

VOLUME #5

RUTHLESS MARKETING SECRETS

By T.J. Rohleder

**How to Get the Most
Disposable Income from
the Largest Segment of
Your Target Market!**

RUTHLESS MARKETING SECRETS VOLUME FIVE

By T.J. Rohleder
(a.k.a “The Blue Jeans Millionaire”)

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INTRODUCTION:

Welcome! I'm T.J. Rohleder, co-founder of the Direct Response Network and M.O.R.E., Inc. in Goessel, Kansas. My friends call me **"the Blue Jeans Millionaire"** because for the last 21 years, I've been making my financial dreams come true in the marketing field. I don't mean to brag, but my company has grossed more than \$114,000,000 using the methods, tips, and secrets that we've learned and put into play—secrets that helped us parlay just \$300 into a huge fortune. Not \$300,000: *three hundred bucks*, the money my wife Eileen and I got from selling an old, broken-down carpet-cleaning van. **The fact that we took that \$300 and built it into a financial empire ought to tell you something.** If you'll do a little math, you'll see we multiplied our original investment by about 380,000 times.

So how did we do that? **The short answer is this: We mixed a little luck and a heaping helping of hard work with the rigorous application of those secrets I mentioned in the previous paragraph.** And you know what? **I'll happily share every secret I know with you.** That's why I've decided to create this series, the fifth volume of which you're holding in your hands right now. Hopefully you've already read Volumes 1-4; if you haven't, I recommend that you get your hands on them and do so immediately, before you get started here. That's not to say that you can't learn a lot just by perusing this volume; I guarantee that you can. **But you'll learn even more by starting with Volume 1.**

By now, you might be scratching your head a little. After all, the title of this series is *Ruthless Marketing Secrets*—and if I really *were* practicing ruthless marketing, why would I share my secrets with you, even for a price? Wouldn't it be more ruthless, and more logical, to keep everything to myself? In fact,

wouldn't it be smarter to just crush potential competitors before they even got started?

Heck no, and here's why. First of all, I believe the more the merrier. Competition sharpens everyone's abilities, keeps the marketplace jumping, and proves that the market I'm in is still vibrant. **Second, I make a significant portion of my income by helping people just like you, and I honestly believe that by showing you these things, I'm enriching both of us.** I hold the opinion that there's abundance in the marketplace, and that there's a big enough pie for us all. And hey, the truth is that you probably won't end up working the exact same market as I do—but if you do, welcome to the club! There's plenty of room here for a serious marketer.

In each chapter of this book, I'm going to talk about turning small sums of money into a fortune. That's the theme of just about all of my books, reports, DVDs, CDs, audiotapes, workshops, seminars, and every other product I produce, and it has been from the beginning. There are plenty of people out there who have taken a small investment and turned it into millions of dollars—and it's becoming more common. **We're living in an age where you don't have to start with a lot of money to make a fortune.** You don't have to have a strong line of credit, and you don't have to have been born with a certain net worth. You don't even have to have any unusual education or skills. **You just have to be willing to work hard—and you have to be able to develop a deep understanding of marketing, which is simply everything you do to acquire and keep customers.**

That last bit is particularly important. **It doesn't matter how many customers you manage to bring in; if you don't keep them—that is, if you don't maximize the amount of money you can get from them over the longest possible**

period of time—then your success is only going to be a blip on the radar screen, here today and gone tomorrow. That's the way it is. Ironically, though, very few if *any* business schools will teach you the kind of things I'm going to talk about here. In fact, most academics would refuse to believe it's possible to go from almost nothing to making millions in no time flat—and yet we know differently. Remember, you're talking about professors who are making *maybe* \$100,000 a year to teach people business concepts out of a textbook. Well, I ask you this: If they're such hot stuff, how come they're not out there in the business arena raking in the dough? Altruism, perhaps? Sure, maybe two or three out of a hundred are like that. The rest are huddling in academia because a) they're scared to take a risk; or b) they don't really know what they're talking about.

Again, we've made millions of dollars by using the marketing methods I'll teach you here. That's pretty decent proof, I think, that we know what we're doing. And here's the thing: There are so many people out there who make our story pale by comparison. **Instead of bringing in millions of dollars, some of these people are bringing in billions—despite having started without anything special.** This is the most exciting time in history to be alive, because it's a fact that the average person has more of an opportunity today to make money than ever before. If you were born a few hundred years ago—or even 100 years ago—and you were dead broke and didn't come from a family that had a lot of connections, and you didn't have the right schooling, then your chances of achieving any kind of true success were virtually nil.

So often nowadays, people are coming up through the ranks without any of the traditional qualifications. **So I want to encourage you to get rid of the idea that you can't make millions of dollars, because it *is* possible. You *can* do it.** I'm living proof, and I'm going to show you how, chapter by

chapter. **Yes, it'll take hard work on your part, especially in terms of educating yourself, like you're doing here;** but the more you subject yourself to this type of information, the more you're going to build the ability to forge ahead and succeed. Learning all this information, absorbing it like a sponge, is an important step that all of us who have succeeded in this way have had to take. Once these ideas become an integral part of your thinking, once you're comfortable with them, that's when you're able to fully implement and execute them. **It's the implementation that makes you all the money, but this is the first step.** So I congratulate you for getting serious enough to read this book!

Like Volumes 1-4, this book is based on a series of weekly conference calls that my colleagues and I have been enjoying together for years. The participants in these calls have included various members of our One Hundred Million Dollar Roundtable and our Board of Governors: marketing experts like Jeff Gardner, Chris Hollister, Michael Penland, Alan R. Bechtold, and Kent Sayre—and of course Chris Lakey, our Director of Marketing, and I participate in each one.

Ready to get ruthless? If so, turn the page, and let's get cracking!

CHAPTER ONE:

The Power of Enlightened Selfishness



I'd like to start this latest book in our Ruthless Marketing Secrets series by introducing you to a subject that interests us a great deal here at M.O.R.E., Inc. **I feel that it should interest you, too—because it can profit you in just about every aspect of your career.** Now, you may find the topic somewhat unusual, because it's not specifically about making money—but it *does* have implications in the money-making arena.

As the title indicates, I'm talking about the Power of Enlightened Selfishness. In a moment I'll tell you how I got the idea for this chapter, but first let me just give you my definition of what enlightened selfishness is. **Very simply, it's the process of taking very, very good care of yourself, loving yourself, and putting yourself first—so that you can have something of real value to give to other people.** It's not just selfishness, it's *enlightened* selfishness. Plain selfishness is where you're the only person who matters in the whole world. You're out to get whatever you can, and to hell with everybody else. It's all about greed, and is very short-sighted in nature.

You might have heard the word “enlightened” before, in the sense of “enlightened capitalism,” for instance, and that's somewhat similar to my use here. **The idea is that by first taking care of your own business, you're enabled to take**

care of yourself, your employees, the community, and more. Enlightened selfishness is all about you, too, but only inasmuch as it helps you help others. It's not altruism, exactly, because you do get something out of it; in fact, you actually put yourself first. But you only do that so you can have something solid to offer other people. I think this is important, personally, because as I see it you're *supposed* to put other people before yourself. Unfortunately, some people take this too far. They put everybody before themselves; they just run themselves dry. They're giving, giving, giving... but they're not re-charging their own batteries. They're not taking good care of themselves. Eventually, they give everything they can... and there's nothing left.

That's a recipe for disaster, because ironically, **you can give more over the long haul if you practice enlightened selfishness.** We all need to take good care of ourselves. **In fact, we should come first in our own little worlds, as long as we follow-up with the idea that we're obligated in some way to give back to others.**

It's kind of like when you're on an airplane. Right before you take off, they give you the safety instructions, and one of the things they always say is something like, "If the cabin loses pressure, oxygen masks will drop from the overhead compartment. If you're traveling with a child, put your oxygen mask on first, and then help the child." Otherwise, you may lose consciousness before you help the child, and then both of you could die. The safest thing to do is to take care of yourself first, and *then* try to render aid to your child and the other people around you. This is just as true with the rest of your life, folks. **As long as you're taking good care of yourself first and doing everything possible to build yourself up, you really do have more value to offer to other people.**

I intend for this discussion to serve as a springboard for

thought about how you look at your daily life, and why taking care of yourself first can be a tool to help others. My hope is that by discussing the key ideas of the concept of enlightened selfishness and all of the things it entails, something (or a series of things) that I write about here will cause you to rethink your own life, and how these issues might apply to you.

Let's look at another analogy. Consider a battery; a battery's purpose isn't *really* to store energy. Its true purpose is to provide that energy to something: a cell phone, a computer, an iPod, a camera, or whatever. And yet, a battery can't do what it's designed to do unless it's charged first. It has to store up that power somehow before it can spend it on its purpose. In the case of your typical alkaline or lithium battery, it's charged at the factory; they send it out to the store, and in the store it's sitting in a box as stored energy, waiting to do what it was meant to do. When you go pick up a pack of batteries for six bucks, you stick it in your camera and boom, it does what it's made to do: it provides power. It expends that energy, and when the energy is all gone, you toss it in the trash and get a new one. In the case of rechargeable batteries, you put them into a charger that you plug into the wall and they recharge, building up more potential energy. **If you just walk around all day using that battery and never recharge it, it's going to run out of power and become useless to you, because it's completely spent.**

That's a good metaphor, I think, for what we're talking about here. It's one thing to say, "Yeah, enlightened selfishness is all about other people"—but in order for anyone to serve others, they first have to be in a position to do that. And that means they have to recharge their own batteries first. **So take care of yourself, because by taking care of yourself, you'll be able to help more people. Improving yourself allows you to more effectively serve other people.**

I got the idea for this chapter from a close friend and

colleague named Jeff Gardner, whom I've been working with for years now. It started when Jeff told me about a trip he took to Disney World. Basically, what I got from the story is that it's sort of an unwritten rule in society that we're not supposed to feel good about ourselves, and we're not supposed to do nice things just for ourselves; we're supposed to do good things for everybody else. Well, Jeff had been working for months on his business. Launching a new adventure, as he was doing, takes a lot of time, effort, and energy. I'm not talking about 40 hours a week here; I'm talking about 60-80 hours a week. I'm talking about working nights, working till the wee hours, working on the weekend, not taking any time for yourself at all, and not even taking any time to visit family.

It came to a point where Jeff realized that really had to take a break. It was right around Thanksgiving, and he hadn't seen his family in a long time, so he considered visiting them. But as he was thinking about that, he realized that what he *really* needed was a vacation. Now, Jeff loves his family very much, but as you may realize from your own experience, seeing family is rarely a vacation. And so Jeff had to balance the two alternatives. He said to himself, "Okay, do I take a vacation by myself, doing something that's really going to rejuvenate me, recharge my batteries, and get me back into gear for continuing to grow this business? Or do I take that little bit of time to visit my family, people dear to me whom I haven't seen in a while?"

Now, the old Jeff would have said, "I've *got* to go and see my family. Maybe I'll take a vacation next year. Maybe in six or nine months things will be set in place, and I'll get some more time off." **But this time he said to himself, "You know, I really need to do this for me."** He knew that wasn't going to be looked upon as the P.C. thing to do, but he also realized, **"What I really want and need to do is take this time off to be alone and recharge my batteries."** So that's exactly what he did: he

took about a week off, went to Walt Disney World, and just relaxed. He had a blast, and recharged his batteries exactly as he needed to.

He says he still cringes a little about that, despite the fact that he really needed it. He says that he sharply remembers when his family called him on the phone and asked, “What are you doing for Thanksgiving?” and he said, “I’m going to Walt Disney World.” There was a long silence; then they were like, “Oh... okay,” and he got the message that this wasn’t really acceptable in their eyes. And then, when he came back, they asked, “How did you like Disney World?” Jeff told them, “It was great!” Then they asked, “How did your six-year-old like it?” and Jeff said, “Oh, I didn’t take her.” That astounded them. “You didn’t take her? Then why did you go to Walt Disney World?” In their opinion, the only reason would have been to take a child.

So Jeff told them the truth. He just explained, “I needed a break. I needed to recharge my batteries and get away.” But there was always this unspoken judgment that this simply wasn’t the right thing to do. He knew they were thinking, “Really, you should have put your own needs to the side. You should have come to visit us—whether you think it’s relaxing or not. You have a responsibility to come and see us first, and maybe later take a vacation somewhere else.”

In the past, Jeff would have bowed to that. **But his realization now is that he has to take some time for himself to re-energize occasionally.** This provides the energy he needs to build a business and do everything that entails. The business itself supports not only Jeff, but vendors and suppliers and employees and staff, which is very important, ultimately but it will also give him more time to spend with his family, and the ability to give them more and to fly them to Dallas when he’s ready to see them. **You always have to remember to look at**

what you *personally* need. In the past, Jeff says, he subjugated his own needs to those of his family, but he doesn't do that now. Yes, it *has* been a struggle, and even now it's a bit of a struggle. **But in embracing enlightened selfishness, Jeff has come to realize that not only is his life better, but his relationships with other people are better as well.** His family got over the small disappointment of not seeing him, and they really enjoy the fact that he's got the energy and time to talk to them on the phone and plan in the future to see them.

When Jeff told me about his trip to Disney World, I jokingly said, "Shame on you for not taking your six-year-old daughter!" And that *was* a joke—but there's some truth to every joke. That's how a lot of people want you to feel: how *dare* you do something nice for yourself! *How dare you!* They want you to think about them... and of course, you *should* think about them. That's part of what enlightened selfishness is about. **It's about giving to yourself first, so that you can *then* have something to give to others.** But if you're just running yourself dry, you're not really giving out of your heart. You're not doing it because you want to... and eventually you don't have anything left to give. I see that as one of the reasons why there are so many people who are unhappy in life. **They've never learned how to take good care of themselves.** They've always been taught that it's wrong to be selfish, that you should think about other people first.

To me, that has all kinds of negative consequences, like never blowing your own horn, and never promoting yourself (certainly a mistake when you're in business!). You just never really feel good about yourself—and, again, I think there's an unwritten rule in society that says that you *should* never feel too good about yourself, because that's egotistical and conceited. And let's extend that concept to capitalism. If you're out to make a lot of money... oh, you greedy person! *Shame on you!*

One of the things that I enjoy is starting my day off right. That's part of my version of enlightened selfishness. I don't *want* to get up real early in the morning. I do it, but I'm not real excited about it. A lot of mornings I'd much rather just stay in bed. **But I do get up early just so that I can have several hours where it's just me.** No phone, no fax, no commitments or obligations to anybody other than myself. **It's the foundation for my entire day.** I use that time very productively, and I do things that empower me for the rest of the day. And yes, it's selfish. It's just for me. It's my time and I cannot imagine living any other way than that—but in the end, it benefits others as well, both inside my company and elsewhere.

I think that you can tell, sometimes, when people have a problem getting time for themselves; and I think this can apply to many different facets of life. Case in point: Chris Lakey, our Marketing Director, has five kids, and for him “me” time is extremely difficult. His wife will tell you that it's even more difficult for her, because Chris isn't there with the kids all day long! And yet, both of them, in their own ways, have to find time away from the kids, simply to recharge themselves and prepare for the time they're with them. Kids aren't easy; and yet, they're all blessings, and I know Chris wouldn't want it any other way.

We have to do things to refresh ourselves, to spend some time doing something that we enjoy doing. Chris likes to play golf, and he does it a few times a year. He gets to spend four or five hours on a golf course at a time. Now, to some people, chasing a little white ball all over the golf course is a crazy thing to do; Mark Twain called golf “a good walk wasted.” But for Chris, it's a very relaxing, thought-provoking time. If he's out on a golf course, he can spend hours just thinking. Sometimes he's thinking business; sometimes he's thinking life, just processing things in his head. He wouldn't get that if he was constantly

pouring himself out at home. **So you've got to take that time, for whatever you want to use it for.** My personal time in the morning, for example, is often focused on ways we can bring more revenue in at M.O.R.E., Inc., whereas I spend much of the rest of the day talking to employees and clients.

If you can't or won't take the time to fill back up, you'll eventually reach an empty time where there's no more to give, no more to pour out. That's all there is to it. Jeff went to Disney World by himself, and some people think that's crazy. Why would you *not* have your family with you? Why would you *not* just skip Disney World, and go hang out for the weekend with your family? Many people don't understand why you would do something like that, but I do, and I definitely think you should. If you're always giving and never receiving, there's going to be a time where the battery reads empty. There's no more in the tank. It's like an athlete who never spends any time on the bench; at some point they'll run out of energy. They collapse, and they can't do it anymore. Everybody has a breaking point—where they'll simply go to sleep if they try to stay up too long. That point varies, but it's a fact that the body has a built-in mechanism for recharging your batteries while you sleep, which is why sleep is required.

I believe that examples, analogies, stories, and scientific facts like these are all proof that enlightened selfishness is required for a person just to live, let alone be successful. **You've got to have "me" time.** You've got to have time to refill, or else you can't give out more of yourself; after all, you can't pour out what's not filled up. **So many times people want to control us; they want us to do what they want us to do, and don't even try to understand us at all.** Selflessness sounds great, and certainly our families and society try to train that into us. **But I think true health and success goes back to this idea that getting our own needs met will help us meet the needs of**

other people.

I don't want to get too scientific on this, but if you look up Maslow's Hierarchy of Need on the Internet, you can see that there's kind of a pyramid of needs. It starts out with physiological needs: food, water, shelter, clothing. Then there are safety needs and social needs. **Only when those are met do you gain the ability to give back to other people.** At the top of the pyramid, you're able to meet the need of giving your time and resources to other people in abundance. Again, that occurs after you've taken care of your physiological needs, after you've taken care of your safety needs, your social needs, your esteem needs. It's really close to the top, at self-actualization.

If you start out by saying, "Okay, I'm not even going to think about any of my own needs first. I'm going to focus on everybody else," you're not going to be in any situation to give anybody *anything*. **What you're really doing by focusing first on fulfilling your own needs is creating a foundation whereby you can give more to other people.** Let's look at wanting more money, for example. In today's society, we often turn individuals and corporations who want to make money into villains, which I think is very distasteful. But if you really look at the stories of people like Bill Gates, Warren Buffet, and Oprah Winfrey, you'll see that not only are they focused on making a tremendous amount of money, but at some time in their lives—usually after they've made their multiple millions or billions—they start giving back in a huge way. These are people who focused early on really building up their wealth—and then, later, on giving it all back. And you know what? **They could never have given away that money if they hadn't spent all those years focusing on building their wealth first.**

Unfortunately, though, some segments of society say, "Let's not focus on that. Those people are bad. They're greedy, just thinking about their own needs first." Apparently, you

should be stuck in a job that makes you struggle, where you're unable to put any money away, and *then* try to get something done. Okay, so maybe you're able to give away a little money to other people or other causes. Sadly, the amount of money that people in this situation can give tends to be very minimal. Imagine what a difference it would make if they had spent 10 or 20 years focusing first on building up the greatest possible income for themselves and their families. ***Then how much could they give their community, or to their church, or to charities? They might have a worldwide impact.***

That doesn't mean you can't give a little at a time. ***But it also doesn't mean that you should buy into this notion that focusing on your own finances is a bad thing,*** that wanting money is a bad thing, that wanting to build a business and have wealth is a bad thing. Unfortunately, that mindset is all over the place, even here in capitalist America... and it appears even in little ways. One of the things that I've noticed about people who believe that they want wealth, but who still have this burr in their fur about people who are wealthy, ***is that they're nursing some level of jealousy and envy.*** They keep making comments about how people who are rich got it too fast, or they didn't really deserve it, or it came too easy for them. ***That mindset works against you if you really want to give back to your community, to your church, and the people who really need your help.***

What you need to do is accept that focusing on your personal wealth and getting rich really *is* the foundation for giving back the most. Connect to the concept that this is okay. ***It's a mindset change: you have to shift from a mindset of lack to a mindset of abundance.*** In creating that abundance for yourself, you're able to give back to even more people—so you're creating an abundance for them, too. At the risk of oversimplifying a complex reality, there are general two

categories of people in any society. Sometimes people fit into both categories, but the point is **that there are recipients on one side, and providers on the other.** Certainly, to some degree we're all recipients of the things that derive from our taxes: national security, national defense, roads, bridges, schools. But to a larger degree, people are primarily recipients or providers.

The providers are all the people who pay taxes... and I'm not talking about sales taxes and local taxes. I'm talking about federal income tax, and the truth is, about 48-49% of Americans pay no federal taxes at all. Those people are lumped into the recipient side of this discussion. They receive services from the federal government, but they provide no revenue into the system. On the other side you have the 51-52% who are the providers. They're the ones paying into the system, and in some cases over half of their income is going to taxes at the federal level—through not only income tax, but corporate taxes and fees as well. **I will *never* understand the fascination with demonizing the providers in our society.** I think it's a detriment to everyone. **Frankly, the recipients ought to be pretty thankful for the providers, who generate the tax revenue that provides for all those services.**

Now, as I'm writing this, there's a lot of debate going on about how much federal governmental power there should be. Take health care, for example. People who are receiving health care under any system paid for by taxes are automatically deemed worthy of receiving the service. Do they have to watch what they eat? Do they have to avoid smoking and drinking? Do they have to exercise three times a week? Do they have to do things on *their* end to show that they're worthy of receiving the services? In most cases, no. All you have to do is exist, and you can benefit by being a recipient.

On the other hand, you've got the provider. When you're a citizen of the U.S. and make a certain amount of money, you're

required to pay taxes. If you don't pay taxes, the I.R.S. will come after you. Well, who pays the most taxes? Business owners and other successful people. Instead of recipients thanking those people and praising them for being creative, what happens? **They demonize big businesses. They demonize small businesses. They tax them at an extremely high rate. They do things to diminish the productivity of the provider class.** In the end, they try to do everything they can to stifle the productivity and creativity of that class of people.

So, here you've got the requirement that the providers exist, and on the one hand you want the providers to be as successful as possible, because they provide the services. But on the other hand you've got policies that diminish the ability, willingness and *desire* of the providers to do the very thing that provides money to the federal government. That may seem a very wonky kind of policy-oriented discussion, but it's the kind of thing that I think of when I consider this demonization of the provider class. **The problem with that is it's always going to be popular to demonize successful people because, by and large, most people out there receiving services from the government *aren't* successful.** Sure, they may be hard-working Americans, using the services provided to them because they need them. **But they're not the business owners who are providing the tax revenues to the government to pay for those services.**

Hey, I love socialism on paper. I love the way it sounds. It's high-minded, and it reads like poetry: we're all going to help each other. A certain portion of everything that we earn is going into this great big pot, and everybody is going to collect a share, and it's all going to be so nice! We're all going to love each other and we're all going to be happy. There will be no poverty, because everybody is going to help everybody else. The strong will help the weak, and the weak are going to

benefit... and we're all in this together, brother. Peace. Love. Power to the people!

Sure, I love the way it all sounds... but I'm a capitalist at heart. **Socialism in all its varieties simply doesn't take human nature into account, does it? Enlightened capitalism does.** For some people, capitalism is synonymous with selfishness. Capitalism is looked upon as a greedy, selfish, and self-centered, as if profits are evil. **Is there *some* evil within the structure of capitalism? Of course there is. It's not a perfect system; it's just the best system we have, that's all.** It's the only one that makes any real sense.

Let me take it back down to the micro again, the personal level of taking good care of yourself first. I want to make a confession right here and right now of a personal nature. The fact is that, for years, I was a people pleaser—and I can still fall prey to that type of thinking. I did it for years without really realizing I even did it. I was kind of like the sad clown, in a way. I've got the biography of John Candy right here on my bookshelf, and it's called *Laughing on the Outside*. There are so many people like John Candy, people who are great at making people laugh. That's what their whole self-esteem is based on... telling jokes, making people feel good, making people laugh, making people happy. **And, the truth is, a lot of those people have a lot of sadness on the inside.** They can never let somebody know them fully because they always have to be the clown. That was the story of John Candy. That's the story of a lot of comedians.

People pleasers are like that, too. We like making people feel good. We like it when others are happy. And I still struggle with it, believe me! Don't think I'm beyond it; I just recognize now that I see all sides of it. **I see that it's not such a good thing to be a people pleaser, and here's why: because you end up placing other people before yourself.** You give them

more power than you give yourself... and if you're not able to make them happy, well, it hurts you. You can't make all people happy all the time anyway, and that's part of the insanity of trying to be a people pleaser! **There's no way you can make all the people happy all the time.** And when you *are* a people pleaser, whenever somebody is unhappy, you tend to be unhappy too.

You can never really let people get to know you. You always have to be performing, just like a comedian always performs in front of an audience. **It's a terrible way to live.** These days, I try to resist my need to be a people pleaser, because I more fully embrace this idea of enlightened selfishness, where I try to please myself first. **If I'm really happy, then I really have something to give to somebody.** I'm not just performing. I'm not just going through the motions, playing some role; it's real. Because I'm taking good care of myself, I'm coming from a place that's honest.

I don't want to get into too much depth on this, but Jeff Gardner revealed to me that he once had an entire relationship in which he subjugated his own needs. He wanted to please the other person, because he thought well that's what a good relationship was. He focused 100% of his attention on pleasing that other person, always doing what they wanted to do, following them around like a puppy. **He did that for years, until he just burned out.** And he remembers towards that the end of that relationship—and it was a relationship that ended up in divorce—he finally got it. He was unhappy and depressed, and finally said to himself, “You know, I've got to start doing things for myself.” Within months, he started doing all sorts of things! He went to Vail and took up snowboarding; he took up indoor rock climbing and took improv classes. **He realized through that process that the big step, the thing he really needed to do for himself, was to get out of that relationship.**

Now, most people would say, “Why didn’t you work on the relationship first?” Well, Jeff *did* work on the relationship. He and his wife went to couples therapy and tried other things. But there comes a point when you realize that there’s nothing you can do other than continue to subjugate your needs to make that relationship work. If you’re yourself and you’re having your needs met, and the other person is having their needs met, it may be that the relationship can no longer work. That’s what happened with Jeff. Was it easy? Absolutely not! Getting out of *any* relationship that you’ve been in for over a decade is difficult. **But I know for a fact that Jeff is much happier now than ever before.** In fact, he tells me he wishes he would have gotten a divorce earlier! He also believes his ex-spouse is happier, too. They live two completely different lives, where they’re doing the things that they need to in order to get their needs met.

