

volume **7**

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 seventh 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



# Revolution accelerates evolution!

- Be bold and innovative!
- Test your wildest ideas!
- Experiment like crazy!
- Radical change is the key to discovering new ideas that can make you rich! Keep your business in a state of constant flux. *Make “change” your #1 product.*

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Mark Twain said that the  
greatest inventor of all time  
is “accident.” He’s right!  
And those who use this  
inventor the most are  
those who set out to  
blaze new trails daily!

You can test very aggressively  
without taking BIG risks! Just  
test the wildest and craziest  
and boldest ideas to smaller  
segments of your market.

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

\* \* \* \* \*

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

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**Your mission is to understand your best customers in the deepest way. Then use that knowledge to go out and attract all of the other people who fit their exact profile.**

- \* The closer your message is aimed at the heart of the very best prospects (the ones who have the most in common with your best customers) – the more profits you will make.
- \* The better you get at this – the stronger bonds you will create with the people you are marketing to.
- \* How do you know when you have done your job correctly? That's easy. The more people who say things like: "We have never met, but I feel like I've known you all my life!" The closer you are to hitting the mark!

People are much  
more *influenced* by  
the height of your  
enthusiasm than  
the depth of your  
knowledge.

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

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

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

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**It's not what  
you pay for  
something –  
but how much  
it makes you  
that counts.**

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## **HIGH OVERHEAD KILLS!**

- > Just say “no” to high overhead.**
- > Outsourcing may cost more on the short-term, but not on the long-term. It is freedom.**
- > High fixed overhead is the killer of freedom.**
- > There is nothing worse than when everyone you are doing business with is making money (because of their involvement with you) except for you.**

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

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

**\$ \$ \$ \$ \$**

**What you sell and what  
you “really” sell are  
two different things.**

- “In our factory, we make lipstick. In our advertising, we sell hope.” *Charles Revlon*
- “Kodak sells film, but they don’t advertise film. They advertise memories.” *Theodore Levitt*
- What you “really” sell is all that touch-feely emotional crap that you must connect to whatever gizmo you’re pushing.

**\$ \$ \$ \$ \$**

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

***William Blake***

*(A man who pushed the envelope!)*

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

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Like it or not, we're  
all in business with  
the government.

\* \* \* \* \*

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**In good times and  
bad, there will  
*always* be a market  
for things that  
nobody needs!**

**If you want to eek out a  
comfortable living, sell  
things that people need.  
If you want to get rich –  
sell things that people want!**

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**Never promote a product or service that you can't explain in 3 minutes!**

- \* Or at least cover the major benefits!**
- \* Does this sound impossible? It's not! Genius is the art of making complicated things "seem" simple.**

\* \* \* \* \*

**The world is full of  
“business experts”  
who have never even  
been in business!**

**Only listen to  
those who have gone  
or are going where  
you want to go.**

\* \* \* \* \*

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**Your personal stories are the best way to drive home your strongest selling messages.**

- Your stories contain emotional power!
- They bypass the prospect's brain and go right to the heart!
- Your best prospects will not only remember your main stories, they will be able to repeat them back to you in exact detail!
- Your best stories will become a strong bond that will connect you to your prospect!
- Your stories are 100% proprietary! They are yours and yours alone. *Only you are uniquely qualified to tell your stories.* This is your best way to separate yourself from your other competitors and gain a foothold into the minds and hearts of the people in your market.

**Seminars are a great marketing tool!**  
**Here are the main advantages:**

- ✓ Increased revenue from the sale of the event itself and during the event.
- ✓ You stay connected to your customers. Even all the customers who can't or don't come will be influenced by the fact that you hold regular seminars (this is especially true if some of your events are themed as "customer appreciation" seminars).
- ✓ These events give you many opportunities to get a better feel for your new joint venture partners and help you solidify the relationships with your established partners.
- ✓ These events are also great vehicles for product development! You should always hold special sessions at each event that end up in the products you sell.
- ✓ Seminars are a great place to sell "pre-publication" offers and other "seminar-only" promotions that you can scramble and fulfill within 100-days after the event. In other words, you can make a bunch of sales – get paid in advance – and be in the black before you actually develop the product or service!
- ✓ Seminars and other events are also great promotions because of the sense of urgency you can create as the date of the event approaches. (You'll sell as many as 60% of your positions during the last few weeks before the event!)

