

We must focus on creating sales messages with strong emotional impact!

Prospects evaluate your sales message emotionally first and then intellectually.

Developing Marketing Systems:

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 make those things work automatically.

A marketing system automatically attracts new customers, then it sells them at the largest profit, and it continues to re-sell them.

All of this is done automatically by a specific set of procedures that have gone through a testing and quantification process.

By their very nature all entrepreneurs are terrible managers!

- No exceptions!
- The skills for being a great entrepreneur and a great manager are as opposite as night and day!

An Important Paradox:

Our customers do not make us successful. We make ourselves successful by our ability to continue delivering to them the things we know they want the most.

We make it happen!

Don't send your chickens to eagle school!

Don't try to teach pigs to sing!

Remember the law of diminishing return. Many times, less is more and more is less!

This is true in business marketing and all aspects of life!

The power of pressure:

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

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

A BILLIONAIRE'S FORMULA:

"Push-it-until-you-break-it-then-fix-it."

(Clark McLeod's business-building formula. Net worth \$1 billion. Telephony. Cedar Rapids, Iowa, 53-year-old entrepreneur.)

More insights into human behavior:

- We have a need for power (control)
- Achievement (drive)
- And affiliations (interpersonal relations)

It's always easier to get into something than to get out of it.

What's your exit strategy?

From the movie, *Wall Street*:

"You're on a roll kid, enjoy it while it lasts, because it never does!"

Are you running your business or is your business running you?

Marketing and selling are two different things, selling is only one part of marketing.

Cash is king!

The pursuit of profits is where all the happiness lies! It's in the hunt.
The catch is anti-climactic.

Wisdom from Berry Gordy (Founder of Motown)

"It's all about supply and demand!"

And speaking of supply and demand...

Dan Kennedy's entire concept of take away selling is based on supply/demand.

- You must do everything possible to increase the perception of demand and decrease the perception of supply.
- There are many different methods you can use to alter the supply/demand ratio.

Constantly strive to improve your marketing skills!

You have to be a little lazy to achieve major success. Many people try to do everything themselves and never achieve major success.

The secret to selling is to convince the prospect that it's in their best interest to give you their money!

We humans are insatiable creatures, we can't be fully satisfied! We want more and more!

It's genetic. These insatiable desires are hard-wired into our brains!

Entrepreneurs are audacious! We are bold! Daring! Risk-takers! We live to play the game!

Jerry Wilson, the entrepreneur behind Soloflex and Bowflex was a charter-jet-pilot flying high-rollers to Las Vegas. After observing his wealthy passengers for many years, he finally realized:

"It didn't seem they were any smarter than any of us, but they knew something. I found out what it was: audacity!"

Our ancestors were wild hunters who depended on their savage instincts and skills to survive. These are the same wild and wooly instincts alive inside of the entrepreneurs of today!

Entrepreneurs are filled with this killer-instinct! We are hunters who track down the best prospects and customers for more sales and profits!

Selling may be a somewhat ruthless act, but great salespeople do want to suck their market dry. They want every last penny of disposable income they can get! There is a hunger to take their money and put it in your pocket!

But this is a necessary evil! We create commerce. Someone has to do it. Someone has to bring in the money for all of the other people to have their jobs.

Famous comedians say that half the secret to getting the crowd to love your act is to get them to like you!

The same is true in this wonderful game of selling.

To the entrepreneur, the day-to-day part of running a business is boring as hell! No, it is hell! It's hell on earth!

- Entrepreneurs thrive on the planning, the dreaming, and the plotting! We love the chase!
- We love all the behind-the-scenes bullshit that causes the money to come rushing in!

There are secrets in every great art or science. Things the MASTER intimately knows that the beginner cannot even comprehend.

And so it is with the art and science of marketing and selling.

From the book, *The Masters Game*:

"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 De Ropp (A truly brilliant Master.)

The easiest sale you'll ever make is to someone who feels bonded to you.

Cold-calling sucks! Whenever possible, let the client or customer feel like they are seeking you out, rather than the other way.

It's all about perception, but great marketers are masters of altering the perceptions of those we want to do business with.

Channel your passion, energy, knowledge, and experience into every sales letter you write. Get inside the reader's heart and soul, touch them with your words. Make them feel it!

- It's up to you to make the reader "see" what you're selling. You make it real! You make it alive! You put them in the picture and make them want it!
- They read your letter and they're jazzed! They can't wait to get it! You've sold them and, to a salesman, there's no greater feeling on earth!
- But if you've done your job correctly, you've also set them up for the next sale! You've re-enforced your relationship with them. Now they will be open and responsive to buying again!

We must get into the skin of our customers to get behind their eyeballs. To become them, to think like them, and to 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.

Take-away Selling:

All the things you strive to do to make it seem as if they need you a hell of a lot more than you need them!

It's kind of like the dance of romance. In the dating game they say, "Run until they catch you!"

Test new ideas, find out what works best, and let this be your winning formula. Then don't deviate too far from it.

- Your identity becomes established inside the minds and hearts of your customers. They feel comfortable with you. Consistency builds trust and you become someone they feel good about.
- Getting them to like and trust you is half the battle! Getting them to keep liking you is the other half.

Great marketers know how to transfer their passions, ideas, hopes, dreams, loves, hates, anger, and joy into the hearts and souls of their audience. We are like great actors who make them feel what we are feeling.

A Useful Analogy:

Shakespeare said, "ALL THE WORLD IS A STAGE!" He was right and all great marketers are entertainers! Our customers are the audience and we play to them. We know the value of getting their attention and holding their interest. We know how to shake them up and make them feel good!

- We try to keep them on the edge of their seats and hold them captive. We stimulate them, tease them, and move them emotionally!
- We want them to feel so good so they'll gladly come back to see our next show!

The door is always open to the person who truly understands how to make money. All great marketers are extremely valuable. We are the ones who make the cash register ring!

Analogy of a Master:

Anyone can learn the basic moves of chess in about 60 minutes, but chess masters spend their entire lifetime studying this game. They become masters and go beyond the surface of the game to explore all the possible moves and strategies. They think of nothing but the game of chess.

This is what you must do to become a Marketing Master, keep pushing!

There is so much joy that comes from the long-term effects of a life of hard work, discipline, focus, goal setting, commitment, and daily striving to work towards your dream.

Strive to stack the advantages and benefits in favor of the customer. Make it seem as if they are getting far more than their money's worth. Take all the risk away from them and stack it on your shoulders. Be Altruistic!

Just do it!

Action has its own wisdom. You learn in a very deep way by going through the pain of solving daily problems, working on new promotions to bring in more money, setting bigger goals, and biting off more than you can chew!

Business is a thinking man's game. Every possible move must be explored. Those who take it most seriously are the ones who consistently make the most money.

The "How to do something" always comes last. What comes first is the courage to do it!

Those who pay the biggest price get the biggest reward!

Direct Mail Secret:

Always use proven selling themes: 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.

You must be like the character Paul Newman played in the movie "Cool Hand Luke." You must keep getting up every time they beat the crap out of you!

The critics of this world are jealous and envious people who are simply too afraid to do what the successful person does.

Money cannot buy happiness, but it can buy freedom and FREEDOM can give you happiness.

An Entrepreneurial Prayer:

"Lord, keep me restless and ruthless!"

There are a small percentage of customers who will gladly give you 10 to 100 times more money than the average customer. Find them!

The great masses of people are silently searching for someone or something that can give them what they want.

Your copy must be believable and inspirational, inject your personality into it. Make it real and make it reek with sincerity towards your readers.

Good writing is the force of a strong and genuine person, cutting through all the other bullshit that's constantly in front of our reader.

Power Principle:

People are easily fooled by their own perceptions.

- Power is only a perception.
- You have power when you can give someone something that is important to them.
- The more important it is, the more power they perceive you have.

The illusion of power is something we must all think about and strive for.

Why? Because our prospects and customers gravitate towards power!

They desperately want someone who can give them what they want.

The more powerful we appear to be, the more they will choose us!

All human beings are creatures of comfort and habit.

It's all about the prospect and never about the product.

Great salespeople intimately know this.

HARVEST CUSTOMERS!

We are in the business of harvesting customers. We plant the seeds, nourish the soil, add lots of sun and water, and they grow. Then we cut them down and replant!

Great salespeople can go anywhere they want. They are in control of their life. Why? Because wherever they go they make the cash register ring!

Scarcity Sells! We naturally increase the demand by decreasing the supply.

Every good woman knows this!

When you have something people really want, they come out of the woodwork like a herd of hungry cockroaches!

Strive to create irresistible offers they can't refuse!

People buy cures, not prevention.

They'll spend their life-savings on a wild cure, but little or nothing on prevention.

Paul McCartney once said this about the Beatles, "Our career was helped immeasurably by the fact that we couldn't read music."

True 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. From his Playboy interview.)

This is a paradox:

The market comes first, but it's our ability to "read" the market and discover the most powerful and profitable ways to serve it that counts.

The control is in our hands, not theirs.

Our job is to find the biggest ideas that will captivate the imagination of our market!

Business is so damn simple, but most people complicate the hell out of it!

- Business is all about getting and keeping customers: selling them the largest amount of stuff, for the largest profit possible.
- That's it!

Most people are controlled by their unconscious desires.

As marketers, it's up to us to know what these unconscious desires are.

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.

Business is the great equalizer!

A lie sounds better than the truth. Lies sound easy and appeal to our lazy nature.

Most people always do whatever's easiest and it's easier to believe a lie than to believe the truth!

A front-end promotion to attract a new customer is an investment towards future profits.

In most cases, the big profit windfalls come from all the repeat business and referrals.

The discipline freaks are right! It's the path least traveled that leads to happiness!

Never show up uninvited!

Cold calling sucks! Set up your marketing system so your customers "feel" like they're the ones who came to you, instead of you being the one who is seeking them.

This small distinction will make all the difference in the world!

Tony Robbins' 4 different areas of activity.

Every activity falls into one of 4 different areas:

1. Things that are good for us and feel good!
 2. Things that are good for us, but feel bad!
 3. Things that are bad for us, but feel good!
 4. Things that are bad for us and feel bad!
- Most people fill their lives with activities from category #3. The secret is to move activities from category #2 to #1!
 - How? Try to make level #2 experiences fun and interesting! Look for the good and stay focused on the benefit, not the activity itself!

Wisdom from Robert S. Ringer:

If you want to make a good living you sell people what they need, but if you want to get rich just sell them what they want!

You have to go beyond your product or service. Sell the dream! Sell hope for a future benefit! Sell the big promise! Sell them what they are really looking for! Paint the picture! Make it real and you'll close 10-times more sales than anyone else!

Anytime you can get someone to do something once, it's easy to get them to do it again.

So you get your hook into them by asking them to take the small steps first. Then, using a consistent sales message, you continue to hook them with the bigger offers.

They are the fish! Our offers are the bait!

Here's why you should try to load up every offer with a strong appeal to their greed:

1. Self-interest is the ruling force of our lives.
2. The survival instinct is hard-wired into our brains! It is part of our nature to do everything possible to survive and more important: TO THRIVE!
3. The desire for power and superiority is an important part of all of us. Survival of the fittest is as real for humans as it is for our four-legged friends in the jungle!
4. A strong appeal to our prospects' greed goes straight to the heart of this desire for power and superiority.

And now, the hook:

5. We respond like trained monkeys to any carefully crafted message that promises to give us a fast and easy way to MORE POWER!

This promise of power can be in many forms: more money, security, sex appeal, love, one-upmanship, etc.

Strive to constantly build your loyal base of customers. Have a system that lets you do this automatically.

Marketing takes a day to learn and a lifetime to master!

People become hypnotized by messages of greed.

- We are all greedy. This is a powerful part of our nature that is directly tied to our need for survival!
- Greed is a seductive message because it offers a shortcut to the power we seek.
- It appeals directly to our desire for comfort. All people have a lazy streak and that's also a part of our nature.

A mailing list of past buyers or repeat buyers is extremely valuable because these people have demonstrated behavior that will be easily repeated.

Commitment/Consistency

Get the prospect to take small, easy baby steps. Each small step makes it easier for them to take a bigger step.

- The smaller steps (such as getting them to pick up the phone or send for something) are the bait that lures them into the BIGGER STEPS you want them to take.
- Each small commitment they make by taking the action you've requested strengthens your BOND with them.
- Small commitments lead to big commitments. Just like a series of small actions can lead to powerful habits that are almost impossible to break.
- Consistency is re-selling each customer the same way all the time. People become comfortable with certain sales pitches or methods of being sold.

The names and addresses of your best customers and their past buying information can be worth its weight in diamonds!

If you know what to do with this list!

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

LOWER THEIR SALES RESISTANCE!

- Getting them to raise their hand and leading them through a series of steps lowers their sales resistance. You break it down! They become more interested and more receptive.
- This makes them feel as if they are in control, not you.

Big thinkers pay attention.

It's not how much you make that counts, it's how much you keep!

The Killer Marketer:

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

A useful metaphor to add to your arsenal:

Do everything to make your marketing fun and interesting to your market.

Your customers should be thought of as your audience. Your delivery vehicle for your sales message is like a radio station that broadcasts your unique blend of "entertainment" and information to your audience.

GREED Hypnotizes!

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

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

Experience gives you power! You instinctively know many solutions that confuse and frustrate those with less experience.

Limit the supply and you'll always increase the demand!

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 employees deal with the day-to-day shit, we must look toward the future.

Let your marketing systems pre-sell the prospect. They come to your sales reps already pre-sold.

- Now, even average sales reps can close the sale.
- Closing the sale becomes a very natural progression because the prospect has already been pre-sold! By the time your reps get them, they're ready to buy!

Most companies expect their sales reps to do all 6 of the steps in the marketing system. That's a major mistake!

- You're asking them to do more than they can or should do.
- You are dependent on finding superior salespeople, which some say is impossible!

As a marketer, your job is to constantly focus on bringing in more sales and profits.

Nothing else matters.

All customers are not the same! Segment your customer mailing list so you can develop special offers for the various groups.

Segment by...

- Amount of purchase
- Recency of purchase
- Type of item they bought

The experts are almost always wrong:

"The trade of advertising is so near perfection that it is not easy to propose any improvement." — Dr. Johnson (1759)

What a joke!

Your marketing system can automatically get rid of all the prospects that are not 100% serious, can't afford your prices or will end up costing you the biggest headaches and hassles down the road.

Marketing System Part 2

You develop a marketing system that is designed to:

1. Attract the best prospects.
2. Proves to these people that you have many compelling advantages over all the rest.
3. Proves that you can give them everything they want...
4. Establish your true value.
5. Sell them on your unique selling position.
6. Convince them that you're the one they should do business with!

The actual closing of the sale is easy when your marketing system does these six things!

Always have a small list of your very best customers. This list can be worth a small fortune to you!

Spend more money to reach smaller groups of better-qualified people.

The best customers must be singled out from the bigger herd.

Sometimes you must keep things simple and sometimes you must confuse them! CONFUSION can be your biggest selling tool. The more confused people are, and the more complicated something seems to be, the easier it is for them to give you huge sums of money to do everything for them!

Almost everyone on the planet spends 99% of their time thinking about themselves. When you talk about what's in their best interest, you're speaking their language!

Leverage yourself!

Continue to cash-in on all the hard work you do. How? By re-using as many sales letters from the past that you can!

- 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!

School is never out for the pro!

Your market is your meal ticket for life!

- Strive to understand your market in the most intimate way possible.
- Know your prospects and customers better than they know themselves!
- Master the art and science of marketing so you can make more money than all your other competitors!

The greatest marketing ideas for your business come slowly. You must test a lot of different things. It's like panning for gold, you have to sift through a lot of sand to find those little nugget's of gold!

The wise marketer sees the connections between many different things.

Your advertising must be focused. Ask yourself these 4 questions on each promotion:

1. What are we trying to accomplish?
 2. Who are you trying to reach?
 3. What can we say to make the biggest impact?
 4. How can we reach them for the maximum profit?
- 4 Key Questions, that's it! Your ability to answer them gets more powerful as you go.**

From Bert Decker:

Your ability to communicate is the single most important skill that determines your success in life.

The secret to powerful communication is to make an emotional impact with your audience.

What are we really selling?

"In the factory, we make cosmetics. In the store we sell hope!"

— Charles Revlon

- This is brilliant!
- There are limits to how much you can sell chemicals for, but there is no standard mark up for hope!