And yes, Jeff, like me, continues to struggle with not being that people pleaser—with *not* being that person who’s always nice and who’s always doing something for somebody else. Now, do people like Jeff and I get pleasure out of doing things for other people? Absolutely! **Personally, I like helping people. I like sharing information.** But I also have to pull back sometimes, and realize that I’ve got to make sure I get my own needs met, because there are times when I’ll just give and give and pretty soon I burn out, and then I’m not able to give to myself or anybody else.

There was a time when I thought getting your own needs met was very selfish. That’s how I was brought up. **But there came a time before I realized that you can do that and benefit everybody. Not just yourself, but everybody.** Jeff says he went through a lot of books looking for proof of that, and so did I. **I started reading through books and looking at psychology and self-help authors and speakers, and**

discovered in that process that having your own self-interest foremost in mind is not a bad thing. Focusing on getting your own needs met is not a bad thing, and that's really when the light bulb went on and things clicked.

That's certainly not a message that you're going to get from society, but I think the truth is that everybody really has (and should have) their own self-interest at heart. There's a level of psychology that says that with every conscious act, we're either moving towards something that we believe is going to make us happy or contribute to our well-being, or we're moving *away* from something we believe is going to take away from our happiness or well-being. **Even in those supposedly selfless acts where we're giving to somebody, we're really getting.** We're getting warm feelings, we're getting a sense of contribution, we're really getting *something*. **It took me a while to realize that yes, in focusing on my own needs, I was going to be able to give more to people, and that having your own self-interest at heart really is the foundation of all actions that we take.**

And sure, I struggle with this. But it gets better all the time, especially the more I see proof that focusing on my own needs helps more than being completely selfless. Here's what I've found with enlightened selfishness. I think that in some ways, life is like a mirror: it reflects what you put out there. And I don't mean that in some kind of weird new-age metaphysical kind of way. **Think about it like this: You can never sincerely try to help somebody when it doesn't come back on you personally and help you in some way. As long as you put your heart into it, you'll be paid back.** I think it works more like this: If you sincerely encourage other people, you're encouraging yourself in some strange, interesting way. If you really try to help somebody else and make them feel good, and you don't do it just to perform, if you don't do it just to try to

make them like you (because that's manipulative) but you do it with a very sincere heart, then it will eventually benefit you. As the Chinese proverb puts it, "The hand that gives the rose to somebody else still retains some of the rose's scent."

I truly believe that the way to make yourself feel better is to make somebody else feel better. But *don't* do it in a manipulative, shallow way. **Do it in a sincere, warm, real way, without expecting a damned thing in return.** I'm not saying that you can't hope, but you shouldn't *expect*. One way or the other, it's going to work out that you're taking good care of yourself by taking care of other people. **Even then, you're not doing it just so that you can get that good feeling.** I know this sounds so New-Ageish, and yet I know that it really does work when you do it with the best of intentions.

I think that people, in general, are very giving. **Even though we're somewhat selfish at the core, people want to do right and help other people whenever they can afford to.** That's why whenever there's a natural disaster, like Hurricane Katrina or the recent tsunamis and earthquakes, Red Cross runs in there and helps, and people donate more money than they do between disasters. I think people generally want to give money to other people. Giving to non-profit organizations is down recently, but I believe in part that this is because of extremely high taxes. As the government takes more of your money, you have less that you feel you can give away. That's one of the big differences between a government asking you to give and compelling you to do so. Some European countries tax at up to 50% at the national level. They supposedly pay for everything and take care of you from cradle to grave. And yet, in that scenario, why would anybody want to give time and money to help other people, when the government is supposedly going to do it all for you, and they take such a large portion of your income to do that anyway?

Still, I think people in general are inherently giving. **We want to help others, whether by providing time or by providing money.** I think that's where the big flaw occurs in socialism, communism, and similar philosophies. They feel that the best way to do things is through government intervention and coercion; and if the government can just take enough money from people who have it and distribute it to people who don't, then everyone will be cared for and provided for.

The fallacy in that thinking is that by coercing people who have money to give it to people who don't, you end up creating a social class structure where no one has anything, because there's no incentive to be productive or successful—because if you *are* successful, they're just going to take what you have and give it to people who aren't. If you're not successful, the government will take care of you anyway (in theory). **The incentive to create private capital diminishes, and the government grows bigger and bigger.** Anybody who's looked at China, North Korean, Russia, Cuba, or any of the countries that have experienced decades of communism knows that it's a failed system. It can't sustain itself. You run out of productive citizens to take money from, and the number of people wanting services continues to grow at an unsustainable rate.

The best kind of government system is a hands-off passive one like our Founders created, where they said that everybody is endowed with certain unalienable rights. **Of course, we don't have the right to happiness; we have the right of the pursuit of happiness.** When they were debating that phraseology, it was actually “life, liberty, and property.” They were worried at the time that “property” would be construed to mean that you had a right to own slaves, though that wasn't they meant. In actuality, the phrase “life, liberty, and property” was because they felt that property (including your private capital, not just your home or land) was a basic right. **It's your right to earn a living and**

decide what you're going to do with it, and not have it taken away by bureaucrats.

Everybody agrees that less fortunate people should be taken care of. The question is, which system is best for doing that? Is it a system where government controls everything and takes money from the productive class and redistributes it to the recipient class? Or is the best government one that says, "We're going to leave you alone to create your own capital. You have the right to the pursuit of happiness, the pursuit of property and private wealth, and you have the right to earn a living and make money however you want—within, obviously, certain ethical and moral bounds. You also have the right to make money and distribute that money and buy things and help people the way you choose to." Through that philosophy comes the creation of large amounts of capital that can flood the marketplace.

America has been one of the most generous societies in all of history, and it comes from people who use this principle of enlightened selfishness to benefit themselves *first*, and then help other people.

I mentioned Oprah Winfrey earlier. I don't agree with Oprah on some issues, but here's someone who first used the system to create her own empire, and is now very generous in helping people. Bill Gates is another example of someone who used the system—the free capitalistic system—to help himself first, creating a huge empire in the process, and then from that started charities to help people all over the world. **There are tons of examples like those, and they all start with the ability of a person or a company, free from government intervention and control, to create the capital they use to take care of people, to provide services for people, and to help the needy—when they want to do it, not when the government decides they should.**

Many people disassociate government policies from

personal things. They think, “I’m living my own life. I’m doing my own thing here, and so I’m not really going to worry about what goes on in Washington.” **But they’re all related.** As the federal government sets up policies, those policies impact the way that we, the people, are able to live our lives. **The more government control, the less capital is created... and the less people are able and willing to do things.** That’s how you end up with situations like Cuba, North Korea, or Russia. If look at Russia before Russia was infused with communism, or if you look at China before the Cultural Revolution, you’ll see those countries were better off then. **When communism took over, people lost their incentive to work, and they lost their incentive to provide a living for their families.** The government supposedly takes care of them—or so the story goes. In reality, that doesn’t happen beyond a certain low subsistence level. **The government overrides the people and controls the population.**

There’s a saying that in a free society, the borders are protected by people with guns—but the guns are pointed outward. In a communist society, the borders are also protected by people with guns, but the guns are pointed in at the people. **They want to control the population, tell them what they can and can’t do, have their thumb on them and control everything.** When that happens, you lose the ability for the people to choose what they’re going to do with their money.

Admittedly, some people make bad choices with their money—but some people make good choices with their money. **In any case, it’s *their choice*.** By and large, I think that the more this principle takes hold in a society, the more money is created. When more capital is created, more money flows out to the people who need it, and more people will be taken care of. **It’s just they won’t be taken care of by a government; they’ll be taken care of by individuals, by private charities, and by**

non-profit organizations.

I honestly believe that the way you'll succeed best is to integrate this concept of enlightened selfishness into your own life. Stop for a moment and ask yourself, "Okay, now, what am I going to do that's in my own self interest? What can I do to ensure better health for myself, or more time, or better stress relief? What do *I* want?" Think about that for a while. That's *not* a bad question to ask yourself, even though society may try to get you to believe that it is. **"What do I need in my life?"** Start to ask yourself that, and then find ways to implement what you decide you need into your life.

What you'll discover is that you'll have more love, more time, more energy to give to *other* people. It's a win-win situation, and it beats the heck out of you draining your well until it's dry. It's a simple enough concept. Even if there's just one thing today that you can do for yourself, implement it. Just see how that feels! **Do it for a specific amount of time or program it into your life long-term, then add on to that.** It might make you feel uncomfortable at first, but over time it'll probably give you more energy, more time, more freedom, more good feelings, more happiness, more well-being. And then you'll realize you have more to give back to others.

By now, I expect that you realize how this applies to making you more money. It's not just a feel-good, New Age philosophy; **I sincerely believe that if you practice this philosophy of enlightened selfishness fully, it'll extend to every facet of your life, including making money.**

Here's a little tidbit to wrap this up. You know that all business requires some sacrifice. **The idea that I want to share with you is that from a point of view of enlightened selfishness, you need to build your business around your ideal life.** Start by asking yourself those questions: "What do I

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really want? What's most important to me? What is my ideal life?" Then build your business around those things. It won't be easy, no; it'll still take you a lot of time and work to build that business to serve you first. But at least it *will* be built around the things that you hold dear. **That way, you're not just giving, giving, giving, without getting anything back for yourself.**

CHAPTER TWO:

Three Foundational Skills



You know, I wish somebody had told me 30 years ago that making money was a *skill*. Because that's exactly what it is: **it's something that you can learn**. It's not a talent or instinct that's inborn in certain special people; **no, anyone of normal intelligence and common sense has the potential to learn to make money**. It's something that you can develop and hone. **And it's fueled by desire:** The more you want it, the more you're going to be willing to work for it. In the beginning, when you don't have a lot of skill, that desire will keep you in the game. It'll keep you moving forward. It'll keep you getting up every time you get knocked down, and it'll help you get past all the initial adversities and setbacks you're going to face along the way as you develop your skills.

Once you do develop them, from that point forward you have a tremendous power to do incredible things. Others who watch you do these things will say, "Man, that person is blessed! They've got some special abilities." Well, you *do* have a special ability—but it's a skill. It's something that you *learned*. **You developed it along the way; you weren't born with it.** There's a myth that people who accomplish great things in life are somehow blessed. Sometimes they do have some natural ability; but for the most part, they developed themselves every step of the way. They worked very hard to get where they are, so don't

buy into that idea that some people are born with it and some people aren't.

If you really want something, if you're willing to do whatever it takes to get it, the question is not, "Will you make it?" but "How much will you make and how fast will you make it?" and "What will you have to go through on the way?" This is especially true when you're talking money. **You have to be willing to endure some hard times and work like a maniac. That's what makes it all worthwhile when you ultimately get what you want.** So I want you to think about that: all the adversity, all the setbacks, all the pain and problems and disappointment that you have to go through on the road to riches. When you finally do get those riches, that's when you appreciate it the most.

So be willing to pay the price. **Be willing to go through the adversity. As long as your desire is intense, as long as you want it so bad you're willing to do whatever it takes, then when you get there, you're going to love yourself that much more.** You're going to feel that much more proud of yourself when it finally *does* come together. Then, when all of the people around you say that you got lucky, you can just give them a wink and a smile. You're never going to change their attitudes, but you'll know in your heart that luck had very little to do with it. Whatever luck you had you created for yourself.

In this chapter, I'm going to discuss three foundational skills you absolutely must put into play, with great desire, in order to succeed in our business. **These are all Direct Response Marketing (DRM) skills, and they're not just a good idea—they're a necessity.**

At some point or another, most people think deeply about what they're going to do to earn a living. Many people have useful skills, and they turn those skills into businesses of one

kind or another. Consider your local service businesses. For example, someone who is a good mechanic, who has the *skill* of fixing cars might decide to open a shop on Main Street. Or let's say someone is a trained plumber, whose skills involve knowing how to fix a broken toilet. These are businesses where someone has developed a *skill*, and is offering that skill to the public. Some of those businesses are successful; some aren't. Some are here today and gone tomorrow, while other ones last many years.

So there are all these skills out there in the marketplace—**but one thing you rarely see discussed is the *skill* of marketing, the skill of being able to bring in new customers and do more repeat business with your existing customers.** That's a skill most business owners and managers lack, frankly. In this chapter, I'll challenge the way you think about skills in general, because we tend to think only about the skills related to whatever we do or sell in our businesses, or the services we provide. **We don't think about marketing as being a skill, and about the skills required to be a good Direct Response Marketer.**

In any case, in any business, you've got to bring in the customers somehow; therefore, **marketing skills should be among the most important assets of any business owner,** because if you can't bring in customers, then the specific skill set relating to your business just isn't going to provide for you. It all comes down to the marketing. In this case, I'm teaching DRM; so the skills I'll discuss here in Chapter 2 will be the three basic skills directly related to making the most money as a Direct Response Marketer.

According to the dictionary, the noun "skill" means "proficiency, facility, or dexterity that is acquired or developed through training or experience." There's a secondary definition as "an art, trade, or technique; particularly one requiring use of

the hands or body.” In this case, they’re talking about skills related to labor. I think the first definition is especially apropos here. **When applied to DRM, then, a skill is simply proficiency, facility, or dexterity that is acquired or developed through training or experience in DRM.**

Note that this says nothing about having to go to school to learn the skill. It doesn’t say that a skill is acquired or developed through getting a four-year degree at a university—though it can be. It doesn’t say you have to read a book to pick up a skill. **A skill is developed through training**—which, admittedly, could be through books. But it could also be gained by attending seminars, participating in coaching, or via direct experience practicing the skill. Someone who knows nothing about DRM can throw themselves into it and, through experience, become skilled. So it’s not about a university degree; **you can acquire or develop a skill in many ways.**

And the learning of the skill isn’t sufficient, either. One of my favorite quotes is, “You can’t learn how to ride a bike at a seminar.” **The point is that you’ve got to get out there and get some experience.** Many times it means getting knocked down repeatedly, whereupon you get back up. You have to endure adversity and setbacks in acquiring or developing any skill; your first few tries aren’t going to be as good as your later attempts.

Let me use an example from my own background. Early on, our mentor, Russ von Hoelscher, took my wife Eileen and I by the hand and showed us how to turn our initial success into a real, long-term success. I would often call him up, excited as a little kid in a candy store. I’d say, “Russ, I’ve got this great idea...” and proceed to go on for about 10 minutes of non-stop talking. And then he would pause for dramatic purposes, and all of a sudden he’d say, “Won’t work.” I would get so angry! Time after time I’d give him my best ideas for making money, only to have him tell me it wouldn’t work. I would always say, “What

do you *mean* it won't work?"

And then he'd proceed to tell me exactly why it wouldn't work; and I would be thinking, "Who are you to say whether it will work or won't work?" When I would protest he'd remind me that he had over 20 years experience, and I was just getting started. The punch line is this: nowadays, now that *I* have more than 20 years experience myself, people come up to me at our seminars and say, "Hey, T. J., I have this great idea!" And then I'll listen to it, and before they even talk for 30 seconds or a minute, I'll know that it won't work, and I'll know why it won't work. Could I be wrong? Of course. **The only real way you can know if something is going to work or not is by testing it. Otherwise, you learn through experience whether something is going to work or not.**

With time and experience, you can get a pretty quick read on whether an idea has potential or not. Maybe it's already failed for you, so you know it can't work. Now, that's not to say that there aren't going to be challenges with any idea, or that a certain business ultimately will or won't succeed, because sometimes there are forces at work greater than any of us could ever control on our own. Sometimes you have a great business idea, and when it just doesn't work you're left dumbfounded. And then there are other times where you think an idea is so stupid that it could never work—and it brings in millions of dollars! **So it's not a universal truth, but there *are* simple formulas you can use to decide whether or not an idea has merit.** Similarly, by drawing on your experience, you can quickly look at a product or service and you can tell whether it has potential or not. Which is why, as part of our business, we look at hundreds of business opportunities on an annual basis. It's easy to tell which ones have potential—and they're rare.

We do workshops and seminars for our clients on a regular basis, so we're standing in front of them regularly—unlike some

consultants, who deal with clients on the phone and rarely have any face-to-face contact. **And you know, it's really hard to look someone in the face when they're really excited about an idea... and then to have to tell them it won't work,** like Russ did to me all the time back at the beginning. I try to break it to them gently, of course.

The point is, once you've got the skill in place, it doesn't take very long to recognize good or bad ideas. That's something that comes with time. It's something like the way a veteran musician recognizes good music or bad music; he's got an acquired ear for it. He can tell right away whether something has potential, whether it's got that right combination of things that could make it work.

Now, admittedly, some people do have special abilities in things like music, or they're predisposed to being better at some things than others. For example, no matter how much I want to be a good singer, I'm not likely to become great no matter how hard I try. I know this because I *did* try. I was in a rock band with four or five other people that came and went one summer. We learned 30-some songs and only played a couple of gigs, but it was a great experience. I wanted to be one of the background singers. I played drums, but I also wanted to sing in the band. And no matter how hard I tried to convince the rest of my bandmates that I could be a good background singer, they never let me sing background... ever. No matter how much I practiced, no matter how much I performed for them, they never would let me ever do it in front of anybody but them. So yes, there are some natural abilities here that, no matter how much you try to develop them, won't turn into much. That's why I confine my singing to the shower. **But learning to make money in DRM? Just about anyone can develop that skill.**

Before I reveal the three foundational skills of DRM, I want to say one more thing. **There are four different levels**

that we all go through as we develop any skill or any ability. I think it's important to know them. **The first is what we call “unconscious incompetence.”** It simply means that you don't even know that you don't even know. **You're totally blind; you don't even understand anything about it.** There are a lot of businesspeople out there who are just following the follower. They're doing everything the way that their competitors are doing it. Many don't even do any advertising. They're completely ignorant about DRM, and they don't even know what they don't even know.

The second stage is called “conscious incompetence.” **You still don't really know how to do it on your own, but you do know that you're beginning to learn some things.** You're waking up to a whole new world, and you're starting to become aware of all the things you don't know. That's a little overwhelming, so **most people never get past that stage.** They get frustrated. They get confused. They quit.

Those who continue to push on and break past those barriers of frustration and confusion get to the third level: “conscious competence,” where they can now do it (whatever “it” is). You're fairly good at doing it... sometimes. You have moments where you're great at doing it. You're still working hard. You're still going through periods of real frustration. It's still difficult to do it at times, but at least you're getting the job done. And at least you're not stuck in that second level that most people never get beyond.

Usually, unfortunately, you stay in that third level for a long time. I had to stay in that third level of DRM for years—I don't even want to tell you how long, because I might discourage you! But I was definitely in that third level for a while... *and I still am sometimes*, despite the fact that I've been doing this for 20 years now. But mostly I'm in the fourth level, and this is the goal. **The fourth stage of learning anything new and becoming skilled**

at it is what we call “unconscious competence.” That’s where you do it without even thinking. That’s where it becomes natural. It becomes a part of you.

I think that once again, music is a good example here. When somebody first starts out playing the guitar or the piano, they’ve got to learn their chords. I took piano lessons for eight years just so I could learn some basic structure of how the chords all work together in the scales, and that type of thing. There are certain things you have to learn when it comes to music; you can’t just sit down and just start rockin’ out. (Well, some people can, but they’re freaks of nature.) Most of us have to make a lot of mistakes along the way. **You learn it slowly, until finally, after playing long enough, you become fluent with it.** The people who are the most committed are the ones who make it. Bruce Springsteen, who is one of my favorite musicians, only took several years. But for those three years that it took him, he locked himself into a bedroom (basically) and he had absolutely zero social life. He just stayed in his bedroom for three years practicing, until finally he got good enough to perform in front of other people. So, yes, if you practice long enough, eventually you can get out there and do it without even thinking. **That’s where all the creativity and joy happens—the passion, the fulfillment, the creativity, the fun! That’s where it’s all worth it. That’s your payday.**

Sports are similar. Think of a football game. There’s a defender down in his stance. Maybe he’s a lineman and the ball is getting ready to be hiked; his job is to sniff out the ball and make the tackle or whatever. Well, in football (especially at the professional level) the athletes are so good that everything has to be reactionary. It has to happen instinctively—that is, as a quick, unthinking reaction to the action taking place opposite you. So if you’re a defensive lineman and the quarterback snaps the ball, you don’t have time to stop and think, “Okay, now, let’s see... in

this scenario I want to try to go right and stop him from passing.” By the time you think, you’re too late! The game happens so fast that if you don’t just react to what you’re seeing instantly, based on instinct and what you’ve learned, the play is already over—and the running back who got the handoff is already beyond you and down the field.

In business it’s much the same way, though it may not happen quite so fast. **You want to be in a position where you just do what you know needs to be done without analyzing the playbook first.** You want to have it so ingrained in your thought processes that it’s a part of the way you think, so that when you know that you need to advertise, you don’t have to read a book about advertising. You just know the strategies; they’re in your head. You’ve developed that skill. If you need to write a sales letter, you’ve got the skill of writing sales copy down, and you know how to do it.

Now, you may want to hone that skill, or you may want to do some more research; you may even want to look at some models. You may want to take a glance at your swipe file, in other words, and see if you can find some strategies that you can adapt to your needs. That’s just being a smart marketer. The basics are already there. They’re a part of your ingrained thought process. **You don’t have to study up to figure out the right play. You don’t have to figure out what your next move is, because you just know instinctively. It’s a part of how you think.** When you can get to that level, that’s when you know you’ve got that skill down pat.

Chris Lakey tells a story about how he took Spanish in high school—all four years of high school—and he remembers something his Spanish teacher used to say: “If you dream in Spanish, that’s how you know you’ve mastered the Spanish language.” If you had to try to figure out what the right word was, then you hadn’t mastered it yet. But if you know the

Spanish language well enough that you dream in it and you're thinking subconsciously in the language, then you're fluent; you've got that skill down. For Chris, it was Spanish; it could be any other language you're trying to learn.

In DRM, if you don't have to stop and try to think about what the rule is— if you just know the rule, and it's in the top of your mind because you've acquired that skill—that's how you know that you're finally at the place where you possess the required skills. Anything less than that, and you're somewhere else along that learning curve. That's not a bad thing, as long as you're moving and making progress. **But the idea is to master that skill so well that it's just a part of who you are and how you think.** That's when you can just hear an idea and know if it's good or not, just from the way it sounds.

Again, you're not right all the time—and testing is the only way to know for sure. Some of the ideas we didn't think were going to work all that well, or that we weren't too sure of, turned out to be our biggest hits ever. So it's not an absolute, but for the most part experience *is* everything, as long as you continue to learn and you're not just living the same year of experience over and over again.

Okay, let's move on and get those three skills out into the open. I'll give them all to you first, and then go over them one at a time. **SKILL #1 is the ability to generate massive quantities of the very best prospects for whatever it is you're selling.** It's all the things you do to get the best prospects in your market to come to *you* rather than your competitors. There's a skill to that, and I'm going to talk about the basics behind it.

SKILL #2 is your ability to convert those prospects into customers, and earn a profit very quickly through a series of sequential follow-up steps. So in the first skill you're getting the best prospects to come to you, and then you're converting

the highest percentage of those people into immediate buyers so that you can make a quick profit. You're doing that through systematic follow-up marketing.

SKILL #3 is the ability to extract the largest possible profit from each customer for the longest possible period of time. This has to do with your relationship with these people—building a bond with them, a friendship where people *want* to come back and keep doing business with you.

Let's talk about **Skill #1** first: getting the very best prospects to come to you. **This requires an intimate knowledge of who those people are to begin with.** Where can you reach those people? What mailing lists will reach them? What magazines or other media can you advertise in to reach them? When you determine that, what do you say to them? What kinds of offers will appeal to them the most?

In addition to an intimate knowledge of who those people are, **this also requires an intimate knowledge of the marketplace that you want to reach.** The good news is, thanks to the wonderful world of the Internet, it's never been easier to gain that knowledge. At M.O.R.E., Inc., we use the Internet to enter markets that are totally new to us. I can't imagine *not* having this tremendous resource tool available, because it makes everything we're doing so much easier. **We can get most of the information we need by studying the companies that are already selling to the marketplace we want to sell to.** What kinds of messages are they using? Who are they targeting?

Of course, the more you look at all this new information, the more confusing it can get; you have to learn how to live with that at some level. You have to make it your friend. Confusion is part of the process. Frustration is part of the process. **Just deal with it, accept it, and learn how to live through it—because you also learn a lot, too.** At first, you just see a lot of different

people doing a lot of different things; but soon you start to see certain patterns, certain common denominators. **You begin to understand things you weren't able to understand before**—just as a musician can listen to a song and can tell you which key it's in, and identify the chord progressions. Just like somebody who's very familiar with a specific genre of music can tell you which influences that band follows. Eventually, you too will develop a sixth sense—an intuitive knowledge of your field. **It all comes from experience, but is a part of willingly subjecting yourself to and throwing yourself into the subject.**

This is where it all starts with DRM—the ability to generate massive quantities of the very best prospects for whatever you're selling. There's a lot wrapped up in this statement, because this isn't just the ability to get big numbers of prospects to raise their hand and request information from you; **they've got to be the *right kinds* of prospects.** That's why I emphasize “the very best prospects,” not just any prospect. Anybody can go to the phone book and compile a list of people, but that list will be useless. To really profit, you have to develop the skill of generating massive quantities of the very best prospects for whatever it is that you're selling. **You start by knowing who your customers are and by learning exactly what they want to get.**

You might say, “Well, I don't have any customers yet; I'm just getting started.” Well, if you don't already have customers, just imagine that you do, and think about your product and who's most likely to buy it. Put yourself in your business five or ten years from now, when you have scores or hundreds of customers. Who buys from you over and over again? What are they responding to? **What makes them want to buy, not just the first time but over and over again? That knowledge will fuel your ability to develop this skill.**

Having the ability to generate massive amounts of

customers is entirely dependent on knowing who your prospects are, and knowing why they respond to you in the first place.