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**Keep re-using all the best  
ideas that have made the  
most money in the past.  
*There's no time to be creative!***

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## **KEEP INNOVATING!**

- A moving target is much harder to hit than a stationary one!
- When asked about all of his fast food competitors, Ray Kroc confidently said, “We will innovate *faster* than they can copy!”

**The money  
is always in  
fast-changing  
areas that  
are loaded  
with hype!**

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**Stop trying to “educate” your prospects and customers. The only educating you should be doing is teaching them all the reasons they should be giving you more of their money! Your job is to educate them on the following:**

- > Why they need what you sell.
- > Why and how you can offer them what they want the most!
- > How bad their lives really are without the golden solutions you provide!
- > Why you and your “widgets” are far superior to anything else they can buy.
- > Why they would be total fools to even spend their money with one of your competitors!
- > It’s the appearance of “how to” without the how to!

**“As I proved myself,  
my confidence grew.  
Selling, I discovered  
has a lot to do  
with self-esteem.”**

***Howard Schultz,  
CEO of Starbucks***

Howard is right! The harder you  
work on building yourself – the  
more money you can make!

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

\* \* \* \* \*

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## Controversy sells!

- Self-made billionaire Richard Brandon tells the great story of the punk rockers the “Sex Pistols.” His record label produced their anti-government song, *God Save the Queen* and sold over 100,000 copies the first week! It was immediately banned from the television and radio and created major controversy. On page 117 of his book *Losing My Virginity*, Richard says: “The more it was banned – the better it sold!”
- People want the most what they can have the least! This explains why get-rich-quick programs will always be such great sellers! After all, if everyone was rich – where would the attraction be?

**In every business deal or negotiation – always assume that there is something that “they” are not telling you about.**

- \* You are an idiot if you don't believe this!
- \* Watch your back! Assume that up to HALF of what they're telling you is pure nonsense!
- \* Protect yourself at all times and do not be swayed by your emotions.
- \* This one principle alone could save you from many years and millions of dollars of great misery!

**1,000 x 0 (always) = 0**

**“You can’t fix bad math  
with good marketing.”**

***Dan Kennedy***

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**The marketers'  
most important asset  
is his or her knack  
for putting  
themselves in the  
position of their  
customers and for  
addressing *their* most  
important needs.**

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**Every problem you encounter is a **WAKE UP CALL** – if you are willing and able to **WAKE UP!****

- > Problems are messages – if you are willing to listen.
- > Business is a constant stream of never-ending problems.
- > You must make friends with all the problems in your business. Each one has something strong to teach you.
- > *Is this too conceptual or eccentric?*

**Everyone tells you that there is strength and power in having a clear idea of what you want...and that's true.**

- √ But many times, the only way you can know what you really want is to find out what you don't want! This means you must be willing to suffer through great pain!
  
- √ Here's the key: Knowing what you don't want is the same thing as knowing what you do want! In fact, many times, the only way you really can know what you really want is to know what you don't want.

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**Every victim  
needs a victimizer.**

*And if they can't find  
one – they'll create one!*

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**Here is a business  
philosophy that will serve  
you very well and help you  
succeed in the biggest way:**

- See every dead-end as an important part of getting through the maze. The mistakes are invaluable lessons. The struggles make you stronger!
- This kind of philosophy can make you feel 10-feet tall and bulletproof!
- Now you look at all the challenges and say, “Bring it on!”

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**There is no  
beginning, middle,  
and end to the  
creative process.**

- \* Your best ideas will evolve  
as you move forward!
- \* Each new idea can be the  
seed for many new ideas.
- \* Your best work is *always*  
still out there!