ENTHUSIASM SELLS!

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

Price buyers are whores!

All they care about is the lowest price. They will never be loyal to any one supplier.

They'll jump from supplier to supplier like a whore jumps from bed to bed.

Business is like being in a rowboat and rowing upstream. You must keep rowing or you'll start drifting downstream.

Creative surges happen as the deadline approaches!

Set tighter deadlines and you'll force yourself to come up with breakthrough solutions!

Formula for developing powerful marketing materials.

- What can we give our customers that they can't get anywhere else?
- The answer can be found by asking even more questions.
- What are the most compelling promises we can make?
- What turns our market on emotionally?
- What is the single most important thing to them (as it relates to our product/service)?
- How can we appeal to their innermost fantasies or desires?
- How can we hook 'em?
- How can we give them the greatest perceived value?
- How can we increase our total believability?
- How can we cut through the clutter in our prospects' minds and reach them in the most powerful way?
- How can we own them?
- What are their biggest headaches? Frustrations? Insecurities? Weaknesses?
- These questions lead to better questions, which can (through testing) lead to explosive breakthroughs!

The secret to tackling BIG projects:

You throw yourself into the water feet first and swim for your life!

Wisdom from a marketing master:

"I used to think it was wrong to load up my offers with too many FREE Bonuses. Now I think there's no way I can have too many FREE Bonuses." — Russ von Hoelscher

Getting started is the hardest part. Once you start, momentum takes over! You warm up, start moving with the flow, and it gets easier.

Push yourself harder!

- You never know what you're capable of until and unless you push yourself way beyond your limits.
- "The road to excess leads to enlightenment." — William Blake
- "You never know what is enough until you know what is more than enough." — William Blake

Do things to wake your prospects up!

You put a 10,000 piece jigsaw puzzle together one piece at a time.
So it is with our GIANT promotions.
Can we really expect anything else?

The best marketing ideas for your business are evolutionary.

- A marketing promotion must breathe, grow, and develop.
It goes through many stages before it is complete. You can't rush it too fast.
- In many ways building a business is an artistic development that takes time, work, faith, creativity, and lots of thinking and intuition.

You must do one important thing with each promotion you create:

Build Tremendous Value.

- Never forget that our prospects don't give a damn about us, our companies, or our products and services. They could care less! All they care about is themselves.
- But if we qualify our prospects we will also know that they do care about owning the benefits of what we offer.
- This is our power over them.
- We must build so much value in our offers that it breaks down their resistance to buy.

Remember, you must sell offers, NOT products or services.

An offer is made up of all the irresistible stuff they're going to get when they give you their money! Your job is to find out what is irresistible to your prospects and then let them have it!

"Every sales letter takes me 2 hours and 20 years to write!"

— Luther Brock

Being in business is like riding a bike uphill. If you slow down, you'll fall down.

Marketing lessons from the Holy Bible:

- The Bible says, "Don't cast your pearls before swine."
- In marketing, this means: "Don't send your sales material to prospects who have not taken some action to qualify themselves!"

The Entrepreneurs Creed:

The same problems that cause some people to break cause others to
BREAK RECORDS!

Self-Interest Rules The World!

- We're all looking out for ourselves first, but only the honest people will admit it.
- There is tremendous power in exploiting peoples' desire for personal gain or pleasure.

When you get the right offer to the right group, communicated and delivered in the right way, IT CAN BE MAGIC!

Pump all your energy and passion into each promotion!

The most exciting thing about this business is that at any time you have the chance...

1. To crank out the right offer
2. To the right group
3. In the right way
 - Get flooded with orders!
 - An avalanche of orders can pour down like a hard rain if you get all the elements in the perfect order!
 - It's like finding the combination to a safe that contains millions in cash! You turn the dial the right way and the money is yours!

Create irresistible offers that your customers will drool over!

The order forms come back drenched.

Your job is to build so much value in each promotion that the prospect will feel foolish if they don't order!

A good marketing plan today is better than the perfect marketing plan tomorrow.

People are starving for a little genuine recognition!

It takes a multi-step series of mailings to convert the maximum number of leads into sales.

Direct response marketing is a great sport! You can test your powers, improve your skills, and keep score!

The sales figures are your scorekeepers!

Formula for increasing the demand and decreasing the supply:

1. Increase the demand by selling the hell out of it! BLOW IT UP!
Dramatize! Make it the answer to their prayers!
2. Decrease the supply by limiting the offer. Sell exclusivity. Play hard to get.

Make them want it bad, put a real limit on it and sales will multiply!

People who are great at making excuses are lousy at making money. You have to want money very badly before money will come to you.

- This is not a bunch of metaphysical new age crap!
- The person who desires money strongly will do the things others will not do. They will obsess about it all day long, every day. They will make major sacrifices that others will never make.

The #1 problem with most people is that they are demanding far too little from themselves. Their goals are way too low. You increase the demand by adding to the perceived value of your offers.

You must come up with solid and believable reasons why your offers are limited.

1. Make them believe the value.
2. Make them believe the limited availability.
3. Make them believe the deadline.

The advertising copywriter is a modern day Alchemist!

- You start with a blank paper or computer screen and with your words you create something new! Something of value to other people, that never existed before and something that has your unique spirit of creativity behind it.
- You take nothing and make something out of it.
- You create value out of thin air!
- You're a modern day alchemist, turning words into gold! Turning ideas into riches! Producing value for your customers and CREATING WEALTH! Transferring money from your prospects' hands to your hands!

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!

You must intimately know your customers. Strive to understand their biggest hopes and fears. Establish yourself as the person or company that can give them what they most desire. Communicate your special message to them in a very personal way, on a consistent basis.

Consistency sells!

How and what they bought from you the first time sets up all the future sales!

People are creatures of comfort and habit. They like consistency. It makes them feel good.

Influencing human behavior is an art and a science.

The principles of persuasion can be identified and mastered!

You can tell everything about a person by their actions.

- Set up the barriers and make prospects go over them to get to you. That way you're only selling to the best prospects, the ones most likely to buy.
- The entire success of your marketing system can hinge on this one principle.

Our habits are like a gravitational pull that influences our every act.

Most people refuse to do the very basic few things it takes to become a major success.

This sounds so over-simplistic and yet I've seen it so many times. I know it's true!

Your entrepreneurial skills can only be fully developed under great pressure.

You have to push yourself hard every day. Look for new challenges, find out how far you can go. Make it happen! Go for it! Dream BIG dreams. Surrender yourself to your dreams. Build your skills like a professional bodybuilder builds their world-class body. Take the hard path! Live a focused and committed life. Make each day count.

Fight your weaknesses! Go for it! Push harder! Win!

The yellow legal pad and the computer screen are the marketer's blank canvas!

We create! We build! We are moneymaking alchemists!
Our job is to turn words and ideas into gold!

There is an art and science to extracting the largest amount of money from the largest number of people in any market.

Business is life in the fast lane!

It's an accelerated lifestyle.

Empathy is one of the most powerful marketing skills you'll ever develop.

- Empathy is the ability to comprehend accurately what another human being thinks and feels. It's your ability to get behind their eyeballs and see and feel the world through their eyes.
- You must put yourself in THEIR SHOES! Understand their feelings, know what makes them tick, and know what is most important to them. That way you can motivate them to take action and get them to give you more of their money!

Keep giving your customers the same stuff you gave them before, but with a new twist added to it!

The sales copy that worked well once will continue to pull in orders like a money magnet!

Most books on success and business never talk about the hard and focused work, discipline, sacrifice, and commitment behind all super-successful people.

This isn't something most people want to hear about.

Cash flow is the fuel that runs your business.

Management is the oil that keeps the engine from burning up!

The 10 main things that made us millions:

1. We knew the market before we started our business.
2. Previous business experience.
3. Our partnership. 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.

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. 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!

In business, money is the fuel and a nice reserve of cash is necessary to keep the engine running.

Just setting the deadline, having a sketchy plan, and making a solid commitment to get started and finish is 99% of the battle. The specific answers and inspiration comes when you are immersed in the work.

Just being yourself and expressing yourself fully can be a liberating experience!

There are no games! You can be free to let it all hang out!

- This will separate you from everyone else. The energy that comes from you is honest and real. It's liberating!
- The world is full of pretenders. People will respect you when you are genuine.

Blur the lines between your work and play.

All entrepreneurs are performers. Our job is to give 'em a hell of a show and keep them coming back with money in hand!

Winning our customers' trust is one of the most important things. Make your sales letters reek with sincerity.

Money buys you one thing and one thing only: MORE CHOICES.

- This is not power, but it is potential power.
- Power is the ability to act. More choices give you more ability. This is the one thing money can buy you, for the good or for the bad!

Writing advertising copy can be elevated to an art form. After all, what is art? It is a POWERFUL FORM OF COMMUNICATION that touches people very deeply.

- This is what we're trying to do with our ad copy. We're trying to reach our customers and prospects emotionally. We're trying to GRAB THEM, compel them to take action, and get them excited!
- We are trying to connect with them, build relationships with them, and to reach them deeply.
- All artists are trying to do these exact same things.

"Before I tell you what I got to tell you, there's something else I got to tell you." — Nick Nolte's character in the movie "Weeds."

Everything they taught you in school about the English language is worthless!

- You don't have to know how to spell or understand how to construct the proper paragraph. You don't have to know what a pronoun is or any of that shit!
- What you do have to know is how to express yourself on paper. You must know how to put your personality on each page and you must understand your reader in an intimate way. Your goal is to move them emotionally. How do you do this? By speaking their language and making a connection with them.
- Channel your passion and energy! Make them feel what you are feeling!

All we have to do is convince our prospects that we have the ticket to their biggest hopes and dreams!

More wisdom from a master promoter:

Don King said that people were more influenced by \$50,000.00 in cash in a briefcase, than a check for one million dollars!

The pursuit of making money satisfies the HUNGER INSTINCT inside of us!

"Money is the gravitational pull of the world!"

— Don King, Famous Boxing Promoter.

To the entrepreneur, the process of building our businesses is the reward.

- We like the ego candy, the nice homes, lots of cash, and feelings of power and accomplishment.
- But the thing that jazzes us is building and creating profits!
- The day-to-day stuff bores us to death. We like planning, plotting, strategizing, scheming, dreaming, and CREATING! We are people of action who love to make big things happen!
- We love to watch our ideas take off like rockets into space! We love to experiment with new ideas! We love the challenge of keeping our businesses running profitably.
- We love playing the game! YEAH, we're in it for the game! It's the challenge! The striving! The creating!
- Of course, we'll take the cash too!

Business is the great equalizer!

- You are taking your life in your own hands. Only you decide how far you want to go. Yes, there are things you cannot control. The road ahead is always filled with setbacks and adversities, but you can push beyond these obstacles. You can sharpen your skills. You can keep the fires of passion for your life and business burning hot! You can set higher and better goals and strive to be more effective in everything you do. You can become even more committed to continue growing, and becoming.
- Your business is your dojo!

The human being is a POWER HUNGRY ANIMAL.

The need for power is hard-wired in us. Don't let anyone fool you, we're all seeking power.

Wisdom is acquired through many years of concentrated thought and focused action.

You must pay the price to earn it.

EMBRACE PROBLEMS!

- Solving problems is like working out in the gym. Each problem is similar to a weight you lift. Repeated pushing or pulling against this resistance makes you strong and solid.
- The person who willingly solves problems every day, and seeks out new challenges that are even harder, is like the world-class bodybuilder who spends 8 hours in the gym each day!
- In moments of crisis or great challenge, who is more likely to come out on top? The person who hides out from problems or the one who embraces them?

Create wild and crazy guarantees that blow your market away!

Human nature is weak. People seek out comfort and security. Their primary drive is to be comfortable and secure. This is their main motivation.

People Buy In A Vacuum.

- They are hungry when they read our pitch.
- They aren't reading in a logical or analytical way. They are hungry! There is a vacuum and we are selling to this empty void.
- People are emotional creatures and we sell to those crazy emotions! There's no logic here. Just a vacuum of crazy desires behind the eyeballs of the people who read our sales material!

Our success is not dependent on the market we serve nearly as much as it is in our ability to know how to continually give this market what they want.

We have the power to influence the people we sell to.

Dealing with the pressures of Business:

- To maintain sanity you must detach yourself from the outcome. You care, but not too much. You take your business seriously, but not too seriously.
- Do your best, enjoy the process, work hard and smart, but detach yourself from the outcome and keep moving forward.

Hit hard, hit fast, and keep hitting! Ram the main selling ideas down their throat in as many slightly different ways as possible!

You must put as much of your time, attention, energy, passion, and skills into the specific areas that bring your business the largest profits. FOCUS! Identify these areas and put everything into these activities.

Focus only on these activities and let other people do most of the other bullshit.

It is our job as marketers to make them believe it!

In Direct Response Marketing there are so many ideas and methods that can be used. There's no one way to do everything.

- So how do you know what to do? That's simple, you learn from the masters and study the controls. Then you test carefully and roll-out with your winners.
- This is an ongoing process of study and action, but it works!

People perceive specifics as real. They're believable.

A meaningful specific will out-pull a vague generality 9 out of 10 times.

The Flea Market Principle

Successful Flea Market dealers have discovered that they sell more from messy tables than from clean tables!

- People love to rummage! They like digging through the shit pile to find the rare gems!
- This principle is applicable to Direct Response Marketing: Neatness Rejects Involvement.

From the movie: "To Die For"

"You have to want it really bad. You have to do things that ordinary people won't do."

Each sales letter is honed, shaped, re-worked, edited, sharpened, polished, and edited some more before it hits the printing press.

We don't want our prospects to have any idea about the time, work, headaches, and frustration that we go through to get them to give us their money! The hook must be hidden so the fish cannot see it!

Anyone can find ways to trim costs. It takes a brilliant entrepreneur to find all the things the business could be doing, but isn't. This will instantly quadruple the profits!

The essence of targeted marketing:

- You know who your future customers are before you do business with them!
- You know where to find them.
- What to say to them.
- What they want to hear.
- How to give them what they want the most.
- Finally, what to say and do to get them to return again and again!

One of the smartest marketing strategies that can make you more money than any other:

Make more offers to your past customers more often.

Almost everyone has a hard time passing up what seems like a great deal.

Do something dramatic! Don't just cut the price because any fool can sell something cheaper. Be creative! Do something wild!

Never, never, never, never delegate your marketing to someone else.
It's far too important and nobody is ever going to care as much about it as you do or be willing to sacrifice as much as you are.

There are no headache-free businesses! They don't exist.
Quit fantasizing about this!

It's like fantasizing that some other woman or sexual partner will somehow be better, they won't! It's all the same! (Or pretty much the same!)

Target Marketing Questions:

Who are the best prospects we want to reach? Where and how can we reach them? What do we say to only attract them?

Portrait of the ruthless marketer as a hunter:

You separate the live ones from the herd, hunt them down, kill them, and eat them while their blood and flesh is still warm!

All successful people I've studied have these qualities:

- They love their work. They find it interesting and challenging. Their work is more like a hobby or passionate interest than a job. They are extremely disciplined. They've developed strong work habits. They never stop learning.
- There is always a hunger to know more, do more, and become more.
- They're always looking for the next challenge!

A Formula For Developing Your Marketing Message:

- What's your primary selling argument, biggest benefit, or advantage?
- Key word: Primary.
- Figure this out. Then repeat this message in as many ways as possible.

Wisdom from Dan Kennedy:

"Most marketers underestimate their customers' capacity to consume, if given new offers that make sense." Your customers are insatiable! They'll continue giving you more and more and more of their money if you'll continue doing all the right things and making them irresistible offers.

FEAR SELLS!

"In order to sell insurance, the prospect must see the hearse backed up to his door, feel the cold breath of the Grim Reaper raising the hairs on the back of his neck, and hear the death rattle in his chest." — Cavett Robert

What are their BIGGEST FEARS? Make them see it! Make them feel it!

Make your high price seem cheap by comparing it against something much more expensive!

Strive to dominate your market!

A Copywriting Formula:

1. Find your biggest, most dramatic, and most compelling selling points.
2. Then create many different ways to communicate these advantages.
3. Then ram these messages down your prospect's throat! Repeat them as many times in as many ways as you possibly can.

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

Never Fear Objections.

- Don't hide! Be up front 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.

"The willingness to do whatever it takes is infinitely more important than knowing everything there is to know about how to do it."

