

volume **6**

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 BLACK BOOK OF MARKETING SECRETS**

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

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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 sixth 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



All the research in the world  
won't convince the true  
believers to let go of their  
stupid delusions.

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**Your marketing (everything  
you do to get more customers  
and keep them spending  
more money for life) is only  
limited by your imagination.**

*Remember that every time  
you are going through a sales  
slump or a cash-flow crisis.*

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\* \* \* \* \*

**FEAR is the enemy of your  
imagination. To get rich,  
you must think and dream in  
BIG and BOLD new ways!**

\* \* \* \* \*

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Whoever said: “Do what you love and the money will follow” was wrong! It should be:

**“Learn to love the activities that are capable of producing the largest sum of money – and the money will follow!”**

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**Keep feeding the fire of your enthusiasm  
– so it always burns brightly!**

- ✓ Get involved in exciting new projects that stir your blood!
- ✓ Stay excited about the future!
- ✓ Set bigger goals and grander visions!
- ✓ “If you want to turn your hours into minutes, renew your enthusiasm!” *Papyrus*

• • • • •

**The mass of men are usually  
wrong about everything!**

*Do the opposite of what  
everyone else does and you  
will almost always succeed!*

• • • • •

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

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

*Ben Nicholas*

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

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Become a *lightning*  
*rod* for controversy!

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You can't have  
the glory...  
**IF YOU DON'T  
HAVE THE GUTS!**

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**Most people are  
thinking of security  
instead of opportunity.  
They are more afraid  
of life than death!**

Our jobs as marketers is  
to promise to give people  
the SECURITY they want!

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**“I’ve seen companies  
so obsessed with  
competition that they  
keep looking in their  
rearview mirror and  
crash into a tree.”**

*Sergey Brin  
Co-Founder of Google.com*

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\* \* \* \* \*

**Always moving forward to  
achieve some exciting new  
goal is the closest thing  
there is to real happiness!**

**The happiness is in the hunt  
or the chase – never the catch.**

\* \* \* \* \*

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**Ambition is like a hunger  
that can never be filled.  
It is like a raging fire –  
the more you feed it, the  
bigger and hungrier it gets!**

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**We only become effective when  
we STOP and realize that our  
BIGGEST STRENGTHS also  
create our biggest weaknesses!**

Only when we realize this great truth  
– can we be fully effective. Why?  
Because only then will we work hard  
to find other people with the  
complimentary skills that are  
necessary to fill the HUGE gaps  
between our great strengths and  
corresponding weaknesses.

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**Take away selling:**

Sometimes when you say  
“No!” – it only makes  
them want you more!

\$ \$ \$ \$ \$

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Continuing to make BIG MONEY over a period of years never happens by accident. It is *always* the result of high intention, sincere effort, intelligent direction, and skillful execution. It represents the wise choices of many alternatives and the cumulative experience you gain from all the years of disciplined and focused work.

**“Every employee  
wants an assistant!”**

*John Alanis*

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**Think of the groups of leads you attract into your business as a HUGE TON of dirt, mud, and rocks – with a few solid gold nuggets mixed in with all this filth! Your job is to keep sifting through all the mud and crap to find these gold nuggets!**

**You must sift through this rubble in the cheapest possible way – so the majority of your marketing costs can be invested in the gold nugget group – not the muddy group!**



• • • • •

**The only way to absolutely  
qualify one prospect over  
another is to get them to  
give you some money!**

There are other ways to do it  
– but this method is simple  
and works every time.

• • • • •

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**Copy shamelessly...**  
**But only steal from the best.**

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**After a while, you STOP  
listening to what other  
people say – and *only* pay  
attention to what they do.**

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**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 stay on top of them and sell more aggressively! There is a ton of money in your best customer list that could and should be yours!**

**Negative motivation  
often works much better  
than anything positive!**

**The stick is always  
better than the carrot!**

\* \* \* \* \*

**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 “kill-or-be-killed” marketing attack dog that lives inside of us!
- Your competitors are raw bloody meat – and you are the hungry and vicious killer attack dog! Yeah!

\* \* \* \* \*

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**“It’s what you learn after  
you know it all that counts!”**

*John Wooden*

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

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



**\$ \$ \$**

**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!**

**\$ \$ \$**

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**It's the bad times  
that make you  
appreciate the good!**

And there's plenty of both in  
this crazy world of business!

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**NEVER appear desperate –  
even when you are...**

**People can smell weakness  
in another human being – just  
like a dog can smell fear!**

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**Every day is a new  
life to a wise man.**

**Forget the yesterdays and do  
not think of the tomorrow's.**

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**“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.”**

*William Boltho, Twelve Against the Gods*

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## **Geography is history!**

- \* We truly are living in a global economy! And the average entrepreneur has more power than ever before!
- \* Go to “elance.com” and start hiring high-tech workers from under-developed 3rd world countries for 1/10th the price you’re paying right now!