## Network Marketing –vs– Direct Response Marketing...

Which is more powerful? Here's an important clue:

- Guthy-Renker used a direct response marketing infomercial to launch the “Victoria Principle” line of women’s beauty products – and within only two years they were bringing in the same amount of business that took Mary Kay Cosmetics 27 years to achieve!
- On a personal level – our small direct response marketing company brought more distributors into a network marketing company in only 2 months than all of the distributors’ efforts combined in the six previous years!
- That’s the awesome power that direct response marketing has to instantly reach and sell to millions of people!

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**You should take great  
pride in the fact that  
direct response  
marketing is not easy.  
After all, this thins the  
herd of people who are  
competing for your  
prospects' money!**



**Our businesses (and lives)  
are a sum total of the  
decisions we make and the  
actions we take.**

- ✓ An overly simplistic statement? I THINK NOT!
- ✓ The truth does not get any clearer than this. We decide who and what we (and our businesses) become. What are you doing today to shape these decisions and actions?

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**When business is good –  
EVERYONE wants to  
take credit for it.**

**When it's bad –  
EVERYONE wants to  
point the finger elsewhere!**

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## **Street-smart people make the best marketers.**

- They understand the concrete jungle.
- They know how to read people.
- They know how to get things from others.
- They have an intimate knowledge of what it takes to get people to open up and drop their guard.
- A lot of the negative bullshit they know can be used in the marketing we do.
- After all, the phrase “con man” is short for “confidence man” – someone who gains your confidence, gets you to drop your guard, and then robs you blind!
- Is all this too heavy for you?

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

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

**Why is this?**

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Having one client that  
brings in 80% of your profits  
is not a business. *It's a  
nightmare waiting to happen.*

**\$ \$ \$**

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**Many business people who pride themselves greatly for being very conservative in the way they carefully think everything through – are not conservative at all. They're scared!**

- They think they're being careful, but what they are really doing is being totally controlled by fear and limited thinking.
- For every wild-eyed big-thinking entrepreneur who blows up their company because of their reckless actions – there are probably 100,000 business people who are playing it *way too safe* and losing out on all kinds of money that could and should be theirs.

**There's a fine line between being a great salesperson and a con man. Here's where the line is drawn:**

- ✓ **Salespeople want to shear the sheep as close as possible – but we only want as much wool as we can get.**
- ✓ **Con men (and women) aren't happy with the wool. They want to slaughter as many sheep as they can and sell all the meat to the packing plant and the rest to the rendering plant.**

**All the answers you are searching for to build your business and make all the money you want (and more!) are out there right now!**

- \* Many others have already gone where you want to go.**
- \* The path has already been cleared for you – if you're smart enough to find and follow it.**



**The more people want  
something from you – the  
less you can trust them.**

- They have more reasons to lie to you.
- They are fickle fans who love you one minute and hate you the next. Or they are wolves in sheep's clothing.

**Every penny of the  
money you spend  
(when spent  
correctly) is an  
investment towards  
future profits.**

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**The 5-Step Problem/Solution Copywriting Formula  
for making prospects want whatever you sell:**

Step One: First tell them what they could be getting or how things could be.

- Paint a bright picture!

Step Two: Then introduce the problem by telling them what they are getting now.

- You are searching for people in pain. the more specific you can be about their main problems, the more they will feel that you are speaking directly to them.

Step Three: Now introduce your product or service as the ultimate solution!

- Now you have their full interest!

Step Four: Now back-up as many of your claims as you can. Everyone who reads every word you write is skeptical. In other words, they don't believe a word you say!

Step Five: Then summarize all four steps a couple of times in a couple of different ways.

- Dumb it down and hit on your main selling points from the previous four steps.
- Try this formula, it works! You expand the need for what you offer and make people want to buy it now!