You've got to create offers they want to buy. If you have an offer that you think does a good job of selling your product or generating and building a mailing list, **but it's not written to attract the right kinds of people, then either you'll attract the wrong kinds of people, or you won't attract anybody at all.** Either is a bad scenario.

Chris Lakey recently mentioned to me that he was having a conversation with one of his sons about the simple economics of television and radio advertising. They were listening to the radio, and the boy was asking how radio ads worked, and why people chose to advertise on the radio. He was baffled by the fact that the same advertisement could cost two different prices, depending on where it was run. Chris was telling him how expensive it was to run an ad during the Super Bowl. That was an amazing thought to his son: that a 30-second commercial could cost millions! That's because you can advertise during the Super Bowl and know you're reaching a huge marketplace. Pretty much *everybody* watches the Super Bowl. On the other hand, maybe those aren't the right kinds of people. **It doesn't do you any good to build a mailing list of people who aren't likely to do business with you.**

Instead, you could spend tons less and advertise in a magazine that reaches *just* the readers that you know are the most likely kinds of people to be on your customer list. See, it's a piece of cake to compile lists if you're just looking for large numbers. But finding large numbers of the very best prospects... that's a little more difficult. **So at the beginning, don't focus so much on the large part; focus on just building a list of the best prospects you can find.** I could give you example upon example of people who've made huge amounts of money with small numbers of people on their mailing list, including the

colleague I talked about in the last chapter, Jeff Gardner.

So it doesn't always take large numbers, but you do, ultimately, want to build a big list. All it takes to get started is that first customer; then you get your second one. And from your second one, get your third and so forth. Eventually you'll build a good-size mailing list. The quantity will come as you continue to develop your marketing skills, and as you continue to do more and more business and bring in more prospects. **From that best prospect list will come the second skill, which is the ability to convert those prospects into customers.**

I once lost over \$100,000 very quickly because my best friend bought a pest-control business, and I had money invested in it, too—so I proceeded to go out there and spend a lot of money on advertising and marketing, thinking that I understood the marketplace. My first business was a carpet cleaning business, and since with carpet cleaning I knew that we were selling to housewives, I thought I understood the pest-control business, too... and so I proceeded to waste money because I *didn't* understand the business. That was 10 or 12 years ago. Now I know a lot more about the pest-control business than I did then, so let that serve as an example to you.

I think that in the beginning, especially, you should go with the markets that you understand the most—the ones where you're already a very good customer. Think about that: In what marketplace are you already buying a bunch of stuff right now? Get into that same marketplace, and start selling to the people who have a lot in common with you. **In your ability to understand yourself, and what it is that causes you to buy, you'll gain a tremendous head start into understanding the mindset of the typical buyer.** That was our secret with DRM. For years, I sent away for every single money-making plan and program I could get my hands on, so I was already a customer of that marketplace. When it came time to get involved in the

marketplace ourselves, I already had a good, intimate knowledge of the average customer, because I was one.

The second foundational skill of DRM is the ability to turn your prospects into customers right away, for the most profit possible. You do that through crafting a good offer. How well you do that comes with your knowledge of the marketplace, of course, **but what you really need to do is give people what they want the most.** So many people think that just because they get all excited about something, other people are going to get excited about it, too; and that's true, in some cases. But for the most part it isn't. **So find the competitors who are doing the very best in your marketplace, the companies that are making the most money possible, and then do what they're doing.** Sell similar things. Get your feet wet, get some experience, and develop the necessary skills. Make some money, and put it in the bank. Then, in time, you can try new things.

To explain this concept to people at seminars, I draw a little triangle and say: "This triangle represents everything you could sell to your customer. It's all within this triangle." What you want to do is focus on the very top of that triangle, the smaller percentage of the better ideas that you know they want the most. This is important for both of these first two skills. You're trying to attract the very best prospects; so you want to have something they really desire to get them to raise their hands and initially come to you, either on a free or low-cost offer. You're not asking new people to do a lot, but you do want to get them to spend some money. **The more attractive the offer is, the higher the percentage of people you convert to first-time sales.**

You've got to follow up with them. You've got to be relentless. You can't just send people an invitation to buy something from you once, and then if they don't buy, assume that they never will. No! Continue to go after those people again and again, until it becomes unprofitable to do so. **You *can't* give**

up on them too soon. That should be the battle cry of Direct Response Marketers everywhere. Even seasoned marketers often get this one wrong. I know this because our colleagues often gasp when we tell them how much we follow up with our prospects. And I don't know; in some cases, it seems like we do too much following up; but in others, I think maybe we should do more. So this skill is important, because it's not enough just to build a big prospect list. **You've got to take it beyond the prospect and into the customer relationship, where someone actually does business with you.** Your business doesn't exist just to give away free stuff and build a customer list. **The ability to convert those prospects into paying customers is critical.** That's part of why you're in business: to serve your customers and earn a profit.

So what do you do to convert those prospects? Well, hopefully you've done Step #1 right and have built a solid prospect base. Now, obviously, not all of those prospects will become customers. In fact, most won't. Don't be offended when most people don't buy from you. It's just the nature of the beast. In fact, in some Direct Response models (depending on your profit margins and what you're selling) you can have 9 out of 10 people not buying, which would be a pretty good 10% conversion rate. Sometimes you can have 99 out of 100 say no. We've had models where 997 out of 1,000 say no—and we still make a profit. **You can make huge profits with most people saying no.**

So most prospects don't become customers. **But the way you convert the biggest percentage of them to customers is through a series of sequential follow-ups and by not giving up.** If you're using direct mail (which is what we recommend) then continue to mail them. Or maybe you're using phone calls, and have a sales staff helping you close sales and convert leads. Whatever you're doing, you must do it in a systematic,

sequential manner. **You send them the material the first time, then continue to send them the material again and again.** Maybe you send them new offers, new invitations—all built around the same offer that they responded to the first time. You're trying to convince as many of them as possible that they should be doing business with you. They should be sending their money to you for whatever they inquired about in the first place.

The main principle I want to make sure you understand here is that it's all based on a series of sequential follow-ups. It's not enough to invite your prospects to buy from you just once and then forget about them. **You need a system for continuing to follow up with them.** Many times, people have asked me, "Well, how do I know when to stop following up?" "The easy answer is, "Whenever it's no longer profitable." Generally speaking, the more you follow up with people, the less responsive the list becomes, because you're continuing to filter out the buyers. So if you started out with 100 prospects and you've had 10 of them buy, well, those 10 are no longer in your prospect list for that product. They've already bought. But there may still be money available in the 90 who haven't responded. **So the next time you do a mailing to that 90, maybe you get two or three more orders; or maybe you don't get any.**

At whatever point it becomes unprofitable to mail to them, that's when you know it's time to wrap it up. Generally speaking, most people give up way too soon. Although it's not universal, in our model of marketing we can safely run 6-12 weeks of follow-ups, where we're mailing a couple of times a week to our prospects. And we'll continue to make that profit down the line, as we remind them that they still haven't done business with us. Your model might be different; you might not have the profit margin to sustain that intense a follow-up campaign, but you've got to do the numbers and look at your model to determine that. **Just know that the principle**

here is sound.

So Skill #2 could be summed up as, “Don’t give up on your prospects too soon.” If you can acquire the skill of patience, you’ll be rewarded with increased profits *and* an increased customer base, which sets up the third skill of doing business with them on an ongoing basis. In other words, **if you’re giving people what they want, and your products or services deliver on your promises and really do help people, be relentless.** With that as your premise, you should do everything possible to sell your products. Do whatever it takes to make the sale. Don’t pussyfoot around. Just get out there and be totally relentless. Don’t quit until you have to.

The third foundation skill of DRM is the skill of building a relationship with your customers for the longest possible period of time. I’ll give you a couple of keys on how to accomplish this. **First of all, people want to do business with other people they like and trust and have already done business with successfully before.** All things being equal, given the choice people will always choose to do business with somebody they’ve already given their money to, someone who has treated them well and whom they feel a bond with and whom they trust and feel connected to.

The second key is this: You have to remember that people are, for the most part, insatiable. Insatiability is like a bottomless pit that can’t be filled. This factor is more pronounced with certain markets, of course, but for the most part people just want to continue to buy. Oftentimes a purchase becomes more fuel for the fire, in that it makes them want more. **In other words, the more they buy, the more they want to buy.** You may have seen it in yourself. Usually, you don’t stop with just one purchase. If you’re interested in a certain subject, if you’re moving in a certain direction with your life, you usually just continue to buy more and more of the

associated products.

To maintain this level of insatiability in your own customers, you've got to take good care of them. I like to use the restaurant analogy to describe this concept, because it's so appropriate. No matter what business you're in, you've got to think of it as a diner in a small town. You want, and need, the same customers to come back and eat again and again. That metaphor is appropriate to all businesses, because all businesses make their biggest profits by doing repeat business with existing customers.

I mentioned earlier in this chapter that we're preparing to move into some exciting new areas. But as part of our overall business plan, we're also thinking about our current customers—people who already like us, trust us, and want to do more business with us. Although we're striking out in new directions, we're asking ourselves, **“What can we do so that the people we already have relationships with can come along with us? What kinds of things can we put together for them?”** Any business that doesn't do that is foolish. You're losing money that could and should be yours if you're not thinking about your existing customers. *Always focus on that.*

This third foundational skill is where your long-term profitability really comes into play. Here's an unfortunate fact about DRM that some people are afraid to tell you, because they don't want to mention pitfalls or the possible negatives: **DRM is expensive. In some businesses it's more expensive than others.** Now, there are less-expensive ways to do direct response, but they're not as effective. **So the way you make long-term profits through DRM in your business is with Skill #3: the ability to extract the largest possible profit from each customer over the longest possible period of time.**

Those people who try to build a business around one-time

sales... well, either they're selling to a marketplace they don't believe in, looking for a quick buck, or they just don't understand good DRM—**because *it's not enough* just to acquire a lead and then turn that lead into a one-time sale.**

The ultimate purpose of all of this is to develop a relationship with your prospects and customers. That's one of the reasons you'll hear DRM also referred to as Relationship Marketing. It's all about building a relationship with people and doing business with them repeatedly... like the restaurant example, or a coffee shop, or something like that where you've got a relationship going with people you deal with constantly.

Even if it's only a business relationship, there's nothing wrong with that. You know how it is: If you've got your favorite Starbucks or your favorite local donut hangout or a little dive downtown that you go to all the time, you walk in and the owner says, "Hey..." and you say, "Hey, Joe, how's it going?" They talk about the weather with you and you shoot the bull for a while. But you always spend money with them. That's a business relationship built on the long-term. Theirs is a relationship business. **They know you; you know them. They provide a valuable service to you and you don't mind spending money with them on a regular basis. That should happen with every DRM business.** Now, you may not see your customers face-to-face all the time; in fact, maybe you never meet them in person. But you're still building a relationship that turns into something more. **It turns into the ability for you to do business with them on an ongoing basis and to bring profits to your business through that relationship. They get something out of it, as well, because you're providing value to them.** They're willing to spend money with you because of that. You want to provide value to them on an ongoing basis, so they know you, like you, and trust you, and want to continue to do more and more business with you. In some cases, the resulting relationship might be a relatively short-term one that

lasts a few weeks or months. In other cases, it can last for years. **It's those customers who provide you with ongoing profits, which is the lifeblood of your business.**

All three of these skills are important. They all work together as part of a 1-2-3 punch bringing in new prospects, turning those prospects into customers, and then ultimately turning them into life-long customers. One you acquire these skills, and get them rolling all together, they can provide you with a lifetime stream of profits for your business, no matter what business you're in. **Your ability to develop these three skills will be your meal ticket for life.** No matter how much money you want to make, it's there for you—if you put these three basic skills of good DRM into play.

It's what good selling is all about. It's business building at its best.

CHAPTER THREE:

Fifty in Fifty



I'm known as America's "Blue Jeans Millionaire" for a good reason. I'm an average guy who started with absolutely nothing. I was dead broke for a number of years, searching for a way to make a lot of money, trying one thing after another and failing every step of the way. Ultimately, I discovered some great marketing secrets, and gathered in some superb people to help me. **Thanks to all the help I got from those people, and the marketing secrets they taught me along the way, I've been able to generate millions of dollars over the past two decades or so.**

Now, I'm not trying to brag here. **I'm telling you this because I want to emphasize that if I can make millions of dollars, anybody can.** There's nothing special about me. I'm the most average guy around. If you had me in a lineup and tried to pick the millionaire out of that lineup, you would never pick me. And yet, here I am—having earned more than \$114 million in less than 21 years. **I just want to remind you that *anybody* can make millions of dollars if they want to bad enough**—if you're willing to do whatever it takes, if you surround yourself with the best people, if you don't give up, and if you learn and practice some great business tips, tricks, and strategies along the way.

With that in mind, I recently turned 50 years of age, and I

wrote a book called *50 in 50*. **It contains the 50 greatest secrets I've learned in my first 50 years of life, and how they can be vital to your success.** I didn't start my first business until I was 25. By that time, I'd already tried and failed at a number of things. I started my first "official" business in December 1985. Since then, I've managed to learn a lot of great stuff—and in this chapter, **I'll briefly cover all 50 that I covered in my book.** So let's just jump right in there!

SECRET #1: There are only three ways to build a business: 1) You can get more customers, 2) You can sell more high-ticket items for bigger profits, or 3) You can sell more often to your customers. No matter how complicated business gets, there are only these three ways to build a business. They work for every business there is. If you get confused, keep bringing it back to these basics, and that'll take all the confusion out of it.

SECRET #2: Selling is the art of proving that what you have to offer is worth far, far more than the money that the customer must give up in return. Enough said.

SECRET #3: Create irresistible offers! Back in 1977, I wrote: "I want to create offers that are like heads of fresh lettuce thrown into a pen of starving rabbits." That's the kind of thing you're looking for here. **Create offers that are so exciting that people just can't help but give you their money, because of all the value that you've created for them.** The best way to learn how to do that is to study how other people are doing it themselves. There are plenty of examples of how other people are already creating great offers that get people excited, that get them fired up, that get them to give their money in exchange for those products and services.

SECRET #4: Think on paper. The very act of putting your ideas on paper forces you to think. Whenever you're confused or frustrated, just start writing things down. **Whenever**

you're excited, start writing things down. Start putting your thoughts on paper. It will help you reach a higher part of who you are.

SECRET #5: Blur the lines between your work and play. Making money is *not* a serious thing; it's a game. Now, you should play it with your whole heart and soul, but it's still just a game. So have fun with it! It's an adventure. **It's not something you should drive yourself crazy with; it should be fun and challenging and rewarding.**

SECRET #6: The power of the Five A.M. Club. Force yourself to get out of bed before you want to, put on a big pot of strong black coffee, pull out some paper and pens, and start writing. **Ideas will come to you and through you that you would have never discovered if you had stayed in bed.** There's a magic at work here that's hard to explain, but you've got to experience it before you can actually believe it. I've been getting up every morning at five A.M. for years.

SECRET #7: "Less is more." That's a Robert Browning quote from hundreds of years ago. **It's far better to be a master at two or three things than to be average at doing a whole bunch of things.** Mastery is what we're all after here!

SECRET #8: The real business is between our ears and in our hearts, not in the office. Russ von Hoelscher first told me that when I was going through some tough times back in the early 1990s. It was one of our very first business crises, and I was talking to him on the telephone one day about the future of the business, and things didn't look good. Russ just told me, "T.J., just remember, the real business is between your ears and in your heart. It's not in the office." **So it's not in your physical location; it's something that you carry with you at all times.**

SECRET #9: A strong risk-reversal offer takes a lot of

courage, but can make you super rich. A risk-reversal offer is one where you're taking all of the risk; the people you're asking to respond don't have any at all. **If they don't like what you're offering, they can send it back for a full refund, losing nothing in the process.** That's part of what you do to create irresistible offers.

SECRET #10: I have a lot of competition, but ZERO competitors! This is a quote from Kerry Thomas, who runs my best friend's pest control company. One day when I was working with him, we were talking about the fact that they had over 100 competitors right there in Wichita, Kansas, which is a fairly small city. Terry said, very matter of factly, "Look, we've got a lot of competition, but we've got *zero* competitors!" That was so brilliant! I wrote it down that night, and I've never forgotten it.

So many people focus on and worry about the competition. **Well, competition is a good thing. It means that a market for what you're selling is well established —and there's always room for one more, assuming that you deliberately differentiate yourselves from all the rest.** You're going to find some way to do it better than the rest of them do it. So remember that quote from Kerry: "I have a lot of competition, but *zero* competitors." There's an attitude to that quote. Kerry isn't an overly egotistical guy, but he believes in what he does. He believes in his company, and so do the people he works with—or they leave. You either adopt that attitude or you don't make it in that company.

SECRET #11: Test new ideas, but never stray too far from the winning formulas that have been proven to be the most successful in your marketplace. Some things work better than others, and in every market, there are common denominators you need to recognize. **The more you study the competition, and the more you subject yourself to all the things that they're doing, the more you're going to find out**

what works best. Don't stray far from those formulas, because they're proven to make money! The time to start testing more radical things is when you've got a lot of money in the bank.

So in the beginning, stick close to what other successful people are doing. It sounds like common sense, and yet so many entrepreneurs want to be independent. They want to try all their own ideas first... and a lot of their ideas don't necessarily work in the marketplace. They haven't been proven, so you stick with what *is* proven.

SECRET #12: All this talk about retirement is nonsense. Work gives our life purpose, meaning, and structure. Stop telling me to take it easy—I'll have *eternity* to take it easy! I want to live fully. Retirement is simply a bad idea. For most people it doesn't work at all. They retire, and then they die. **What we need to do is to pace ourselves and push ourselves.** We need to be in the flow of life, in the flow of business, and that's one of the reasons business is so great. **It keeps you moving.** I feel sorry for people who just do it for the money. Their real passions are all the things that they do *off* the job. Well, if they don't enjoy what they're doing, they should either quit or learn *how* to enjoy what they're doing. I watched my Dad and my step-dad both die a lot younger than they had to because they retired. **They got out of the flow of life... and pretty soon they were dead.** It doesn't have to be that way. **Some of the people who live the longest are the ones that are most active, the ones who are involved in as many things as possible... and that's what a good business can do for you!**

SECRET #13: The question all marketers *must* constantly ask is, "What's next?" There's always got to be something next. Customers are addicted to the new, and so you've got to give it to them. **Always be looking for what's next. Always have a bunch of projects waiting for you.** As I'm writing this, I've got six or seven different projects planned.

They're hanging up on Post-It notes with all of my goals, which are also on Post-It notes. Every morning when I'm on the treadmill, I can look over there and see those notes, each representing a certain project that we're working on. You should always have things that you're working on, constantly. Is it stressful? It can be. It can be frustrating, too. **But it's also a necessary thing, because it keeps you busy, keeps you moving.** You can pace yourself, but do force yourself at the same time.

SECRET #14: Jump and the net will appear! Make the commitment first. Set the deadline. Run the ad, and then scramble to put the fulfillment together. **Make big, bold promises to customers and then scramble to fulfill on those promises.** Do whatever you can to force yourself to do more.

SECRET #15: Salespeople get paid to hear the word “no.” Accept that. **In any case, a “no” doesn't mean “no” to the aggressive salesperson who wants the sale—and you've got to be aggressive in this day and age.** Most people give up way too soon. The marketers who are doing the very best, those who are making the most money, are the most aggressive ones—the people who refuse to give up. They do the most relentless follow-up. **You've got to keep that pressure on, assuming you're dealing with good, qualified prospects and you've got a great offer for them that really can deliver the goods.** Just because they say “no” seven times doesn't mean they're going to say “no” the eighth or ninth time. **If they're highly qualified, you'll eventually get them to see things your way.** It takes persistence; it takes a certain amount of relentlessness. But those who do the most follow-up marketing are the ones that make the most money.

SECRET #16: Take good care of the people who take good care of you. Again, this sounds like common sense, and yet we often end up taking for granted the people who help us the most. **We don't show them enough appreciation, we're**

critical of them, and we don't pay enough attention to them. You have to take good care of the people who take good care of you. It's a simple thing. Most people would agree, but ask them what they're doing to accomplish that, and they can't tell you much. **Don't make that mistake!**

SECRET #17: Your best work is still out there. You always have to believe that. **No matter how far you've gone, you always have to believe that there's something else out there for you that's even better.** A good friend of mine once told me that his dad told *him* that the secret of happiness is to always have something to look forward to. I believe that. Have something to look forward to, to get excited about. Always believe that your best is still out there.

SECRET #18: It's better to strengthen your back than to lighten your load. You've got to run towards the things that most people are trying to run away from: setbacks, adversities, responsibilities, obligations, pressures, commitments. **When you face those things head-on, you'll find that they're often the stepping stones to your ultimate success.** Everybody secretly wants the easy life, but truly, it's better to strengthen your back than to lighten the load. You don't want to drive yourself crazy, or stress yourself to the breaking point; remember, pace yourself but push yourself. **The more you do push yourself, the stronger you're going to get. The stronger you get, the more success you can handle.** You're going to do the things that most people couldn't possibly do, because you've developed an inner strength that they haven't.

SECRET #19: All growth comes from consciously living outside of your comfort zone. This is related to Secret #18. If you're not regularly doing things that scare you just a little (or a lot), you're not growing. **There always should be a certain sense of fear in your life.** As I mentioned in the previous section, 10 or 12 years ago I lost over \$100,000 on a certain business

situation I got involved in. One of the reasons I lost all of that money is because I was overly confident. I had a tremendous ego. Not that I don't have one now; to some extent, I think that's healthy. But you know, I wasn't scared at all. I was overly confident. I thought that I could come in and do some big things and make some bigger things happen... and ultimately I ended up losing a lot of money. More recently, I went into something similar, and though at that time I was dealing with a lot of doubt, a lot of confusion, a lot of fear, I didn't let it stop me. **I think it's a good thing to live beyond your comfort zone.**

Don't wish that things were easier, wish that you were better. Always push yourself. If you're not always just a little bit scared about something you're working on, that just means you're doing the same thing over and over, and you're still living in your comfort zone. **All growth comes *outside* of that comfort zone.**

SECRET #20: More business problems are created by indecision than bad decisions. You've got to go ahead and take massive action. You've got to try many different things, and fail, and learn from your mistakes while you're daring big and failing again. **It's not really failing, you see, unless you just give up and quit.** Fear holds people back in most things. It stops them from getting all the things that they could and should have. Mostly, they're afraid of failing; **but they should take some of that fear and start doing more planning, start thinking things through.** That's why I talk about getting up at five o'clock every morning and putting on that pot of coffee, getting a little caffeinated, and starting to write all of your ideas down. **Take some of that fear and begin thinking about ways you can overcome the obstacles in your way.** Then decide you're just going to keep moving forward, no matter what... that you're going to continue to stretch yourself.

SECRET #21: Spend *more* money to close more sales.

As long as your percentage of conversion is going up, you simply can't spend too much money if **a)** you're spending the money on super-qualified prospects, or **b)** if you're selling big-ticket items with good profit margins. **Everybody's worried about spending too much money, and yet most people don't spend *nearly* as much money as they should on their conversions.** We talked about relentless follow-up marketing. It costs money to do that. But as long as you're dealing with good, qualified prospects, as long as you've got good profit margins... well, you almost *can't* spend enough money. You've got to stay after these people! **If they express an interest, especially if they spent some money initially, you can usually assume they're really good prospects for larger ticket items.** But you've got to be willing to spend as much money as you can on the marketing to convert the largest amount of sales.

SECRET #22: Most marketers are weak. That's not a judgment, just an observation. **And here's why they're weak: they give up way too soon.** They're too worried about offending the prospects or customers, or simply don't realize that there's a great deal more money lying on the table that could be theirs. If they went after it more aggressively and stayed after it, they would ultimately get that money. Now, we tell you not to worry too much about the competition, but you *should* be focused on them at some level. **You should know what they're doing; you should know their strengths and weaknesses.** And I'm telling you, most competitors are weak in the sense that they give up way too soon. **They leave a lot of money on the table,** and any aggressive marketer who wants to come along after them... well, all that money is theirs for the taking.

SECRET #23: Your business is like a bicycle—either you keep it moving, or you fall down. Get that visual in your head! If you're on a bicycle, you can coast a little if the weather and road conditions are right. You can lift up your arms and just roll

downhill and enjoy the ride. But the bottom line is, you've got to keep pedaling at some level. **You have to keep it moving... because if it doesn't stay in motion, it's going to fall. That's how a business is, too.** So don't rest on your laurels. **Keep searching for your next big winner.** Keep finding better ways to sell your customers and prospects what you know they want the most. We're all in business to serve customers, to find out what their biggest desires are, and then fulfill on those desires through the products and services we develop.

SECRET #24: Create as many “businesses within your business” as you possibly can. It will make things fun and interesting. **You'll be able to work with other people.** There are all kinds of different things that you can do to create anywhere from three to seven different smaller “businesses” within the business—even if it's just with joint venture partners, where you're working with other people who have related products and services, and they want to go out to your mailing list.