— Dan Kennedy

Create irresistible offers.

Stack the benefits, value, and advantages so high in their favor that they'd be damn fools to say no!

Position Yourself As The Expert!

People want to do business with experts. They want to give their money to an expert, so why not become one?

The easiest person to sell to is someone who's already done business with you.

That's why you must lower the barrier for your first sale. Make it easy for them to do business with you the first time. Give them a great introductory offer. Then you can easily re-sell them again and again.

Get inside their heads and hearts! The more you know about your customers and prospects, the easier it is to sell and re-sell them.

"Getting a new customer is like riding a bicycle uphill on a hot summer day. Doing more business with an established customer is like coasting that same bike downhill." — Jay Abraham

- Re-sell to your existing customers more often.
- Sell more stuff to more customers, more often!

"Of every media I'm familiar with, I believe that the simple sales letter is the most powerful and reliable method of selling anything and I've yet to see the 'thing' that can't be sold with a sales letter."
— Dan Kennedy (Power Points)

Fall in love with the stuff you sell and the people you sell it to.
Work up a religious fervor!

People will gladly pay a premium price for whatever you're selling if they honestly believe it is significantly better than the alternatives or will give them something they badly want.

"There is no bigger bang-for-your-buck than Direct Mail, employed effectively. You need to look for every possible opportunity to use Direct Mail in your business." — Dan Kennedy (Power Points)

Make it easy for them to order. When given a choice, most people will choose the path of least resistance.

All great marketers see everything through the eyes of their customers.

Everyone loves a good deal.

To become a great marketer, your greatest asset will be an insatiable curiosity and willingness to learn. School is never out for the pro.

View the impossible as just another marketing opportunity!

Believe so deeply in your ability to give your market what they truly want that failure is not an option! Develop a missionary zeal for what you do! Then communicate your intense passion to your prospects!

Find the gaps in your marketplace and start hammering your wedges into them!

Every market has gaps, but you'll only find them by relentless searching.

"Amateurs hope, professionals work." — Garsan Kanin

Great marketers see opportunities where others cannot.

Find all your customers' objections and eliminate them, whether they are real or imagined.

The secret to great writing is to re-write.

Spy on your competition.

Study the numbers, but don't stop the parade to pick up a few dollars! Most customers really don't know what they want. So it's up to us to read their behavior and figure it out. You have to test your assumptions, find out what sells best, and then develop new products and services that are based on your biggest winners.

Test relentlessly.

- Every test is a swing of the bat. The more you swing the more hits you'll get.
- Every once in a while you may even hit a homerun!

It's all about the prospect, not the product! The world is littered with great products that never made it in the marketplace.

Great products often fail because they were not properly marketed.

Stay very close to your customer.

Know your customers better than they know themselves. How? By thinking about them all the time and realizing that the real reasons they buy are mostly unconscious.

People see what they want to see and believe what they want to believe. Never try to change a person's core belief. Instead, use it to your advantage! Find the things they feel the strongest about and position your message.

We must chase leads. Our job is to hunt them down, corner them, pressure them, and get their money!

In capitalism, people vote with their hard-earned and cherished dollars!

Stories Sell!

You must create powerful stories that captivate your prospects and customers.

- These are stories about you, your company, and your products or services.
- Choose your stories carefully. They must sound real. They have to be believable. They must also be highly 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.

The best stories to use in your sales material are “before and after” stories.

This is a powerful sales formula. The story tells about the problem. Then it introduces the solution. Then it shows the great life-changing benefit. The reader puts himself into the story and is sold!

Strive to increase your selling skills and look for bigger challenges. Remember you only become stronger by continually pushing yourself beyond your current abilities.

Copywriters are true alchemists. We transform ordinary paper and ink into something worth far more than gold bars!

We create wealth, willing it into existence with our knowledge and skill.
We suck the money out of the marketplace and into our bank accounts!

We are all in the same business. The business of attracting and retaining customers.

Writing killer advertising copy can be 100% formulaic.

Many proven formulas already exist. These formulas keep working like crazy over and over. Identify them and reuse them.
Why reinvent the wheel when you don't have to?

There are probably only a dozen solid principles to becoming a world-class marketer.

- Only 3 primary colors create an endless variation of shades and hues.
- In music, you take 13 keys on the piano and turn it into anything from jazz to hard-core rock-n-roll.
- We turn the same 26 alphabet letters into sales letters that compel our market to gladly give us their hard-earned money!

"It's the ideas and the dreams that count." — Preston Tucker

You have to find fresh, new, and creative ways to stimulate your market!

A positive cash flow is power!

In a competitive business world, the company who has the most persuasive sales pitch always wins!

We become what others perceive us to be.

Of course, we can alter those perceptions.

Good ad copy and fiction have a lot in common.

- As a copywriter, your job is to paint a story that's believable and stimulating. Get your reader JAZZED! Make it so compelling they'll want to give you their money in exchange for the dream.
- Great salespeople are dream sellers! We sell blue sky and dreams! We make them feel that by doing business with us they are doing something to fulfill their dreams or fantasies.

The world is just one BIG place to sell to!

It's a never-ending cycle of running them through the "sales grinder machine!" You get them in the machine, apply as much pressure as possible, grind all the money out of them, and then continue putting fresh customers into the machine!

Two reasons why they buy:

1. To gain an advantage or benefit.
2. To avoid a loss, to protect something, and to escape pain.

Self-interest is and has ALWAYS been the driving force behind all human behavior.

- Here's a Chinese proverb from thousands of years ago: "Man more interested in boil on own neck than the drowning of 10,000 in Yangtze." It's just as true today!
- As a marketer, we must climb into their self-centered world. We get inside their selfish heads and hearts.
- We must convince them that it's in their best self-interest to send us their money.

We must make our offers worth far more than the money in their bank accounts!

There's a lot of competition for your customers' money. Never forget this. If you can't answer the question, "Why should I give it to you and not your competitor?" then you don't deserve to be in business.

Just like in sports: the team who wants it more than the other team, wins!

It's sad, but true. Most people are afraid to write. Years of formal education in the principles of correct usage of the English language has scared the shit out of them!

Don't let this happen to you. Remember, the best English teachers in the world can't sell their way out of a paper bag!

Wisdom from the notorious takeover artist, T. Boone Pickens:

"Business is not life. Life is tragic. Business is fun! It's like a game you play, it's more like playing a game of racquetball than living life."

All this "working smart" shit sounds good, but working smart and hard is the golden key to staying on top!

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

An important principle of marketing is found in the old cliché: "If you can't dazzle them with brilliance, baffle them with bullshit!"

- It's easy to baffle people with bullshit. Just make THE BOLDEST PROMISE possible. Make sure it's something you know they want in the worst way! Make it sound good and look good. Use lots of graphs and charts. Throw in some testimonials, case histories, stories, and analogies to back up your bold promise.
- This little formula can be worth millions to the marketer who truly understands how to use it.

The ultimate power is the knowledge and skills for influencing other people.

- This skill can be sharpened! It can be made stronger.
- Getting people to do what you want them to do is the ultimate power and this is the power behind every good Direct Response Marketing copywriter. We make our fortunes by getting people to take action. We get rich by influencing them to do what we want them to do. It's the ultimate power! 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.

When hard times come (and they always will) you have to keep moving forward.

"The dairy farmer must still milk his cows on the morning after his wife's death." — Robert Schuler

Do as much as you can each day to keep the selling-machine moving forward!

- Stay focused on your long-term marketing strategy.
- Always be working on the next project.

The customers want hope and this is what we must give them. They want blue skies and dreams of a better life. This is what we must sell them. If they wanted rocks from our backyard, I'd be out there digging right now!

People want 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!

Behind every successful company is a person or a group of people who are HUNGRY for their customers' money!

Making money and keeping it are 2 entirely different things.

Both require unique strategies.

The things that will always sell well:

- Easy
- Fast
- Simple
- Love
- Money!
- Get these appeals into every offer!

The more things change, the more they remain the same. Human nature is one of those things that never changes.

A business is a reflection of its owners.

All sales are made in a vacuum.

- They buy because of their emotional desires.
- It's emotional, not logical.

I read a book on survival and it said that the #1 trait of successful survivalists is flexibility. So it is in business; the flexible person bends and adapts, the rest break.

Being flexible is all about changing, growing, adapting, and moving forward.

Anyone can call himself or herself an expert when they know more than their average customer. However, most people are afraid to call themselves an expert.

Inexperienced copywriters have no idea of the power behind the words they choose.

The difference of a few key words can be worth hundreds of thousands and even millions of dollars.

Running a business is like driving your car on a night with no moon. As long as you can see 50 yards in front of you, are in a good vehicle and know where you want to go, you can probably get there!

In business, you must figure things out as you go and cross bridges when you get to them. A fairly good game plan and the willingness to do whatever it takes are the most important things.

The customer does not want our products and services. That's not why they buy them. They only want what they perceive is the end-result-benefit they think they'll get when they give us their money.

Most salespeople never figure this out. This makes it so much easier for those of us who have!

I learned a long time ago that the way to sell a seminar was to not sell a seminar!

- A paradox? Perhaps, but people in our market don't want to come to a seminar. So the way to sell it is to package it up with other things they do want. The seminar is never the main focus.
- So it is with many different products and services. The way to sell them is not to sell them! Sell the offer! The irresistible offer! Sell the package! Sell the smell! Sell the illusion! Sell the benefits and the romance! Sell hopes, dreams, blue skies, and rainbows, but never sell products or services!

“Why does every city house both starving chiropractors and millionaire chiropractors?” — Dan Kennedy

Dan says it's all in the presentation. The way you position yourself, the way you promote yourself, the way you create and alter the perceptions your customers and prospects have about you. These are the things that determine your value in the marketplace.

It's always good to have more projects than you can comfortably handle.

You can't get wise by reading books and going to seminars. There is a high price to pay for the wisdom you seek.

- You can't learn how to ride a bike by watching a video! You learn how to ride by getting on the bike and falling down a thousand times. Then one day you throw up your arms while coasting downhill at 40 miles per hour and shout, “Look! No hands!”
- Everything is difficult until it becomes easy.

A Master Copywriter's Trick:

1. Make a list of the most important benefits and advantages you know your customers want the most.
2. Make a detailed list of the most important characteristics that separate your customers from everyone else.
3. Make a list of all the reasons they buy your type of products and services.
4. Then use these lists when you write your sales material!

I call this my Airline Pilot Checklist. An airline pilot has a detailed checklist they must go through each time they take off. They make sure this list is gone over carefully each time so they don't overlook anything. We must do this too.

Business is my dojo.

Life is but one continual course of instruction and business is an accelerated lifestyle. There is much learning and growing to do. Mastery should be your goal.

People will always be far more influenced by their emotions than by their intellect.

“What men really want is not knowledge, but certainty.”

— Bertrand Russell

People want security in an insecure world. They want someone to give them all the answers and take good care of them.

Self-Discipline freaks unite!

- You must put yourself through a little controlled pain every day!
- You can only expand your limitations by constantly pushing against your current level of skills and abilities.
- Raise the bar! Expect more from yourself. Set bigger goals. Strive for mastery.

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.

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.

All wisdom comes with a price tag. Business is the ultimate school of learning.

True power is knowing your strengths and weaknesses.

Don't bullshit yourself about these two areas. Most people tend to overestimate their chances of success and underestimate their chances of failure. You must become stronger in the areas you are already strong in and delegate (not abdicate) your weakest areas.

How To Become A MASTER Marketer:

1. You learn by doing. Face your fears and move forward with courage.
2. Learn as you go. Become a sponge! Think and try to make each project better than the last one. Steal every good idea you see others using and incorporate them into your projects.
3. Think it BIGGER and see it clearer than ever before. Map out a clear strategy. Then start at the END and work back towards the beginning.
4. Your experiences add up, you grow and develop as you move forward and take on new challenges.

Redneck Millionaire Rules:

"Don't be spendin' too much of yer time on all dat stuff dat don't make ya no money!"

We are selling artists! We create the promotions that make our customers line up with money-in-hand! These customers are happy to give us their money because of THE EXTREME VALUE we are offering them in return. We create the irresistible offers they can't say no to!

Marketing is an offensive game.

Your knowledge of the average customer in your market is much more important than the product or service you sell.

1. Know this person as intimately as possible.
2. Make a list of the things this person wants more than anything else.
3. Internalize this list. Live in the prospects' shoes. Feel their pain and problems. Seek to understand them better than they understand themselves.
4. Then create your sales materials and promotions around this list.
5. Your detailed list and knowledge of the customers becomes your guide. You use it as a template to create marketing materials that sell!

You must be a BIG thinker to make BIG MONEY!

- First comes the GOAL, the mission, the focus, the target.
- Then come the specific strategies you will use to achieve this outcome.
- The why to do something is far more important than the how to do something.
- Work Backwards: Establish the goals and the game plan first, then develop the steps to getting there.

Business is war. Each day is a battle.

The secret is to focus on winning the war, not each battle! Most business people fight way too hard to win each battle.

Convincing people that the money they will give you is small compared to the benefits they will gain can be elevated to an art! The secret is to let your multi-step marketing system do the actual selling for you!

Prospects come to you pre-sold! Now it's easy to get the maximum amount of money from them!

Take BIG RISKS, but have a safety net plan to catch you if you fall!

How do you know if it's a BIG RISK? That's simple:

If it doesn't scare the shit out of you, it's not big enough!

The Secret of Self-Promotion: You are who you say you are!

The greatest get-rich ideas come from a consistent state of activity. You'll never get them by sitting on your butt. They only come when you are moving forward. The best ideas come when you are buried deeply in a blur of many different activities, projects, and actions.

- Focus on serving your customers.
- Focus on the road ahead.
- Keep looking for winning combinations and concepts.

Money is a drug for many people. Put a few hundred thousand in their bank account and they'll instantly feel smarter, more confident, and superior to the rest of the mob!

Money does strange things to people and the perceptions are strong!

These days, it's practically illegal or immoral to have a strong desire to get rich!

MASSIVE ACTION! There's only one way to figure something out. You have to jump in with both feet. Then start paddling with both arms and legs! You learn how to swim by jumping in! You force yourself to figure something out by making the commitment to do that thing. Then you force yourself to make the hard decisions as you go.

"Just keep plugging away! Keep working! Cause that's how you make things happen! If you work, something will always turn up. If you don't work, nothing will happen." — Gypsy Rose Lee

Confidence is easy when business is good. The cash is flowing in hard and the feeling of power is running through your veins!

- Business is so easy when everything is going right!
- The real challenge is maintaining this spirit of confidence when everything is not so rosy.

What we sell and what we are really selling are two entirely different things! The challenge: Every sales record must be broken!

Trying to break your own sales record forces you to be your best. You're constantly reaching! Always pushing yourself to a new level.

Empathy sells!

- It's your ability to crawl inside the heart, soul, and mind of the prospect. Your ability to communicate directly to their emotions that makes you a great salesperson.
- It's like method acting. You must know them so well that you become them! You crawl inside their skin. You feel what they feel. You think their thoughts.

The secret of success: You have to face the monster! You have to deal with the bullshit! You must take risks! You must throw yourself into the tiger pit! You have to face the hard-core truth.

- Here's the hard-core truth: Consistent success isn't easy. In fact, it's damn tough.
- You must constantly do things that others would never do. It takes a lot of guts to be successful. You have to deal with the pain, deal with the struggle, and deal with the adversity.
- You must also be willing to be a complete and total fool! To risk it all. To put your ass on the line. To constantly force yourself to do more than you know how to do.

Every great marketing system must have some kind of "widget" prospects can send for. This gets them to raise their hands and qualify themselves. It breaks the ice and warms them up for the sale.

- Cold calling sucks! You must warm them up first!
- You must do something to take away their fear, loosen them up, and get them ready to buy. This is the job of your "widget."
- Examples: I just read about a chain of 23 furniture stores on the East Coast that gets prospects to send for and answer a 20-question questionnaire called "Decorating Personality Profile." Women buy most furniture and they love filling out surveys. This breaks the ice, loosens them up, and prepares them for the next step. The company is doing 2 million in profit each year from this simple marketing system!
- It doesn't have to be complicated! Just get them to send for something that helps to break the ice and gives you a chance to start your relationship building process.

In lead generation: The more you tell, the less you sell!

Just give them enough information to get them interested and excited! Make them an irresistible promise and get them to send for more information.

