

volume **3**

T.J. Rohleder Presents...

THE BLACK BOOK OF MARKETING SECRETS

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

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

volume **3**

T.J. Rohleder Presents...

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**The Best Ideas from the Powerful
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FIRST EDITION

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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 third 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 extending from the end.

T.J. Rohleder

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

Great marketers
see opportunities
where others cannot.

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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!

* * * * *

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.

* * * * *

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*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.*

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**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 and then it
introduces the solution. Next it
shows the great life-changing
benefit. *The reader puts himself
into the story and is sold!*

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**Strive to increase
your selling skills.
Look for BIGGER
CHALLENGES and
remember that you
only become stronger
by continually pushing
yourself beyond your
current abilities.**

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**“It’s the ideas and the
dreams that count.”**

Preston Tucker

• • • • •

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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!

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!

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.”

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**“Working smart”
sounds good. But
working smart and
hard is the golden
key to staying on top!**

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**When hard times
come (and they
always will) you
have to keep
moving forward.**

**An analogy from
Robert Schuler:**

**“The dairy farmer must
still milk his cows on
the morning after
his wife’s death.”**

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The world
is just one
BIG
place to
sell to!

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**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.*

* * * * *

A business is
a reflection of
its owner.

* * * * *

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**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.
- ✓ And 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!

Anyone can call him or herself an expert when they know more than their average customer. However, most people are afraid to call themselves an expert.

**It's always good to
have more projects
than you can
comfortably handle.**

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Less is more.

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

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True power is knowing your strengths and weaknesses.

Don't lie to 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.

\$ \$ \$ \$ \$

**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.

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**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 you,
it's not big enough!

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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 so strong!

**These days...
it's practically illegal
or immoral to have a
strong desire to get rich!**

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**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.

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**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 ran: “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.

• • • • •

“Selling is the
gentle art of
letting the customer
have it your way!”

Ray Kroc

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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.

**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 them.
*Strengthen them.***

Making money
and keeping it
are two entirely
different things.
Both require
unique strategies.

**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.**

* * *

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

* * *

“The secret isn’t counting the
beans – it’s growing more beans!”

Robert Goizueta

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What is your exit strategy?

**What is your 'in-case-of-
emergency-break-the-glass-plan?'**

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SALES TIP:

Always sell your product/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.

* * * * *

**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!**

* * * * *

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**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!***

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**The only advice
worth anything is
from someone
who has achieved
something you want.**

**All others' advice is
pretty much worthless.**

In direct response marketing, 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 and just when you think you know it all (and you're pretty good) a major disaster happens and you are humbled all over again.

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!

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.

MASTERY IS THE GOAL:

Focus on what you do best –
let others do the rest.

**When you say,
“YES!” to one thing
and totally put
your heart into it –
you are automatically
saying “No!”
to many other things.**

• • • • •

**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.***

• • • • •

**The secret of a good
direct mail letter:**

*It doesn't shout at people
– it lures them in.*

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**Keep your accounts receivable
as low as possible.**

**The sale isn't made
until you get paid!**

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The rich get richer
because they want to
make more money –
**and they know
how to do it!**

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**A never-ending pile of
interesting and challenging
work (always a bit more
than you can comfortably
handle) gives your life
structure and meaning.**

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**The adversities in life
can make us stronger...
and that's great,
because business
is a constant adversity.**

* * * * *

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**You can make
more money with
1% of 100
peoples' efforts –
*than with 100%
of your own
individual efforts.***

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**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.**

**Most self-
employed
people have a
terrible boss!**

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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 – develop.
21. **No personal responsibility!**

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 here's the bottom-line on leadership: People only follow those they respect. It's all about commanding respect.

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!