SECRET #25: Get your best offer in front of more people and follow up like crazy! You know, if I had to stop right here and now with my secrets, this would be enough. **If this was the only secret I could give you, a singular formula for success, this is it.** What's your best offer? It's all the things you're offering to give to people in exchange for the money you're asking for in return. What is it that makes an offer special? How can you create better, more exciting offers to attract more qualified prospects? **Answer those questions, then follow up like crazy and be relentless in that follow-up!**

SECRET #26: The best product does not always win, but the best marketing always does! This is a sore spot with many newcomers. They think that if they have the best product or service, somehow that's going to be their gateway into the marketplace, that somehow it's going to be enough. **That's a delusion.** They get upset when they find out that in many cases,

the companies making the most money in their marketplaces are *not* delivering the best-quality products and services. **They're just doing the best job of marketing.** People feel that's unfair, and some spend a lot of time whining and crying about it. **Instead, they should get better at marketing.**

And what *is* marketing, anyway? If you ask a hundred different marketing experts you'll get a hundred different answers. But I think every one of them could agree with this: **Marketing is everything you do to attract and retain the best qualified customers, the best people in the marketplace for the types of products and services you sell.** The companies that do the best job of marketing don't always have the best products or services in their marketplace, but they're doing the most consistent job of attracting and retaining the largest percentage of the most qualified buyers.

SECRET #27: All business is show business! In the end, people want to be entertained a little. People want things that are exciting! **They want things that are new! They want things that are different! That's part of the "performance" aspect of business.** It really is a performance at some level, where you're always giving people what they want and you're mixing it up a little.

SECRET #28: Your best customers are like fires. They go out if unattended. The key word here is "relationships." The better people feel about you, the more money they're going to give you. A good metaphor for this is to remember that a fire never dies as long as you keep feeding it. **Your communication and relationship with your customers is the fuel for their fire.** You've got to keep feeding them. You can't just wait for them to call or come to you; **you've got to make a sincere effort to deepen those relationships in some way.** Now, that's easier to do with some businesses than with others—and yet, all of us are in the relationship business. **We're out to serve**

customers and give them more of what we know that they want and value the most.

SECRET #29: Many people think nothing of spending \$60,000 to put their son or daughter through college for four to six years so they can become a nameless, faceless, middle manager and make enough money to drive a nice car and live in an upper middle class neighborhood. **Yet these same people will freak out when you ask them to cough up \$3,000 for a marketing seminar that's designed to show them how to make millions of dollars!** Why is this? It's something that's always perplexed me. They have their priorities screwed up, as far as I'm concerned. Just good food for thought.

SECRET #30: What are you willing to do? "Willing" is the important word here. It implies a positive attitude. What are you *willing* to do? **So many people want all of the best things that life has to offer, but they're not willing to do a whole lot to get those things.** So willingness is very important.

SECRET #31: Rock star or brain surgeon? Your time is your most precious commodity. So why would you want to sell it for any amount of money? Don't do this! **Find as many ways as you can to make money that have little or even nothing to do with the amount of time that you put into them.** Now, that seems like a fantasy to most people. They're getting paid for the hours they work. **And yet the world's richest people don't trade time for money.** I like to use the metaphor of the rock star here; some are worth a hundred million bucks, and that worth isn't based on the absolute amount of time they spend working. On the other hand, a brain surgeon gets paid *huge* money, but if he is not performing any surgeries he's not getting paid those big bucks. So what would you rather be? **Think about a situation where the money you make comes from the sale of a product or service.** You're not selling your time. You can sell far more of those products or services than you can hours or minutes. Look

in the marketplace for specific examples. **Get on the other side of the cash register.** See how other companies are doing it; the more you do that, in an objective manner, the more common denominators you'll see.

SECRET #32: What is the best way to deepen your relationship with your customers? The answer: **hold seminars, teleseminars, workshops, and other training events** that bond with them by showing them that you care and really do want to help them. You can do all this through the careful creation of all kinds of information products sold or sent to them. **Let people get to know you and who you are. Don't play games with them.** Don't try to be anything you're not. Just try to help them. Try to give them everything you possibly can that will help them get what they really want.

If you hold these events, even the customers that don't show up will realize you really do want to help them—or at least they're going to sense your desire to help them. Why else would you be inviting them to all of these events? You've got nothing to hide. Those that do come to those events are going to get a sense of who you are. **They're going to bond to you. They're going to feel that relationship, which is what people really want: relationships with others who are committed to helping them get what they want.**

SECRET #33: The only three ways to make money:
1) Sell your time for money, charging by the hour and trading your life for a paycheck. That's how most people do it. 2) Sell some type of product or service. Your money then comes from the sale of the product or service, not the time or work that it takes to sell it. 3) **Leverage your money to makes you more money without direct effort.** All of the world's richest people make most of their money with this third method. You need to do that too.

You know, rock stars go out on the road. They work hard. But they also make money on their album sales. They get royalties for the songs that they write or co-write. **That's passive income.** The more you can do to make money passively, the more you're going to be tapping into the highest way of making money.

SECRET #34: The nine major marketing mistakes and how to avoid them:

1. *No focus.* Your list of prospects is of primary importance. You've got to hone in on one specific highly-qualified prospect and know them in the most intimate way. So who are you trying to reach? A lot of companies have no focus. Their marketing messages are too bland, and they ultimately do a poor job of attracting people.
2. *There's no compelling offer.* You've got to have something hot to get people to take action right now. There's got to be a reason why they have to buy right now; and you create all that when you create your offer.
3. *No deadline.* The more urgency that you can build into your offer, the higher your response rate will be. You've got to have a deadline and tell people why that deadline is there.
4. *No testimonials.* What other people say about you is more important than what you say about yourself.
5. *No measurement of results.* The only thing that counts is return on investment: ROI. You've got to know your numbers. Don't get hung up on response rates. How much does something cost you? How much does it make you? That's the *only* thing that's important.

6. *No follow-up.* Most people are giving up way too soon. Eighty-two percent of all sales happen after the first follow-up. So keep following up! Be relentless! Assuming you've got good, qualified prospects, you almost can't do enough or spend too much money to try to get them to follow up. Several years ago, we had a very successful campaign where we had 32 different follow-ups. We also had a team of high-caliber salespeople who followed up on the phone with all those people. We put a lot of pressure on prospects, and that's what you *have* to do. If you've got something that can help people and you believe in what you're doing and know you can deliver the goods, then you're doing them a disservice by not trying to do everything you can to try to get them to make that purchase.
7. *Trying to be cute and funny.* Too many people try to use humor in their ad copy or their marketing message, and it just doesn't work. As Claude Hopkins said, "People don't buy from clowns."
8. *Bad copy.* It's the right words that make all of the difference.
9. *Too much reliance on one medium.* You've got to diversify and use different approaches to attract and sell to different kinds of customers.

Do the opposite of what most people are doing, and you won't make these mistakes—and you'll get the money they're not getting.

SECRET #35: "Business is always a struggle." One of my favorite quotes is from Herbert N. Casson, and it's on the wall near where I do all my work, so I can see it all of the time. Here it is: "Business is always a struggle. There are always

obstacles and competitors. There is never an open road—except the wide road that leads to failure. **Every great success has always been achieved by fight. Every winner has scars.** Those who succeed are the efficient few. They are the few who have the ambition and willpower to develop themselves.”

However often we may wish otherwise, you’ve got to fight for success, and develop yourself along the way. **You’ve got to work on yourself as much as you work on your business.** With so many people, when business is good they’re okay. But when business gets bad, they just can’t handle it. That’s one of the reasons why so many companies just throw in the towel during economic downturns. **But all of life comes and goes; it’s in flow constantly, with both good days and bad days. That’s just part of life, and business is amplified life.** You get some of the good; you get some of the bad. You’ve got to be willing to take both. You’ve got to be willing to just get through it.

SECRET #36: Our greatest rock and roll model is the heavy metal band AC/DC. AC/DC has recorded nearly 20 albums. They’ve sold over 200,000,000 copies worldwide... and every one of their songs has the same three or four chords. That’s it! They’ve got a trademark sound; and while they do vary it occasionally, it’s rare for them to do so. Yet this band has fans all over the world. If they were ever to stop using those same three or four chords in every song, their fan base would quickly dry up.

The point I’m trying to make is this: **You’ve got to find your formula and, once you do, never stray from it. You can have variations on a theme. You *can* do some new stuff.** And yes, I’ve talked about the importance of the new, and it’s true that customers are addicted to it... but they’re more interested in the veneer of newness rather than newness through and through. **Underneath that veneer is the same familiar old stuff they bought from you the first time, or the first few times, or the**

first few dozen times.

SECRET #37: Hard work is good for your soul! Plus, it may keep you alive longer. And if it doesn't, it will surely add more life to your years while you're here. Here's a quote from David Ogilvy: **"Hard work never killed a man. Men die of boredom, psychological conflict, and disease. Indeed, the harder you work, the happier you'll be."** I'm pretty sure David is still alive. He's very old now, and he's proof of his quote. And here's another guy who lived to a ripe old age before he died: Edward DeRopp. He wrote a whole bunch of books, and some of them are kind of strange. Here's a quote from one of his books called *Warrior's Way*: **"Seek above all else a game worth playing, and play it as if your entire life and sanity depended on it. For it does!"** And remember, earlier in the chapter I pointed out that making money shouldn't be a serious thing. It's a game you play. **Don't take it too seriously, but do play the game with all your heart.**

You know, for most people, work is just something they do for money, nothing more; everything they do that relates to work is all just to get a paycheck. Their passion isn't in it. Their heart's not in it. Their soul is not in it. They're just going through the motions. They live their entire lives that way, which makes this quote from Henry David Thoreau all the more poignant: **"Most people live lives of quiet desperation, and go to their graves with their song still in them that they were born to sing."** It's because they're just going through the motions. They've never learned that hard work is good for the soul. They've never put their whole selves into it. They've never sought a game worth playing.

SECRET #38: More problems = more action. So bring it on, baby! You get rich by consistently doing the things that other people cannot or will not do: taking huge risks, putting your neck on the line, facing tremendous struggles, backing yourself into a

corner you have to fight your way out of, or tackling more than you can possibly handle. **The secret is to create a lot of problems that can spur you on big-time! So you're always biting off more than you can chew.** You're always getting involved in one more project than you can comfortably handle. You're always keeping that pressure on yourself.

Again, you don't want to make yourself miserable; quite the contrary. **You want that pressure to drive you and keep you moving forward.** That's part of the way you get the best work out of yourself. You demand more from yourself. **You expect more from yourself. You set bigger goals.** It's part of the way that you push yourself to where you can develop your skills and knowledge, and you can be the best you can possibly be. You're not going to do any of that without driving yourself. **Problems drive you.**

Again, most people run from all of this. They don't want a lot of adversity in their lives. And I'm here to tell you that those things are *good*. They're life-giving! **If they spur you into some positive action and you keep moving forward, they'll actually enhance your life.** They'll help you be more and do more; and then, ultimately, you'll *get* more!

SECRET #39: Delegate your weaknesses. Focus on your strengths. It takes a team to achieve; it really does. Hillary Clinton had that great little quote that everybody made fun of: "It takes a village to raise a child..." **But it *does* take a team if you want to make millions of dollars.** The more money you want to make, the more people you have to surround yourself with; and **you've got to find people who are good in the areas you're *not* good in.** That's what I mean by about delegating your weaknesses.

SECRET #40: The 10 main things that made us millions. This comes from the 10-year anniversary seminar we

had in 1998. These 10 things were the most responsible for all the money we made in our first ten years of business, and I'd even go as far as to say within our first 20+ years now.

1. *We knew the market before we got started.* I was already buying all kinds of moneymaking opportunities before we ever started selling them to other people, so there was a familiarity with the marketplace.
2. *We had some previous business experience.* That helped tremendously. I started my first business in December 1985, and Eileen joined me later.
3. *Eileen and I formed a partnership of two very different people.* In my first business I went through two partners, and both were exactly like me. They were salespeople, and that's all they were. Now, I think salespeople are the greatest people on earth; but the strength of my partnership with Eileen has been phenomenal. There always has to be at least one salesperson in the partnership, or you don't have a business; but there has to be a manager, too. Eileen is my opposite in so many ways, especially when it comes to business.
4. *We fell in love with our business.*
5. *We focused on serving our customers,* really giving them what they truly needed and wanted.
6. *We got a lot of help from a lot of experts,* people who were professional marketing consultants and knew what they were doing.
7. *We developed a great staff.* Eileen stepped down from the business in 2001, and one of the best things I've

done since then is that I've held onto the staff she'd developed in our first 14 years.

8. *We learned the art and skill of developing products and offers.* It is an art, but it's also a skill; there's a lot of knowledge that goes with it. It takes a lot of practice. You never can learn enough. You never stop learning.
9. *We learned how to develop front-end and back-end marketing systems.* A front-end marketing system is designed to automatically attract new customers, and a back-end marketing system is designed to resell to those customers again and again.
10. *We always strive to give our customers more than they receive from our competitors.* Are we successful? Sometimes yes, sometimes no. But we always strive to be. That's within our control—that intention to be the best.

SECRET #41: Never fear objections. Don't hide. Be up front about the skepticism you know your prospects feel. **Bring up their biggest objections, then overcome them one by one.** You'll win their trust and their respect, and you'll get their money. The key here is the fact that the best prospects have major objections that must be faced head-on and not skated around. In fact, if they don't have a lot of objections, I think you should be just a little cautious.

SECRET #42: "The pain of discipline hurts less than the pain of regret." This is a quote I have hanging up on my wall. Look, discipline hurts. Forcing yourself to do what you know you have to do... well, sometimes your heart's in it, sometimes it's not. **When your heart's not in it, you've got to force yourself to do it, and that's painful.** And yet, that kind of pain hurts a lot less than the pain of regret. Discipline yourself.

SECRET #43: You've got to roll with the punches, and keep getting up every time you get knocked down. So many people want to make a lot of money, but they want everything to be easy. They've got this notion that it's all going to go smoothly. Sometimes it does, but sometimes you have to deal with a lot of problems. The more money you want to make, the more problems you've got to deal with. The bigger your company, the more problems you have. **The secret is just to keep getting back up and never give up.** Just keep moving forward. Fight. Always fight. Remember that quote from Herbert Casson that I talked about earlier: "All business is a struggle."

SECRET #44: Are all highly successful entrepreneurs a little crazy? Maybe. But one thing is certain: **Almost all tend to be very creative.** And, of course, the symptoms of creativity are directly related to insanity. **On creative side,** you have high energy, heightened senses, emotional expressiveness, risk-taking, spontaneity, single-mindedness, unusual perceptions, visions, big ideas, affluency of ideas, high standards, and a feeling of giftedness. **But on the flipside,** these balance out with mania, insomnia, mood disorder, erratic behavior, emotional volatility, impulsiveness, recklessness, obsessiveness, distortions of reality, hallucinations, grandiosity, flight of ideas, perfectionism, and narcissism.

The more you think about it, the more you'll realize that all great entrepreneurs definitely have the symptoms on the left hand of the chart, which are all the positive things that go with what it takes to be really creative. And then, sometimes, especially when they're younger, they've got personal problems from the right side too. **So all entrepreneurs are a little bit crazy.** In fact, one of my business associates recently told me, "You're crazy!" He meant it as a put-down, but I took it as a compliment! **I mean, the entrepreneurial way is that we're creative people, and we're always dreaming big dreams, and**

we've got all these plans and ideas. *Of course* there's a certain amount of insanity that goes with all of that.

SECRET #45: Stop lowering your prices. Low prices are reserved for those who cannot market themselves effectively. **If you're competing on price, you haven't established enough value in the minds of your prospective customers.** It's up to you to prove without a doubt that the very best prospects in your market should be giving you *more* of their money. **Marketing is all about differentiation, but you have to create those perceptions of difference in the minds of the people you most want on your customer list.** The easiest thing to do is drop your price, but that's not marketing.

SECRET #46: Strive to be more human in all of your communications. Be real! Be raw! Be imperfect! Let them feel what you feel, and let them see the real person behind the words they're reading.

SECRET #47: Learn by doing. You can't let a simple thing like the fact that you've never done something or don't know how to do it stop you from trying. **The fact that entrepreneurs are willing to boldly step out and face the unknown and figure it all out as they go is one of the things that separates us from everybody else.**

SECRET #48: The front-end builds your list, but the back-end makes you rich. Again, the front-end is all the things you do to get new customers. That's essential; you've got to have some way to constantly bring in new customers. But it's your back-end that makes you rich. They're all of the people you sell to again and again.

SECRET #49: 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, their hunger. They lose the boldness and creativity they had when they were struggling on their way to the top! They become conservative and complacent. Now they're easy targets for the companies that are just like they once were.

SECRET #50: You can't kill an elephant with a BB gun.

That's a great metaphor, because in marketing, people are always trying to get huge results with a small amount of effort and expense. That's the BB gun. P. T. Barnum used to say that most people want to catch a whale by using a little tiny minnow as bait. **But, folks, the more you want, the more you've got to be willing to do to get it.** It just makes common sense!

Now, I'll admit I went through that list awfully quickly; but after all, I did write a whole book about these 50 things! **You can find that book on Amazon.com**, by the way: just type in my name and look for "50 in 50." **I've also got an additional 50 bonus secrets in that book, for a total of 100 different secrets.** I hope you'll go to Amazon and buy the book, and study what I teach in there. I realize that a lot of those ideas sound like common sense (because they are) and some are more important than others. **But when you take them collectively, you'll see that this is a great way to turning small amounts of money into a fortune.** So I *am* living proof that anybody in America can get rich, if they want to. I'm the most average guy around—but I've surrounded myself with extraordinary people and leveraged these secrets to build an enormous fortune.

I honestly believe that you can do the same. Take all of these tips and put them in play, and the answer won't be, "Will you get rich?" It will be, "How rich will you get, and when will you get it?" **All the money you're looking for is out there right now!**

CHAPTER FOUR:

The Simple Copywriter's Secret That Has Made Millions



In this chapter, I'm going to introduce a simple copywriting secret that I know from experience can make you millions of dollars. **And it really is a secret, because most people just don't know about it—and even those who do aren't using it nearly enough.** Will it make you millions? Well, that's up to you. It all depends on how committed you are, how dedicated you are, how passionate you are, and how willing you are to do whatever it takes to master this idea and continue to use it consistently.

Let's start with the basics: **Copywriting is the ability to put words on a piece of paper, or a website, or even on an audio or DVD program to effectively sell a product or service.** The format doesn't matter; it's the words that convince people that what you have to offer is worth far more than the amount of money you're asking them to give you in exchange. **How well you use those words determines how well you make a case for whatever product or service you're promoting.** You need to communicate the fact that you're offering so much value that by the time people are finished reading your sales letter or listening to your audio program or going through your website, they just can't take it anymore.

They're excited and eager to give you the money. **If you've got the right offer in front of the right people, with a little timing and a whole lot of luck, you'll rake in the money.**

Luck favors the bold; and the decision, the commitment, and the willingness to do whatever it takes to make a fortune creates its own form of luck.

Then floodgates can open and millions of dollars can come pouring in. If that sounds too good to be true, well... *it is* too good to be true for most people. I don't want to kid around here. Most people will never make millions of dollars. **And yet, if you're willing to do whatever it takes, if you're willing to master these principles, then the sky truly is the limit.**

However much money you want to make, it's all out there in the bank accounts and credit card authorizations and the cash and the available lines of credit of the millions people who are looking for whatever it is you want to sell them. **Using the secrets and strategies I'm sharing in this book, you can unlock the vault.** You can get those people to give you their money in exchange for what you're offering.

Success isn't going to find everybody. **It's a reality of life that most people are going to keep doing what they're doing rather than reach out and grab success, or even reach out and grab the first rung on the ladder.** There are all kinds of opportunities available. In America, we have certain freedoms, and one of those is the freedom to succeed—or the freedom to fail. **You can be just about anything you want to be.** From a young age, you can choose to excel in music. Constant practice gets you down that road towards success. If you want to be an athlete you can decide at a young age to be involved in all kinds of sports. Your parents can steer you in the right direction, and when you get a little older you can determine what to do yourself; you can decide you're going to be in the gym three hours a day, or however long it takes. You can excel in that

direction, and you can set yourself up to be in the best position to make it to the NFL if that's your goal, or play in the NBA, or be a professional golfer. You can also choose to be a professional couch potato! **That's one of the great things about America. If you want it, you can have it... no matter what it is.**

People all across this great nation are making decisions, right now, that will have a lasting impact on them. No matter whether you're young or old or in between, **the actions you're taking determine whether you're on the road to success, or whether you're on some other road. That other road could lead to complacency or just inaction.** But *you* determine that, in large part—no matter where you came from, no matter your socioeconomic background, no matter where you live, no matter what kind of family you grew up in. **It's all up to you and your determination. The things you're doing today will put you on the road to where you want to go; or you'll take some other path by default.**

Because you see, we're all going somewhere. If you don't choose a way, it doesn't necessarily matter whether you "want" to go a certain direction or not. You could say, "Well I'm not trying to be a couch potato," but your actions may determine that that's what you are. Or, you could say, "I'm not trying to be a millionaire." Well, it looks like you are to me, because it seems like you're trying really hard to be successful! **We all determine which path we're on—and unfortunately, most people choose the lazy way because success doesn't come easily.** It requires a lot of hard work, a lot of dedication to the craft of entrepreneurship, to writing sales copy, to learning how to be an entrepreneur. **It takes determination. It's a long road that can take a lifetime to achieve. Success is rarely an overnight thing, so it's not just a matter of arriving.** It's not just a matter of being successful and then deciding that you're there and you

can take it easy at that point. **It's constant pedal to the metal.** It's constant full throttle, doing everything you can to be as successful as you want to be. **You can determine how much money you want to make, how successful you want to be, how many hours you want to put in.**

It's sort of like turning the knob up and down on a radio; or better yet, turning up the gas on a stove. If you want to make more money, you can turn it up, generate more heat and light. If you want to sit back and enjoy an easier life, and maybe just live off your earlier investments, you can turn the knob down and keep the money coming in... but not quite as much. **To a large degree, it's all based on what you're willing to do to make the money you want to make, and only you can determine that.** We're here to provide the tools, to help you with the resources, to provide information that you need to succeed... but we can only take you so far.

So here I am, ready to provide you with some great information, some great resources on writing sales copy, and how to become a master at the art of putting words in print or online that make people want to respond enthusiastically to your offers. **I'm here to help you as much as I can, as much as you're willing to be helped—but you have to decide to reach out and grab it!** The opportunity is here. The time is now. What you'll do with it is up to you, but let's get going!

What I'm sharing right now is simply entitled The Simple Copywriter's Secret That Has Made Millions. This is a method that I borrowed from my colleague and friend Chris Hollinger, who switched from school teaching to entrepreneurship a few years back. **He would use this set of exercises to practice his ability to write compelling copy.** I wanted to start from scratch like this for people who are saying, "I'm just not a good writer. I've never done this kind of thing." I want you to start building some practices and strategies, and start getting better and better

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until you reach the point to where you can write sales letters and ads that get people's attention—ads that generate money!

This simple copywriter's secret starts with writing headlines; then you write the copy that goes below the headline. That sounds simple, but it's a bit more complex than you might realize. One of the things I want to stress is that **writing as many headlines as you can is great practice. The headline is the most important ingredient of any advertisement.** It's the ad for your ad, if you will. It gets the reader's attention and pulls them into the copy. The headline gives you ideas and themes for your body copy; and **the headlines that don't make the grade can be used as sub-heads and body copy for your ads and sales letters.** They may not be good enough to make the main headlines, but they're still powerful enough to build your sales material.

Now, when it comes to the opportunity market, a lot of times we use fear and greed as motivators. When I first started, I would sit down and I would read as many different long-form sales letters selling as many different programs, opportunities, products, and services as possible. Many marketing experts have started out that way (including Chris Hollinger). Sometimes I would copy them; sometimes I'd would study them thoroughly, and tweak their headlines. **It really *does* start by simply writing those headlines.** You'll get a good feel for how to build fear, greed and motivation into your headlines, and you'll also get better at writing them.

If you have an idea for a product, service, or opportunity, sit down and write as many headlines as you can that illustrate your main selling points or benefits to your prospects. **Then go back and choose the best ones—the most powerful, the most hard hitting, even the most provocative. Those headlines will get people's attention. Keep them simple, keep them compelling, and make big promises.** Don't be afraid to go over the top. I can

guarantee that you can very rarely be too audacious. So start writing headlines today. It takes dedication and practice to become a good copywriter. **It won't happen overnight, and it's not going to happen as if you've just turned on a switch. But that *can* happen, with time.** You're going to get better at it, you're going to get more confident at it, and it'll lead to more compelling headlines that get people's attention.

As I was preparing this chapter, I was looking at my swipe file—my collection of great copy written by other people. **Everyone should have a good swipe file full of proven headlines and copy.** I came across one that I wanted to share with you to show how, in this market, a great headline can get someone's attention. This one's from my friend and mentor Russ von Hoelscher. It's a good headline to start practicing with, to see how many different ways you can change it, because it's applicable to many different opportunities. Here's the headline: "Do you need a money miracle right now?"

Now, think about that in terms of the opportunity market and this economy we're experiencing. There's a language to writing copy, and there are plenty of people who have gone before you. **All the answers you're looking for are already out there, so you don't need to come up with anything original in the beginning.** You just need to work on all the old themes and adapt them to your needs. The best way you learn anything is to learn by doing, **so simply take excellent headlines that other people have written and rewrite them over and over.** That's the same way a musician learns how to play an instrument. They don't start out by writing their own songs; they start by playing other peoples songs first. They learn the chords and chord progressions; some learn how to read music, some don't. Either way, they start by playing other peoples songs' over and over, until finally they start learning how to create variations on a theme and come up with their own songs.