Testimonials sell!

- What you say about yourself is not nearly as important as what others say about you.
- "Any fact is better established by two or three good testimonies than by a thousand arguments." — Emmons

The test to determine if your ad should be run: "It must deliver a clear, compelling message that prompts a direct and immediate response so it is 100% measurable."

If your ad doesn't meet this test, don't run it.

Business is a game. And making profits is the way we keep score!

Direct-Mail Marketing is really "Stealth Marketing." You are flying under the radar! None of your competitors ever really know exactly what you're doing! This is a smarter way to do business.

Infrastructure can be a good thing!

- With the right overall strategies and the right volume of business coming through your operation, infrastructure is a good thing!
- Infrastructure can serve you! It can help you get a lot more done. Everyone working together (assuming you're using the right strategies and it's managed properly) can help you make far more money than you'd ever make working on your own.

Let others feel superior to you.

- As human animals, we are all desperately seeking and actively striving for as many ways to feel SUPERIOR TO OTHER human animals as we can. Our egos are hungry! "Feed Me," they cry!
- At best, we all want to feel like unique individuals, special, self-contained. At worst, there is a part of some to look down upon others and elevate ourselves (in our eyes) to spit on them, to pity them, to make ourselves feel as if we are so much better than they are.
- When you make others feel slightly superior to you, you let them feel better about themselves and less intimidated by you.

"Selling is the gentle art of letting the customer have it your way!"

— Ray Kroc

Business is all about serving other people.

- Serving your customers, employees, suppliers, J.V. partners, and yourself!
- "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 Tagor

It's your specific actions that turn your goals, dreams, hopes, and wishes into reality.

Formal generalized education sucks!

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

Focus on your business all the time. Whatever you focus on expands!

Customers are identified, deeply understood, and then the products and services are developed for them in an intimate way to lure and keep luring them.

Smart marketing covers these key areas:

1. Giving people what they want.
2. Developing products/services that are appealing to a specific market.
3. Making sure those items have the largest profit margin possible!
4. Developing marketing systems that identify the right prospect and communicate the right message to them.
5. Reaching and selling to those people as fast as possible, for the largest profit.
6. Then re-selling to them as often as possible, to squeeze the largest amount of money out of them!
7. Creating sales messages that build strong bonds with your customers.
8. Positioning yourself so that you seem unique.
9. Creating offensive marketing strategies that allow you to control the selling process.
10. Making specific offers to your customers on an ongoing basis.
Taking them by the hand and compelling them to come to you, instead of waiting for them to somehow gravitate to you on their own.

A famous writer was asked, "What is the most important quality to becoming a successful writer?" He quickly replied, "AUDACITY!"

I agree! You must be bold! You must honestly believe that what you have to share is extremely important, even vital to the people you are communicating to.

It's always better to ask for forgiveness than to ask for permission!

You must see your product, service, and company conceptually. Think of what you sell as if it were a product on a retail shelf competing with other similar items.

Try to think about things that nobody has ever thought about!

Learning is a process, not an event!

- All skills must be learned. Education can be a slow and painful process. You can increase your knowledge through books and thinking, but there is no substitute for hands-on experience.
- You have to get out there and do it!

"The only rules are, there are no rules!" — Jeff Paul

People buy in a vacuum!

As every psychologist knows: "Happy people don't pay the rent!"

It takes many years of intense thinking and lots of struggle and pain to gain the wisdom we seek.

Flip your switch! Make yourself work harder! Here's how: Channel your emotional energies and use them to your advantage.

FEAR, GREED, ENVY, and ANGER. All these powerful emotional forces can be used to help you move forward.

- FEAR can mobilize you or immobilize you. Channel it! The things that scare us can motivate us! People in fearful situations can do amazing things! Back someone in a corner and they can become a whipped puppy or a vicious animal. We must back ourselves in tight corners and start fighting!
- GREED is the desire for more! This can push you! Greed for more money! Sex! Energy! Life! Greed for more of everything good!

The excessive desire for more can be your fuel. Channel it! Stir the coals! Make it hotter! Then let this desire serve you!

- ENVY, be jealous of other people who have what you admire! Ask yourself, "Why can't I have what they have?" "Why should they have all these good things and not me?" Ask these things over and over. Drive yourself crazy with envy, then go to work!
- GET ANGRY! Be rebellious! Get pissed off at all the people who think they're better than you are (and they all do!). Question authority! Rebel against the established ways of doing things and crush your competitors! *(Continued on next page.)*

Your emotions contain tremendous energy. But it's up to you to communicate with yourself in such a way that you can tap into this awesome power!

It's all about them, not about us.

- All the focus should go into helping them get what they want. Understand them; their pains, joys, frustrations, and desires.
- You must be seen as someone who can really give them what they want, not as someone who's trying to get their money.

Marketers get paid for their knowledge, skill, and the quality of their ideas. Not by the number of hours we actually work!

Spend more time thinking, dreaming, and scheming! Planning, plotting, and just sitting back and letting your brain stew over new ways to make millions!

Confidence and the ability to motivate yourself come from inside of yourself. You must bring these qualities out. Work them like a set of weak muscles. Develop and strengthen them.

It's so safe to think small. The path of least resistance leads to a life of mediocrity. When given two choices people will always take the easiest path, it's human nature.

The business world is a giant ocean that is filled with man-eating killer sharks!

Keep your cash flow flowing!

Keep your money in motion! Always moving! Always flowing back into the plans, systems, marketing, and promotions.
Do this to sell the largest number of products and services, to the largest number of people, for the largest profit!

Money and success and all the trappings are important, but...

- In the end, it's not the material shit or the money you've accumulated that matters, it's the way you've lived your life. Did you do what you wanted? Did you experience love? Did you care about something passionately? Take risks? Were you trying to get the most out of your life? Were you surrounded by the things you loved? Did you connect with yourself? Love yourself? Get to know yourself? Did you surround yourself with a life filled with things that were satisfying to you? Did you love your work? Really love it? Was

it fulfilling? Challenging? Interesting to you? Did you put your entire being into it? Did you use your talents? Face your fears? Grow and develop? Care deeply about someone and something other than yourself? Did you question your life and question your place in it? Did you think for yourself or blindly follow others? Did you dare to be great? Did you go for the gold? Were you willing to think big? Risk big? Work hard? Work passionately? Did you seek the truth? Were you curious? What did you do with that curiosity? What were your biggest interests and desires? What did you do to fulfill your passions?

- The world of business can be a great vehicle for doing all these things, but it's got to be about more than just the money.

Mastery can take a great deal of time, repetition, boredom, work, passion, enthusiasm, and frustration!! Years and years! You have to keep at it and be willing to go through all this shit!

Genuine confidence can only come from experience and knowledge.

Human beings love to repeat the same behaviors over and over again. If you can get them to do something one time, you can get them to do it the next time.

Don't reinvent the wheel. Strive to improve on the basic design. "No man is happy without a delusion of some kind. Delusions are as necessary to our happiness as realities." — Christian Bouse

"Fight! Be somebody! If you lost confidence in yourself, make believe you are somebody else, somebody that's got brains (and a tremendous amount of anger and spirit) and act like him!" — Sol Hess

Trying a new business idea is like climbing up a huge diving board. You fearfully climb to the top, inch your way to the end of the board, try not to get dizzy, and then you JUMP!

Yeah it's scary, but the more you do it, the less scary it is. Eventually it becomes fun! You learn to enjoy the rush! The adrenaline! The fear becomes fun!

Poverty sucks!

Little streams of income from many different sources can create a GIANT RAGING RIVER of cash flow!

How to be a great teacher:

- "A man who knows a subject so thoroughly, a man so soaked in it that he eats it, sleeps it, and dreams it, this man can always teach it with success, no matter how little he knows of technical pedagogy."
— H. L. Mencken
- "Pedagogy" is the science or profession of teaching.
- "Good teaching is one-fourth preparation and three-fourths theater!"

Some ideas are absolutely intoxicating!

People believe weird shit for one reason and one reason only:

They want to!

- It makes them feel good!
- They crave easy answers.
- They gravitate to whatever is the easiest.
- They cling to something that sounds good.
- They like instant answers.
- They live in fear and loneliness.
- Their fear makes them desperately reach out for any kind of quick fix or easy answers that sound good.

Experience is the greatest teacher in the world!

"Experience is the child of thought and thought is the child of action.
We cannot learn from men and books." — Benjamin Dorali

The real business is in between our ears and in our hearts. It's not at the office!

"People always overestimate how complex business is. This isn't rocket science! We've chosen one of the world's most simple professions!" — John E. Welch

Focus, control, and dominate your niche market.

"There are no final answers in science, only varying degrees of probability." — Michael Schermer

There are no solid answers, no formula that will always work in every situation, no eternal truths. There are only 2 things:

- A body of knowledge based on past experiences.
- Better questions!

Creativity is the LABOR of a driven person.

If you really want to know about a person, watch what they spend their money on.

"The secret isn't counting the beans, it's growing more beans!"

— Robert Goizueta

"Never trust a self-made man under 40." — Gary Halbert

Copy shamelessly! Promote shamelessly!

"Good advertising will make people buy your product, even if it sucks!"

— Scott Adams

"Delinquents are very creative people!"

— Frank Farley, Professor at the University of Wisconsin

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

If you truly want to be the best you can be, you must work harder and smarter than other people.

The purpose of a business is to find and keep customers.

- You must do all kinds of things to get them to come and keep coming to you, instead of your competitors.
- What is your competitive advantage?

At the heart and soul of every good advertisement is a great promise!

Your highest priority is to spend your time on the activities that stand the greatest chance of making you the most money.

- You must determine which activities are high priority and which are low priority.
- Then spend most of your time focusing on the highest priority activities.

What is your exit strategy? What is your 'in-case-of-emergency-break-glass-plan'?

Most employees only care about two things: (1) Doing enough to get their regular paycheck. (2) Doing the bare minimum required to not get fired.

And that's it! They only want to do enough to just get by. They care about getting their paycheck and doing enough to not get fired!

Ideas are a dime a dozen, but a person who puts them into action is priceless!

Life is a series of trade-offs. There's no free lunch. You must always give up something in order to get something in return.

Everything you want comes with a price tag. The more you want, the heavier the price you must pay (often a hidden price).

World-class chess masters are always thinking 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.

Business is my religion!

Forbes Ley says that the #1 reason people buy almost anything and everything is because somehow they believe it will help them feel better about themselves.

Spend most of your time working on your business, not in it. Make sure that part of that time is spent on doing nothing but thinking, planning, dreaming, and scheming about newer and better ways to make more money!

There is always an argument for every argument.
You should spend time to prioritize your activities.

Only do the things that will ultimately stand the greatest chance of making you the most money. Delegate the rest.

The details always come last!

Understanding what makes people tick is the key to selling the hell out of them!

"The man who can put himself in the place of other men, who can understand the workings of their minds, never needs to worry about what the future has in store for him." — Owen D. Young

Confusion, frustration, anger, anxiety, and other forms of temporary insanity are all an important part of the creative process!

The answers and solutions come as you move forward.

You must set out to do things you don't know how to do.

If you want to go where you've never gone before, you must take a different road!

- "If you always think the way you've always thought, you're always going to get what you've always got!" — Ron McFadden
- "Most people who say they have 20 years of experience are lying. They really have one year of experience, repeated for the last 19 years." — Jim Rohn (Paraphrased)

"If it doesn't look like my new sales reps are going to make at least \$200,000.00 a year within their first 6 months, I fire them!"

— George Douglas (Sept. 22nd, 1990)

1. It doesn't matter how much something costs you, it only matters how much it makes you.
2. A salesperson deserves a generous commission as long as the company is making a good profit and as long as the sales rep is bringing in money that the company would have never received without their direct effort.

Sales tip:

Always sell your product or service against other items that are LOADED with problems. It's a great way to bring the problem up and make them feel the pain they've experienced with these problems. Now they are naturally interested in what you are offering.

You must develop a hunger for the customers' money! Your attitude should be:

"That's my money in your wallet (or bank account) and I'm not walking out of here until you give it to me!"

The secret of lead generation: You are now a welcomed guest, not an annoying pest!

- They sought you out. They are the ones who came to you! You did not go to them!
- This difference in positioning is everything. It makes them interested, open, and responsive to your sales message.
- Remember, people like to buy, but they hate being sold. Using lead generation makes them feel in control.

Napolean Hill said that desire was the most important trait you need to get rich. It's true. You must want to get rich so bad you can feel it very strongly. Stay hungry for money. Lust for it.

A good marketer is similar to a good hunter. WE WANT BLOOD! We become so focused on making the sale, our emotions become intensified just like a hunter who is stalking their prey!

We want the customers money and we want it bad!

Creativity is dirty. It's a constant, never-ending flux of activity. It's having the courage to move ahead and face the fear and uncertainty. It's the never-ending challenge of having enough courage to get started and commit to working on projects that you have no real idea (or only a hazy one) of how you are ever going to complete!

These are the things that scare 99% of other people to death!

The secret of charismatic people is nothing more than this: They actually believe their own distorted delusions! They believe they are much better than they actually are and this belief is transferred to others!

We are living in a power-hungry world. A world in which everyone is somehow trying to gain an advantage for themselves.

- They all want something from us. We're their meal ticket or they are our meal ticket!
- Most people are desperately seeking something. We are emotional creatures with many unfulfilled desires.

Some of the best marketing advice I ever received came from Rene Gnam. He said, "Let your offer grow, expand, and develop as you work on it."

Rene said that it was wrong to write your order form first. "Don't box yourself in," he said. "Let the offer take shape as you focus on making it as powerful and irresistible as possible!"

Selling by mail is a true art form.

- There are so many variables to choose from. You are the artist trying to tie them together in the most perfect way possible.
- Like all art forms, you are dealing with the emotions. *(Continued)*

- Although we mail to thousands or millions, we strive to reach only one person. We strive to make a connection with that single individual in a very personal way.
- We all use the same 26 alphabet letters, but each copywriter has their own unique style. 100 copywriters can develop a direct mail package to sell a product or service and each one will be uniquely different than all the rest!
- Like all good artists, those of us who perform the best can become very wealthy!

The only advice worth any value is from someone who has achieved something you want. All others advice is pretty much worthless.

“Writing is a projection of a person’s personality and energy.”
— Larston D. Farrar

Motivation is an internal thing. Nobody can give it to you. You must keep looking for reasons to win!

Every fortune starts with someone who has an intense hunger to make millions!

The employee mentality: Once an employee, always an employee.
It’s almost impossible to make the shift from employee to entrepreneur.
The only ones who usually do it are the BAD employees who can’t work for others.

Wisdom from Thomas Edison...

- Thomas said, “To create you need a good imagination and a pile of junk!”
- I say: “To create a million-dollar sales letter, you need a good imagination, knowledge of certain principles, and a huge pile of junk mail!”

Business can get extremely complicated at times. You’re faced with dozens of problems on a daily basis and it can be a real nightmare.

- However, there is one single cure for 95% of these problems:
CASH FLOW!
- YES! Just bring in enough positive cash flow and you’ll instantly solve 95% of all your business problems!

Becoming a master of Direct Response Marketing requires a lot of self-discipline.

- Those who put the most time and effort into this area of selling will reap the BIGGEST rewards!
- D.R.M. can be extremely difficult. There's no bullshit to this game. The scorecard is always out there. You always know if you're winning or losing.
- It's a numbers game and the numbers are always staring you in the face!

Sell them what they want and then give them what they need.

This business is all encompassing. It totally absorbs you! Time flies like crazy! The pages on the calendar practically turn before your very eyes!

- You're always looking forward to the next promotion! The next BIG winner! What will it be? Where is it? How high is high? What's going to make the customers go ape-shit crazy next month? Next year? Next decade?
- The emotional highs and lows of this business can be intense! It's a major emotional roller-coaster ride! When you have a winner you're on "Cloud 9" and a loser can bring you down fast. Strap on your seat belts and get ready for the ride!
- You have a string of winners and you're a BIG man! You're powerful! You're strong! The next few months your sales letters fail to pull in the orders, now you're a whimpering baby! You're humbled by your helplessness and frustration!

Copy shamelessly! There's no time to be creative, just duplicate what works! Failures are important. Why? Because continual success can lull you to sleep!