**Seek to use
leverage in
as many ways
as you can.**

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**A great marketer
is similar to a
great magician.
We create the illusion
of tremendous value!**

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**The insiders are
usually blind.
Only an outsider
can objectively look
at something in a
fresh, new way.**

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The secret of positioning:

**Play hard to get –
and let them chase you!**

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

\$ \$ \$

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Sometimes being
successful means
doing what you love.
**Sometimes it means
doing what other
people hate!**

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**Enthusiasm
and success
go together like
peanut butter
and jelly!**

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**Working
without a
strong model
is like...**
*taking
a trip
without
a map.*

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**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.**

* * * * *

**Preparation is the cure
for fear – and the
recipe for confidence!**

* * * * *

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Questions lead to better
questions – which lead to the
most powerful answers.

**Want better answers?
Ask more questions!
Stay curious.**

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**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 courage to
step out and try new things,
but this is the only way to build
our businesses. *We must be bold!*

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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.**

\$ \$ \$ \$ \$

Omaha Steaks made hundreds of millions of dollars by luring in new customers with a stupid pocket calculator that cost them \$1.00!

- What do steaks and calculators have in common? **Nothing!**
- But you gotta do something to bribe them into doing business with you.
- The ultimate bribe is a **FREE** gift! Like master marketer, William Wrigley, Jr. said, “**EVERYONE LOVES A FREE GIFT!**”

**Nothing changes until
something changes...**

**We can't do the same
ineffective things and
expect different results.**

Every once
in a while
you should ask
yourself:

“Do I own
a business
or a job?”

* * * * *

**One person's "stress" is
another person's "boredom."**

**Another person's "stress" is
someone else's "excitement!"**

* * * * *

Another marketing maxim:

Anything you have to do anyway – you might as well make a big deal about it with your customer or prospect.

Advertising Legend, Claude Hopkins

**Business levels
the playing field.
Anyone with a strong
desire to get rich and
the willingness to do
whatever it takes –
CAN GET RICH!**

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.**

**You must anticipate all the
problems – and try to solve
them in the beginning –
when everything is fresh and
the enthusiasm and energy
levels are high.**

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**The only
real power
you have
over other people
is the power
to influence
or persuade them.**

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The great Olympic runner,
Steve Prefontaine said:

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

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Wisdom from Jim Rohn:

“Don’t wish things were easier
– wish that you were better!”

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Great communicators are great actors!

1. You gotta reach their emotions and make a strong impact!
2. Your presentation must be custom-adapted to them.
3. The words you use must be sharpened in advance.
4. It's a demonstration! It's a performance!

*Like Shakespeare said,
"All the world's a stage!"*

• • • • •

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

• • • • •

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Ideas are slippery fish!

They come in sudden flashes!
Write them down – fast!

**Nothing succeeds
like results!**

Results are
the only thing
we should
care about.

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Wisdom from one of the world's
greatest salesmen, Ray Kroc:

**“If you think small –
you’ll stay small!”**

Product knowledge is highly overrated.

Every salesperson is trained in extensive product knowledge. **FORGET THAT! Prospect knowledge is more important than product knowledge.** Prospects buy perceived benefits and results. They do not buy product information.

The reality never lives
up to the fantasy!

We are fools who
search for that which
does not exist.

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**Business is an
amplified lifestyle.**

**It's life amplified! We deal
with more problems,
challenges, highs and lows,
good times, bad times,
headaches and hassles, joys
and sorrows in one year than
most people live with in an
entire lifetime.**

* * * * *

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It never fails...
one partner always
feels like they're
doing more than
the other partner.

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The older I get – the less I
know... It took many years
to realize I didn't know it all!

Over 2,000 years ago
Socrates said: “Only a wise
man knows he is a fool.”

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**We are all self-made...
but only the successful
will admit it.**

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**Having money
changes the way you
look at the world –
and the way the
world looks at you!**

\$ \$ \$ \$ \$

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FREE GIFT!

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

“RUTHLESS MARKETING ATTACK!”

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

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

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

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Our **Business** Has Been Making People **Money** Since 1988.