**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.**

You cannot move people  
into action – unless you first  
move them with emotion.

**The heart comes  
before the head!**

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Everything that makes us more  
afraid – makes journalists  
**(and some marketers)**  
*even more excited!*

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

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

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

## **Entrepreneurs are the heroes of capitalism!**

- We're the warriors!
- We're like those special combat forces! You know, these elite forces like the Navy Seals and the Green Beret units that go out and kick ass!
- We're the ones the big companies follow! They wait for us to develop all the new stuff and then they come in and exploit our brilliant ideas and innovations!

**In the animal kingdom, the successful spider keeps a nice and thick web out there all the time! They are prepared when their prey comes flying close to their web!**

- ✓ We must keep our webs constantly spun, too!
- ✓ That's the purpose of a good marketing system that is designed to attract the best prospects – sell them – and then re-sell them again and again!

If you keep  
knocking on the  
door – sooner or  
later it will open!

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**Smart entrepreneurs are  
constantly looking for  
what's hot now – and then  
jumping on the bandwagon!**

- We are not emotionally attached to whatever we're selling.
- We watch *carefully* – find out what our market wants – and then find a way to give it to them!
- All we care about is what is in demand now? Which one of our competitors (or some other company) has something that people are falling all over themselves to get? And how can we knock them off?

**Keep searching for products and services with the largest gap between perceived value and actual cost.**

- > These are the items that can make you rich!**
- > Look for items where the prospect doesn't know or care about your actual cost.**

**They will never care about how much you know – until they first know how much you care!**

- Okay, you've heard that before... But nothing could be more true!
- They must feel that you have their best interests at heart.
- They must feel that they are important to you and not just “meat” or more money in your bank account.
- And they must know that you truly care about what you are saying to them. That your passion is genuine. That your strong desire to deliver your message to them is because you deeply care about every word that comes out of your mouth or pen!



**Your audience only gets  
what you give them.**

**That's why you've got  
to put it all out there!**

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## Always leave them wanting more!

- “A stranger loses half of his charm the day he is no longer a stranger.”  
*Genevieve Antoine Dariovy*
- Make yourself scarce!

**Keep your sense of humor  
during the dark days when  
nothing goes right.**

**“They can cut off both of my  
arms and legs and I will find  
something funny about it!”**

*From a conversation with my good  
friend and mentor, Alan R. Bechtold*

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## **Most marketers are weak.**

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

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**People hate to be “sold” –  
but they love to “choose.”**

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**Go out of your way  
to show people that  
you are REAL and  
vulnerable – and  
they will emotionally  
open up to you.**

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Who would wish to be valued  
must make himself scarce.

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You must be a little stupid or delusional to think you can go from rags-to-riches and make many millions of dollars. After all, an educated person can easily give you at least 1,000 reasons why this is absolutely impossible. And yet, everyone who makes a huge fortune first had this strong belief in themselves and the possibility (or even probability) that they would make a huge fortune!

**You must be too  
stupid to be scared!**



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

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**“My art keeps me sane.”**

*From the great  
David Cronenberg  
movie “Scanners.”*

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**You can *only* achieve greatly  
– by daring to fail miserably.**

- \* So plan to fail!
- \* Thoreau said, “Build  
castles in the air, but put  
foundations under them.”  
The best foundation is two  
or three back-up plans!

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**Every business deal is  
always much easier to get  
into than to get out of...**

- Especially for those of us who are eternal optimists!
- So please try to think everything through as clearly as possible from all angles – while you are high on the idea.
- How does it fit with your BIGGER plan?
- What are the exit strategies?
- What happens if it doesn't work out?
- The answers to these questions can save you years of heartache.

## **Having common enemies makes for a strong friendship!**

Find out who their BIGGEST  
enemies are and make them  
yours! This will form an  
instant bond.

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**\$ \$ \$**

**The best plan is to profit  
by the folly of others!**

**\$ \$ \$**

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

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

*Abraham Lincoln*

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

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



## All ambitious people are envious.

- The two go together like peanut butter and jelly... You can't help it!
- But you can use your envy of other people's success for good! It can spur you on to do more and be more... It can remind you of just how important all of your biggest goals and dreams really are.

**Our customers are  
asleep – we must  
WAKE THEM UP!**

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**Love and hate play an important role in the creative process.**

- > To begin a project – you must fall completely and totally in love with it! And while in love – write all of the promotional materials!**
- > And to complete the project – you must hate it in the worst way and want nothing more than to be done with it so you can move on to something else!**

**Let them feel totally superior to you and you'll have the power!**

- \* “I have always observed that to succeed in the world one should appear like a fool but be wise.”  
*Charles-Louis De Secondat*
- \* Many people secretly want to feel that they are better than you... The more you can do to let them believe this – the more they will drop their guard and give you what you want.