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After doing it for over 20 years, I've probably got four or five different methods that I use to write copy, **but this method of modeling after what other people have done is one I often use, especially at the beginning of a project.** Chris Lakey and I have one of the greatest and biggest swipe file collections in DRM. There may be somebody alive in this world who has a bigger swipe file than us, but if there is, we don't know of that person! Our collection is massive—I'm talking tens of thousands of pages of copy that other people have written and used effectively, and I'm not exaggerating. **We're not plagiarizing by any means, just looking at what other people have done and adapting those ideas for our market.** They act as a sort of creative spark for our own mighty fire.

This is a process where you don't even think about what you do; you just write as much as you can. The whole thinking and editing process comes later, as you're trying to decide what's best and what goes where. Don't bother with that in the beginning; just write like crazy and look for ways to re-theme existing ideas. **Then, of course, when you achieve success of your own, you can find ways to re-theme your own stuff.** When you you've been in the business for a while and you've got dozens of sales letters and ads already written, you can easily find a way to rewrite it, adding new stuff as you go along.

Here's how simple it can be. Recently, Chris and I were working on an old promotion that we'd run three or four years previously, and the headline was: "How to mail ONE MAGIC PAGE and be set for life... GUARANTEED!" It was a great headline, followed by a great sub-head: "And we can even mail the ONE MAGIC PAGE for you!" This was great promotion, and we did quite well with it. So for the new promotion, all we did was change the headline and subhead to: "How to give away a toll-free number and be set for life... GUARANTEED! And we

can even give it away for you!”

This is not rocket science! It doesn't take any special brain power. **It's simply variations on a theme. You take one successful element, and change it into something else.** It's fun, it's creative, it's fulfilling, it's rewarding, and it really can make you millions of dollars. You just have to do it!

I look at headlines a lot. They're in ads I receive in the mail, they're on billboards and in email, and they're on the Internet when I'm looking at websites. News websites are a great way to study headlines. One cool thing about the Internet is that sometimes you'll see headlines change throughout the day for the same article. You can tell they're trying to figure out which headline is going to get the best readership. **I look for headlines that are not only good, but mutable; that is, ones where you can change out the copy and make it work for just about any promotion you're working on.** The headline I mentioned earlier by Russ von Hoelscher, “Do you need a money miracle right now?” is just such a headline. You can substitute some key words and change the meaning altogether. “Do you need a *health makeover* right now?” or “Do you need a *thousand dollars* right now?” or how about, “Do you need a *home loan* right now?” There are all kinds of things you could substitute here, depending on the industry you're selling to.

So you could take a headline, tweak it just a bit, change some key words, and make it fit to a specific model you're working on. If you're in the home mortgage business, someone in your market might be looking for an affordable interest rate. So, “Do you need a *3.9% interest rate* right now?” might work. Last I checked, interest rates were higher than that; so that would be an extremely appealing interest rate to someone looking at refinancing. You make the headline change, based on what your offer is. **You don't even have to limit your swipe file to ads that cater to the marketplace you sell to.**

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Here's another famous headline: "They all laughed when I sat down at the piano, but when I started to play..." All you have to do is keep the "They all laughed..." part and change the rest to fit your needs. For example, "They all laughed when I said I was going to be a millionaire by the age of 35... But when the cash started rolling in..." You see how that works? **You can take a headline that doesn't even apply to your field, that wasn't originally written for your marketplace at all, and change it slightly to fit your needs.** It's still a good headline no matter what.

So be very aware of headlines, because they offer a great way to start your quest to learn how to write good sales copy. Keeping a swipe file or a similar record is so important, because you can literally plug and play the headlines. If you have a list of, say, a hundred of what you would consider really good headlines that you've collected, they can serve you well for a long time, just from making those minor changes to the key phrases. Again, consider Russ's example of, "Do you need a money miracle right now?" It boils down to, "Do you need a _____ right now?" **Write this down, and think about the things in your market that your prospects want the very most. Insert different words in the blanks to try to come up with a good headline that will work in your marketplace.** Once you've got a good headline, or something you *think* is a good headline, **the next phase is to test that headline and find out if it's as good as you think it is.** Find out if your prospects respond to it, if it resonates with them.

Like I said, I'm always looking at headlines. There are headlines everywhere. **Headlines can also appear as lead stories on your local news.** They've got headlines for what they're going to talk about when they get back from their commercial break. Those are teaser copy, brief things to get you to pay attention, and there are useful nuggets of information

there. You can use them to craft your own headlines, if you'll just write them down as you hear them or see them. It's easy to copy and paste right out of a website, too. Just don't steal the headlines outright, word-for-word; that's plagiarism. **Take the basic ideas, the central themes; then incorporate them in your copy, rewriting them enough to make them your own.** That can be a great foundation for sales copywriting in general.

Now, let's take a look at the copy itself. **One of the things you really want to work into your copy is a story.** That story must be emotional, simple, positive, and compelling. And I don't want you to think that this example is out of context here, because it's one of my favorite things to read and to draw inspiration from, but, quite frankly, a lot of great copywriting has a lot in common with the Bible—especially the New Testament. Speaking of emotional, simple, positive, and compelling stories: Jesus died for your sins. That's a pretty compelling promise there! **In our copywriting, we make those big promises, like salvation now—not later. It must offer hope. It must appeal to greed and fear, as I said before. It must promise people the opportunity to rise above others.**

Developing your copywriting skills is a process, not an event. It takes a lot of time, work, thinking and re-thinking, and practice. **You need to constantly practice writing those headlines, writing the copy, and making it simple, positive, and compelling.** It won't happen overnight. The best ideas develop after brainstorming sessions and hard work, because you absolutely have to flush out those great-selling ideas. I love the old saying, **"Genius is 99% perspiration and 1% inspiration."** You do have to put in work to be a good copywriter, but it's so worth it! Another thing that I like to point out is that **you have to sell from your heart. Build emotion into your copy, and the reader will feel it.** Being convincing and being able to convey your emotion and your enthusiasm into

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your sales copy makes a big difference. That comes with practice, too.

Another thing I'm always thinking about as I'm writing is this: **What are the three biggest things my prospect wants, and how can I give it to them? When you answer that question, tweak it, work it, refine it, polish it, and then shout it out as loudly as you can.** Let the people in your market hear it in the clearest and most compelling way. Your biggest task, and the most difficult sometimes, is getting all that copy to come together in a way that forces them to act the way you want them to. So start thinking about the practice that it takes to develop those messages—because, again, it's not going to happen overnight. You're going to have to build up those behaviors and attitudes by buckling down and getting to work on your headlines. Don't just throw your hands in the air and say, "Okay, I've done enough." **The more you do it, the better you're going to get!**

Persuasion is the ability to get people to do what you want them to do, or get them to move in the way that you want them to move, without them really being aware that you're doing that. The real masters of persuasion influence people without them having any real recollection or awareness that they're being influenced. That's the art and skill of all persuasion: making people feel something was their idea, not yours. Chris Hollinger tells me that when he was in college, he attended a lot of churches, checking out all the different forms of Christianity out there. He sat in on some sermons that were just electrifying... that had him all pumped up, and he loved it! And then he sat in on some sermons that just didn't resonate with him. And there's something similar there between a really good persuasive piece, and one that's not so good.

I would encourage anybody in the field to watch some of the more prominent televangelists. You can hate them, that's

okay, but watch them! They didn't get that air time by accident. They are very, very good at what they do. They know how to move people emotionally. And even if you have a different faith than theirs, and you don't believe the things that they believe, you'll still find yourself being somewhat persuaded sometimes! **That's the power of *making people feel it!*** It's part of the emotion behind all persuasion. **What you say is not nearly as important as how you say it; that's the principle here.** You can take the very best sales message, the greatest sales presentation out there, but if it's delivered in a way that's stale and flat and boring, you won't make any sales. On the other hand, you can have a halfway decent sales presentation, amateurish in every way, but **if you can present it with enthusiasm and make people just feel it, if you can inspire people by the way that you deliver it, you can make a ton of money!**

Now, let's look again at this concept of focusing on those three main things that your best customers want the most. **You should *always* be thinking about what the people within your market really, really want.** If you're in the business of serving a certain market and somebody comes up to you and says, "What are the three main things your customers are looking for?" you ought to be able to reply immediately. If you don't have a quick answer for that, you're sabotaging your own efforts. It means you haven't been thinking about it enough. **You *always* have to think about it from the customer's point of view. That's part of the art of communication; that's part of the art of persuasion.**

And nothing works here as well as stories! People remember stories; they go way below the radar, which is exactly how it should be. You see, people have lots of sales resistance these days. The more sales messages people are exposed to, the thicker the layer of resistance they develop. People are better now than ever before at blocking out sales messages, so it takes

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more to get them excited. **They're skeptical;** it's like they're standing there with their arms crossed, not believing a word you say. **But when you start telling stories, they perk up. They'll listen to stories because they like to hear stories.** We're conditioned to that. When I was little, my mom used to rock me to sleep, telling me bedtime stories. I don't really remember so much of it, but I know that she did. We grow up with stories. That's what movies are; and we love to watch movies. Almost every movie has this theme to it: Here's a situation, and then something happens, and then at the end things have changed. **So there's a "before" and an "after" kind of thing.** Almost every movie has that theme: before and after... and something important transpired in the process between. There can be other formulas for storytelling, too, but "before and after" stories are the best, and they're the simplest and easiest to tell.

There's a story that has made us millions of dollars in the last 21 years. It just keeps working... and I'm sick of telling it. It's the story of how I used to struggle financially, how I used to send away for all these get-rich-quick programs... while my friends and family told me I was a complete moron to believe I could actually get rich. But I refused to listen and, because I stuck with it, I finally found some good programs, put them into effect, and millions of dollars came pouring in within the first five years.

Now, I just told that story in the most boring way. But in a sales environment I tell that story on Volume 10, cranked up full blast. That story has literally made us millions of dollars, because our customers all want to *be* in that story. **It's a way for me to connect with them; it's a commonality that we share.** They're always sending for these get-rich-quick programs, you see. They're the ones whose friends and family are telling them that they're crazy. They love that story! They never get tired of hearing it.

I think that there's a reason that storytelling works in salesmanship. It works no matter whether you're selling face-to-face or if you're on the phone talking to people. It works if you're writing an Internet sales letter and if you're selling in print. **No matter what format your selling is taking, storytelling can and should be a big part of your sales process.** Think about it: Storytelling is such a big part of our culture and our history. All societies have stories that have been told all throughout history. We tell stories of our ancestors who did things, and stories of current family members. When we put our kids to bed at night, we read them bedtime stories. Musicians tell stories through their music.

We talked a little already about pastors and preachers and storytelling from the pulpit, as well as storytelling in the Bible. Storytelling has been around a long, long time, and it's part of who we are. We like to hear stories. We like to tell stories. If a couple of old guys are sitting in the coffee shop, they're shooting the bull, telling stories. It's just a part of our fabric; we like to hear stories and we like to tell them. **And so when you're building relationships, which is required to make a sale, you tell stories. They go a long way toward making the sale.** And, of course, the stories can be anecdotes or little jokes. They can be parables or fables, teaching stories that aren't true but are used to illustrate a point. But some stories are real. **Some stories are "here's my history." These are the real stories—the true stories—that make up who you are.** Things like me talking about my history, and how I discovered how to make money.

I think the reason they're so successful is because the idea of telling a story is ingrained in us. It's a part of our DNA, almost. We like to hear other people talk about something they experienced or learned. It doesn't matter what the story is; we all want to hear a good one. **And stories build connections to people; a good story builds a bridge, a bond.** You start telling

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someone a story, and all of a sudden they're paying attention to you. **They're listening to who you are. They're finding out more about what's important to you.** They feel the emotion that comes with telling of the story, especially the personal ones—the stories that are real for you, because they're part of your real experience in life. People identify with that.

Now, this next tip is intended to help make your copy pop and to sizzle and get people's attention. **Great copywriters spend a lot of time focusing on small details, because including a lot of details in an ad or Direct Mail package can dramatically increase your sales and profits.** Separately, these details aren't that important; but added together, they can make a dramatic impact on your bottom line. I'm sure that you've seen some real dud mailing pieces—ones that didn't get your attention at all. And where did they end up? In the trash can. But you want to make your Direct Mail sizzle, and you do that by paying attention to your details. **Give it drama! Find ways to make it super exciting! Jazz it up!** Shake the prospects out of whatever stupor they're in so they'll rip open your package and look at it! It all comes down to paying attention to those details.

Look at the mailings you receive. I'm on all kinds of mailing lists, so I get all kinds of mail from all over the world for all kinds of products, services, and opportunities. I look at them all, and put some of them in my swipe file. I study the headlines; I look at the entire mail packages and ask myself, "How compelling is it? Does this piece make me want to rip it open? If so, what makes me want to rip it open? Is it the headline? Is the color? Is it the way the paper feels? What's the message I'm getting?" **When you're building a mail piece, every aspect of that mailing needs to be evaluated through what I call the "salesmanship prism."** You need to look at every little detail.

Take, for example, the typical lead-generation letter. Is it in

an envelope? If so, does it have a great headline? Does it have great copy? Does it have great colors? Does it offer a compelling reason for someone to open that letter? Because it doesn't matter how much time you've put into that marketing piece, if the prospects don't open that envelope, you're dead in the water. (Actually, you're in the trash can.) **So look at the mail you're getting.** Quite likely you've received some mail from M.O.R.E., Inc. at some point. Look at those letters. Look at the envelopes. There's color, there are headlines, there are many compelling reasons why you need to rip it open right now! **Use that as a lesson. Evaluate what makes it so compelling. Admittedly, that takes an experienced eye, one that you have to develop if you want your mail to be opened.**

Some of the sales letters you see in your mail were written by people who've been in the business a long time and have a lot of experience. You might read those letters and be intimidated; you might say to yourself, "Oh man, there is no way I could ever write like that!" **But here's the thing: Those people didn't learn it all overnight. They worked on every detail, and they modeled their work on techniques used by other people,** just as I've talked about in this chapter. **Then they tweaked the copy until it was perfect.** They may have edited it a thousand times; you can't tell just from looking. Don't think that they just threw something together and put it out there.

Oh, and by the way, when you read a long-form sales letter, do *not* think that the person who wrote it just sat down, wrote the headline, then wrote the "Dear Friend," went straight on through the copy, and five or six hours later wrote the "Sincerely Yours," P.S., P.P.S., and all that. No way! **It never happened, not in a million years! Those long sales letters (and even a lot of short letters) are written in what we call "patchwork quilts"—a little bit of copy at a time.** That's how

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we've written a lot of our letters. Personally, I take little patches of this and that and blend it all together. I use the copy and paste function on my computer a lot. **I often rewrite existing copy, and I repeat myself a lot.** I'm trying to go for a sale, not win awards. I'm not trying to win anybody's respect, either, *except* that of the people who give us money. I'm trying to win their business, which is one of the reasons I use a lot of repetition. I drive those main sales points home again and again. **Ultimately, a lot of small changes equals one big result.** So just think about that, and realize that these letters are edited carefully, they're rewritten carefully, and they're also written by people who've done this so long that they really know what they're doing.

Another thing: **In order to understand other people, it helps to understand yourself.** In fact, the better you understand yourself, the better you can understand other people. That's Psychology 101. **Good marketing is just psychology and math, that's all.** You try to get a feel for what excites you. What really turns you on? What makes you respond? What makes you grab your wallet and go for the credit card and call the toll-free number, or fill out the order form and rush it back?

Once you've answered those questions, try to get beyond the emotion of it, because emotion and logic are two separate things. You could spend the rest of your life trying to understand your emotions; but the more you do, the more you know about things that turn you on, the more you can see that those are the things that turn *other* people on, too. **Just pay attention; get on the other side of the cash register.** Start looking at the sales material not from an eye of a consumer, but from the eye of somebody actually in the business, or someone who has an interest in being in the business, and try and determine what makes it successful. **The more of it you look at, the more you're going to develop the trained eye that you**

need in order to push your prospect's emotional buttons and get them to buy.

It's simple enough. If you read a thousand sales letters, you're going to be pretty smart about what makes a good sales letter or a bad one. If you read ten thousand, you're going to be even smarter! **You're going to start figuring out the formulas... and there *are* formulas.** You'll see it. Just as there are formulas for movie-making and songwriting, there are formulas for writing copy, too. **It's all pretty simple once you see the formulas, though it's not always easy.** But it's the kind of work that gives you the greatest sense of fulfillment. It's really not even work in a traditional sense; it's creative work. It's fun! It's challenging! It's interesting! And if you can just get it right, all the money that you want is out there, waiting for you.

We've got a big goal for our company right now. As of this writing, we know exactly how much money we're trying to bring in every month — and it's a huge number. Let's just say it's about twice as big as we've been bringing in every other month. But we set the goal, and we know how we're going to hit it. We're going to get a promotion going that's super-successful, something that really gets people jazzed, really gets them excited, gets them pumped up — and that's the whole key to doubling our sales. That's the key to making all the money that you want to make, too! **All the money that you want is out there for you, if you just put the right offer in front of the right people in the right way.**

Of course, there are other strategies that must be applied. We taught a copywriting workshop a few years ago, and both Chris Lakey and Chris Hollinger were instructors. I did a 10-step list of my top, favorite things about being a copywriter and what to learn, and only *one* of those things involved writing copy! The other nine involved specific strategies. **So you have to take good copy and put the right strategies in play behind**

it. When you can do that, look out, baby—because any amount of money you want can happen for you! It's happened for others; it's happening for others as you're reading this right now. **It can *definitely* happen for you!**

And let me re-emphasize here that sales copy is rarely written in one piece, all at once. But as I've mentioned before, that's usually not how it happens—not for me, and not for other copywriters I know. I'm sure there are some people who do that, but it's rare. **Most sales letters are written a little bit here, a little bit there, pieced together from fragments. Rarely is a single headline written.** A bunch of headlines are written, and then one is finally settled on. **Different parts of the letter are written at other times.** You might sit down and write some paragraphs that become the main offer, and then other parts that become filler for the middle, where you're talking about the main benefits the prospect will receive if they respond. Maybe you take some of the failed headlines and turn them into bullets, or subheads, or weave them into the text. You write all these different pieces, and eventually it comes together and looks like a sales letter.

The prospects don't see it that way. They certainly don't read them that way; nor do they analyze them from that angle. All they know is that here's an offer, and they're deciding whether or not they want to respond. They don't think about it as a marketer would. **But as a copywriter, you *have* to analyze your sales letter differently than a consumer would.** You might then put them together on sort of an assembly line, like putting together an airplane. We've got airplane manufacturers in Wichita, and occasionally you'll see trains or semi-trucks transporting these big airplane parts. You know it's an airplane part because it's obvious; big wings or the big main hollow tube will be driving down the highway. But it certainly can't fly like that! It's just a piece, a part, and yet you know that eventually,

that piece is going to be welded together with all those other parts to form an airplane.

It's that way with a sales letter; with any ad, really. **You put together all the parts and you work on them a while, tinkering.** Over here you put together the order form and there you put together the headline, and somewhere else you write some bullets. You work on refining all these different things, and it all starts coming together; and in the end you've got yourself an offer, a sales letter that you can mail.

Constantly being in a state of learning, I think, is important. Think about all the other things I've talked about in this chapter: writing headlines, the art of storytelling, and things like that. These are things that don't always come easily or fast. **You'll never be an overnight success, although you can have overnight successes.** After some experience, you can craft an offer and mail it out, and all of a sudden it's wildly successful.

One great practice that you can get into right now—other than starting to compile a swipe file—is to just sit down and write. It's a good way to start. You don't have to worry about writing a whole sales letter right now; **just start writing headlines.** And maybe instead of just keeping a swipe file, create a computer file and re-type all the headlines you see. The act of typing them will make you actively think about the words you're seeing. Then try writing your own, unique headlines. **Think about ways to mix and match some of the best headlines you've seen.** Even if you don't have an offer yet, make one up in your head. Tell yourself, "Here are some of the things my prospects want... so I'm going to start playing with some headlines for that marketplace."

Next, work on the copy. Incorporate some storytelling—write your story, if you like. Maybe you've never told your story before, and you don't even think about it like that, but it

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can be advantageous to you. Tell the story of who you are, and maybe even tell the story of who you will be. You hear people talking about affirmations and things like that all the time. Well... some of that's junk, and I don't necessarily think it's helpful. But it can be useful if you're thinking about where you want to be. So if you like, go ahead and write your story as if you've already achieved the things you want to achieve. Just don't use it in print until it's true, because you don't want to make things up. But do write your story, because it helps you think about where you've been and where you come from. If you come from a military background, write about your fight of your life when you were in Iraq, or Vietnam, or whatever your story is. Just share that story.

When you read an autobiography or a biography, or when you watch a movie about someone's life, you know that it was probably wasn't as exciting as it sounds. But they use the right words to tell the right story, to paint the right picture in the reader's or viewer's mind so that it *sounds* exciting, even if it was only marginally exciting. Practice that in your own story. **Use terms that brighten your story and make it sound as exciting as possible.** To you it might be boring... but other people may be very interested, and it can help them identify with you. Maybe you've got a story about struggling with a disease when you were a kid, and you grew up and triumphed over that illness. Share that experience in writing. That story will become a part of who you are as you begin to write sales copy, and will become valuable as you learn to put those words and experiences in print and add them to your sales copy.

Practice doing those kinds of things, and that will become the foundation for your copywriting success. This really is a skill, something anyone can acquire. You don't have to be born with any special abilities: **you just have to be disciplined, and you have to want it bad enough and be**

willing to do whatever it takes. I became the copywriter I am today because I used to watch Russ von Hoelscher do it. He'd come over, and we'd go over the copy together. I was so impressed that I said, "Man, I've got to get good at this!"

Russ inspired me. **We all need somebody to inspire us.** So let this chapter be your inspiration, until you can find a good mentor of your own to work with.

CHAPTER FIVE:

The Six-Step Million-Dollar Sales Letter Formula



In the previous chapter, I pointed out that copyrighting is based on formulas, just like almost any other skill or art. I've talked about a few in this book already. In this chapter, I'll introduce you to another: the Six-Step Million-Dollar Sales Letter Formula! **These are the six steps that you can use to write a sales letter that can make you millions of dollars.** Now, can I promise you that you *will* make millions of dollars? Absolutely not! Anybody who makes you a promise like that is lying to you.

But what I *will* promise you is that this same exact six-step formula has made us millions of dollars here at M.O.R.E., Inc. **We use this formula (or a variation thereof) on a regular basis.** We learned it from studying other sales letters by master copywriters—from doing just what I told you to do in the last chapter. **We broke down the sales letters that were making other people multimillionaires, derived this simple formula, and used the heck out of it.** It's a formula that you can use, too. **As you'll see, it can work for almost any product or service.** I'll admit that the formula works better for some products and services than it works for others; but if you'll carefully consider these six steps, **you'll realize that**

copywriting really is very simple and formulaic. It's just a set of processes that you go through.

All this will help you get on the other side of the cash register. **The more you do that, the more you'll see commonalities in how these steps are used.** That will take the mystery out of it, and will empower you to write your own sales copy. Hopefully, it will give you great confidence, so you can develop your own sales material that can, in fact, make you millions of dollars. The money's out there, in the pockets, purses, and lines of credit of tens of millions of Americans, let alone the people from other countries whom you can easily do business with nowadays. **There are *billions* of people looking for all kinds of products and services.** You can use formulas just like the one I'll tell you here to offer people such useful things that they'll gladly give you their money!

I love talking about marketing, and copywriting specifically, because it's such a vital part of the Direct Response business. Some people might try to tell you, "Ah, you don't need to know how to write sales copy." **But I think that if you're serious about being a Direct Response Marketer, you *must* learn how to write good copy.** It's one thing to have someone else write a sales letter for you once, or to use an outsourced copywriter occasionally; **But if you don't know how to write your own sales copy, you have a severe disadvantage compared with someone else who does.**

So learning how to be a good copywriter is vital if you're serious about being in the Direct Response business... or really, in my estimation, being in any business. I think that every business out there—no matter what it is, no matter whether it's online or offline, no matter whether it's someone working out of a spare bedroom in their house or they've got a retail storefront selling on Main Street, U.S.A.—can benefit from DRM. **Every**

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business can benefit by having its owner or its Marketing Director learn how to write good sales copy.

We have 6 steps in our formula; other people may be using the same basics in writing their sales copy, but maybe they've got it down to a 5-step formula, or possibly their formula is 10 steps. You could probably expand or shrink this concept to fit whatever model you want. But the basics are here. **These six steps can help you write killer sales letters that can bring cash into your mailbox, into your e-mail box, over the phone, or however you take orders.**

Early on, Russ von Hoelscher—the man who helped us make millions of dollars initially—told us that **all it takes is one good sales letter to make a million dollars.** We've had quite a few do that for us! And then, of course, **we tend to rewrite the same sales letters over and over again, so we've had many sales letters that have generated more than a million over the years.** That's not to brag; certainly other people have made our success look pale by comparison. It's just to show that this really does work!

The FIRST STEP is this: You've got to tell people something revolutionary. It's got to be something wild, something that gets their attention. You have to make them a strong promise. Get them pumped up, and they'll get interested. Make them a strong promise, or tell them about something outrageous you're about to reveal, and then go on to something else for a moment. **Here's a working headline, an example of this first step:** "I'm going to show you how to make \$4,854 a day while sitting in your underwear! And I promise, you'll never have to put in more than 30 minutes a day. But first..." **Then you go on to something else. But now they're hooked!** This keeps them reading. It snaps them into attention. There's nothing new in this first step. In fact, in the late 1700s a man named Dr.