\* \* \* \* \*

**The whole business is like one giant jigsaw puzzle – with all the thousands of little pieces thrown on the floor!**

- Each piece fits with another to create the whole.
- Each piece is another “answer” to the questions we seek.
- You get sections of the puzzle put together and it gets easier to figure out where the rest of the pieces go.
- Keep working at it – and what was once a heap of meaningless pieces now begin fitting together!

\* \* \* \* \*

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**Self-employment spoils you for life!** Once you have done it for a while and have a taste of the true freedom and power that this type of employment offers – you can never go back!

- ✓ You will never be even the least bit happy working for someone else *and this includes consulting clients!*
- ✓ This is a way of life that can be extremely challenging at times – but that's part of the thrill!
- ✓ The pressure can be great as you continue getting yourself in and out of an assortment of “business jams” and keep striving for higher sales and profits. But the thrill of victory when it all comes together makes it worth whatever price you had to pay.

**The best sales messages  
are unscripted. They come  
from the heart, not the head.**

**They are raw and real.**

**They hit people like a  
hammer because you can  
“feel” the emotional power  
of a real human being.**

Many newcomers write  
copy that is neat, clean,  
and formulaic. You study  
their work and see that  
they’re doing everything  
the right way – but the  
words they write have no  
impact on you. They do not  
move you emotionally.

**\$ \$ \$ \$ \$**

### **Joint-Venture Secret:**

**Seek out the top 10 people or companies who stand the greatest chance of bringing you the most business over the longest period of time. Strive to become very valuable to these people. Do whatever you can to help them achieve their goals.**

**It's always better to give all you can to the fewer, but most important people, than trying to give a little to a lot. Hone in on your target. Spend a lot of time developing your overall strategy. Then think of all you can do.**

**\$ \$ \$ \$ \$**

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## Make your sales material *outrageous!*

- ✓ Do not be afraid to make it bigger and bolder!
- ✓ Make it louder!
- ✓ Make it somewhat controversial.
- ✓ Too much of the sales material I see is neat, clean, pretty, carefully written, and boring as hell! You must dare to be different! WAKE THEM UP! Don't be afraid of offending people. In fact, you must offend the wrong people to attract the right ones!



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

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

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The best things  
that people want  
very badly are ALL  
highly overrated...

*The reality never  
even remotely lives  
up to the fantasy.*

---

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

*Winston Churchill said it best:*

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

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Wise men have  
many doubts.

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**The marketplace  
usually responds well  
to clarity, certainty,  
and confidence:  
to the person who  
refuses to bow his  
head in embarrassment  
or humility.**

***Dan Kennedy***

**It's good to have brains and  
balls – but balls are better!**

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Customers are and will  
always be totally self-  
centered. They don't care  
about you. Never have.  
Never will. They only care  
about what you can do for  
them – better, faster, and  
less expensively.

We all write “Dear Friend”  
when addressing our  
customers – but in reality,  
they are not our friends.  
*They are demanding tyrants  
who must be served!*

\* \* \* \* \*

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***Who are your real enemies?***  
**They're not who you think!**

- Your real enemies are the people who tell you what you want to hear and completely agree with everything you do. They try to pump your ego – pat you on the back – laugh at your stupid jokes – and all the other “yes-men.”
  - These people are your enemies because they will lull you to sleep if you let them. They will pull you down into the quicksand of smugness and self-satisfaction. Because of this – you will lose your edge.
  - What you need are people who will get in your face and tell you that you are wrong! People who challenge you and stimulate you into taking new actions and striving to do and become more than you are now!
-

**Always let people  
think and feel that  
they are better than  
you are in every way.  
Play dumb. Act like  
a fool, but be smart!**

**Lull them to sleep by  
letting them drop their  
guard – *then attack!***



## Make the power of reciprocity work for you!

- \* Here's how: Never do anything nice for your customers or joint-venture partners without letting them know *exactly* what you did for them!
- \* The more you do for them and let them know it – the more they will feel obligated to do whatever you want them to do.