- You need a percentage of failures to keep your ego in check and wake you up!
- A little failure now and then will bring you down to earth! It keeps you grounded! It slaps the EGO MONSTER inside of you and beats him down a few notches!
- The rose-colored sunglasses come off for a while and you can see the world as it really is.

As a marketer, your job is to communicate directly to the primitive animal that lives inside of every one of your prospects and customers.

Your job is to get them hot! To tease them with alluring promises! To sweep them away in an emotional fervor!

Strive to make each sales promotion better than the last one!

Easy answers are a narcotic for the masses.

But this is what they want! You have to give them easy answers that sound good!

Inspiration comes in the midnight hour. When the deadlines are creeping in and your back is against the wall. When the gun is pointed at your head and you're forced to solve the problem.

The key is to consciously put yourself into these 'do or die' situations!

You create your own luck. The harder and smarter you work, the luckier you'll get!

The details come last.

"I've built my entire career on putting carts before horses, feelings before logic." — Stanley Arnold, Publicity Bloodhound

The first 12 years of our Direct Response Marketing business:

- We were doing business at 110 miles per hour! Did we make mistakes? HELL YES, but we were moving so fast that we hardly felt these small bumps in the road.
- Did we lose money by operating at such a high speed? YES, but you don't stop the exciting fast-paced parade to pick up a few dollars in the street!

Wisdom from P. T. Barnum, the world's greatest showman:

"If you want to catch a whale, don't use a minnow for bait!"

People are more alike than different.

Great entrepreneurs have vision and guts. You must know the direction you want to go in and then boldly move forward.

You're like the great explorers who forged ahead and made the map as they went along!

The power of words:

- "You can take away all my possessions (except for my words) and I'll get all my possessions back!" — Daniel Webster
- George Douglas said, "As long as it sounds good!" He was right! It's our powerful, emotional words that make them stand in line with money in hand!

Selling is an emotional experience. The words and phrases we use have a lot to do with the effectiveness of our sales presentation. Emotion sells! People buy for emotional reasons and justify their purchase logically.

"A wise man knows that half of what he sees, hears, and reads is a lie." — From the movie Partners In Crime

Wisdom from the movie, "Risky Business:"

"Sometimes you gotta say, 'What the fuck?' 'Cause saying 'What the fuck?' gives you freedom and freedom gives you opportunity. And opportunity brings you a whole lot more success than you could have ever received had you played it safe instead of saying, 'What the fuck?'"

Spend more money to make more money.

- "In Direct Marketing it's the cost to get the sale, not to make a mailing (or series of mailings) that counts." — Jon Goldman
- Many times, the secret is to spend more money, not less. This is especially true when you are making offers to your best prospects and customers.

School is never out for the Direct Response Marketing professional. This is good! Why? Because the more you learn, the more money you can make!

Think big! Be bold and daring!

- "Drill as many holes as you can, as fast as you can, and you're sure to hit oil!" — H. L. Hunt (Billionaire Oilman)
- "Focus on hitting the ball over the fence and you can take your time walking around the bases!" — Author Unknown

MASTERY IS THE GOAL: Focus on what you do best, let others do the rest.

Wisdom from Marketing Master Gary C. Halbert:

- "More answers and better answers come from movement than through meditation."
- The best ideas grow, adapt, and become strong as you work on them.

The best answers come to you in the heat of the creative process.

A cold mind will never produce a HOT idea!

First, you must get yourself on fire! Get busy! Move! Rattle! Roll!
Shake! Dance! Work! Work! Work!

Every product or service has a certain emotional appeal of some kind...

- It has its own unique personality.
- It has an appeal to the prospect we are trying to sell to.
- We must do 2 things:
 1. Understand the emotional nature of the items we sell.
 2. Find the unique ways of communicating this to our prospects.

Do the things that drive your prospects and customers wild!

People buy for unconscious, emotional reasons. As marketers, it's up to us to find out what these unconscious emotional reasons are.

Focus your life on the core activities that will take you in the direction you want to go.

- This keeps you moving forward on the path to your destination.
- Learn how to say "No!" Always say "No!" to something before you say "Yes!" It's easier to change a "No!" to a "Yes!," than to change a "Yes!" to a "No!"

When you say "Yes!" to one thing and put your total heart into it, you are automatically saying "No!" to many other things.

A tight deadline is a marketer's best friend!

- It forces you to move ahead, make decisions and get things done a lot faster!
- Keep those deadlines tight!

Becoming a master means seeing things and being willing to do things that other people refuse to look at or do. You major in the minor details of your craft, skill, or art.

Business at 100 mph!

- When your focus is on the most important activities that can make you the most money, you won't have time to get sucked into the petty bullshit that others spend most of their time dealing with!
- It's business at 100 mph! Moving fast with a clear idea of where you're headed.

The stupid man who cares deeply and is willing to keep trying over and over and over again until he gets it right will always do better than the genius who doesn't care.

Advice from rock star Melissa Etheridge...

Question: What is the secret of giving a good performance?

Answer: "Be strong! Do not be afraid of your power... ROCK!!"

Major success in life comes from our ability to communicate to others in the most powerful way possible.

Everything we want in life MUST come from other people.

Communicating to people's hearts, minds, and emotions is the secret to getting them to happily give us whatever we ask for!

From the movie, "Picture Perfect:"

"I didn't lie, I sold!"

The secret of a good Direct Mail Letter:

It doesn't shout at people, it lures them in.

A good salesperson doesn't cost the company money, they make the company money!

Keep your accounts receivable as low as possible.

The sale isn't made until you get paid!

Birds of a feather flock together!

It's not the size of your swipe file that counts, it's how you use it!

The best time to use it is when you're writing copy.

Our job is to buy as many sales as we can at a nice profit!

- Every sale must be bought.
- You decide how much money you want to spend to get the sale. Then you decide what strategies to test.
- This allows you to be aggressive and confident with your marketing.

What are your goals for your business?

- What are you trying to accomplish and how are you doing it?
- You must have short-term and long-term goals: goals for sales and profits, goals for building your business, and goals for maximizing your profitability. You also need exit strategies for getting out and cashing in your chips!

More sales and profits will solve almost any business problem!

Marketing secret from Robert Collier:

“Showmanship sells! Put yourself out there! Don’t be afraid to stand out! ”

Many business people are stumbling around in the dark.

- They have no plan.
- There is no focus.
- They’re not moving towards anything positive.
- They’re hardly moving at all!

As long as the sales rep makes money for the company that the company would not have made without their DIRECT EFFORT, then who cares how much money they make?

- What difference does it make?
- As long as the company profits nicely, who cares?

Direct response marketing forces you to think:

- Like a chess master there are hundreds or thousands of potential moves, strategies, methods, and shortcuts you can use to beat your opponent.
- Nobody can ever know it all. There are too many variables to consider.
- There is no “one-size-fits-all” solution for every situation.
- The principles are there to guide us, but the breakthroughs come from thinking outside the box.

The rich get richer because they want to make more money and they know how to do it!

From one of the truly great marketing geniuses of the past,
Bruce Barton:

“The game of life is to challenge yourself.”

A never-ending pile of interesting and challenging work (always a bit more than you can comfortably handle) gives your life structure and meaning.

Secret of Data Base Marketing:

The mailing list is everything.

1. The easiest person to sell to is the person who bought the BIGGEST or the most! Pitch them first!
2. Then pitch the person who bought from you very recently. They are hot!
3. Then pitch the other customers who have bought from you in the past. Start with your most recent customers and work back.
4. Finally, pitch the customers and prospects of your competitors (if you can get these lists). Or develop a new mailing list by running ads in the right media and getting qualified, interested prospects to raise their hand and request information about whatever you're selling.

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!

Take more risks!

- If you're already walking on thin ice, you might as well dance!
- Of course, you can also do many things to thicken the ice!

"Do something! Even if you're just making mistakes, do something!" — Eileen K. Rohleder

- Sometimes the only way to know what you really want is to find out what you don't want. The way to do that is to try a lot of different things!
- Sometimes you have to walk down a lot of wrong paths before you can discover the right path!
- Some of us must make a lot of mistakes before we can get it right!

The adversities in life can make us stronger... and that's great, because business is a constant adversity.

Wisdom from Arnold Schwarzenegger:

"Life is painful. Learning new things is painful. Achieving major success at any one thing (let alone several) is painful. But you must make friends with pain. You must accept it, embrace it, and work through it, because the up-side rewards make it worth it!"

You can make more money with 1% of 100 peoples' efforts than with 100% of your own individual efforts.

The greatest salespeople are MASTER COMMUNICATORS. Their sales pitch cuts through the clutter in their prospect's life. It cuts like a knife and goes right to the heart! It grips the prospect and compels them to give up their hard-earned money in exchange for the benefits the salesperson made them see!

Business is not easy, but so what? Who cares? What difference does that make? Why should that stop us?

Most of the unhappiness in life is due to the fact that you are listening to yourself rather than talking to yourself!

Find good people and stay loyal to them.

It's always easier to maintain a relationship you already have than to go out and start a new one.

Insecure people can be monsters to be around. They are emotional vampires!

1,000 weak people joined together like Christmas tree lights will never produce one strong person.

Every company takes on the characteristics of the leaders who run the show.

Most self-employed people have a terrible boss!

Make self-discipline a way of life. Make it a habit! Develop systems and routines that are built around helping you focus on your #1 priorities.

- Discipline gives you the power to achieve your dreams.
- Discipline is taking charge of yourself and doing the things you know you must do, especially when you don't want to do them.

Strive to develop your own quiet confidence.

Keep your business moving forward at all times...

- Complacency is like cancer. It's stagnant. It's like a river that turns ugly, muddy, a magnet for disease.
- To flow is to stay clean. To stagnate is to die.

Entrepreneurs are not natural leaders. Why?

Because the qualities of the entrepreneur are in direct conflict with the qualities of the leader.

- Entrepreneurs are mavericks. They like to go it alone. They possess a spirit of rebellion. They're risk-takers and rule-breakers!
- Leaders tend to be calmer, more rational, patient, and calculated. Entrepreneurs almost always lack patience!

People are all motivated by money.

You wave a few bucks under someone's nose and they go crazy!

All progress comes from biting off more than you can chew!

- Doing more than you think you can.
- Putting yourself under pressure!
- Setting tight deadlines! Impossible projects! Super high goals!
- It's crash or burn!
- The thrill is in the challenge of taking on more than you can possibly handle!
- You take on more than you can handle, somehow get it done, and you become stronger!

Only the strong can help others be strong. One thousand followers will only produce another thousand followers.

One thousand followers, strong together, will never produce one true leader.

A boxing analogy:

- Champions don't become champions in the ring. It's what they do in the gym every day that counts.
- It's their daily routine.
- Former heavyweight champion Joe Frazier said, "You can map out a fight plan or a life plan. But when the action starts, you're down to reflexes. That's where your daily routine and all the work you've done shows. If you cheat on your daily routine in the dark of the morning, everybody will know it in the bright lights of the ring."

A Paradox:

The people we respect the most are often times the same people who don't give a damn how we feel about them!

Leaders lead. Followers follow.

Most people will always be followers. Why?

1. It's easier to follow.
2. Comfort zone.
3. Herd instinct mentality.
4. Safety/security issues.
5. They don't want to think.
6. Fear of risks.
7. Childish dependencies.
8. Habit.
9. Self-image (as a follower).
10. No personal responsibility.
11. No ambition.
12. Fear of failure. Fear of risk.
13. No confidence in themselves.
14. Erroneous belief in the "born leader" myth.
15. Laziness.
16. No personal responsibility!
17. Need to belong is too powerful.
18. No rebellion!
19. Unwilling to pay the price.
20. Unwilling to grow, learn, and develop.
21. No personal responsibility!

The person with the title and the person with the real power are usually two different people!

From Jim Rohn:

- "Everybody wants money, power, and happiness. But few people ever take the time to go through the work to find out what you must do to get these things."
- Jim says this is one of the great mysteries of the world.

There are a million books on leadership and there are lots of things to think and write about when it comes to what it takes to be a leader.

But the bottom-line on leadership is that people only follow those they respect.

It's all about commanding respect.

Nobody respects a weakling.

Ruthless Marketing Principles:

- You must touch their hearts before you grab for their wallets!
- You can't move them into action before you first move them with emotion!
- The heart comes before the head!
- Our selling message is directed to their hearts, not their heads!

Your focus is your power! What you see is the result of who you are!

Relationship Marketing:

Win their hearts, then win their pocketbooks!

Sell yourself first!

- Once you can sell yourself to someone, you can sell them anything else!
- Once people believe in you, they will be open to anything you have to say!

Keep your business moving! You can't steer a ship that isn't moving!

Who wants to be the captain of a ship that's docked in the harbor?

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

A new twist on the 80/20 rule:

- Focus your attention on the activities that rank in the top 20% in terms of importance and you'll get an 80% return on your investment!
- Are you all spread out or are you focused on the few key areas that can bring you the maximum sum of money?

Most people have the desire to look for the exception instead of the desire to become exceptional!

Wisdom from the world's greatest coach:

- John Wooden, the famous basketball coach who broke all the records, would spend two hours a day planning each practice session!
- Wooden never studied the opposing teams (the competition), instead he FOCUSED ALL HIS TIME AND ENERGY on two key areas:
 1. Getting each team member to play to their fullest potential.
 2. Putting the best team on the floor. Not always the best players!
- Wooden never focused on winning championships, but he won more of them than any other college coach!
- He didn't focus on winning, but in 40 years of coaching he only had one losing season (His first).

All successful entrepreneurs are people of courage, vision, and action!

Keep dreaming those impossible dreams!

A genius is a person of courage who sees the entire picture and several steps ahead of the crowd!

When things get too easy, it's too easy to stop growing.

Actions speak louder than words.

"I can't hear a damn word you're saying, because your actions are speaking so loudly!"

Seek to use leverage in as many ways as you can.

Heavy cash flow creates confidence!

A great marketer is similar to a great magician. We create the illusion of tremendous value!

It's always better to have money and not need it, than to need it and not have it.

We sell to the lower side of human nature. Our sales messages must be targeted to the lower emotions of our prospects. We advertise directly to the heart of our prospects' biggest weaknesses, fears, insecurities, greediness, and other lower forms.

Blast them away with the benefits!

Never reveal the hook!

"You eat an elephant one bite at a time!" — James Tollison

The real war is fought and won behind the lines!

Every new customer is an investment toward future profits!

BUILD THE VALUE!

- Make what you offer seem so valuable that the money you are asking them to give you seems small by comparison!
- What you offer must seem BIG! The money you are asking them for must seem small! It's all an illusion, but we are the illusion artists!

All this self-hypnosis stuff is bull-shit! Most of us are already asleep! Wake up! This is not a dress rehearsal!

The product or service you sell is only a small part of the marketing puzzle.

The people you sell to and the strategies, methods, ideas, schemes, and offers you use to sell your shit is the BIGGER and more important part of the puzzle.

You know more than you think and you can always do more than you think you can!

Press on!

Writing is grub work!

We sell air! We sell concepts! We sell blue sky and dreams!

What people want:

People don't want cheap shit.

They want expensive shit for dirt-cheap prices!

The insiders are usually blind. Only an outsider can objectively look at something in a fresh, new way.

Dare to dream big!

Spin-Doctor Rule:

Sometimes you have to muddy up the water to create your illusions!

Most people are tortured with self-doubt.

Stability is more important to long-term success than brilliancy!

All your prospects are searching for easy answers that sound good!

There are no easy answers, only snippets of truth.

Less is more! The goal should be to live a well-ordered life surrounded by the things that mean the most to us.

Stay busy doing the stuff you love to do and you'll be happy for life!

You can get rich by giving people the easy answers they want so badly!

- Most people silently want to be lied to. They can't handle the truth!
- They don't want the truth. They want a good fantasy instead. As long as it sounds good and somewhat believable, they'll take the bait every time!

The secret of positioning:

Play hard to get and let them chase you!

What you do every day is who you really are.

Make money, not excuses!

Think bigger! Focus on hitting the ball over the fence and you can take your time walking around the bases!

- Sometimes you must keep your eyes to the stars and dream big dreams.
- Other times, you must keep your head down and charge forward like a raging bull!

Advice from one of the greatest marketers who ever lived:

"Hit 'em hard and hit 'em often!" — William Wrigley, Jr.

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

Henry David Thoreau was way ahead of his time. Here's what he said 150 years before pop psychology:

"What you think of yourself is what determines your fate!"