Johnson said, “**The big promise is the soul of an advertisement.**” That was known 300 years ago. In Step #1, you’re making people a big promise. It’s bold! It’s outrageous! It gets them excited and wakes them up!

Listen: More than ever before, people *need* something like that. **To wake people up it’s got to be huge in order, because people these days feel like that they’ve heard and seen everything.** They feel jaded. The things that used to excite them don’t anymore. They’re skeptical. They doubt everything. They’re immune to hype; they don’t trust anything.

So your message has to cut through the clutter. **It has to be unique enough that it doesn’t even *sound* like hype.** For instance, consider an opportunity that lets people save 30-70% off their grocery purchases on over 10,000 different items—with free delivery. It’s all done over the Internet. They can scroll through over 10,000 discounted grocery items and pick what they want, pay, and Federal Express will bring a box to their door. Now, that’s big! It’s bold! It’s outrageous! People will look at it and say, “What? Could this really be true?” It wakes people up, and that’s what you have to do! **Your promise has to be big enough, bold enough, and unique enough that it just cuts through all the clutter out there, snaps people up, and gets their attention.**

This stratagem gets people into your letter, especially if you’re writing a long-form sales letter where you want them to take a considerable amount of time to read your offer. **You make a big promise to them; you do something to get them to stop and pay attention.** This works on the Internet or by mail, but I’m thinking specifically about how, if you mail a sales letter to someone, they’re probably opening their mail over their trashcan or close to their recycling bin or their shredder. You only have a few seconds to make an impression and get them to decide that

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your offer is worth paying any attention to. As they're flipping through their mail they see their water bill... and they put that aside. They know they've got to pay that. They see an ad for Wal-Mart and, well, they really don't want to stop and pay attention to that, so that goes in the recycling bin. Then they get to your offer. The envelope looks promising, so they open it up and see a big headline, a big guarantee. And, of course, because you've done a good job of making sure that person is a good prospect for your offer, they see that outrageous headline on your sales letter and they stop. Maybe they were just planning on pitching it in the trash, **but they see your offer — your big, bold claim — and it stops them in their tracks.** They're looking for the big bold benefit you just promised them... and then you skip over it.

You don't reveal it right away; you jump right to something else. Pretty soon they've read to the bottom of the first page, still looking for information on that big bold promise you made them—so they turn to page 2. Soon they're on page 3, and they're into the letter, and maybe you *never* reveal the main reason or the main benefit or promise that you told them about on page 1. They have to buy your product to get that, or go to your website, or take whatever action you're trying to get them to take. **But by making that big, bold, outrageous claim or guarantee or promise in the headline, you got them to pay attention and at least take a look at your offer.** Not all of them will respond, of course, but you want them to at least take a look.

That's the purpose of Step 1. You tell them something amazing, something beyond belief, something revolutionary—something that's going to make them pay attention. **A headline that doesn't do any of those things is easily dismissed.** If someone's opening their mail over a trashcan, they're probably going to discard any message that doesn't jump out at them or make them pay attention. There's a huge difference between a

bland, boring headline one that attracts people and one that makes them stop and pay attention.

For example: If you have a product for the diet industry, i.e. for people who are looking for a miracle weight-loss plan, you want your headline to make some outrageous statement about how much weight they can lose and how easy it's going to be. Of course, you have to be strictly truthful here; you can't just make your statement up. **It has to be a factual, legitimate headline.** It can't be just something you make up to get people to stop and pay attention, or else they'll come to find out that your offer is insincere. But still, you want the headline that you're making to make some kind of a crazy, almost unbelievable, claim so that they have to read to figure out what the heck you're talking about! **You've got to get them beyond page 1 and into your offer.**

It's the same way when you're marketing online. People are searching for whatever your offer is, and the headline they see when they visit your website has to get them to stop and pay attention, to keep reading instead of going elsewhere. **One of the big problems marketers experience online is the fact that people are looking for instant info.** If they get to your website, that's the very first, minimal step; it's almost like a pre-Step 1, really. Once they're there, you have to get them to stay rather than click onto something else. On the Internet it's so easy for someone to move on. **If your site doesn't look appealing, they head back to the search engine directory and find another link to click.**

So right away, they've got to see some kind of outrageous guarantee or promise or benefit in big bold typeface. Tell them something revolutionary; give them something wild! Make an outrageous claim—something to get them excited and make them interested. If you can't get their interest right away, they're

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going to move on to something else because they're busy, they're bored, or they're skeptical. They've got other things going on, so it's easy to say no. **That's why you've got to give them some kind of an outrageous statement, just to keep their interest and make them want to keep reading.**

Again, most people are jaded. We doubt things, because we've seen all kinds of promises, many of them false. **So when something comes along that gets you excited, that should be kind of an acid test!** And this thing I told you about as an example earlier, which gives people the opportunity to sell a membership that lets other people save 30-70% off their grocery bill—I got excited about that one myself! I got so pumped up that I almost called up a couple of my key staff members on Sunday, which is something I *never* do. If something excites you like that and you're somewhat jaded or doubtful, then that's a pretty good test (as long as you're similar to your customers, as you should be).

STEP 2: You tell your prospects that what you have for them is a variation of something that's already making tons of money. This gives them something familiar to link to. It's a positioning concept. You're talking about something they already know about, and it makes it easier to understand and relate to the new thing you're trying to present. Now you're speaking their language.

The first time I remember ever using this six-step formula includes my best example of Step 2. This was back in 1993. Computer bulletin boards, which were the precursor of the Internet, were the hot thing. There were people who were advertising on up to 60,000 or more of these bulletin boards—absolutely free! This was a few years before the Worldwide Web came along and rushed the computer bulletin board industry.

We were among the very first people who started working

with Bulletin Board Service (BBS) experts, like Alan R. Bechtold, to show our clients how they could advertise for free on thousands of boards. In trying to show them just how amazing and how revolutionary this really was, we gave them examples of traditional advertising; that was Step 2. We showed them what it cost for them to set up and run a classified ad in dozens of the national magazines they were already familiar with. And then, only then, were they ready to wake up to this valuable new solution. **Our strategy gave them something to link to, and gave what we were selling much more perceived value.**

What you want to do here is make a leap from the familiar to the unfamiliar. This is especially important if you're jumping into a new thing that there's little or no understanding of. Usually you want to avoid those things, because they're unlikely to be successful; as they say, the pioneers are the ones who get scalped. We've had friends who ventured into uncharted waters, basically inventing new things that really hadn't been heard of before. It's like swimming upstream, because you have to educate people on why they should even bother with the new product or service.

You probably remember the Segway, which debuted about ten years ago. **It was by no means the revolutionary new product that its manufacturers built it up to be, but the buzz really caught people's attention.** They had a code name for it, and had all these patents they'd been granted, and they were launching this brand new product that was going to revolutionize the world! They built it up so big, and then when they launched it they said, "Here it is... the Segway!" And what is it? A little two-wheeled scooter thing you stand on, and it's got a gyro sensor; by moving your body around you make the thing go forwards, backwards, turn sideways, or whatever. It goes a whopping 12 miles an hour. Well, it was pretty much a failure. Some police departments bought a bunch of them, and

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some malls bought them and used them for security guards and things like that; but generally, the general public had no use for them, despite the hype. **They tried to create something brand new that people didn't even really have any concept of or need for, and it flopped.**

Step 2 is crucial when you've got something completely new. I don't know how they could have applied it with the Segway; but still, when you're trying to get someone to understand something they don't understand, **the best way to do that is to move them from something they "get" first and then build a bridge to the thing that they *don't* get, which is what you're trying to educate them on.** When something's brand new, you *must* start with the familiar if you have any hope of making money.

One of the things we're working on right now is educating local retail businesses on how to use affiliate programs. People understand online affiliate programs well enough; they've been around for a while. Well, knowing that, why aren't local retail businesses using affiliate programs to do things *offline* to help local people make money, or to provide better gifts, premiums, or discounts? So we're developing a program to help them do so. **This program uses the Step 2 strategy: We take something familiar—an Internet affiliate program—and move them from their understanding of that into how you could make affiliate programs work offline.** They already understand online affiliate programs, and this is just taking that offline. Again, you start with something they understand, and move it into the area that they don't. It helps them build a picture in their mind of what you're trying to do for them, or the benefit they're going to receive when they buy your product or buy your service. **Start with what they know and build upon it.**

Maybe you've built a better mousetrap. What you do is

take the basic mousetrap design and say, “Here, you understand how this works. Well, I’ve built a better one; here’s what it does, and here’s why it’s bigger and better, faster and cheaper.”

Instead of going straight for what they don’t know and having to educate them on that, you build parallels between something that’s familiar to them. By doing that, you’re a lot closer to the sale.

Remember, Step 1 is: It’s got to be bold! It’s got to be new! It’s got to be revolutionary! **The problem with that is that if it’s *too* new, people won’t understand it.** Think about the Segway. People really didn’t know what it was. They didn’t understand it, so they were skeptical of it. Most still are. **People want new things, but they have to be linked with what they already know about.** If it’s too new, they’re going to freak out. They’re going to go from being excited to being scared and nervous very quickly.

STEP 3: Go into all the problems with the original variation that you talked about in Step #2. In other words, talk about the bad stuff. Before you can reveal the good points, **give them an example of something that’s already working, something they’re already familiar with, and then enumerate the negatives.**

Going back to the computer bulletin boards, we were showing people how they could advertise on thousands of these bulletin boards, absolutely free. People got so excited about that. The promise was big; it was bold; it was audacious! Then we showed them in Step #2 that the program was connected with something they knew, but was better. We told them that if they wanted to run a classified ad with traditional space advertising, here’s how much it would cost, and here’s what they would have to go through. That’s where Step 3 steps in. One of the advantages of BBS was that you could deliver

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information products without any hard physical costs. **There were all these money saving and labor saving advantages over the traditional way—but you couldn't appreciate those advantages until you got to see a clear example of how it was before.** So before you even explain what your new breakthrough is, start going through all of the problems, the headaches, the hassles, the high cost of what it would take to do something that they're already familiar with. Only then can you go on to the next steps.

When you introduce a product into the marketplace, one of the first things people want to know is, “Why do I need this? Why is this different than what's out there? Why is this better than what I already can get? What makes this worth me spending money on? What in the marketplace does this compare to?” **People are instantly going to make comparisons in their heads, and in most cases, they have the ability to find things to compare it to.** Even if your product is unique, there's probably something similar they could do with their money that might, in their minds, be a viable alternative. **You need to answer their concerns by playing up the differences between what used to be and what now is, with the way your product solves the problems and challenges that plague the original, the thing that they already understand. Then you talk about the solution you've created, and the benefits that result.**

Here's another quick example. We have a product where we take something that's existed for many years in the affiliate industry—the standard method of paying affiliate commissions—and rework it. Normally, when you're a website affiliate and you bring them a customer, they pay you if and only if that customer makes a purchase. Now, three things could happen here. One is that the person goes to the website, doesn't buy anything today, and you don't get anything for sending them there. Option 2 is that they make a purchase today, you get paid

a commission for referring them, and they never return to the site. Option 3 is that the person becomes a lifelong customer of that website, buys lots of stuff on an ongoing basis, and you get *nothing* besides the original commission they paid you for the initial referral. **Our version essentially pays lifetime commissions. We feel you should be paid commission no matter how long a person does business with us.**

We've created a new model here. **We've taken what's already very well known in the Internet marketing world and kicked it up a notch.** We tell people that we think there's a better way to pay affiliates; not only are you going to get paid a commission if the person buys something today, but even if they choose not to buy today, if they wait and then buy something six months from now, **you *still* brought them to us, so we're going to reward you.** Beyond that, even if they do buy something today, we're going to reward you for bringing them to us by paying you a commission every time that customer does any business with us. As long as we maintain a relationship with that client, we're going to continue paying you an affiliate commission, because you introduced them to us.

I think that's a good example of Step 3. **We take something well-understood, talk about the problems inherent with that model, and then show how we've improved on it.** By being a part of this new kind of affiliate program, you can set yourself up to get paid not only today but any time that person does business with us in the future. That's another example of how you can use Step 3 to build on Step 2.

STEP #4: Show them that your new discovery eliminates all or most of the problems that you gave them from your example of something they're already familiar with. This step gives them more of the good stuff, less of the bad stuff. It increases their desire and makes them want it even

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more. **Now, all of a sudden, they're hooked.** If you did it right, this leads to the next step, which I'll talk about momentarily.

First, let's go back to our affiliate program: the Guaranteed Money Discovery, as we're calling it. With Step #2, we talk about affiliate programs in general; we make people comfortable with the fact that they already know a lot about them. In Step #3, we provide examples of the problems that afflict affiliate programs. **Then, in Step #4, we start revealing our solution: an affiliate program that keeps on paying you for as long as people buy from us, for the life of our company.** Every time a sale is made, our affiliates get paid. Only when people understand how it works in a traditional way (Step #2), and then when they understand all of the problems that are associated with the traditional way (Step #3), are they fully ready for Step 4: the solution! You can only truly value or appreciate something, or even understand it properly, when you have something to compare it with. That's not just a marketing principle, it's a principle of life and business. **The more you have to compare it with, the more you're going to understand it. So that's when we provide them with our solution.**

People are always making comparisons. But when you get right down to it, our job as copywriters/marketers is to make those comparisons for them, since they're going to whether you do it or not. **You want to compare what you're selling against something that makes your deal look even better.** You never compare apples to apples; you compare apples to oranges. You always try to position your solution. You make whatever you sell much more appealing by what you choose to compare it with.

This is industry specific. You're talking about selling to your target marketplace, so you know what their problems are, and you've written your sales copy so you're pointing out their pain,

the challenges and struggles they're experiencing on a daily basis; and then you give them examples of things they understand. Then you talk about all the problems, and hit 'em with your solution. **By this point, if you've done your job in the selling process, the pain they're experiencing is real.** You're not *causing* them pain; you're just pointing it out to them. **You've reminded them of the struggle they're already having.**

Consider the weight loss industry. If someone's struggling to lose weight, **they're looking for a solution—not necessarily a particular product.** They're in pain, and want something that works for them. **If you're selling to the business opportunity market, you're probably selling to people who are looking for a solution to the pain caused by money woes.** They want to make more money, they want to have more financial independence, and they're struggling with that. Maybe they're up to their eyeballs in debt, and so there's serious pain there.

All throughout the first three steps of this formula the pain has been building up. **Because Step 4 demonstrates how your discovery eliminates all their problems, this increases their desire.** It makes them want your product and, at this point, they're feeling a little relief, because they know there's a solution on the horizon. All they have to do is follow the advice you're getting ready to give them. There's no way they're going to stop reading, because they want the benefit you promised them under Step 1. **They want the relief from the pain.** Now, it may take you a while to get to that point, because you've got to cover a lot of examples in the previous steps. **You want to make it agonizingly real for them.** Many of our sales letters are 24, 36, even 48 pages long. People often say, "My goodness! Is anybody going to read 24 to 36 pages?" and the answer is: "If they're qualified prospects, sure they are." And even those who don't read the entire letter will skim it. **In fact, we write the letters to be skimmed, not necessarily read.** The point is, it

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takes time to build your case. The examples just help to make it real, so people can internalize it and personalize it.

STEP #5: Show your prospect a brief “sizzle” example of what your new discovery can do for them. Give them a glimpse of the greatest benefit. **That ties in with the headline you gave them in the beginning.** Take this BBS example I’ve been using. In Step #5, we provided a sample of how they could advertise free on computer bulletin boards, and kept pointing back to the examples we’d already used—things they understood, and how much those older strategies would cost them in time, money, and effort. We sold millions and millions of dollars worth of product, and then took a variation of that sales letter to sell websites, too. **We probably rewrote that sales letter for 10 years and reused it in various forms.**

And keep in mind: You do have to go through these steps in the proper sequence. If you were just to go from Step 1 to Step 5, you wouldn’t make nearly as many sales. You have to make sure you have the intervening steps in place. **That’s what we call the “build up,” and it’s absolutely crucial.** You’ve got to introduce the problem, and make the pain real—so that Steps 4 and 5 really hit home. If you tried to skip Steps 2 and 3, you’d be shooting yourself in the foot. **You can’t skip around; the process is a progression from one to the other, in order.**

It helps them develop an affinity with you; otherwise, there’s no reason why they would even give you the time of day, much less stop and open your envelope. **By the time you get to Step 5, though, they’re feeling good about you. Every other step along the way is intended to move the customer from cold prospect status to someone who’s willing to respond to your offer:** from a point where they don’t know you, don’t trust you, have no reason why they would want to stop and give you anything... to a point where they actually *want* what you’re

offering enough to take a chance on someone they don't really know anything about. You need to get the point where they're willing to put their credit card number down on the form and drop it in the mail, or fax it, or go online and give you their order.

By now, they've seen themselves using your product, and you want to show them what their life will look like with the benefits they'll receive. If you're selling a business opportunity, the flash and sizzle could be their new lifestyle after they've received the benefits... *after* they've purchased your product. If it's in the health industry, you're showing them what life will be like when they're receiving the benefits or have the result you promised them in your headline. If they're a single male, they may imagine themselves with six-pack abs and toned muscles on the beach, with women admiring them. If it's the ladies you're targeting, they could envision themselves being stared at by guys as they're wearing their bikini and lying out in the sun. **The benefit is no longer an abstract idea; now they're living it in their mind.** But this is just a brief thing: You want to leave them hanging on that thought, and then move on to the next step. But this step is important, because it makes them visualize themselves receiving those benefits you promised them. I hope you can see how all of this does flow together. It really is a logical process, one that makes a lot of common sense. And once you're aware of it, you'll see how other people are using variations on a theme here.

STEP #6 is the money step, otherwise known as the close. This is where you tell them how hard it would be for them to figure all this out on their own—how much time, work, and money that it took for you to do so. Then you show them how they can get everything put together for them, ready to go, just by sending you their money. If you set it up right, it makes the close very natural; each step leads inexorably to the next. **You brought up the problem, you agitated it, you made**

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it real, you offered a solution, and now they want what you have. If they were to do it on their own, it would be very difficult. **So they're ready to give you their money, because you've put it all together for them.**

With the BBS example, we made a bold promise, built it up by showing how difficult ordinary advertising was and how simple BBS advertising was, made them feel the pain, and showed them the solution. All of a sudden, they just gave us their money! Within six months, we brought in over 2.5 million in sales. **The close ought to be like that: a very natural thing.** If you've set it up right and built it up properly, when it comes time for the close people see so much value, so much advantage... and they see that the promise you made them in Step #1 was absolutely true. **They go from being skeptical and jaded to being so excited they're ready to give you their money... and that's Step #6.**

Many people think selling is basically twisting people's arms, that you almost have to con people out of their money. **No, you've got to do something to get them to give up their money willingly.** Selling has a bad rap because of coercive tactics; so some people shy away from the close, which is a big mistake. It's important to remember that if you've targeted the right person—someone who's looking for the kind of benefits your product or service delivers—then you'd be doing them a disservice not to offer your solution to them. So the close should be a natural part of the process; it should be a logical next step. **The rest of the process is pointless if you don't go for the close.**

You've made the big, bold, outrageous statement. You've made them stop and pay attention to your offer. You've shown them why they're in pain. You've pointed out the problems and challenges they're facing, and ultimately you reveal why your

product or service solves that pain they're having. **When you do those things in order, that person is going to be ready to buy.** Now, that doesn't mean that everybody *will* buy; in fact, most of the time, most people don't. As I've mentioned, in Direct Response you can make good money even with bad numbers. In some cases, as many as 95 out of 100 can say "no" and you still can make good money in DRM. **So don't get too hung up on how many people say "no" versus how many people say "yes."**

The point I'm trying to make is that if you do follow this process properly, assuming you've targeted the right kind of prospect, at the very least they're going to say, "I see myself using this product. I see myself getting the benefit." Some will buy, because this process is a progression that leads naturally to the sale, as long as you've chosen the right kinds of buyers. **When they get to the point where you make them an irresistible offer, it's going to be difficult for them to say no, because they've already visualized themselves receiving the benefits your product or service delivers.** Once they get to that place where they see themselves having lost the weight, or they see themselves as a millionaire, they don't want to go back. They don't want to be in pain anymore. **Your product is offering them the ultimate opportunity to alleviate that pain.** It's saying, "All you have to do now is buy my magic solution in a bottle," or whatever the case may be. You're offering them a final solution to their pain.

If you've done everything right you'll get the biggest percentage of your prospects to say "yes" to your offer. At least give it a try! This is a very simple formula. It's something you can easily learn the basics of, but that you can take a lifetime to master. **You'll eventually find success by using this formula and keeping these six points in mind.** It's a great formula, and I'm glad that I was able to share it with you.

THE SIX-STEP MILLION-DOLLAR SALES LETTER FORMULA

And by the way, I'd love to see your sales letters! If you're using this formula for writing your own sales copy, send it in to us and let us take a look at it. **We'll offer tips and strategies on how to make it better.** This formula really can make you millions of dollars—and I'm dead serious about that. I can't guarantee that you will, but I know that you *can*, because these are the same things that we and a lot of other people are doing.

So go out there and do it!

CHAPTER SIX:

The Best Secret Ever



In this chapter **I'm going to tell you about the fastest, easiest, simplest, cheapest, and most effective marketing method you can use.** I've outlined this process many times in other books, talks, seminars, audio products, and workshops, so it may not be new to you at all. If you've been around the marketing world for a while, you've probably heard about it already. Maybe some of you are *using* it already. I hope you are.

But not everyone has heard of this secret, and even if you have, I think it's a good idea to go over it again, because it's so important. **And it's so simple; yet even within that simplicity there's a hidden complexity, so it can get extremely advanced, too.** In this chapter, I'll talk about some of the complexities involved, and help you get an overall well-rounded view of this strategy's strengths and weaknesses, not to mention its easy parts and difficult parts.

I realize that some people are using this method already and aren't getting very good results from it. I know some of them. Others have used it and haven't gotten *any* positive results from it. These people think this strategy doesn't work at all—and they're sadly mistaken. This marketing method not only works, but earns people millions of dollars, possibly billions, every single year. Furthermore, it requires less risk than any other

marketing method I know of.

So here it is (drum roll please): **Two-step marketing!**

It's simplicity itself. **In the first step, you pull in the largest possible group of the most highly qualified prospects for the product or service you offer.** You get them to raise their hand and take an initial action, usually a small action. **In Step #2, you follow-up with those people.** Your goal is to get the largest possible number of those hot prospects to buy what you're selling. **It's all about generating leads and closing those leads. That's all there is to is.**

I expect that some readers will now either skip this chapter altogether or close the book and tune out. Maybe they've heard of two-step marketing before, and already have it figured out and are making a lot of money. If that's the case, maybe you don't need this chapter. But I still think it's better to tune in to what I've saying here, whether you know all about two-step marketing or not. But the question I would ask is, if you're already familiar with the subject, how much money are you making? If you're about ready to tune us out because you think you've heard it before... well, there must be some reason. If you're already successful through using this strategy, that's understandable.

But if you're not and you're still inclined to tune it out, then I'd challenge you to stop. There's got to be some reason why you're not already using this strategy. Maybe you've never taken the time to develop a two-step marketing system. Maybe it's been too complicated for you to figure out, or there have been some missing pieces, or something just hasn't clicked. If that's the case, hopefully this chapter will give you another opportunity to put two-step marketing into practice in your business, instead of just knowing about it. **It's one thing to have the knowledge; it's another thing to actually be**

implementing these strategies.

So if you've heard a little bit about it, but you've just never done it, then I hope this chapter reaches you in a new way, and gives you a fresh perspective on the subject. Maybe we'll share some ideas that you haven't thought about, or a way to implement two-step marketing for your business that you haven't given thought to yet. That would be our goal for you today, if you're already familiar with two-step marketing.

But maybe this is new to you. Maybe you're hearing about this for the first time. Maybe you've got a local retail business that you advertise, and all you've ever done is brand awareness. Maybe all you've ever done is focus on blasting as many ads out there as possible, in different media, hoping that some of it sticks and that you do enough business to survive. If that's you, then I think this discussion will astound you. I think it will shock you and amaze you—in good ways, of course! I hope it provides a fresh perspective on the way you can drive people to your business and generate customers. **When done right, this really can be the safest and most profitable way to make money for your business—no matter what business you're in.**

So whether you know a little bit about two-step marketing or this is a brand new concept, I think there's something here for you. There's a caveat, though! **Remember, knowledge is only worthwhile when it's applied.** The secrets I'll share with you in this chapter will be good information, but it will *only* be information until you put it to use. **And no matter where you are in your business—whether you're a rookie or seasoned veteran—I think you'll find these strategies to be exactly what you're looking for.**

Have you ever heard the word “**internalization**”? **That's a fancy word that means that there's a difference between intellectually knowing something and knowing it at the**

instinctual, gut level. You can take a mentally challenged person with a double digit IQ, and you can teach them 10 of the smartest things that you've ever learned in your life. You can have them memorize it, so that you can say, "What's Number Four?" and they'll spit it out for you. They might even make it sound like they know what they're talking about. But they still don't understand any of it; they're just a human parrot. They've never internalized it.

You can take the world's laziest person and do the same. Let's say they're really smart, but they have that regrettable illness known as "Motivational Deficit Disorder" (they're flat-out lazy) and they really don't want to learn anything. Well, you can get them to memorize those 10 smartest things you've ever learned and, sure enough, they can commit to the memory process. It's pretty simple. But that doesn't mean that they'll understand it, even if they're pretty sure they do. ***The only way to understand something is to actually apply it, learn it, and become familiar with all aspects of it.***

That's part of the way that we deepen our understanding of anything: We learn the various pros and cons, the pluses and the minuses, all the little nuances, everything from the simplest of things to the most complex. When you've got a good, firm grasp of all of that, only then can you achieve this thing called "wisdom." **And that's what wisdom is: applied knowledge.** So look, even if you've heard about this form of marketing before, even if you're using it and think you know it all... think again. You don't. There are all kinds of nuances here. It's like the game of chess, where there are only six different types of pieces: King, Queen, Knight, Bishop, Rook (a.k.a. Castle), and Pawn. They move across red and black squares. Each piece can only move in certain constrained ways or directions. It's a pretty simple game, when it comes to the basic rules; and yet you can spend your entire life studying it, learning it, and always be

getting better at it. This works the same exact same way.

