

volume **10**

T.J. Rohleder Presents...

# **THE BLACK BOOK OF MARKETING SECRETS**

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

Please Read This Book Carefully. Then Go to  
**[RuthlessMarketing.com](http://RuthlessMarketing.com)** and Order Today!

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**The Best Ideas from the Powerful  
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Dear Friend,

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

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

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

Sincerely,

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

T.J. Rohleder

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



# Niche Marketing:

Spending more money  
to reach fewer people.

Fewer people that are highly  
qualified and more likely to buy.

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\* \* \* \* \*

## There are two kinds of people:

1. Those who get paid for  
what they do.
2. Those who get paid for  
what they know.

\* \* \* \* \*

**In the age of the skeptic –  
CLARITY IS POWER!**

**People prefer the specific to  
the general... the definite to  
the vague... the concrete to  
the abstract. Our job as  
marketers is to break through  
the barriers of skepticism.**

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

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**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.

• • • • • • • • • •

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**Successful people make  
themselves do what they  
don't know how to do –  
*until they do know how to do it.***

+ + + + +

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**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.**

Isn't it stupid to spend  
your valuable time doing  
the things that others  
can do faster – easier –  
and better than you?

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**Test everything!**

**Sometimes it takes a  
lot of wrong answers to  
get to the right ones.**

— — — — —

If your refunds are  
too low – you're not  
selling hard enough!

— — — — —

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**In sales...**  
**sincerity is**  
**everything.**

Once you learn how to fake  
that – you've got it made!

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It is only through  
questioning that we  
will ever *come close*  
to knowing the truth.

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✓ ✓ ✓ ✓ ✓

**What do people want  
more than anything?**

**Something they  
don't have!**

✓ ✓ ✓ ✓ ✓

**The stronger the  
“marriage” between the  
front and back-end – the  
more money you’ll make.**

**The secret is to develop  
your back-end first!**

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

\$ \$ \$ \$ \$

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Why can some people own a  
handful of successful  
companies – *each turning a  
nice profit* – **when others can't  
even run a single company?**

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**Someone must make  
the hard decisions in  
your company and  
that someone is you!**

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A business owner has certain  
rights and privileges that no  
employee should have or  
deserves. Employees of the  
world – *DEAL WITH IT!*

\* \* \* \* \*

**All humans strive  
for perfection,  
superiority, and power!**

*Alfred Adler*

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**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.**

• • • • •

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 entrepreneur 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!

“Man inhabits a  
world of delusion.”

*Edward De Ropp*

**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.**

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## **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!**

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**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.**

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**Those who pay  
the biggest price –  
get the biggest reward!**

**\$ \$ \$**

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**People buy cures –  
not prevention.**

**They'll spend their life-savings  
on a wild cure, but little or  
nothing on prevention.**

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**Almost everyone on the planet spends 99% of their time thinking about themselves... So when you talk about what's in their best interest you're speaking their language!**

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## **Price buyers are whores!**

**All they care about is the lowest price and they'll never be loyal to any one supplier. They'll jump from supplier to supplier like a whore jumps from bed to bed.**

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**The wise marketer  
sees the connections  
between many  
different things.**

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**Being in business is like  
riding a bike uphill... If you  
slow down, you'll fall down.**

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## ***Momentum!***

Getting started is always the hardest part, but once you get started an energy takes over...

**You warm up, start moving with the flow and it gets easier.**

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**“Every sales letter takes me 2  
hours and 20 years to write!”**

*Luther Brock*

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**DO THINGS TO  
WAKE YOUR  
PROSPECTS UP!**

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**We must chase leads.**

Our job is to hunt them down,  
corner them, put pressure on  
them, and get their money!



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**A good marketing plan today  
is better than the perfect  
marketing plan tomorrow.**

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**You have to want money very badly – before money will come to you.**

- This is not a bunch of metaphysical new age nonsense!
- The person who desires money strongly will do the things others will not do.
- They will obsess about it all day long – every day – and make major sacrifices *that others will never make.*

**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.**

**People who are great  
at making excuses –  
are often lousy  
at making money.**

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### **The 10 main things that made us millions:**

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

*(From our 10-year anniversary seminar.)*

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**Our habits  
are like a  
*gravitational pull*  
that influences  
our every act.**

**We have the power  
to influence the  
people we sell to!**

**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.**

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**Human nature is weak.**

*People seek out comfort  
and security. Their  
primary drive is to be  
comfortable and  
secure. This is their  
main motivation.*

\* \* \* \* \*

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**You can have  
anything in life  
you want – but  
not everything.**

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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!