Most people spend their entire lives selling themselves short.

Sometimes being successful means doing what you love.
Sometimes it means doing what other people hate!

If the get-rich game was easy to play and win, it wouldn't be fun!

Your focus must always be on increasing your sales and profits.

Victor Hugo said, "Those who live are those who fight!"

Business is a constant war! You must become harder than the bull-shit that comes at you!

Aspire to greatness! Push the envelope! Go for the gold! Make it happen! Keep reaching for more!

Daniel Bonham said, "Make no little plans. They have no magic to stir men's blood. Make big plans. Aim high!"

Extract the lessons from the past that allow you to live better today.

We must make them want what we offer more than they want their money!

Creativity is an evolutionary process. Each new idea grows out of the previous ideas.

There is a gold mine out there for the person with the desire, skills, and courage to get it!

Wisdom from movie producer Mike Todd:

"If you can't tell me the plot in 10 seconds, I won't do the movie."

More wisdom from P. T. Barnum, the greatest showman who ever lived:

"No one ever got rich by over-estimating the ignorance of the American people."

This is more true today than in the 1860's!

What must we sell? **Results!**

You can gain power and wealth by becoming good at things others can't or won't do!

Wisdom should be our ultimate goal. Wisdom is applied knowledge.

People only care about themselves. You get their money by pretending you care about them!

You do care about them, deeply! After all, they have your money in their pocket or bank account!

A life without purpose is a wasted life.

- It's our goals, dreams, and vision. Striving to make it all come true, that gives us purpose.
- The focused and disciplined life is the only life worth living.

Life is stress! Business is stress! Deal with it, you little wimps!

Your goals are your road map to the future.

The best answers always arrive in the midnight hour!

They come as the deadlines draw nearer!

You have to keep finding new ways to top yourself!

Necessity truly is the mother of all invention. Self-imposed deadlines are the key. These deadlines FORCE us to be more productive.

If you can't dazzle them with brilliance, then baffle them with great sounding stuff!

Direct Response Marketing is a game that demands results.

You must become a student of human nature.

Strive to understand this crazy 2-legged emotional animal!

The money you want is in a group of other people's bank accounts and wallets!

Enthusiasm and success go together like peanut butter and jelly!

Gain a strong positional power over the people you want in your life and they will treat you like gold!

Catch ambitious people on their way up! Form relationships with them before they become ego-monsters!

Never ask a barber if you need a haircut!

You have to be a little devious to get rich!

The past does not equal the future!

If success was easy, everybody would be a millionaire!

You are what you read!

You have to soar with the eagles, not graze with the cows!

Working without a strong model is like taking a trip without a map.

It's the lack of money that is the root of all evil.

Go with proven ideas. Why reinvent the wheel?

Strive to mix business with pleasure!

The market comes first.

Keep moving forward in the direction of your dreams and never stop!

It takes 10 years to become a great marketer and another 10 years to become a master marketer!

Set tighter deadlines!

Don't lie. Just stretch the truth as far as you can stretch it.

The truly successful person will not be stopped!

To create truly brilliant ideas that generate millions don't get hung up on the details!

Whatever you focus on expands!
Focus on the goal, not on the obstacles.

Get the word 'problem' out of your vocabulary. There's no such thing as problems, only opportunities and challenges!

It's all about the prospect, not the product.

Self-made millionaires are always restless. We're always looking for the next big deal!

The art of selling is to do it so naturally people don't even know they're being sold!

Stop selling yourself short.

Hard times make you harder and smarter.

The goal is to see how far we can go. How high is high?
Remember, fortune favors the bold!

All of us are really in the same business:

1. Satisfying our customers.
2. Making a profit.

The greatest entrepreneurs tend to be the worst managers. The skills it takes to build a business are usually the opposite of the skills it takes to manage it.

Money is the entrepreneurial scorecard!

Strive to show your prospects a strong self-serving advantage.
People are thinking about themselves all day, every day!

We must prove that our products and services don't cost our customers money, they make them money!

Test everything. You never know what's going to drive them wild!

Good products never sell themselves. It takes marketing hoopla!

"The large promise is the soul of an advertisement!"

— Samuel Johnson (Quote from the 1800's)

Great entrepreneurs love problems, just like brave soldiers love the time of war!

My job as a marketer is to get you to gladly give me all your money!

Embrace wild ideas!

Put the P. T. Barnum spin on every promotion you run!

Preparation is the cure for fear and the recipe for confidence!

"Man inhabits a world of delusion." — Edward DeRopp

You have to roll with the punches! Keep getting up every time you get knocked down.

Put all of your time, energy, money, and focus on the few things that can make you the most money!

Wisdom from master marketer, Ted Nicholas:

"I've built 17 businesses in my life, only two were failures. I've learned more from the two failures than from the 15 that were successful!"

99% of people are blindly following the follower.

You can have anything in life you want, but not everything.

You don't stop the million-dollar parade to pick up a few hundred dollar bills!

Be careful what you want, you just might get it!

All that glitters ain't gold. Sometimes it's nothing more than gold-plated shit!

Your work can be the ultimate therapy in the world! She can also be the ultimate mistress!

People often buy for strong unconscious emotional reasons. We can never know the real reason people decide to give us their money.

"A man has two reasons for what he does — a good one — and the real one." — J. P. Morgan (America's First Billionaire)

The right kind of experience is the ultimate teacher!

It's better to be really good at one thing than average at a bunch of things.

Your focus is your power.

If selling is a transference of emotions, then enthusiasm is the vehicle that carries these emotions to our prospects.

Street-Smart Business Rule:

Take extremely good care of the people who take care of you.

Front-end marketing to attract new customers is a necessary evil.

The more I want to do something — the less I call it work!

- Now it's fun and challenging! Now you can pour your heart and soul into it!
- The secret is to make yourself want to do the hard stuff that brings in all the money!

Learning how to write hard-hitting persuasive ad copy that compels people to send you their money is the greatest money-making skill you'll ever develop!

Mastering this skill can be painful and take many years... but it's worth it!

The tighter your deadlines and the less flexibility you have in your daily schedule — the greater your productivity will be!

"Take the course opposite to custom and you will almost always do well." Walt Disney

Copy shamelessly... But only steal from the best.

Blur the lines between your work and play!

- Money and fun really can mix!
- You gotta learn how to love the things that bring you the most money!

Anyone can make millions of dollars in a very short period of time... but not without a whole bunch of million-dollar headaches!

- Every gray hair on my head has been earned!

The 3 happiness blockers:

- "Our desperate need for approval, control/power, and security are the root causes of all unhappiness." — Lester Levingston, paraphrased)
- Lester was a very successful business man in the 1950's — who was almost dead by the age of 50... In fact, his doctor told him to go home and put all of his affairs in order because he only had a short time to live — and nothing could be done.
- This led Lester on a major search for the key to health and happiness... And he found it! He lived another 40 years — and discovered that the secret was to simply break free from the three insatiable desires that are the root source of all our unhappiness.

STOP listening to what other people say — and only pay attention to what they do.

The 5-keys to wealth.

Every business you get involved with must have these 5-key ingredients:

1. It must appear to be new! Or you must have or do something BOLD or daring to wake people up and get them to take notice!
2. It must offer a strong solution to a major problem in a pre-existing market. In other words, you must find a lucrative marketplace where people are already spending a ton of money and create a product/service that offers the solution that people desperately want.
3. You must do something bold to penetrate the hard layer of skepticism in your prospects' heart and mind.
 - If it sounds too new or too radical — you must have or create a strong justification for why you can offer them this incredible new breakthrough. Otherwise, you may get their attention, but you won't get their money!
4. There must be some kind of built-in residual income. You have to find or create a way to keep the money coming to you — without your direct effort — after the initial sale.
5. You must also build-in some kind of slack adjuster(s)... *(Continued)*
These are big-ticket items that are closely related to the initial

product or service they bought from you.

- The big secret: Make those big-ticket items as closely related as possible — and sell them for the largest amount of money you can get!

Mix all 5 keys together in the right way — and you will create a huge explosion of wealth!

Keep slamming your best customers again and again! Don't let up! These people are rabid buyers and will gladly give you more money if you sell to them more aggressively! There is a ton of money in your best customer list that could and should be yours!

There is no one way to motivate yourself that works every time.

- Try 100 different ways to get yourself to work at your highest level.
- Then boil it down to the top 10 or 12 that work best for you...
- And use all of them!
- When they stop working — try 100 more!
- Different things work at different times — but you can be more productive!

Negative motivation works better than anything positive!

The stick beats the carrot!

Hating some of your competitors is the ultimate motivation!

- "If you can't join them — BEAT them!" (Randy Charach's mantra)
- Randy is famous for getting so pissed off at some of his competitors — that he becomes totally obsessed with destroying them! He pushes himself extra hard to do everything possible to take the largest amount of business away from them as he can!

Having friends in the business that you can work with is great — but having a few competitors who are your sworn enemies is even greater!

- Now all you want to do is crush and kill them! This brings out the blood-thirsty "killer-or-be-killed" marketing attack dog that lives inside of us!
- Your competitors are raw bloody meat. — You are the hungry killer attack dog!

The less flexibility you build into your daily schedule — the more productive you will be. — Dan Kennedy

Two basic facts of selling: (1) We sell to people's emotions.

(2) Our emotions are always irrational.

All wisdom is acquired through suffering. — Ted Ciuba

Ted is right! This is especially true for all of us stubborn and rebellious entrepreneurs — who think we know more than everyone else!

Business is an accelerated lifestyle... You get more of the good and the bad... The highs are higher and the lows are lower... But it's worth it!

- In times of crisis — you must seek out help and inspiration anywhere you can find it — and keep believing in yourself and your dream.
- You are stronger than you think.

Wisdom from my first marketing mentor:

"Whenever you are asking people for anything — always remember that you are not dealing with creatures of logic — but with creatures of emotion, creatures bristling with prejudice, and motivated by pride, greed, and fear."
— Russ von Hoelscher

Knowledge is power... when you apply it right!

"It's what you learn after you know it all that counts!"
— John Wooden

Teach yourself how to think.

- Most people never do this. They think they are thinking — but all they are doing is re-arranging the same ideas in their head.
- Jim Rohn said it best: "Most people who think they have 20 years of experience, don't. They have 1 year of experienced, lived 19 times."
- The truth is: Most people will do almost anything to avoid thinking! (Of course, this can be great news for us!)

Stay very busy on the projects that stand the greatest chance of making you the most money.

Massive action generates inspiration!

Making money is a skill!

- All of the important things you need to make and keep the largest sum of money can be learned and mastered!
- This is GREAT NEWS for all multi-millionaire wannabes! (And the rest of us who are trying to greatly increase our net worth!)

"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.

Entrepreneurs and employees are like right-wing Christians and Muslims — we aren't supposed to like each other!

Push yourself harder. Expect more from yourself. And remember — you can always do more than you think!

STOP selling products and services. — START selling offers!

Constantly think about all the ways to package the stuff you want to sell in the most attractive and compelling way that will get your prospects and customers super excited!

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 in the 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 for you and your business friends.

Business lets you experience more of everything life has to offer.

The highs are higher. The lows are lower. But it's worth it!

When life knocks you down — start kicking!

Set super-high goals!

They say that good salesmanship is more about listening and observing, than talking. I agree. In fact, after a while you STOP listening to what your prospects and customers say — and only listen to what they do.

- After all, like Randy Charach says: “Buyers are liars!”
- He’s right! Most of the time, people are talking a whole lot of shit! You’ll never learn a damn thing by listening to them.

The good con artist gains your confidence by becoming anything you want him to be!

There is a powerful lesson here for all marketers. (Inspired by the movie “Matchstick Men” with Nicholas Cage)

Massive action generates inspiration!

- Keep working on more projects than you can comfortably handle.
- And don’t worry about all the details — or how it’s all going to work out. You will figure all that out as you go.
- Let the deadlines build the tension and pressure inside of you — and then your creative work will become the safety valve!

The human animal is constantly striving for superiority.

- This powerful emotional factor is responsible for trillions of dollars in sales!
- How can you tap into this powerful desire in the hearts of your prospects?

Many people are self-centered little clods of ailments and grievances — complaining that the world will not devote itself to making them happy. — George Bernard Shaw

- They are searching for someone to blame — or a good excuse.
- Give it to them!
- Why? So they can feel better about themselves — and now you will be on their side!

People are more than happy to give you their money if they can be made to feel that you really understand their problems and care for them.

- It sounds so simple, and yet it works like a charm!
- You gotta make them feel special.
- Show them that you are interested in them.
- And pretend that you are on their side — working hard to give them what they want!
- Of course, this is also the true secret of winning friends!
- And the people who give you money on a regular basis are your best friends, right?

Selling is serving.

Two great ideas: (1) Nobody gets rich by themselves.
(2) Nobody gets rich by accident! (They may stumble onto wealth by accident — but there's always a reason the money came gushing into their lives.)

The 2nd million is always easier to make than the first.

And that's great news — because we usually blow through the first million pretty fast!

Stop wasting time putting out the brush fires in your business!

- And STOP chasing dimes instead of dollars!
- "I have seen many a success turn to failure — because the thought which should be trained on big things is cluttered up with the burdensome detail of little things." — Donald Trump

Pressure, tension, and discipline are a vital part of the creative process.

- Creativity is the labor of a driven person!
- We do our best work under pressure.

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

- Use it to jump-start your thinking.
- And 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!

The best time to use your swipe file is when you are actively involved in writing your own ads or sales letters.

"All it takes is just one new idea to make a million dollars!"

— Russ von Hoelscher

So what is a "new" idea?

- That's simple: It is a new combination of other ideas.
- Your ability to create new ideas is a skill you can develop.
- Think conceptually, to see the relationships that exist between different ideas.
- Look for new combinations!

A genius sees what those around him cannot see.

Making more money will not solve your financial worries.

An increase of income accomplishes nothing but an increase in spending — and an increase of headaches!

The bad times make you appreciate the good!

And there's plenty of both in our crazy world!

All great businesses grow and evolve — by experimenting with new things and adding the ones that produce THE BIGGEST RESULTS — to the things that worked well in the past.

This is so simple to do: Once you find what works the best for you (right now!) — you just keep doing it over and over again while also testing new things that you can add to your marketing mix.

Never appear desperate — even when you are.

People can smell weakness in another human being — just like a dog can smell fear!

Humans are desperate for some kind of human contact...

And they do a whole lot of stupid shit — and spend a fortune to fill these basic desires!

The future is today!

- "Our main business is not to see what lies dimly at a distance — but to do what lies clearly at hand." — Thomas Carlyle
- Focus all of your knowledge — enthusiasm — and effort on doing the greatest work you can do TODAY. This is the only possible way to prepare for the future.

Every day is a new life to a wise man.

Forget the yesterdays and do not think of the tomorrows.

"Bullshit sells!" — Terence Storm

- Take whatever you are selling — add a heavy dose of bullshit — and make more money!
- Do this, and you'll be giving people what they really want!
- Why? Cause good bullshit is more dramatic! Because of this, it appeals to peoples' emotional side (which is the side we sell to!)

The biggest joy in becoming a Marketing Master is all the years of struggle you gotta go through to get really good!

Of course, the best things in life are always the most difficult! (The Greeks taught this principle 500 years before Christ.)

Happiness is not mostly pleasure: it is mostly victory!

It is the victory that comes from a sense of achievement — of triumph — of facing adversity head-on. — Of going through all the fucking bullshit — and refusing to be beat! Of getting kicked down 20 times and getting up 21 times! — Of turning lemons into lemonade! Of searching through tons of dirt to find a small diamond! Of refusing to quit — no matter how difficult it becomes!

“The most important thing in life is not to capitalize on your gains. Any fool can do that! The really important thing is to profit from your losses. That requires intelligence; and it makes the difference between a wise man and a fool.” — Ken Pederson

The pain of adversity can give you a tremendous amount of creative energy!

The secret is to move forward and refuse to be beat!

Become a marketing attack dog!

- You are the hungry attack dog. Your prospect is the meat!
- “Think ruthless!” You must develop a somewhat ruthless attitude while working on marketing campaigns that can extract the largest profits from your customer base!

Everyone knows how great a vacation can be... You pull away from your work for a few days or weeks — and come back with a new burst of creative energy! But “BLOW-OUTS” are just as important.