**A good direct-response follow-up sequence works like the Chinese torture method where you are strapped to a table and a small drop of water hits your forehead every two seconds. After a while you go mad!**

**A good follow-up campaign does the same thing: It breaks down the sales resistance of your prospects. After a while they say, “NO MORE! You’ve got me! Count me in – here’s my money!”**

\* \* \* \* \*

**Time Management Secret =  
Extreme productivity  
requires extreme measures.**

- Guard your time as if you would guard a suitcase that was stuffed with 40 pounds of brand new \$100.00 bills!
- Time is the most valuable commodity you have. Think bigger!
- Why rob convenience stores when you can rob mansions!

\* \* \* \* \*

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

**Isn't it funny that  
the people we  
admire the most  
are the ones who  
care the least?**

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**Use more premiums to drive your sales and profits! Here's how:**

1. Choose or develop the ultimate premium of the greatest value to your market.
2. Sell the FREE premium! Make it the star of your show!
3. The only catch: The product or service comes along with your FREE premium on a trial basis.
4. Let them keep the premium if they return the item you are selling.

**Great premiums work because:**

- a. They overcome the apathetic laziness and fear that most prospects feel when they see your pitch.
- b. If you choose the right premium – they let you harness the power of greed!

**I did not choose  
marketing as a career...  
I became engulfed by it!**

- I became obsessed by it.
- It possessed me!
- This is the most amazing career because it is a powerful combination of art, war, sport, and science!

**Do all you can to create and build on the demand and need for the solution to whatever you're selling.**

- ✓ **Talk about the problems and pain you will take away from them.**
- ✓ **Make them feel the pain!**
- ✓ **Then your “close” will be very easy.**

**The world is full of  
unqualified people who  
want to give you advice.**

***Don't listen!* The only  
marketing advice you  
should ever take is from  
someone who has a long  
proven track record for  
making millions of dollars!**

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

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## Objections are great!

- > Never run from objections. You can turn each one into a solid reason for buying!
- > List every single possible objection. Then create a multi-page report called: “Your BIGGEST Questions Answered!” Each question is an objection. Your answer erases every possible doubt in their minds.

**A collection of great  
testimonials is the best  
advertisement you could have.**

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

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volume **6**



**Equity is wealth –  
build more equity!**

**Increase your equity –  
not your income!**

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**Whoever said, “Money isn’t everything,” is probably broke!**

- This is a major lie!
- In the world of business – money is everything!
- So don’t buy into the hype about “Money is only a by-product”... or that “relationships or the work is the most important thing.”
- It’s simply not true!  
Those who make it BIG put money first.
- Money is EXTREMELY IMPORTANT to all rich people.

**Here are 14 proven offers that work  
whether you're selling pencils,  
swimming pools, plumbing, or porno:**

- #1. FREE Trial – This is better than a money-back guarantee. (Test slow because you may get burned!
- #2. FREE Information – The greatest tool ever to get people to raise their hands – and build your mailing list.
- #3. FREE Sample – Get enough of the right people to try it and they might buy it!
- #4. Conditional Sale – You ask them to send for it now and you bill them later (usually after a specific period of time “for full examination” has passed).
- #5. The Club or Membership Offer – You can do a forced continuity type offer like the book and records-of-the-month clubs... Or you can do a straight-forward membership pitch with tons of “Member-Only” benefits.
- #6. Contest Offers – Offer prizes that only your best prospects will want! The closer you can tie these prizes with your product or service – the more valuable your list will be.
- #7. Time Limit Offers – The best time-limit offers are for events such as seminars, tele-seminars, web-cast video conferences, etc. These event-driven deadline dates are taken much more seriously than “offer expires in 30 days” type of offers which everyone knows is just fake! (The stronger your reason for the deadline – the higher your sales will be.)
- #8. Guaranteed Buy-Back Offers – This is a simple money-back guarantee that sounds so much better! They can try-it-for-30-days (or for a lifetime!) and any time they decide it's not perfect for them, you will be more than happy to buy it back from them!