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**Make your high  
price seem cheap –  
by comparing it  
against something  
much more expensive!**

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## **Never Fear Objections.**

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

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

**“Amateurs hope –  
professionals work.”**

***Garsan Kanin***

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In capitalism,  
people vote with  
their hard-earned and  
cherished dollars!

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**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 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!

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

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

— — — — —



**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.

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## **The Secret of Self-Promotion:**

**You are who you say you are!**

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**What we sell and what we  
are really selling are two  
entirely different things!**

• • • • • • • • • •

## **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.

**It's always better to  
ask for forgiveness  
than to ask for  
permission!**

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Focus on your  
business all the time.

\* \* \* \* \*

Whatever you  
focus on expands!

**The path of least  
resistance leads to a  
life of mediocrity.  
But, when given two  
choices – people will  
always take that path.  
They'll always take  
the easiest way...  
It's human nature.**

+ + + + +

**“No man is happy without a  
delusion of some kind.  
Delusions are as necessary to  
our happiness as realities.”**

*Christian Bouse*

+ + + + +

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

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**Ideas are a  
dime a dozen.**

The person who puts them  
into action is *priceless!*

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Life is a series of trade-offs.  
There's no free lunch. You must  
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).

• • • • •

**Understanding what  
makes people tick is  
the key to selling 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*

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**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.**

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**“Writing is a  
projection of a  
person’s personality  
and energy.”**

***Larston D. Farrar***

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Motivation is an internal thing.  
Nobody can give it to you.

**You must keep looking  
for reasons to win!**

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**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-crazy 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!



**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*

“Focus on hitting the ball over  
the fence and you can take your  
time walking around the bases!”

*An Unknown Big Thinker*

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**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!

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**“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 and the way to do that is 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!

## **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, it may not go the way you planned, and you're down to the reflexes you developed in training. That's where roadwork shows - the training you did in the dark of the mornin' will show when you're under the bright lights."

———— \$ \$ \$ ————

## Relationship Marketing:

Win their hearts –  
then win their  
pocketbooks!

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***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?**

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**Most people have  
the desire to look  
for the exception –  
instead of the desire  
to become exceptional!**

> > > > > < < < < <

## **Actions speak the LOUDEST.**

**“I can’t hear a word you’re  
saying, because your actions  
are speaking so loudly!”**

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Every new customer  
is an investment  
toward future profits!

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**You know more than you  
think and you can *always* do  
more than you think you can!**

**— *Press on!* —**

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**You can gain  
power and wealth  
by becoming good  
at things others  
can't or won't do!**

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**Get the word  
'problem' out of  
your vocabulary...**

**There's no such thing  
as problems – *there  
are only opportunities  
and challenges!***

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

You have to *roll*  
with the punches!

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

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***Test small, but aggressively.***

You can lose money on  
9 out of 10 tests and  
still make millions by  
rolling out the 1 winner!

**You'll never  
find your greatest  
winners without  
aggressive testing.**

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**Keep shooting the prospects  
down with the same  
powerful sales messages!**

**Try to say things differently,  
but keep using the same  
strong language and making  
the same arguments for  
your products or services.**

---

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**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 similar to the people you are doing business with now.



**To become  
successful,  
you must  
deal with pain.**

**Pain is part of the process  
and most people will do  
anything to avoid it.**

---

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**Never take “NO”  
for an answer!**

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\* \* \* \* \*

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

\* \* \* \* \*

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

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

---

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**Wisdom from college  
basketball's all-time  
winningest coach:**

**“Failure is not the  
crime – low aim is.”**

*John Wooden*

• • • • •

**An advertising *mantra*:**

“Less of how you came  
to be and more of what  
you can do for me!”

• • • • •

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**Nothing great was  
ever accomplished by  
business owners  
whose goal was “slow  
controlled growth.”**

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**Don't waste your time or money trying to change your prospects' beliefs.**

- **People believe what they want to believe and see what they want to see.**
- **Position your message according to their beliefs. Speak their language. Use metaphors, stories, and analogies that are centered around their perceptions.**



## Why save money?

- ✓ Because you can't buy insurance when you need it!
- ✓ It's always better to have a resource and not need it – than need it and not have it.

\* \* \* \* \*

**It's what you learn  
after you know  
it all that counts.**

***John Wooden***

\* \* \* \* \*

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**Your work is your life.**  
**People label us workaholics**  
**because they don't understand.**

They think we're flawed  
because we put so much time,  
energy, dedication, passion, and  
commitment into our work. We  
think they are the crazy ones to  
go to work every day for a  
paycheck... *What we do is for*  
*much more than money!*

## ***FREE GIFT!***

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

**“RUTHLESS MARKETING ATTACK!”**

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