What’s a BLOW-OUT? Simple. These are the periods when you’re working on more projects than you can complete — with impossible deadlines that are closing in fast!

Your skills are developed and sharpened during these times.

You are an idiot if you honestly think you can satisfy the biggest critics in your life.

- The same people who laugh at you because you have great dreams of doing something bold with your life will still laugh behind your back when you (after much adversity) achieve your vision.
- Now they’ll say that you got “lucky.”
- You can’t shut these people up! Why? Because their criticism of you has little to do with you — and everything to do with their own emotional bullshit.
- So ignore the critics! And get the crazy idea that you can please them out of your head!

Geography is history!

Thanks to the global economy — the average entrepreneur has more power than ever! Go to "Elance.com" and get high-tech workers from under-developed 3rd world countries for 1/10th the price you're paying right now!

Why choose mastery?

- "There is no thrill in merely doing what anyone can do."
— Henry R. Harrower
- "There's no thrill in easy sailing when the skies are clear and blue. There's no joy in merely doing things which anyone can do. But there is some satisfaction that is mighty sweet to take, when you reach a destination you thought you'd never make." — Spirella

People go brain-dead when they have the opportunity to get something for nothing!

As long as there is a somewhat believable story behind it that sounds good.

From the movie, "True Romance"

- "Whenever I'm offered a deal that's too good to be true — it's a lie!"
- People know this instinctively! That's why you must build a believable story into your powerful offers... Do this and they'll gladly take the bait — hook, line, and sinker!

"All self-help and self-improvement schemes attract people who are most vulnerable and most easily taken in." (From Penn and Tellers great show "Bullshit!")

Everything that makes us more afraid — makes a journalist (and marketers!) more excited!

There's plenty of FREE cheese in the mouse trap!

A strong deadline will bring out the creative forces that are buried deep within you.

A good salesman can talk his way into and out of almost anything!

There is an art and skill to persuading others to do what YOU want them to do!

From page 53 of the book "Enthusiasm Makes the Difference."

- "The greatest selling job you will ever have is to sell yourself on yourself..."
- To bring yourself to an enthusiastic acceptance of yourself is the biggest feat of all!
- How to make yourself believe — really believe — in yourself — in your abilities, talents, capacities, requires the most enthusiastic persuasion." — Norman Vincent Peale

The 3rd Wind!

- Your most creative work comes when you are pushing yourself the hardest...
- Your best ideas flow through you when your brain is on fire!
- You must keep pushing on and work through the fatigue.
- William James was the first man to tell us that we have several layers of fatigue... Push through the first layer — and suddenly you are like an exhausted runner receiving a second wind... Keep going and you'll push past one layer of fatigue and yet another... This is where your best ideas get through! Now your brain is cooking! Now you are on fire! A newer and higher form of energy can take over — that's even more powerful than the first supply of energy!

First, you win their hearts — then you win their money!

You gotta make them love you! You have to prove to them that you are different than all the rest of the people who only want their money!

Wisdom from the HBO hit: The Soprano's...

- "Pretend he's a woman you want to fuck! Make him love you!"
- That's great advice for all of us who must get more money out of our customer base!
- We gotta make 'em love us!
- Make them feel bonded to us...
- Make them feel that we understand their pain and care deeply about them!
- If you do this to a good woman — you are almost guaranteed to get whatever you want! And if you do this to your customers — they will open up their wallets!

You cannot move people into action — unless you first move them with emotion. The heart comes before the head!

Your greatest money-making breakthroughs will always be discovered as you are working your company out of the biggest problems.

Bill Gates and all the other self-made billionaires are my role models.

A major part of the power of 2-step marketing is the fact that it makes the prospect or customer feel that “they” are chasing YOU!

- The prospect feels they are choosing you.
- They feel in control.
- They feel less threatened.
- This strong emotional feeling is the gateway to the sale.

The promise of a quick-fix or easy, instant solution has a seductive power!

If you also back it up with some sweet-sounding bullshit that appears credible!

The mass of men (and women!) spend a lot of their disposable income on a pack of lies!

The market for the truth is very slim!

A genius is often the person who knows what to do next! (Especially in times of crisis.)

Aggressive marketers attack their best prospect and customer groups like a hungry lion divides the herd of antelope and then attacks and kills!

- It's all about dividing and conquering!
- Yes, divide the prospect list (with some type of pre-qualification) and then conquer!

Go after your prospects like a young man attempts to “bed” an attractive woman.

At first, they resist. Then they relent!

Spend more money to close more sales!

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

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

A strong cash flow always makes business easier!

“Opportunity, not security, is the entrepreneur’s god.”

— Gene Landrum

“The best direct-response copywriters are the ones who have been at it for over 20 years!” — Don Bice, MASTER Copywriter!

- Experience rules!
- One of the very best copywriters in the world (Luther Brock) told me that every sales letter took him “2 hours and 20 years” to write!
- We get better with each sales letter we write!
- Every hour we spend in front of a computer — pounding away — with the goal of writing high-impact “killer copy” only makes us stronger and better!

“The beauty of this thing is its simplicity... Once a plan gets too complex — everything can go wrong!” John Goodman’s character in “The BIG Lebowski”

Entrepreneurs thrive on what others fear!

From Donald Trump: The MASTER of hype and promotion:

- “The final key to the way I promote is bravado. I play to people’s fantasies. People may not always think big themselves — but they can still get very excited by those who do. That’s why I use a little hyperbole. People want to believe that something is the biggest and the greatest and the most spectacular.” From the book, *Trump* 1987
- Donald is right! We gotta hype it up as far as we possibly can!
- Make it BIG and BOLD!
- Make it appear that what we have for our prospects is the ultimate solution of a lifetime!
- How can you add more hype to your promotions?

More wisdom from New York’s BIGGEST thinker:

“People think I’m a gambler. I’ve never gambled in my life. To me, a gambler is someone who plays slot machines. I prefer to own slot machines! It’s a good business being the house... If you go for a home run on every pitch, you’re going to strike out a lot. I try never to leave myself too exposed, even if it means sometimes settling for a triple, a double, or even, on rare occasions, a single.” From the *Art of the Deal*

Making money is the greatest game on earth!

Play it with all your heart and soul! And play to win!

Fantasy always sells better than reality!

Show me any entrepreneur who is consistently making millions of dollars — year after year — and I will show you a person who has paid a tremendous price!

- These people make it look easy — but each one has paid a hell of a price for their success.
- They struggled with a great deal of adversity.
- They suffered many set-backs.
- They went through periods when their days were filled with nothing but headaches.
- They faced more problems in one week than most people face in a year!
- These people ended up paying a large price to master their money-making skills. Now they make it look easy! Now some of them start to believe that they are “gifted”.
- The truth is — they are driven! Their drive to succeed is so strong that nothing can stop them! They go through all of the pain and suffering and refuse to lose! They won't quit! They keep finding ways to win — continue to crash through the barriers that get in their way — continue to learn, grow, adapt. — And after many years of living this way, their money-making skills become razor sharp!

Cash is king!

- There is no business problem that cannot be solved — if there is a nice flow of cash coming in!
- This is your saving grace!
- All kinds of problems can and will attack your business — but with a nice flow of cash coming in — all of these problems can be solved!
- You must constantly strive to increase the cash-flow of your business — in good times, so you'll have all the money you need in bad times!

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

- That's 365 solid, 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 give you the edge you need to dominate your market and destroy your competition!
- That's almost one extremely productive week every year of nothing but planning — plotting — and scheming!

Direct response marketing takes a day to learn and a lifetime to master!

- There are so many variables — and so few absolutes — the master is continually learning, growing, adapting, and taking his or her skills to a higher level.
- It's better to know some of the questions than all of the answers.

Questions lead to better questions — which lead to the most powerful answers.

Want better answers? Ask more questions! Stay curious.

The easiest thing someone can do is stand on the sidelines and argue for the safe and conservative plan.

It takes a hell of a lot more courage to step out — and try new things.
But this is the only way to build our businesses. We must be bold!

Test small — but test aggressively. You can lose money on 9 out of 10 of your tests — and still make millions by rolling out your 1 winner!

However, you'll never find your greatest winners — without aggressive testing.

In every promotion, you must always know where your break even is.

- Always know the minimum amount of percentages you need to break even.
- Think conservatively. Try to make it work with bad numbers.

The ideas you think will work best often fail. The dumb and crazy ideas you threw out there for the hell of it often produce the biggest results!

- That's why you gotta test! Don't be afraid to test all kinds of wild and crazy ideas.
- Make a game out of testing and have fun with it!

Direct response marketing is a great sport.

You can throw your heart and soul into it — develop great game plans — and you have a powerful way to always tell whether you're winning or losing.

Omaha Steaks made hundreds of millions of dollars by luring in new customers with a stupid pocket calculator that cost them \$1.00!!

- What in the hell does steaks and calculators have in common? Nothing!
- But you gotta do something to bribe them into doing business with you.
- And the ultimate bribe is a FREE gift! Like Master Marketer, William Wrigley, Jr. said, "EVERYONE LOVES A FREE GIFT!"

Self-discipline leads to self-esteem.

Once you write some good sales copy that pulls — find many ways to use it again!

Try to get paid as many times as you can for work you did one time!

The best answers come slowly. You must have enough self-confidence to boldly step out — and figure things out as you go.

The concept or goal comes first — the details come last.

The plan becomes clearer as you move forward!

Keep shooting the prospects down with the same powerful sales messages!

Try to say this differently — but keep using the same strong language and making the same arguments for your products or services.

Bombard them with benefits! And keep bombarding them!

Stop selling products or services... And start selling offers!

Nothing changes until something changes...

We can't do the same ineffective things and expect different results.

Good Database Marketing is like fishing with high-powered fish finding equipment!

You hone in on your future customers by focusing on the people who are as similar as possible to the people you are doing business with now.

Talent always rises to the top!

Behind every successful company is at least one ambitious person who is very hungry for the customers' money.

What something costs you isn't nearly as important as how much money it makes you. Sometimes you must spend more — to make more.

People are insatiable:

- "When electricity was invented people became discontent with oil lamps. Show the people something better and they'll want it!"
— Horace Donegan
- Of course, the appearance of something better is just as powerful.

Entrepreneurs see things others cannot.

- "Only he who can see the invisible can do the impossible."
— Frank L. Gaines
- Many people can only see things as they are now. The entrepreneur sees things as they can be. And then sets out to create the vision.

Every once in a while you should ask yourself: "Do I own a business or do I own a job??"

The goal of every good marketing system should be to:

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!
4. And a series of steps to re-sell these customers again and again!

Always test with your best foot forward.

When testing, spend more time doing list selection.

Direct mail can give you tremendous leverage. Every direct marketing piece is a salesman in an envelope! It's out there working for you — 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!

One person's "stress" is another person's "boredom." Another person's "stress" is someone else's "excitement!"

Self-respect must be earned. You can only feel good about yourself by doing the things you know are good.

Another marketing maxim:

Anything you have to do anyway — you might as well make a big deal about it with your customer or prospect. (A Claude Hopkins principle).

To become the best you can be, you must:

Push yourself harder — and demand more from yourself.

From moneymaking genius, Ron LeGrand:

"The less I do — the more I make!"

The clearest and most compelling definition of marketing:

- "Marketing is all the activities you do (both large and small) to attract and retain customers."
- That's it! It's so simple, but so God damned complex! Why? Because there's only about 40-million things you can do to attract and retain customers!

Business levels the playing field. Anyone with a strong desire to get rich and the willingness to do whatever it takes — can get rich!

Symbolism over substance:

- Many college educated people run around feeling superior for their entire lives because of some silly piece of paper they received when they were in their 20's!!
- What a bunch of irrational crap!
- They go to college — (which is no damn different than high school) — pass a bunch of silly tests — do everything they're told to do — and now they spend the rest of their lives feeling superior to everyone else!

People who are looking for an excuse won't have to look far. Any old excuse will do.

- To become successful, you must deal with pain.
- Pain is part of the process — and most people will do anything to avoid pain.

You must take total responsibility for your health, wealth, and happiness.

A two-step strategy for every marketing system:

Step One: Generate as many qualified leads as you can.

Step Two: Bombard the shit out of these leads with as many follow-up offers as you can possibly think of!

You must do everything to squeeze every last dollar out of the leads you generate. Bombard them with a ton of sequenced mailings. And keep bombing them — until it's no longer profitable.

No guts — no glory.

If getting rich were easy — every park bench bum in America would be driving a Mercedes!!

Never take “NO” for an answer!

Great copywriters spend a lot of time focusing on small details.

- Many small details in an ad or direct mail package — added together can dramatically increase your sales and profits.
- Separately, these small details are not that important... But a bunch of them added together can make a dramatic impact on your bottom line profits.

A simple copywriters secret that has made millions:

- Spend your time writing headlines. Then write the copy that goes below the headline.
- Why is this so important? **First**, the headline is the most important ingredient of the ad. It is the ad for your ad. It gets the reader’s attention and pulls them into the copy.
- **Second**, the headline gives you the ideas and themes for your body copy.
- **Third**, the headline and small copy blocks that don’t make the grade can still be used as subheads and body copy for your ads and sales letters. They may not be good enough to be the main headlines — but they can still be a powerful part of your sales material.

Use “THE FEAR ANGLE”:

- Chauncey Depew once said: “I would not stay up all of one night to make \$100; but I would stay up all of seven nights to keep from losing it.”
- People will do more to avoid loss than to gain an advantage.
- Walter Horvath said: “People will fight much harder to avoid losing something they already own than to gain something of greater value they do not own.”...

Everything is always harder than you think it’s going to be.

The goal of the entrepreneur is to anticipate all the problems — and try to solve them in the beginning — when everything is fresh and the enthusiasm and energy levels are high.

Always have your next project waiting in the wings!

Put yourself under as much pressure as you can.... Why? Because that's when the BIGGEST BREAKTHROUGHS will occur!

Many people are afraid of the pain that comes from pressure... That's BULLSHIT! Pressure can be an entrepreneur's best friend! We perform at our highest levels when the walls are closing in and there's no way out but through!

You gotta have your whole heart and soul into this crazy entrepreneurial life!

- Love every part of it — the long hours, the constant struggle, the headaches and challenges, the uncertainty — even the feeling of impending doom!
- This is the ultimate lifestyle for anyone who craves:
 - Freedom!
 - Being their best!
 - Finding out what they're truly made of!
 - Creativity!
 - Developing their powers!
 - A challenging life!

People buy in a vacuum.

The hot-prospect is blinded by the heat of their emotions.

The two basic reasons why people buy:

1. Fear of loss.
2. Desire for gain.

Give them a strong selfish reason to buy.

Let them know it's in their best interest to do what you want them to do.

It's all about them — not you!

Three big truths:

1. Everything we want must come from other people.
2. There are many people who have what we want.
 - The money
 - The talents/knowledge
 - Relationships with others who have money or talents.
3. Now all we have to do is create the conditions that allow them to get the things they want — while we get the things we want!

SECTION TWO

How To Get 10 Hours Of RUTHLESS MARKETING SECRETS That Instantly Transform You Into A Marketing Attack Dog!

By T.J. Rohleder

Thank you for investing in this book. I hope you've enjoyed going through it and will use these secrets to make huge sums of money! Please do not let this sit on your shelf and gather dust.

As I told you in the introduction, the best way to use this book is when you're working on all the ways to sell more of your products or services... Just a few of these ideas — along with your specific product/market knowledge and experience — can easily help you make many thousands of extra dollars that you would have never made without them... And...

**A combination of these ideas could make you
many millions of dollars in no time flat!**

Anyway, I'm writing this special section to tell you a little more about how this very unusual book came to be written and about another very special Program called, '**RUTHLESS MARKETING!**' that can make you even more money!

The title of this new Program is a bit misleading. As I told you in the Introduction, '**RUTHLESS MARKETING!**' is not about lying, cheating, or ripping people off... ***NO, NO, NO!*** I would never be involved in anything like that... *What this book and the special 10-hour audio program I'll be telling you about in this section is about...*

BEING VERY AGGRESSIVE AT GETTING ALL THE MONEY THAT COULD AND SHOULD BE YOURS ...AND NOT YOUR COMPETITOR'S!

The 1,219 ideas in this book (and the 10-full hours and thousands of new marketing secrets in my '**RUTHLESS MARKETING!**' Program) are designed to give you more leverage in the three critical areas of your business that will make you the largest amount of money:

Money-Leverage #1 — Getting MORE NEW CUSTOMERS to seek you out and want to give you their money.