I've mentioned before that we started with a few hundred dollars and turned it into over \$114 million—and two-step marketing has been responsible for 95% of that. We started our company in the late 1980s. By the 1990s, we were fairly good at some aspects of the game. And then the millennium came; and in that decade we got a lot better at other aspects of this process. We're still learning—but we do know enough to teach the process, and as they say, teaching anything can hone your edge even more.

So let's look at Step #1 again: creating an offer that you can use to attract a highly qualified prospect. **The goal is to attract the largest number of those people, but you just start with one. To attract that person, you have to know and understand them from the inside out.** So: Who is your average prospect? What do they want more than anything else? What are they searching for in all of the products and services that are similar to the ones you offer? **You want to create something that has a lot of perceived value,** so that by the time you're done making that offer, the cost pales by comparison with the potential benefits. **What you're offering looks huge, and the amount of money you're asking for looks small—even if you're asking for thousands of dollars.**

The secret is that you don't try to sell them too much too fast, at least at first. **All you're trying to do in Step #1 is create something that's similar to what you're trying to sell them on the back-end.** That's important: that your front-end is “married” or related closely to what you're selling on the back-end. **You're just trying to get them to take a small step.** Our million-dollars-a-month strategy starts with a \$10 book. For ten bucks, they can get a little book that explains our secret, so we're not asking them for too much too fast. But we *are* asking them for something that pre-qualifies them; otherwise you'll get

a whole bunch of people to raise their hand, and few or none will buy in the second step. We've had those problems before; it happens to the best of us. *Those* are the problems that cause a lot of people to say, "Hey, I tried two-step marketing and it doesn't work!" Well, you didn't pre-qualify enough!

You've got to get your hooks into them right away, because there's so much competition these days—so many people yelling and screaming at them already, so many marketers trying to hype it up. Everybody is trying to sell you something, and the racket is terrible. **So you've got to do something to cut through the clutter, something that separates you from the crowd, something that grips people.** That's what I mean when I say "get your hooks into them." To do that, **your offer has to be unique.** If you're selling the same old crap everybody else is selling, and you've got no way to differentiate it from everything else, then you're going to be severely handicapped.

What you're doing is making it easy for them to buy the very first time. That's what we're doing with this million-a-month deal. It costs \$10. Everybody has \$10! **And it's got a No-Risk Guarantee attached to it, too.** So if they give us their \$10 and they're not happy, we don't want their money. In fact, we let them just keep the book; all they have to do is ask for their \$10 back. **We're making it easy for them to buy the first time.** We'd like to cover our advertising costs in the process, but as long as we pre-qualify and get the best prospective buyers to raise their hands, we're happy.

Sell them a low-ticket item. Right now we're selling this deal for \$10, but for years we've had other low-priced offers that range anywhere from \$29 up to \$129. **Again, it goes back to that whole thing where you're not trying to do too much too fast.** You're trying to sneak it up on them a little, making it easy for them to buy the first time. **You do want to pre-qualify, but**

if you put too many hurdles out in front of them, you'll get far fewer people to raise their hand... and that will affect your numbers on the back-end when you convert those people. There are fewer coming in at the top of the funnel, so there are fewer that come out at the bottom, too.

You have to educate people. With our million-a-month strategy, we have a Special Report that goes with the book in which we tell them about the nine main problems associated with things similar to what we're offering. Then we show them how our solution solves each of those problems, so we're educating people on all the reasons they should be giving us their money. You need to do the same: **Show them all the reasons why what you're offering is superior to all the other, similar items that other people are pitching them all day long.**

The real power of two-step marketing is that most people feel that they're the ones who came to you, instead of vice versa. They feel they're the ones who sought you out. This isn't really true, of course— since after all, you drew them in with your front-end offer. But see, they don't feel that way, because they're bombarded with all this other advertising. They've got all these other people pitching them, but they choose very few. So they may see a hundred ads or get a hundred Direct Mail packages a month, but they only choose to respond to a couple of them. **In their mind, therefore, they're the ones who sought you out. And that's a powerful, powerful thing.**

How does two-step marketing differ from the one-step, traditional variety? **Well, most people just go for the sale right away.** They may do nothing but image awareness or Yellow Page advertising, which is where you just tell people that you exist. Think about the traditional Yellow Page ad. Usually, it has the name of the company at the top, and that may tell you a little about what they do. Other than the company name, they might

have the hours of operation and their phone number and address, along with, maybe, some catch phrase. **But there's certainly nothing that would make anyone want to visit them or go into their store, other than the fact that they need that type of product.**

And in fact, a lot of local retail businesses are need-based; for example, plumbers. When you need one, you usually just pick up the Yellow Pages and call the first one on the list. There are many, many companies like that: they feel that people are going to find *them* when they need them, and that's about all there is to their ads. **They're not going to aggressively go after any business. Similarly, some people do DRM using a one-step approach.** They've got an offer they send out in a sales letter, or they place an ad somewhere. They've got a list of people they think might be interested, so they just show them the offer. Hopefully, if the offer is a good one and it's reaching the right kinds of prospects, a percentage of those people who receive that offer will respond. **But they never go any further than that—they never actively pursue their prospects.**

With a two-step marketing approach, instead of just going straight out for the business, **you focus on attracting the highest qualified prospect first.** Don't try to make the sale right away—although, in some cases, your first step *is* a small sale; I've discussed the book we're selling for \$10. So, in some cases, you *are* selling something on the front end, **but that something you're selling isn't the main product or service you're trying to get people to buy.** In other cases, your offer might be to give away a free report, although that's not very creative these days. It's better to give away a CD or a DVD; or maybe, to get the great free package you're sending them, all they have to do is include five or ten dollars to cover shipping and handling.

Now, people tend to think that if you're charging money for

shipping and handling, that's not really a free offer. But five or ten bucks may not even cut it, when you consider that you have to pay for the cost of the materials to produce the free product, plus the cost of shipping— especially if you ship by, say, priority mail. **These days it's about five dollars just for the raw shipping charge alone, let alone if you do it UPS or FedEx or use any special packaging.**

So don't be afraid to charge a few bucks in postage for something that's otherwise free. If you've ever watched infomercials on TV, you'll notice that they regularly charge around \$10 for shipping and handling, or postage and processing, or whatever they call it. **That's standard, so if you've got something of value that you're giving away for free, don't have any problem at all telling people that your package is absolutely free, but that it requires a shipping fee.** Don't expect people to be upset with you. Not only is this pretty commonplace, **it's just another way to qualify people.** If they don't even want to pay a piddling shipping fee for something that's otherwise free, then will they ever be willing to pay for what you're offering on the back end?

Now, when generating your list of prospects, you'll have to face a real balancing act. While you want the highest possible count, you also want them to be the best and most qualified prospects. **Typically, the more you qualify a prospect, the fewer prospects you get.** For example, in the past we've had offers where we tell people right up front that if they respond, they're going to receive an offer that costs them about as much as a good used car. Now, obviously, something like that's going to cut down on the number of people who respond to your initial offer. **So it's a balancing act.** We want as many prospects as we can get, because marketing is always a numbers game at some level. You have to have a pool of people to sell to, people who have requested information from you under this two-step model,

but you don't want them to be tire kickers; you want them to buy. **So the other problem you have, sometimes, is when you're trying too hard to make it easy for people to say yes to your initial offer.** You end up attracting a large number of people, but they're not very qualified, and a non-qualified prospect usually turns into a non-buyer.

That's where the trick comes in when you're doing two-step marketing. **Under Step 1, the game is trying to figure out the balance—determining exactly how to bring in the most qualified prospects, in the biggest numbers.** This game can drive you nuts, but it's supremely profitable if you can get it right. In the course of your attempt to do that, you create a great offer. **You don't try to tell them too much, but you do want to tell them enough to make them want what you have, and you want them to understand that you're going to be trying to sell them something else.** You don't want to trick people; you never want to sell them a deal where Part A works only if you spend more money on Part B. That's called a "bait-and-switch," and it's immoral.

Here's another quick example. We have an offer where we give people something for \$39 on the front end; over the years, the price has varied from about \$20-40. When they respond to that, we make them an offer to get more of it as well as other features, other benefits, other free gifts, and things like that. **Still, what they spend the \$20-40 on works completely and separately from what we're trying to get them to also purchase.** They're similar; they can work together. But neither is required for the other to work.

So, you want to have them be able to use what you're selling them in the first place. You can't ever make them buy one thing upfront and then sneak something else in behind it that they weren't aware of. Your sales will suffer. **Just make sure what you sell them initially works and is fully functional...**

unless, of course, it's just a written report. Otherwise, if you sell them something that's supposed to be a workable working product under the first step, make sure it really does do what you say it's going to do.

You should also make it easy for them to respond to your first offer. Make sure they can fax it in, mail it in, phone it in, or visit a website and order online. Again, you should still qualify them. You don't want to make it *too* easy, because you don't want to attract the wrong kinds of people. **By qualifying them and telling them a little more about what they're going to find out when they respond, or setting them up to know that you're going to be trying to make an additional sale, you end up avoiding the tire kickers and only get the people most likely to be interested in your product or service.**

Let's say that you've made them an offer to get an audio CD, and you've told them all about what they're going to discover when they hear this CD. They had to send \$5 to help with shipping and handling along with their order form. Now they're waiting on you. You've sold or given them something they're anticipating, even if it's just an instant download. **When they get your other sales material, at that point the relationship has gone from them being just a prospect to them being a customer.** They're doing business with you in some fashion. **They're beginning to bond to you.**

That's an important benefit of two-step marketing over one-step marketing, because with one-step marketing you just send your offer out and hope people respond. And certainly some will, if your offer's a good one. **But in a two-step marketing situation, you have the ability to speak to them differently because they responded to an initial offer and you sent them something.** That low-priced (or free) entry point is there to build a bond with someone who doesn't know you or trust you until they respond to that offer and get your widget, download, or gift.

Later, you can ask them for a big-ticket purchase.

Your inexpensive front-end item may be a basic version of your main package, or an information product that gives people all the information and resources they need to do it all themselves. **It's still a valuable product.** You can sell it for a few dollars—whatever you deem its value to be. **But you can also inform them that instead of doing it all themselves, they could just buy your Premium Package, where you do all these things for them.** That would be one example where you sell a low-priced thing first that introduces your audience to your main product. In order to do this right, you really need to get a good, solid understanding of what their goal is under Step 1. It's not just about generating leads; **it's about generating leads that are the most likely to want to become paying customers.** And ideally, beyond that, it's not just about a one-time sale. **It's about setting up a lifetime of sales—a relationship that lasts months or years.**

When you're just getting started with this concept, study other people who are using two-step marketing effectively. This can help you more than anything else. We call it “getting on the other side of the cash register.” **It's where you stop thinking like a consumer and start thinking like a marketer.** Every time you see a solicitation that's part of a two-step campaign, be aware of it. Send away for it—even if you're just doing so for research. We do that all the time; **we're constantly spying on the competition.** We're constantly sending away for things—even from people who aren't our competitors, but just other marketers doing great things. It's fun; and again, you've got to make a game out of it. You're a detective here, and you're trying to hunt down and snoop and spy on all these people who are making millions of dollars, trying to get their best-kept secrets. **Then you utilize some of their best ideas in your own marketing.**

Now, let's talk a bit more about this concept where the prospect feels that they're coming to you rather than you going to them. In a way, it's sort of like the dating world. I've had attractive female friends, and they've told me how much of a turnoff it is when these guys are always chasing them and hitting on them constantly. But generally, whoever is being chased has all the power. **In a two-step marketing situation, that would be you; and yet, to the prospect it feels like *they* have the power. They feel like they've chosen *you*.** The truth is, all the power is on your side; and you do have to realize that.

Earlier, I talked about the marriage of the front-end and the back-end. **That's where what you're selling on the back-end is strongly related to what you're selling or otherwise offering on the front-end.** We give people a small amount of something, and then try to sell them a larger amount. In some ways it's like going to the grocery store, where they have those people who pass out samples of food. Take Mrs. Fields—they've built a multimillion dollar enterprise on free cookies! You're walking along, you grab a sample of their cookies, you start walking, you eat a bite, and then all of a sudden you turn around and run right back there to buy a dozen cookies. Brilliant!

We've made millions of dollars with this concept, by the way. For example, we've sold millions of dollars worth of Master Distributorships by first selling a basic distributorship for a small amount, and then upselling them on the second step to the Master Distributorships. The front-end and the back-end are very closely tied together. **If they're happy with what they got from you on the front-end, they're likely to purchase the back-end product. Now, you don't want them to be *too* happy, of course! You don't want to satiate them on the front end.** After somebody eats a great big meal, are they hungry after that? No, they're not. **So you always leave them wanting more, but you definitely don't want to disappoint them on**

the first step.

You've got to think about all of this as an enjoyable endeavor, not a serious one, although sometimes you should get serious about it. After all, when you play a game, sometimes you concentrate very, very hard; you *do* take it seriously. But at the same time, it's still a game. You try to have fun with it. You try to be creative with it.

So in Step #1 you draw them in—and **then in Step #2 you slam-dunk them!** You bring out the big guns. Now you've got their attention and interest. **You're now in the position to show them how you can give them whatever it is they desire with the product or service that you're offering.** And let me be clear: When I say "Step #2," this may just be the first of a number of steps in which you pursue relentlessly. As I've mentioned in previous chapters, **we've had offers in which we had dozens of different follow-up pieces alone, including stuff besides Direct Mail.** One summer, during a four-month period, we had 32 different follow-up pieces—but it was still a two-step campaign.

So think about this as salesmanship! When you've got a hot prospect and you want them to do something, are you going to listen when they say no? Are you just going to give up? Not if you're any good, you're not! **The best salespeople are relentless.** They don't take no for an answer. If you say "no" to them, they'll say, "Oh, that's fine. I understand," and then they'll just take another angle and come right back at you. They're just not going to give up! **You've got to do that with your second step, too. Be relentless with your follow-up.** Match the second step to your first. Have a marriage there between the two steps. Keep your prospects happy, but not too happy. Because, again, if somebody eats a great big meal, are they really going to want any dessert? No. And dessert is where you make all your money.

So even though we talk about them as being two different things, the two steps are very closely related, because you can't have one without the other. They go together like peanut butter and jelly. Once you have the list of people who have raised their hands under Step 1, **your goal is to do everything in your power to get them to take the action you want them to take.** In this case it's to give you their money for the product or service you're offering. If you've done a good job of setting up your offer and deciding what your price point is, then you're convinced that the offer you're making to them is solid. You're convinced that it's worth every penny you're asking—that their money is better served in your pocket and your product or service is better served by being with them.

Once you've done all of that, it's your duty and responsibility to make as many sales as possible. The worst position you can be in is to not be confident about what you're selling. If you're in such a position, your sales are going to suffer because of your lack of confidence. So you've got to start with that frame of mind that your product or service *does* deliver the value you said it would, that it's well worth the money you're asking, and that your prospects would be foolish not to exchange their money for it. With that knowledge, go after that business as much as possible, and give them every opportunity to respond to your offer.

Even if they've got this basic concept down, most people who use two-step marketing still give up way too early on their prospects. They might send out an offer or call the prospect up once and try to sell them over the phone, but that's about it. And if the prospects don't respond, then well, better luck next time. No! **If you've built up a list of good qualified prospects, you need to keep reminding them that *they still haven't done business with you.*** You have their attention, you have their interest, they have requested something from you, so

it's time to follow-up with them relentlessly!

There are only **three reasons** why you should stop following up with them on a particular offer. **The first, best-case scenario is that they buy.** Now there's no need to follow up with them. The second is that they tell you, "Stop mailing me stuff! I'm done with you. **I don't want to be a part of your customer list anymore!**" Some people will tell you, "Remove me from your mailing list," and you have to oblige. That does happen; it's a reality of business. **The third option is that it no longer becomes profitable to continue to mail follow-up with your prospects.**

Here's how it usually works. The first day you do your follow-up marketing, you get a certain number of sales; generally the highest number of responses possible. Then, on the following days, the number drops lower and lower, partly because you're making sales and the people who are responding are being purged from that list. Some of your prospects are purged because they never respond, or tell you to remove them. **And so your pool of prospects continues to decrease as you do your follow-up marketing.**

The number of sales keeps dropping as you spend more money following up with your prospects. At some point, that number of sales dips below the profitability line—that is, it becomes no longer profitable to follow-up with them. **Only you can figure out where the profitability line is; that's where you should stop, because if you continue, you'll lose money.** That's a good time to start thinking about wrapping it up—though most people don't wait until then to wrap it up. They quite much earlier in the process, while profits are still coming in from that follow-up.

So continue following up with your prospects; continue reminding them that they still haven't done business with you,

until they either buy, tell you to stop following up with them, or it no longer becomes profitable to continue. Then you can stop. **And don't get tired of finding new, creative ways to remind them that they haven't bought from you.** That's what Step 2 is: just continuously giving them another opportunity to buy. Because if you don't give them an opportunity to buy, guess what? They won't. **And here's the kicker: Even if those people don't buy from you on one offer, you should still keep them on your list as long as they're qualified to be there, so you can keep going back to them with additional two-step offers.** Build a relationship with them. Let them know a little about you. Win their trust and respect, and keep going back to the same well until it's dry. **Your mailing list is gold, if you know what to do with it!**

Earlier, I mentioned what you can do if your sales come too easy. One way to fix that is to raise your prices a little bit, or try to expand your offer otherwise. Maybe you've got something that's really magical, that can make you millions of dollars a year if you tap into it. If you're aggressive enough and you're still not getting enough conversion, if you're generating a ton of leads but not closing enough of them... **there are plenty of things that you can do to try to get them to qualify themselves even more.** It's sort of the reverse of what I said at first. **Instead of trying to expand and see how many more people you can reach, you're trying to do things to close the funnel just a bit so that fewer people are coming through the top... but those that do are better qualified.**

In the end, all this can get very complicated. I've touched on a few advanced techniques here. Hopefully, I've convinced you just how complicated this type of marketing can be; there are many different potential moves you can make within these two steps. **I also want you to realize that you need to keep going back to the basics.** Any time you're confused or

frustrated—basics. Remember how simple it is. **We're talking about dollars spent versus dollars made, minus the cost to generate those dollars.** That's all business is, really. Your primary focus shouldn't be worrying about what stuff costs you; **worry instead about what it takes to make an effective sale.**

You know, some people these days are blown away by circumstance. **As I'm writing this, we're in an economic downturn; times are pretty tough.** So some people are perplexed when they hear that we're selling items for thousands of dollars right now, because they didn't think you could do that in a market like this one. **Well, you can, as long as you do a complete and thorough job of selling. That's what a good two-step campaign does.** You're only looking for the people who are well qualified, not people who are broke! If you want to sell something for thousands of dollars, you'd better make sure that people have money to spend.

We like to tell people flat out, "Look, this is going to cost you about the same amount you'd spend for a weekend in Las Vegas." Or we use the used car analogy: "This will cost about as much as a good used car." **Either way is we're saying, "If you haven't got the money, then please don't waste our time or yours."** That's one way to pre-qualify, but there are plenty of others. You can ask people to only mail the order form in, if you do business by mail. There's no option to go online, which makes it harder for them to respond. **Just by making it a bit more difficult, you raise the barrier so that fewer people will respond.** We've also had prospects call and listen to a recorded message 15 minutes long. There was no cost or obligation to get the package; we didn't even charge postage. It was just a matter of them listening to the message. **If someone is willing to sit through a long message and then leave their name and address, they're a qualified prospect.**

Those are some of the ways you can manage the size of

your list, if it's getting too unruly or too big. **Remember: you only want to do this after you've examined the numbers, because you want as big a list as possible as long as your conversion rate is good... which is where Step 2 comes in.** When you're able to convert those prospects into buyers, you're golden. If that's not going well for you, then change your Step 1 offer and make it harder for them to respond. **You'll bring in less leads, but they'll probably be more qualified—which is the entire point.**

On the flipside, if you're converting them too easily and everybody is buying, maybe you've done too good a job of qualifying them on Step 1. **Maybe you could be making more money by bringing in people who need some more selling.** Maybe they need someone to talk to them, a salesperson on the other end of the line helping them make a buying decision. Or maybe you need to send them more follow-up mail. **Sure, they may be harder to get, but there are more of them out there.** So if you're closing all your sales, consider opening the funnel up a little bit more and bring in even *more* leads.

In other words, you can monitor your front-end (Step 1) and your back-end (Step 2) response rate, and you can keep an eye on that and adjust accordingly as you work to hit your goals. I talked earlier about our goal of a million dollars a month. One of the things we have to do is monitor both our lead counts and our back-end Step 2 conversions very closely—because any adjustment, even a small one, in the response rate can throw off our numbers. **We pay very close attention to the number of people under Step 1 who say yes to our initial offer for the \$10 book, and the number of those people who respond to our Step 2 back-end offer.** In watching those numbers really closely, we can know whether we're doing a good enough job bringing in the right number of prospects.

Once you've pre-qualified people with Step 1, don't be

stingy. Spend money to convert those sales! When I look back at the times when our company has made the most money, it's been when we were spending a lot of money on the follow-ups. We weren't worried about cost; we were worried about doing a complete and effective job of selling.

I promised to show you just how easy it can be to make a million a month. We're looking at just four numbers. The first is the million dollars a month; then we work backwards. On average, our company mails, 40,000 pieces a week for new customer acquisition—that is, to people we've never done business with. We're looking for a 5% response on the front end. That is, for every 1,000 pieces we mail, we want 50 of those people to raise their hands. And then we're looking for a 5% conversion rate: that is, we want those people to make a \$2,500 average purchase. And notice I said "average purchase." You have to factor that average in because there *will* be problems. You may have to sell something for \$1,000 more than that to get an average sale of \$2,500. In any case, all that works out to \$1,000,000 a month. **There are only four numbers to play with. We need 5% to respond on the front-end, and 5% on the back-end—mailing 40,000 pieces a week on a \$2,500 average sale.**

It's simple! It's fun! It's challenging! And yes, it's frustrating sometimes. It's stressful sometimes. **It's confusing sometimes. But show me anything in life that's worthwhile where there's not a tremendous price to pay.** And anybody who expects to bring in a million a month with no amount of headaches and hassles and work... well, you're just living a fantasy as far as I'm concerned. **You've got to be willing to put in the time and go through the effort and energy. Do that, and potentially, millions of dollars are your reward.**

CHAPTER SEVEN:

Turning a Small Sum of Money into a Fortune



The purpose of Lucky Chapter 7 is just what the title says: to show you how to turn a small sum of money into a fortune. This chapter came into existence because our friend, Michael Helgeson from Billings, Montana, sent us an e-mail telling us about some of his clients who had been asking him for a way that they could do this. What if they only had a few thousand dollars to spend? What could they do to turn that two or three thousand dollars into a potential goldmine—something that could produce \$100,000 or \$250,000 a year, or even \$250,000 a month or more? It's a great question, and I'm sure it's a question that you've asked yourself at one time or another. **What is the *real* secret to turning small sums of money into a huge fortune? How can you do it?**

Now, there's a grand debate among some people in this country over why business exists, and some people demonize business. The truth is, businesses don't just exist to serve their customers and make a profit; they benefit society by providing their products and services, and especially by providing jobs to people. **So, you can be in business and be helping the community at the same time; but mostly, people get into business because they want to make money from a specific**

marketplace.

Well, if you've got a certain amount of money to spend and you want to make money with that money, what do you do? Some people have a trade they can go into business with. If you're a plumber, you could start fixing people's toilets, and earn a living that way. If you're an electrician, you can hook up lighting and wire houses. If you have a skill and you turn that into a business, that's one thing. But what if you're just sitting back and pondering things from a very basic beginning point? What are you going to do? **You've got a little money you've saved up over the last few years, and you know you want to do something that will build that money into a substantial income.** But what is that "something" going to be? That's the kind of framework we're working from here. How can you get the biggest bang for your buck? **How can you productively turn a fixed amount of money into a stream of cash that can provide an income for you and your family for decades to come?** Because if you're just saving, that's what you've got: a fixed amount of cash. You might get a little interest, but that's about it.

Given our current economy, I think this is a timely question... but then, I think it's *always* a timely question. Most of us are always wanting or needing more money. Sometimes we have an emergency that requires a quick infusion of dollars. For my friend Michael Helgeson, the starting point was when a friend was in danger of being evicted. Well, Mike sat down with a legal pad and started writing out ideas on how somebody could generate money in a situation like this. There are the obvious ways: For example, you can go through your house and take everything that's not nailed down and sell it on eBay. You'll get some cash; but very soon it's all going to be gone—and then you're back in the same situation you were in before. **But there are many more creative ways that you can start with a little**

and build it up to a lot. Maybe if somebody's in dire straits, they could sell what they have and take that money and parlay it into something more; ideally, ongoing residual income.

I realize that there are people making a full-time living on eBay, and that's a different story. Generally, they go around and buy stuff at garage sales, flea markets, and things like that. They look for stuff that might have an appeal to a nationwide market, and then sell it there. That could be a business model for you, but c'mon, now—if you're talking about selling your existing belongs on eBay, you're talking about nickel and diming it, not a long-term strategy. **That might make you *some* money, and that might be a good way to find some cash to start your business, but it's probably not going to propel you to the next level.** I've mentioned my story before in this book—about how I raised the money I needed to start my mail-order business 21 years ago by selling a van for \$300. So, okay, you could sell a vehicle, too. You can do some things to raise some cash to start your business, but I think that the idea that you're going to make enough money to be satisfied by just selling some junk from around the house isn't a good strategy.