**Knowledge is power! The more you know about direct response marketing – the more power you will have in your marketplace!**

- You can use this power to make more profits than all 10 of your top competitors combined!
- You can use it to build solid, unbreakable bonds of trust and loyalty that make these people gladly open up their wallets and purses every time you send them an offer!
- You can use this power to actually own a piece of the minds and hearts of the best prospects and customers in your market. It won't happen by accident and it does take some time and a solid plan – but you can become a major celebrity in your marketplace! This gives you the same kind of power (in some cases *even* stronger!) than the most powerful celebrities have over their fans and followers.
- This is the most powerful form of marketing on earth if it is used correctly. And the best part of all is the fact that almost everything you do to reach and stay connected to the very small group of your very best customers (who produce all the real profits!) can remain virtually undetected by your biggest and most aggressive competitors. In other words – you can use this powerful form of marketing to become one of the top competitors in your marketplace and none of your competitors will have a clue as to how you are doing this!

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## **MONEY IS LIKE MANURE...**

**You gotta spread it around and mix it up in some good soil and throw in the right seeds – otherwise it is worthless.**

- **If you pile it up and don't use it – it stinks!**
- **Keep spreading it around in as many things as possible that keep you excited and moving forward.**

**Never ask  
a question...  
that you  
don't want  
the answer to.**

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**Business is only simple to  
people who have never  
done it successfully for a  
couple of decades.**

**It is only simple to people  
who have never thought about  
it deep enough to explore  
all of the possibilities.**

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**If you only knew just how apathetic people are when they read your sales material you'd be shocked!**

- There are exceptions – but most people don't care! They have a great deal of unconscious (or even conscious) resistance against what you are saying.
- You must be totally aware of this – before you can develop the correct strategies to deal with it.

\* \* \*

As a general rule –  
the more ambitious  
someone is – *the less*  
*they can be trusted.*

**Remember this!**

\* \* \*

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**Don't try to figure things out too quickly. Let your ideas have time to ferment.**

- The best ideas for building your business are like all of the ingredients you put in the pot when you're making chili. Any good cook will tell you that the "secret" is not only adding the right ingredients – but letting it stew.
- Great ideas are like this, too.
- You must be willing to go through the pain of confusion. You must suffer through many twists and turns along the path – to get to your final destination. It's 3 steps forward and 2 steps back all along the way. You are constantly stumbling around in the dark looking for the light switch!



**Because so many  
people these days are  
skeptical – and so many  
marketers are lying  
every time they open  
their mouths – you can  
use brutal honesty as  
your marketing weapon!**

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**The most effective response for any request is: “I’ll think about it.”**

The more they press – the more you should repeat this statement. This puts you in power. It gives you lots of choices later – including the ability to blow them off!

---

**Your market is  
constantly changing...**

**Sometimes you don't  
see it because it  
happens slowly... But  
make no mistake – it  
is changing. You must  
adapt or die.**

---

**“What are you  
willing to do?”**

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

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**Money may not  
make you happy...  
but it will help  
calm your nerves!**

**It's always better to  
have it and not need it  
than to need it  
and not have it!**

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

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

**Everything you place the highest value on in this world must come through the willing hands and hearts of other people.**

- ✓ All the money and power you want.
- ✓ All the deep emotional connections we secretly crave.
- ✓ This seems so elementary, but some of the smartest people I know have yet to figure this out! They may be brilliant when it comes to their ideas – but they are absolutely retarded when it comes to the deep emotional needs of others.

**Joe Karbo's famous headline reads: "Most people are too busy making a living to get rich." He couldn't have been more right!**

- > The majority are prisoners of petty thinking. They go through life asking for so little. Their priorities are all screwed up!
- > There are so many forces against the ambitious person who wants to make many millions of dollars.



## **To freelance or not to freelance? That is the question.**

My good friend and mentor,  
Russ von Hoelscher, says that  
all aspiring direct response  
marketing copywriters should  
forget about freelancing. Russ  
says, “You’ll always make  
more money writing copy to  
sell your own products and  
services than you’ll ever  
make as a freelance  
copywriter for others.”