Money-Leverage #2 — Then getting the maximum number of customers TO KEEP COMING BACK — to spend the largest amount of their disposable income with you! (And Not your competition!)

Money-Leverage #3 — Then get more of your customers to GLADLY GIVE YOU the maximum amount of money every time they buy from you.

As I told you in the Introduction, this book contains **ONE FULL DECADE** of the greatest secrets that produced **tens of millions of dollars for me and my wife Eileen...** They are the best-of-the-best ideas that took us from \$300.00 back in 1988 to over \$70,000,000.00 in only 10 years... Here's a little more

about our story...

THE FIRE THAT REFUSED TO DIE!

Eileen and I became obsessed with marketing in the mid 1980's and spent thousands of dollars every year on all kinds of books, tapes, seminars, and personal consulting sessions with the best marketers in the world. The more we knew about marketing, the more we wanted to know... It was a hunger that could NOT be filled...

In 1989 Russ von Hoelscher became our personal consultant and introduced us to the true wealth-making power of good marketing... Russ is a marketing genius who had over 20 years of experience when he began working with us... He took us by the hand, gave us his greatest tips, tricks, and strategies that had produced millions of dollars for himself and his clients and showed us how to use them in our business... **Thanks to Russ, we went from making an average of \$16,000.00 a month — to almost \$100,000.00 a week in sales — in our first 9 months alone!** When the smoke cleared, we had brought in over \$10-million dollars in only four years! After that, it was off to the races! (Thanks again, Russ!)

Anyway, to make a long story short, Eileen and I became marketing junkies who couldn't get enough! Marketing became our passion. **It was the fire that would not die** and we continued to pour more and more gasoline on this raging inferno!

This book you are holding in your hands — contains the best-of-the best from the first 10 years we spent searching for the hidden marketing secrets that have the power to make you super rich!

Our obsession with marketing lead us from Russ von Hoelscher to many interesting places and unique people... In 1993 we began working with legendary marketing guru **Dan Kennedy.**

Dan is a brilliant marketer who has helped more self-made, first-generation millionaires make their fortune than anyone on the planet! We were lucky to be one of Dan's original Platinum Members in his famous group of self-made millionaires... And many of the ideas in this book were discovered through Dan and his valuable Platinum Inner-Circle group members...

But we didn't stop there! We continued to seek help from other experts such as Bill Glazer, Jay Abraham, Randy Charach, Alan R. Bechtold, John Paul Mendoza, Ted Ciuba, Ron LeGrand, Gary Halbert, Rob Olic, Bob Stone, Michael Kimble, Grace Beaman, John Alannis, Chris Lakey, Stephen Roulac, Ken Pederson, John Carlton, Chauncey Hutter, Rorry Fatt, Don Bice, Alan and Brad Antin, Yanic Silver, Eric Bechtold, Reed Hoisington, Jeff Gardner, Shawn Casey, Ted Thomas, Sydney Johnston, Cory Rudl, Joe Polish, Bob Silber, Jeff Paul, Randy Ehrlich, Al Krauza, Claude Hopkins, Joe Vitale, Kieth Laggos, Jack Brewley, Robert Collier, Don Mikruit, and many, many others who we are deeply grateful for...

The 1,219 marketing ideas in this book started out as private journal entries I wrote to help us make more money... There was never any desire to publish these secrets for anyone but ourselves and a few of our closest friends.

Every time I discovered a unique secret that produced massive cash flow and a huge windfall of profits — I wrote it down! AT THE END OF TEN YEARS, I HAD OVER 60 POUNDS OF SPIRAL-BOUND JOURNALS THAT WERE FILLED WITH POWERFUL MARKETING IDEAS! THEN I BOILED THEM DOWN TO THE BEST-OF-THE-BEST — TO CREATE THIS BOOK. As you have seen there's NO filler — NO fluff — and NO B.S.... Only the very best ideas that produced millions in sales and profits are here... When I was done — the number of entries came to 1,219. I gave these private journal entries as gifts to a few of our closest friends who urged me to publish these secrets for others — but to never let it be known that I was the author... Instead, I published this material under my pen name "*Terence Storm*."

THEN CAME STAGE #2... and the purpose of this special Section. Here's what it's all about:

Recently I gathered 7 of my closest friends and fellow marketing experts to record a Program that highlighted the best of these secrets!

We took the best-of-the-best of the 1,219 ideas in this book and recorded 10-POWERFUL HOURS that tell you how to use the secrets in this book to make even more money!

Just a few of these little-known secrets in this '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' have the awesome power to make you huge sums of money... *for life!*

This new audio Program is loaded with hour-after-hour of "shoot-to-kill and take no prisoners" secrets that let you quickly become a dominate player. You'll use this Program to attract a never-ending supply of eager new customers who seek you out and almost beg you to take their money!

Face it, there's a lot of money in your market that you're NOT getting right now.

Think of your market as if it were a giant safe — loaded with millions of dollars... You simply discover the right clicks on the dial... *and presto!* The safe opens and all the money is now yours...

...that's what this new 10 Hour 'RUTHLESS MARKETING!' audio program can do for you.

The 14 cassette tapes and other materials in this new 10-Hour Audio Program tell you how to quickly dominate and 'own' your market by:

1. Squeezing up to 100-times more profit from your customer base.
2. Forcing people to do business with you and only you.
3. Getting the maximum amount of money each time someone buys from you.
4. Extracting the largest profits from every new prospect or customer.
5. Gaining an unfair advantage over your competition!!!

This special '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' contains specific tips, tricks, and strategies that show you how to make THE MAXIMUM SUM OF MONEY with the 1,219 cutting-edge secrets in this book! You'll sit back, listen to these tapes, and discover how to instantly get more money from your market... The tips, tricks, and little-known techniques my friends and I reveal on these tapes are proven to generate tens of millions of dollars.

You'll pop in these tapes and discover how to get more money with less work!

Here are just a few of the wealth-making secrets you'll get when you sit back and listen to this powerful 10-hour program:

- ✓ How to make your product or service '*seem*' new and totally revolutionary — even when it's not! Get 3 secrets on tape #1.
- ✓ How one marketer loses MILLIONS of dollars every month —

and still gets super rich! Go to Tape #1.

- ✓ A simple way to get rich with your Web-Site — and almost nobody is doing it! Play tape #1.
- ✓ **What the porno industry can teach you about getting rich with your product or service. Tape #1.**
- ✓ A new way to use the 'pile-on technique' that makes herds of hungry prospects almost beg you to take their money! Tape #2.
- ✓ **3 time-tested ways to create an explosion of profits in your business! Tape #2.**
- ✓ Why you don't need something new to make huge sums of money... Just play Tape #2.
- ✓ Why some markets can make you a millionaire in no time flat! And where to find them! Plug in Tape #2.
- ✓ The secret of power-positioning — to get the maximum number of people to want to give you more of their money... Tape #3.
- ✓ **The bait and the mousetrap strategy — and how it's making some people millions of dollars... You could be next! Play Tape #3.**
- ✓ How to attract hoards of eager prospects who are pre-disposed to doing business with you and only YOU. Listen to tape #3.
- ✓ The amazing NO-RISK WAY to never lose a single dime on every new marketing idea you test... Play Tape #4.
- ✓ **The secret of 'reverse engineering' and how many people are using it to bring in millions of dollars... Tape #5.**

- ✓ The easy way to double or even triple your business in almost no time... THIS SECRET WORKS LIKE MAGIC! Listen to Tape #5.
- ✓ Where to get an army of people who make money for you night and day... *and it's dirt-cheap!* Tape #5.
- ✓ How the '*MAGIC PILL*' can make you a millionaire! Tape #5.
- ✓ Why '*ugly*' is better... And why making your sales material look like a 'TRAIN WRECK' can make it pull like crazy! Go to Tape #6!
- ✓ How DE-HYPNOTIZING your prospects and customers will get them to give you their money... Listen to Tape #6.
- ✓ The leverage power method to lose money on 9 out of 10 ideas and still make millions in pure profit... Listen to Tape #7.
- ✓ ***How attract rabid buyers! Go to Tape #7.***
- ✓ What every beautiful woman knows about the law of supply and demand that can be worth a fortune to you! Tape #10.
- ✓ The 500-year old Shakespeare secret that can get your customers excited about giving you more money! Go to tape #11.
- ✓ **What causes many multi-millionaires to lose huge sums of money and bounce back fast? The answer can make you set for life! Get it on Tape #11.**
- ✓ The honest, moral, and ethical way **to squeeze every last dollar of disposable income** out of your market! Yes, you'll drain it dry and still sleep like a baby! Listen to Tape #12.

- ✓ How 'confusion' is your BIGGEST money-making tool! In fact, this can make you more money than anything else! Go to Tape #12.
- ✓ ***Why Price Buyers Are Whores!*** And how to instantly increase your profits by avoiding them for good! Listen to Tape #13.
- ✓ **Why you must be lazy to get super rich!** Tape #14.

I could go on and on...

What you have just read is only a small sample of the exciting hard-nosed information on these TEN SOLID HOURS of recordings! If you truly want to make the largest amount of money, as fast as possible, then getting the cutting-edge information in this amazing new Audio Program is CRUCIAL!

This brand new 10-Hour Audio Program of RUTHLESS MARKETING — is like having the greatest marketing minds on call 24-hours a day, 7-days a week, 365 days a year!

If you want a fast, simple, and easy way to get the greatest secrets that are making others millions of dollars, this NEW of RUTHLESS MARKETING PROGRAM is for you!

Send for THE '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' — and you'll get the best tips, tricks, and strategies that the world's richest marketers have used to make their fortunes. *No holds barred.* This powerful new audio program reveals it all.

O.K., you might be asking, "Can I be absolutely sure that this new 10-hour audio program will make money for me?" THE ANSWER IS YES!! In fact, I am completely guaranteeing your success... Here's how: Use the secrets in this NEW 14-AUDIO CASSETTE TAPE SET OF **RUTHLESS MARKETING** to produce at

least 100-times what you paid for it in the next 12 months or you won't risk a penny...

HERE'S MY BETTER THAN NO-RISK GUARANTEE:

You must get at least \$29,900.00 in extra profit you never would have seen *without this new Program...* If you don't, I'll refund the cost of the '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' to you and let you keep all 3 valuable Bonus Gifts — worth \$342.45.

So how do you get started?

That's the easy part:

1. You get this complete '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' that contains two complete audio cassette tape albums with a total of 10-FULL HOURS OF HARD-HITTING MATERIAL on how to make a fortune with just some of the 1,219 secrets in this book!
2. PLUS, you get THE 3-SUPER BONUS GIFTS including the brand new never-before-released **RUTHLESS MARKETING, PART-2...** absolutely FREE!

You get it all for the low, low investment of \$299.

That's 70% OFF the regular cost!

Yes, the regular cost for this complete '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' is \$997. But because you invested in this book, you have proven how serious you are about making money...

And that's why I have decided to SLASH the cost by 70%...

***You'll save 70% and receive
ALL 3 OF THESE FREE GIFTS
that you'll profit from for many years:***

FREE BONUS #1: A \$49.95 Value, Yours FREE!

You'll Get The Mega-Powerful New 'RUTHLESS MARKETING, PART-2!'

This Program picks up where this original volume left off! It contains 1,697 MORE of the greatest tips, tricks, and strategies that are making other people millions of dollars! **ALTHOUGH THIS PART-2 PROGRAM WILL SELL FOR \$49.95 — IT WILL BE GIVEN TO YOU — AS A VERY SPECIAL BONUS GIFT — ABSOLUTELY FREE!**

FREE BONUS #2: A \$97.50 Value, Yours FREE!

THE NEW 'INSTANT MILLIONAIRE' PROGRAM!

This Audio Program and very Special Report show you how to turn little and even no money into a huge fortune! I will take you by the hand and tell you how I have made many millions of dollars with this simple secret! **In fact, you'll pop in the audio tape and look over the report to discover how just one 5-minute phone call in the fall of 1997 made me and my wife well OVER FIVE MILLION DOLLARS!** You're going to jump for joy when you see how simple and easy it is to make money with this powerful secret in the 'INSTANT MILLIONAIRE' Program! And best of all, it's yours absolutely free!

FREE BONUS #3: A \$195.00 Value, Yours FREE!

THE ULTIMATE MONEY-MAKING SWIPE FILE!

This is the best of the best of special materials that other marketers are using to make millions of dollars... Just crack this open to quickly swipe some of their best ideas for your own marketing... **This is the fast and easy short-cut way to**

quickly and easily produce your own power-packed marketing materials! It is also yours free!

But to get these 3-Bonus Gifts worth \$342.45 — you must hurry!

This offer may be canceled at any time... When it is cancelled, you may not be able to get the 70% savings on this complete 10-Hour **RUTHLESS MARKETING** Audio Program and you won't get the three FREE bonus gifts...

So order now. You can use your VISA, MasterCard, American Express, or Discover. **FAX** your order directly to my office right now. Do this and I'll RUSH your HUGE money-making package to you tomorrow morning!

Listen, this new '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' is the next best thing to spending TEN FULL YEARS pouring through hundreds of books, attending Seminars, networking with millionaire marketers, spending thousands of dollars on consultants, and testing all the different ideas to find out what works best and what doesn't... And now you can get this powerful new wealth-making program for a full savings of 70% OFF the regular price and receive the three valuable FREE Bonus Gifts to boot!

The small investment of \$299 is a painless drop-in-the-bucket compared to the money you'll lose over your lifetime without these powerful wealth-making secrets. *Looking at it that way...*

**You Really Can't Afford NOT To Invest
In This Program.**

Don't you think you owe it to yourself to move on this

incredible opportunity? YES YOU DO! Take action now, while it's fresh on your mind. You'll be glad you did.

Order now by **FAXING** the Acceptance Form in the back of this book, 24-hours a day, to:

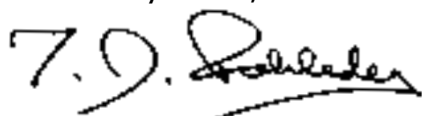
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If the Acceptance Form has already been torn out of this book — simply write the words "*RUSH ME the Giant 10-Hour Ruthless Marketing Audio Program and all 3 bonus gifts*" and FAX IT to the above number or MAIL IT to: M.O.R.E., Incorporated. 305 East Main, Goessel, KS 67053 (Please print your name and address very clearly and include your credit card number and expiration date).

Don't put this off... you're worth it. All the money you've ever wanted is just around the corner! Soon you can have all the secrets you need to compliment this book you have just read and become a truly '**Ruthless Marketer**' and make more money with less effort!

Sincerely Yours,



T.J. Rohleder

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

P.S. Remember, you must ACT NOW to save 70% off the regular price and get 'in' on the 3 Free Bonus Gifts — worth \$342.45... This special offer may be canceled at any time and all orders after that will not get the 3 FREE GIFTS. Sorry.

No-Risk Acceptance Form

Yes T.J.! Of course I want to get all the money that should be going into MY bank account! Please RUSH me the powerful new '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' **I'll Save 70% — And Get 3 FREE Gifts Worth \$342.45! AND GIVE ME YOUR BETTER-THAN-NO-RISK GUARANTEE:** I can listen to all 10 hours of the audio tapes and CDs and then use these secrets for the next 12 months. If, after that, I haven't brought in at least 100-TIMES WHAT I INVESTED FOR THIS 10-HOUR AUDIO PROGRAM, I'll return it for a complete no-hassle refund. And **the FREE bonuses are mine to keep even if I do get my money back in full!** On that basis, enclosed is my 70% OFF sale price of only \$299. Please RUSH the complete '10-HOUR RUTHLESS MARKETING AUDIO PROGRAM!' and all 3 Bonus Gifts to me at once!

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(In case we have a question with your order)

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- PLUS MUCH, MUCH MORE. INCLUDING AN IMPORTANT SOURCE DIRECTORY THAT GIVES YOU THE BEST SOURCES AT THE LOWEST PRICES ON EVERYTHING YOU NEED TO SUCCEED.

ABOUT THE AUTHOR



Russ von Hoelscher has written over 40 books and manuals, including the international best-seller *HOW TO ACHIEVE TOTAL SUCCESS*. He is a highly respected, information producing, and direct marketing professional. He believes anyone today, with a little creativity and lots of determination, can be successful in business.



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