You could put some money in the bank—a savings or money market account. I think these days they get around one percent interest. At least your money is going to grow a little, assuming it's a non-fee-based account. So you put \$1,000 in and it earns you a percent a year. Maybe if you live to be a bajillion you'll be able to retire! But still, a savings account is an option, and I'm not trying to bash the idea here; **you want to have *some* money in savings. But you're not going to get any significant growth anytime soon.**

Or hey, you can head to Vegas! **Again, it's not a long-term strategy;** but if you had a few thousand, you could go to the casino, go to the roulette wheel, put it all down on red, and see what happens. Just go throw it all down and spin the wheel and

hope it turns out well. That's something else people do with their money all the time when they're struggling; they don't have anything sustainable or long-term, and yet they're plinking money into the slot machines, hoping they win big. **That's a gamble; all of these things are gambles, even the stock market.** You could always put your money in the stock market and hope for the best... although the stock market hasn't been doing so well lately.

So there are many things you can do to earn a little money. But if you're talking about sustainable, long-term growth, something that will continue to pay you dividends not only right away but month after month, year after year, **I'd say you've got to get into some kind of business. There's really no other way, in my opinion.** And to me, business isn't just a bunch of profit and loss statements. That's too complex and confusing, and comes from the human tendency to overcomplicate most things.

Every time I overcomplicate things, when I get confused and frustrated, I just go back to the basics. They're simple enough, and the formula works for *every* business, no matter how large or small. **Just get enough people to keep coming back often enough, and get them spending more money, so you're making more money per transaction every time they come in.** Then the idea is to figure out how to get them to keep coming back and keep spending more money on more of your stuff for higher profit margins. **Business is just selling and re-selling to the same basic groups of customers.** That's how the smallest businesses succeed; that's how the largest ones succeed. However much you want to make, you do it by selling a bunch of things to a group of customers for as much profit per transaction as you can manage, and get them to come back as often as possible. **I know that that's a generalization; and yet if you keep going back to that every time you start getting frustrated or confused, you can take comfort in this simple formula.**

There are only three things you have to do, **three general steps you have to follow. THE MARKET COMES FIRST, period. If I only had a few thousand dollars to play with, I'd study the market, find out what they want, and give it to them.** And again, that's how my wife Eileen and I started our business back in September of 1988. We had an old, broken-down carpet-cleaning vehicle (one of two), a 1985 Chevy van that ran on only five of its six cylinders. When you drove it down the road, a thick cloud of smoke came out of the muffler because one of the cylinders didn't work. And it was a joke. We actually used it for cleaning carpets sometimes... and we'd smoke out the whole neighborhood just by driving down the street.

Eventually, we sold that van for \$300 and ran an ad with the proceeds, in a market that I understood. **We had actually found a simple idea that worked for us; it didn't work phenomenally well, but it worked a hell of a lot better than all the other plans that I'd ever bought!** And so we thought, hey, maybe there are some other people who would like to see this plan, too. So we wrote a little booklet called *Dialing for Dollars* and ran a small ad in two little opportunity magazines that are now defunct.

If I had to, I'd do that all over again, because I love the opportunity market. **And when I'm talking about the opportunity market, I'm talking about anything that involves making money.** There are millions of people out there just like you and me. Think about that! *Millions* of people who just want to make more money. And it's a hell of a great market to be in! We started selling our little book, then took the profits from those ads and parlayed them into four ads, and four ads into eight ads, and then we started running full-page ads. You build with your profits! **You put as much money back into the company as you possibly can.** You live on as little as you can, and keep sinking it back into the things that made it for you in

the beginning. That's what we did.

Then we got into Direct Mail and met Russ von Hoelscher, and he taught us all kinds of things that he knew. **We just kept parlaying it, until a little less than five years later we had generated over ten million dollars.** Did we get lucky? You bet. **But we also created our own luck; and we kept putting more money back into the things that were making us money.** If I were down to just a couple thousand dollars, I'd go right back to the opportunity market. People are always looking for a way to make more money.

NUMBER TWO: I would latch onto something incredibly hot, something just buzzing with excitement and energy, that somebody else already had already put together. I wouldn't try to gamble on something new; instead, I'd try to become an affiliate or a distributor for a company with something smoking hot. In these cases, smart entrepreneurs have already come along and invested the big bucks in developing these products or services; so when you can become an affiliate or a distributor for those companies, you're grafting onto what they're doing. **You didn't have to go out and spend all that money.**

The THIRD STEP is this: I would then build my own deal around their deal. If you know the secret, and if you really are serious, you'll start noticing that there are plenty of people who have built their deals around other deals... so that the deal that somebody else put together, which cost hundreds of thousands or millions of dollars to create initially, is incorporated into something unique. **I would look for something that their deal didn't have, and then I would come along and try to supplement it.**

These are the three steps we're using on a daily basis right now. In fact, we recently began promoting something out of Surprise, Arizona that's just smoking hot! **We found the one**

thing that opportunity lacks, and built our own solution around their service. Their opportunity actually has a buzz that gets people's attention, which is of paramount importance. As I've mentioned before, people are highly skeptical these days. They're jaded, and they've built up such a resistance to advertising messages. Unless you've got something that's really hot, you're never going to penetrate through that thick layer of apathy and cynicism. **So you have no choice but to find something hot that pierces through that armor... that invisible but very real shield that people have sheathed themselves in.** You get them excited, and then you show them how this thing they're so excited about does have some fatal flaws in it, and how you've fixed it with your product or service. Now, all of a sudden, you've got magic!

We've done two and three-day marketing workshops where we just talk specifically about all the ways to implement this basic strategy. And, to a bigger degree, **it's the core philosophy behind everything we do: not only for our own marketing, but in what we teach.** We have up to 10 small marketing workshops every year, and at least one larger event. We have coaching programs. We have newsletters. We have conference calls on a weekly basis in which we teach these marketing strategies. They're all based on our discoveries in the DRM business; we're sharing the strategies that have worked for us and made us millions of dollars over the years. **But it's basically as simple as starting with the marketplace, finding something hot, and then wrapping it in your own unique shell.**

Someone who's been around for a long time may have the skills and the financial resources to invest in infrastructure to put together their own product or service, and I do think that's certainly an end goal for any entrepreneur. But if you're just getting started, you probably don't have the money to spend on developing your own product from scratch, and then pulling

together a team to help you implement your marketing plan. **Lacking those resources, you should find someone else's product you can get enthusiastic about.** There are so many affiliate programs available on the Internet. **That would be a good place to get started if you're not sure what you want to sell, but you know a marketplace you want to sell to.**

Start with the marketplace; always, always start with the marketplace! Then find affiliate products that serve the marketplace. **One of the biggest affiliate product sources I know of is a place called Click Bank (<http://www.clickbank.com>). Click Bank offers 10,000+ affiliate products that you can sell without having to create a thing—not even sales copy for that product.** That's one of the great things about affiliate opportunities, wherever you find them. There are probably *millions* of websites that run their own independent affiliate programs, where they've got a great product and also allow affiliates to sell that product for them. They spent their time, money, and energy creating a site, and they wrote the sales material for that site. **They put everything together for you.**

Even better, if they've got a product that requires a lot of support, they've often got the staff to support it. So if there's a problem, a question, or a concern, they've got their own phone numbers the people call—so you're in a position where you can benefit by selling the product without having to deal with any of the headaches and hassles that go along with being in business. **You get the benefits without some of the drawbacks.** It's simple enough to find these things; if you don't care for Click Bank, take a look at Commission Junction or type “affiliate program” into your search engine. You'll find plenty of aggregate sites to work with. **Most industries have affiliate programs, so there should be one for your marketplace, whatever it may be.** Somebody, somewhere has already created

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products that serve your marketplace; and with most of those, you'll find they have affiliate programs.

You can sell the product just as it is and do very well. **But to really stand out, you've got to make it unique, to differentiate yourself from everyone else who's selling the same thing.** That's a basic tenet of all marketing. You can do that by creating your own product or service around that affiliate product. For example, here at M.O.R.E., Inc. **we often take a great affiliate product and create marketing systems for all the other affiliates.** When we've identified a great product that sells to the business opportunity marketplace, and they've got an affiliate or Network Marketing opportunity where they're trying to bring in a bunch of other people to sell that same product, we make it *better*.

What we do is we create our own turn-key marketing system that helps us, of course. We're not altruists! We do this for ourselves, and once we tweak the system and work out all the problems, we make that system available to the other affiliates and all those thinking about becoming affiliates. We've done this many times with Network Marketing and MLM opportunities. **We find a product where someone else has paid for all the infrastructure, and then create tools that make it easier for people trying to make money selling that same product.** That's really how simple it is.

Now: Once you've gotten that hot product in place, once you've made it better, how do you pierce through the skepticism that I talked about earlier, the shield that people develop to protect them from the modern inundation of ads and marketing messages? Take a look at Chapter 6 and you'll have your answer: good old two-step marketing. **Two-step marketing is the cheapest, fastest, easiest, simplest, and most effective way to go out there to any given market.** Take a look at what your competitors are doing; where do they run their ads? What kinds

of ads are they using? Generally, you'll see a two-step structure, where in the first step they're offering some free or low-price item. This causes people to pre-qualify themselves by requesting that item. In the second step, the advertiser follows up by selling something of higher value. **If they're smart, they go back to the same prospects repeatedly with more offers.**

That's two-step marketing in a nutshell. **We do it extensively through the medium of Direct Mail; that's our core marketing method these days.** But to be honest, it's expensive. The average person who's serious about building something long-term and sustainable should start with something that's a little less expensive. **Display ads, or even classified ads, can be effective in the right place.**

The biggest problem with Direct Mail for those just getting started is that they can't afford to see it through long enough to be successful. A lot of our customers, for example, will dabble in Direct Mail; they'll send out a few pieces of Direct Mail here and a few pieces there, maybe even a few hundred pieces a month. That seems like a lot, but it isn't really, and they never really take it seriously. **It requires a substantial investment in resources just to be able to make Direct Mail advertising sustainable as a model.** So if you just send out 500 pieces and don't get the response you want and then give up, you're shooting yourself in the foot. There could be all kinds of problems with those 500 pieces of mail. Maybe you just hit a bad list at a bad time. When you mail out 50,000 pieces spread out over several different mailing lists, maybe over a few weeks or a few months, you start to see patterns develop and find out whether an offer is going to be successful or not. **But most people don't have the resources for that when they're just getting started.**

That's why a small ad in a magazine or trade journal is just what the doctor ordered in this case. The ad reaches the

people you're trying to sell to, and that's the important thing. **Find out what they're reading and what type of ad really works. Where can you advertise most effectively?** Some people online instantly go to Pay Per Click advertising; but that's a touchy game, and it's easy to lose a lot of money that way if you don't have everything set up right. In fact, I'd recommend staying offline at first.

In any case, find out where other people are selling products similar to yours, to the same marketplace you're selling to, and put your ad there. It's sort of like if you were going to build a fast food restaurant: you don't want to put your restaurant in an area of town where there are no other fast food restaurants. That might seem attractive, but if you think about it, you'll realize there's a reason *why* there are no fast food restaurants in that part of town. You need to put your restaurant where people go for fast food already: say, right next to McDonald's or Burger King, or at an intersection where there are already three or four other choices available. When someone's hungry, that's the part of town they'll go to, right?

I mentioned McDonald's because they know *exactly* what they're doing in this regard. Most people don't realize it, but McDonalds spends a lot of money determining the demographics of any area they're considering expanding into, and which exact corner they should put a restaurant on. They do a big study—and then businesses like Wendy's piggyback on it. They let McDonalds do all the work and spend all the money to find the best place, and then they set up shop right next door. That's kind of what I'm talking about here. **You find the market, and go where everybody else is going.**

So put your ads right next to a bunch of other ads of the same kind. **Invest in the same kinds of ads they're using—especially the ones that you see used month after month, because you know that those are the ones that are the most**

effective. Otherwise, your competitors wouldn't keep using them! Again, **I would recommend that you start with a display ad or classified ad; and be absolutely sure you make it very easy for your prospects to take that first initial step, which is to send for something for low or no cost.**

You know, it really amazes me how many marketers don't do this. It's like the two-step method is foreign to them, that they have no idea how to qualify people. I find it difficult that this is still kind of a secret, even though the secret has been out for so long! I don't understand why a lot of people overlook it or don't take action on it, except that maybe they tried it half-heartedly once and it just didn't produce to their liking. Case in point: We recently started a new business in a local market where there's only one major competitor with an operation like ours. But frankly, I'd be shocked if he had any repeat customers who weren't coming in by accident (and yes, he does have a few repeat customers). He's a nice guy and all; people like him, and yes, he's got the stuff that they want. But he's not doing anything to attract new customers that we know of, and certainly he's not doing anything to get his old customers to come back on a regular basis. That's a mistake. **Your repeat customers are your lifeblood in any business!**

A quick aside: There's an old story about a jewelry shop that was on fire. The owner dashed in, stayed for a minute, and then dashed out, coughing and blackened by smoke, with a sheaf of papers in his hands. The firemen yelled at him, "What are you doing risking your life for that? You didn't even come out with any jewelry!" And the jeweler said, **"I got my customer list. That's all that matters to me." And he's absolutely right!** You should always keep a copy of your customer list in a safe place. Keep it in a safety deposit box; that's what we do. Every so often we update our list, and put it somewhere where it's protected from all kinds of disasters, natural or otherwise.

Now, back to the main event. Here's a story that shows you the power of social media these days. In Wichita, the big city closest to us, there's not a single Chick-Fil-A restaurant. Well, everybody I know loves Chick-Fil-A, and there's a group on Facebook agitating for Chick-Fil-A to put a store in Wichita. It has a big fan following, and the gentleman who started it has been updating people on his progress with the company. I've seen him talk about Chick-Fil-A's strategic plan for store development. According to his conversations with them, they have a long-term plan for how many stores they want to build each year, and they do a lot of research before going in and building. That's basically what McDonald's does. If you're a fast food joint, you want to piggyback on their research and build your store right where they're building theirs.

Again, you should do the same thing with your marketing. That should be obvious, but people do tend to be ornery. I've heard people say things like, "Why would I want to advertise there? Everybody else is advertising there! I want to advertise over here because no one else is running their ad over here." Come on, now: Stop and think about that for a minute. **Why is no one else advertising there? It's probably because they can't reach their marketplace from there.** Why would you advertise guns in a women's magazine, for example—just because no one else is? That's spurious logic. Most of your target market isn't reading that! If you sell a business opportunity and you advertise in a magazine catering to garden enthusiasts, well, some of the readers might be interested... but that doesn't make as much sense as advertising your business opportunity in a magazine like *Entrepreneur* or *Franchise*.

Instead, you want your ads to target the publications your market is reading, which means you want to focus on being the best marketer of the bunch. If there are a hundred ads reaching the same market you're reaching, how does your

ad stand out from all the others? **By making a solid offer, using solid marketing techniques.** Give people an opportunity to raise their hands and join your mailing list, by requesting a free Report or a free CD or whatever. **Let the qualified prospects separate themselves from everybody else reading that magazine, and then follow-up with those people, doing what you need to in order to get them to buy your product or service.**

Now, let's talk about what's in it for you to actually perform those steps—the actual, ongoing earning potential from doing exactly what I just said. If you're shaking your head, thinking that this all sounds like a lot of hassle or wondering how much money you can really make, well, let me relate a few success stories. There's M.O.R.E., Inc., for example. **This process has made us tens of millions of dollars in revenue.** Just to give you a small taste of the potential that's in it for you, let's look a bit closer at this business opportunity out of Surprise, Arizona that we're promoting.

I can tell you that this is an excellent business opportunity because I've looked at literally thousands of opportunities over the years. Do that often enough, and you can spot the flaws in an opportunity a mile away. After you look at enough of them they make you sick, because they're almost all the same. Every once in a while, though, you'll see something new, something different, something that will shock you into paying attention. **This brilliant little opportunity is a good example. It costs less than \$100 to get into, then \$29.95 per month. But with the deal we're wrapping around it, it's a \$3,997 service.** I won't go into the specifics here, but basically we've taken turned a \$100 promotion into an augmented version for almost \$4,000. **It's got a tremendous amount of high-perceived value, because we've built a wonderful offer around it.**

You can't just ask somebody to give you \$4,000 without

giving them \$40,000 worth of value, and we've done just that. For instance, they get a dozen different things with the basic offer. It's just like those infomercials: "You'll get this, plus you'll get this, plus you'll get this and this. But wait! If you act now, you'll also get this, this, this, and this!" **So you just keep building that offer!** We use the basic deal to get people's attention, to get them excited, to captivate their imagination as only a really hot deal can; and then we build our high-dollar, high-perceived value, premium-priced, super-profit-margin offer around it. **Every successful Direct Response marketer that I know of is using this model to generate their profits.**

Two-step marketing is the basis of our sales philosophy. Our formula has pretty much always been that we send an offer out to a list, people respond, and we take some of that money and put it into more mailings. We constantly mail more offers to our current customers and, at the same time, spend a percentage of our marketing budget on new customer acquisition. During our hottest promotions, we may mail as many pieces as 100,000 pieces a week. Right now we're consistently mailing 40,000 pieces a week, all for new customer acquisition, using this model of two-step marketing. **So we continue with the mission of advertising to new prospects, bringing new customers in, and hopefully turning a percentage of those into preferred customers.** We continue to do more and more business with our existing customers, at the same time trying to build new relationships with new customers. That's the whole system.

With us, it started out as a van. It turned into an ad. That ad turned into new customers, who turned into new customers in bigger ads, and then that was parlayed into Direct Mail that turned into a small mailing list and more mailings going out to build the mailing list; **and that's turned into the huge mailing list that we have today. And we still continue the process of doing two-step marketing to attract new customers who,**

hopefully, will become preferred customers.

Since 1988, we've brought in more than \$114,000,000 by following that basic formula over and over again. It took a lot of discipline to do that, frankly, especially right at the beginning. I think a lot of people go blow their money once they experience a little success. They want to go *do things* with their money. I understand that, but you have to resist that temptation. **You've got to focus on continuing to build your business. Put the money that comes in back into doing more of the things that got you that money in the first place. Just continue to grow it and grow it.** Eventually, you reach the point where you're comfortable. Maybe you're comfortable with \$10,000 a month; maybe \$5,000 a month is good, or maybe you want \$50,000 a month. **Whatever your goals are, you can reach those by using this systematic method of reaching your marketplace** —starting small, then building to the point that you make the money you want to make, and then continuing to serve your customers and continuing to do the things necessary to bring in more customers.

That last point is critical; because you see, even though our customer list is huge today, if we did nothing our customer list would shrink to nothing eventually; because people, through various means, fall off your list. Some die, some move, some have economical difficulties so they can't buy as much, some change their buying habits, and some just get out of the marketplace altogether. So you've got to continuously refill the bucket, because there are holes in it. **You have to do whatever is necessary to bring in new customers while continuing to serve your old ones.**

That's the simple formula; and it does work if you'll work it, if you'll use it and be consistent in it. It may not *always* work. We don't make money with every promotion we do; sometimes we lose money. **But on a whole, the consistency**

pays off, and we continue to build our list and serve our customers through that method. So I think as far as providing real-world examples of how this system can work, the best example we could give you is how it's worked for us.

Selling that carpet-cleaning van resulted in \$300, which resulted in an ad, which led to a business. When you tie it all up, it's turned into about \$114 million in total revenue. Naturally, we haven't held on to most of that money; we're not sitting on a hundred million dollars right now. **Income is like a river that runs through your business. You're always putting more money back into it and building your infrastructure.**

As I'm winding down this chapter and this book, I realize that some readers who were excited at the beginning of the book—or even this chapter—are totally unexcited now. In fact, I imagine some of you are thinking, “Oh my God, this is a lot of work! Dude, I don't want to build a *business*, I just want to make some money *right now*!” **I'd like to speak to that discouragement, and try to add a nice layer of frosting to the cake that I've just baked for you.**

I understand that all this, especially the two-step marketing method, sounds like work, work, and more work. That's because it *is* work! I'd be lying to you if I told you otherwise. But I do want to say this: **It's the best kind of work. It's the kind of work that's fun, challenging, creative, and exciting.** Admittedly, there are times when it's none of those things; again, I don't want to mislead anyone on that score. **But I truly believe that it's the journey that's the main reward, in business as in life. It's not so much reaching your goals that's important as who you become in the process of reaching your goals.**

And the cool thing is, once you learn how to make money this way, you'll never again be in a position where you

desperately need money... unless you do something monumentally stupid. I've done such things myself, digging the company deep in debt as I get carried away with my own ignorance and egotism. But I worked my way back to the top, and I've damn sure learned my lessons. **Once you have the ability to make money, it gives you the kind of confidence that's hard to even describe** without people thinking you're hyping it up. **And of course, you have that knowledge that nobody can take away, so you'll always be able to rebuild after a crash.**

I've mentioned before that we're working on a million-dollar-a-month promotion. **We know exactly what we have to do to bring in a million dollars a month with this promotion, because we've done it before more than once.** That's why we're confident that we can do it. And it's fun! It's creative! It's challenging! It's exciting! It's also difficult at times, like any good game or sport. **You sweat a little. You get knocked down sometimes.** You might end up with a few bruises—but that's part of the game.

When I started this game, I was dead broke. You may think I'm exaggerating, but I was more or less living in poverty, and life was like that for a long time. So sometimes it seems like a fantasy to realize that I'm now in a position where I can confidently expect to make a million-dollar-a-month promotion work. But we're confident that this is possible, because we've done it before. **To go from one extreme to the other is just an incredible feeling! This is a great business to be in.** And being an entrepreneur beats the heck out of the kind of business where you spend your time on an assembly line making widgets all day. That's boring and mind-numbingly repetitive. **Being an entrepreneur is such a rush, because what you do on a day-to-day basis can change, depending on how you're serving your customers.** We're always researching ways we can better

TURNING A SMALL SUM OF MONEY INTO A FORTUNE

serve our customers, and then creating products and services to give those people what they want.

And here's the thing: Sometimes we hit the numbers we're after, and sometimes we don't. **But the act of trying to hit those numbers is incredibly invigorating—again, more like a game than work.** And having an exciting promotion is something that you've just got to experience, especially the thrill of having orders come pouring in and seeing something that's working just like you planned, turning into a well-oiled cash machine. **Yes, there are days where things don't go well, and you end up struggling. That's a reality of business.** But the promotions that *do* work are worth it, and they make it all worthwhile as orders pile up, and as checks and money orders come in the mail, or you hear your email inbox dinging as PayPal authorizations come in online. **Just the excitement of doing something that you love doing, and reaching a marketplace that you love to serve, and trying to do everything you can to serve that marketplace... it's indescribable.**

Again, it doesn't mean every day is easy, but it's a lot better than the alternative of working in a factory, pushing buttons all day long, and making widgets and doing something that's mundane and repetitive over and over again, trading your hours for a set number of dollars. **The rewards when things are going well make it well worth the days where things aren't.** After all, if it were always easy it wouldn't be exciting! But *it is* exciting, and that's why we like serving the marketplace that we serve. **No matter what your product or service is, no matter what your marketplace is, serving it by means of the Direct Mail business can make you rich.**

There's a great quote I heard a long time ago and committed to memory, and I think about it all the time. It's just this: **"A big shot is just a little shot that just kept on shooting."** We're living in an age where there are more first-

generation millionaires than ever before. I'm talking about self-made millionaires, people who weren't born with a silver spoon in their mouths. They started with little or no money and now they're millionaires, multi-millionaires, even billionaires!

It's surprising how many people make it to the Forbes 400 list every year, and you've got to be worth close to a billion dollars just to be at the bottom of the list. **These are entrepreneurial people. Most didn't start with a lot of money.** In some cases, they were dead broke when they got started. That just goes to show that the opportunity really is there. This is the greatest nation on earth; and it's a great time to be alive. **There are so many entrepreneurial opportunities out there, so many models that you can study.** And you've got easy access to the Internet—the greatest place in the world to do business espionage! It's easy to get on their mailing lists and get some of their inside secrets.

I recommend that you read this book again and again. Take notes, underline passages, highlight things, write in the margins, add sticky tabs all over the place. **Put these tips into play in the real-world marketplace. They can make you a fortune; I'm living proof of that.** Here's a chance for you to get in the game and play it—and the best part is that you can keep score with money! **So dive in, have fun, and play the game with all your heart!**

BE RUTHLESS!

This book will teach you how to be a RUTHLESS MARKETER and get all the money that could and should be yours!

Ruthless marketing has nothing to do with ripping people off. In fact, it's just the opposite. It's all about extracting the largest amount of sales and profits from your targeted marketplace... And to do this – you must re-sell to the largest number of customers.

However, all ruthless marketers are relentless.

You must develop the heart of the lion and the mind of the fox! You must be bold and audacious (and a bit cunning) in order to seize the greatest opportunities for sales and profits. It's not about lying to people or cheating them, but it is about mastering the art of getting the largest number of people in your market to give you the biggest amount of their disposable income! That's what this second book in our series will help you do. ***Read it and be ruthless!***

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T.J. Rohleder
(along with his
wife and
business
partner, Eileen)
started selling
to the

opportunity market in September of 1988. They started with only \$300.00 and quickly turned it into over \$10-million in less than 5 years. Then they went on to generate over \$117-million within their first 20 years... Now T.J. will candidly reveal his greatest tips, tricks, and proven strategies that YOU can use to turn small sums of money into your own huge fortune!