General George Patton had one simple rule for warfare that works like magic in business. Every battle plan must be carried out with 3 things:

- \* **Speed!**
- \* **Simplicity!**
- \* **Boldness!**

Your marketing plans must incorporate these 3 elements. Strike FAST, strike HARD, and strike OFTEN!

• • • • •

**You don't get what  
you want – you get  
what you expect.**

**Expect more!  
*Starting today.*  
Yes, right now!**

• • • • •

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Here's a cute formula to summarize the steps we are all supposed to be focusing on to make the largest sum of money. It's a simple 4-step formula for maximizing profitability:

**MEET • CONVERT • UPGRADE • EXPAND**

**MEET:** Meet the right prospects. These are the people who are most likely to want what you have and give you the maximum amount of money for the longest period of time.

**CONVERT:** Convert the largest number of these people into first-time buyers. Make it as easy as possible to get them to do business with you the first time.

**UPGRADE:** Once you have them – focus on upgrading them. Make them your biggest and best offer! Try to separate the most serious from the rest. Get them while they're in heat and sell them as much as you can right away!

**EXPAND:** Then try to extend the relationship with these customers for as long as possible! Stay in close touch with them. Build a strong bond of friendship with them. Sell them as much stuff as you possibly can – for as long as you can! Strive to create a lifetime of never-ending revenue from all the repeat business you do with them!

**REPEAT:** *Repeat the previous 4 steps in the biggest and boldest way!*

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# Attention information sellers:

Your customers do  
not want to be educated.

***They want to be  
entertained!***

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**Always say “no” –  
then negotiate.**

No matter how much you  
want some deal – you must  
always pretend you don’t!  
This will shift the power on  
your side (*It only becomes  
a problem when both  
parties play this game!*).

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**How to get more people to  
send you their money now!**

**If you can give people a  
real reason for urgency –  
they will lose their mind  
and open their wallet!**

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**Once you have built  
a strong bond with  
your customers –  
they will buy  
anything from you!**



• • • • • • • • • •

**Stay very focused on your  
market every day and you  
will be in the market for  
many years! Your market is  
your meal ticket for life!**

• • • • • • • • • •

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**You only catch the dumbest  
and hungriest fish when all  
you have is crappy bait!**

**Don't complain about your  
customers... *You're the one  
who attracted them!***

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## Not all benefits are created equal!

The more specific your benefit is  
and the more REAL and  
HONEST it sounds – the more  
power it will have to make  
people want to give you their  
money! “Specific” and “sincere”  
are two key words to remember.

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

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

> > > > > < < < < <

Find the buyers who  
can buy the most and  
you won't have to find  
the most buyers!

**Less is more!**

> > > > > < < < < <

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Tell them  
what to do –  
*but not  
how to do it!*

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**“Rich people have  
big libraries –  
poor people  
have big TV’s.”**

***Dan Kennedy***

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**No matter what you sell –  
there's always some part of it  
that you can give away for free.**

- By doing this – you make people feel like they owe you something in return. Now they are ready and willing to listen to what you have to say. And if you do it right – you will make them see the value of whatever you're selling and make them want to pay you the full price for it.
- Offering them something for free wakes them up! It makes it super easy for serious prospects to raise their hand and say, "Okay, give it to me now!" It separates you from all the other competitors who *never* do this. And it gets you in the door and makes it so simple and easy to sell them!



---

**Business is a lot like that popular reality show on TV – “Survivor.” The object of that game is to:**

- Outwit
- Outlast, and
- Outplay your competition!

***We must do this, too!***

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**“The gold is in your  
existing clients.”**

***Joe Polish***

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**Use O.P.M. (other peoples money) whenever possible.**

- √ It's easier to borrow a million dollars than to make a million dollars!
- √ The richest people in the world all use other people's money – why aren't you?

**\$ \$ \$**

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