- #9. The Yes-No-Maybe Offer – Having a “maybe” option can help you make sales that would have been lost forever. The people who check this box are saying, “Okay, I’m not 100% sold – but send me more information or let me have a FREE Trial or Sample.” The “No” box can be used to tell them the item is reserved in their name and if they don’t want it – you ask them to check “No” and send the form back to you so you can give it to someone else. (But what you’ll really do is follow-up and keep trying to make the sale!)
- #10. The Discount Offer – First build up a huge perceived value for whatever you’re selling... Then come up with the most believable reason why you are giving them a major discount. When done correctly – your sales will soar!
- #11. The Charter Offer – Everyone wants to be among the first to get into something that sounds hot! A Charter Membership (when pitched correctly) makes them feel important. This type of offer adds tremendous value and compels them to spend in their money now!
- #12. The Up-Sell Offer – Offer them a great FREE gift if they buy your premium product or service. This will be just the thing to push many people over the edge and get them to shell out the extra money.
- #13. The Bounce Back Offer – Hit them hard in the first 100 days after they order. Offer them products and services that are similar to what they already bought. These will be easy sales because now they know and trust you.
- #14. The FREE Gift Offer – Offering them a great FREE gift will always boost your response! Keep testing all kinds of premiums – until you find the ones that increase your initial response without decreasing your overall conversion ratios (the number of leads that buy your end product).

***Test all these offers to see which ones make you the most money.***

## Damn the critics!

- The critics of this world are little-thinkers who are controlled by their doubts and fears.
- They love to pick a new idea apart – but often all they do is analyze it to death!
- These people think they are being smart – but what they are really doing is thinking small. Their entire focus is on the difficulties rather than the possibilities.
- The bottom line: It's easier to criticize. It's easier to think small and look for all the things that can go wrong. This type of thinking requires zero courage.
- Great companies die because the BIG thinking action-oriented entrepreneurs who built them are replaced by “middle managers” who love to sit around and have meetings and discuss what they're going to talk about at the next meeting.
- They see all the risks and do nothing.

**Most people run their businesses like a person who drives with one foot on the gas pedal and the other foot on the brake pedal!**

**What a joke! A better analogy to run your business is the way champion race car drivers win their races: all of their attention and energy is focused on the road ahead. They only think of winning and their concentration is totally in the moment.**

**“So long as new ideas are  
created, sales will continue  
to reach new highs.”**

*Charles R. Kettering*

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## **Keep dumbing your offers down!**

- Make them easier to understand.
- Write them for the eyes of lazy apathetic people.
- Make it easy for “skimmers” to figure it out in less than 5 minutes.
- Remember: genius is the ability to make complicated things very simple. The more you can dumb your offers down, the more sales you’ll make.



People are easy to read if you only know a few things about them:

- A) What do they buy with their disposable income?
- B) What do they do with their spare time?
- C) Who do they idolize?

*Some quick answers to these 3 questions will let you “size” most people up real fast!*

• • • • •

**Make plans for your “exit strategies” before you go into something new.**

**Get people to agree on what happens if things go wrong – in the beginning when everyone is excited and happy.**

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***Socialism is the capitalism  
of the lower classes.***

- \* We look to our markets  
to provide us with  
everything we desire.
- \* They look to the  
government.

**Entrepreneurship is  
the last refuge of the  
nonconformist mind!**

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

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H. L. Mencken said it best:

**“No one ever went broke  
by underestimating the taste  
of the American public!”**

*This tid-bit of wisdom seems to be  
more true with each passing decade!*

**Question:** We are in business to give people what they really want, right?

**Answer:** Absolutely!

**Question:** So what do all people really want that hardly anyone can give them?

**Answer:** They all want someone to make them feel as if they are the most important person on earth!

Most people already believe that they really are the most important person who ever walked the planet. But you will be the only one who recognizes this! And they will gladly give you all of their money if you can sincerely make them feel this way!

**A great direct response ad or sales letter is a true work of art!**

- > It's the most beautiful thing in the world!
- > This is especially true if you wrote it – and it brings in a ton of money!
- > There is no greater satisfaction than pouring all of your creative energy into an ad or sales letter that generates millions of dollars! This is how entertainers must feel when they get a standing ovation!



**You can spill  
all the milk –  
just don't lose  
your cash-cow!**

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## **Bullshit Rules!**

1. One person's B.S. is another person's gospel truth!
  2. After all, where does the bullshit end and the truth begin?
  3. We are up to our eyeballs in hype and bullshit!
  4. We are all little fish, swimming in a giant ocean of total bullshit!
  5. The best way to be a bullshitter is to pretend you are not!
-

## Wisdom from the “King of Network Marketing:”

- “The pessimist sees the difficult in every opportunity; the optimist, the opportunity in every difficulty.”  
*Glenn W. Turner*
- Glenn Turner went from \$1 to \$300-million in 4 years! He was #4 on Nixon’s “hit list” that was published in the Wall Street Journal. The government was forced to create new laws to stop this unstoppable entrepreneur. He suffered enormously and endured great pain... But his human spirit refused to be crushed!
- All the great ones have faced strong adversity. They have paid a huge cost for their success. Ronald Regan could not have been more right when he said, “Entrepreneurs are the forgotten heroes of America.” This is true of all entrepreneurs – past and present.

## ***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](http://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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