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T.J. Rohleder Presents...

# **THE BLACK BOOK OF MARKETING SECRETS**

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

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

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T.J. Rohleder Presents...

# **THE BLACK BOOK OF MARKETING SECRETS**

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

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Dear Friend,

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

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

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

Sincerely,

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

T.J. Rohleder

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



If the desks are too neat and  
clean... and the people all  
look relaxed... **the company  
is in BIG TROUBLE!!!**

---

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Keep finding new ways  
to re-use and combine  
all of the most  
successful elements  
*that have worked  
for you in the past.*

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**You take the praise –  
I'll take the cash!**

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**Every great story has  
two essential elements:  
TENSION & DISCOVERY.**

It's all about pressure and release!  
Build the pressure, create the tension,  
make it real, and then introduce the  
discovery! *Now you can sell them!*

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**I never know how I'm  
going to do something  
until I do it!**

**Others can not live  
with this kind of  
uncertainty... But  
these are the kinds of  
things that excite  
entrepreneurs!**

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**One of the secrets to a great promotion is to allow yourself enough time to work on it.**

- You must live with it for a long enough period of time to discover the best ideas.
- The longer you re-work it – the stronger the ideas become.
- Sometimes the best ideas come in the beginning, but most of the time they come as the deadline approaches.
- You must set tight deadlines, but if they are set too tight you'll never discover the most powerful selling ideas.

• • • • •

It's far better to have a  
friendship that is centered  
around the business – than  
to have a business that's  
centered around a friendship.

*Business is at its best  
when it is honestly selfish.*  
Strive to keep it that way  
with all your relationships.

• • • • •

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**An entrepreneurial rule for  
choosing new ventures:**

**In any new business  
venture – if it's not a  
stretch – don't do it!  
It must scare you and  
induce some risk.  
If not, don't do it.**

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**Only an entrepreneur  
can understand  
another entrepreneur.**

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**The secret to making  
BIG TICKET sales:**

✓ You must consciously  
decide to spend more  
money to make the sale!

“I’m selling a \$3,000.00 package with  
a \$30.00 cost of fulfillment. Who cares  
how much I spend to get the sale?”

*Master Marketer, Jeff Gardner*

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**The best marketing is  
always in a constant  
state of flux.**

\* \* \* \* \*

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***We make it up  
as we go along!***

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## The value of an employee is determined by 2 things:

1. How much money they directly bring into the company? (In other words, without their direct effort – this money would not have come in.)
2. How difficult will they be to replace?

*Nothing else matters.*

**A high turnover rate of employees creates problems...**

- \* Customer service.
- \* Lack of focus.
- \* Stability.
- \* System breakdowns.

**But a low turnover of employees also creates problems...**

- \* Office politics!
- \* Spoiled rotten employees.
- \* High fixed overhead expenses.
- \* They start gaining control and you start losing it!
- \* So, every once in a while – you gotta clean house!

**You can learn a lot about good database marketing by thinking of your customers as if they were a good woman you are trying hard to keep in your life!**

- You gotta keep making them feel special.
- You have to do nice things for them as often as you can.
- Keep reminding them that they are important and loved.
- Never argue with them! When a problem arises use the two greatest words in the relationship language to diffuse the situation: "I'm sorry!"
- Never forget that customers are emotional creatures who want to somehow feel special. Do what you can to make them love you and keep loving you! Your marketing will be greatly improved by developing this attitude.

**You can't tell a book  
by its cover – but you  
can sure sell a book  
by its cover!**

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**The right stories will  
easily warm people  
up and prepare them  
for the close.**

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**“You must enter the  
conversation that’s  
already in their mind.”**

*Robert Collier*

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**Even the best of us...  
develop a certain  
amount of contempt for  
our customers.**

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• • •

**Newer and  
more exciting  
problems  
lie ahead!**

• • •

The question all marketers  
must constantly ask:

**What's next?**

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The marketplace is like a  
giant safe that's loaded with  
tens of millions of dollars!

**All we have to do is  
discover the combination!**

**Often we are just a few  
clicks of the dial away!**

\* \* \* \* \*

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**Nobody gets old by  
accident... The future will  
arrive whether you plan and  
prepare for it or not...**

**Those who fail to plan are  
actually planning to fail.**

**Strive to become the  
company everyone  
tries to imitate.**

**Then innovate *faster*  
than they can imitate!**

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**If you know so  
much – how come  
you're not rich?**

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\* \* \* \* \*

**Never let your failures go to  
your heart – and never let your  
successes go to your head!**

\* \* \* \* \*

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**A brief flash of insight can  
sometimes save you hundreds  
of hours worth of work on a  
particular project – *or make  
you many millions of dollars!***

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## **Jump – and the net will appear!**

- ✓ **Make the commitment first.**
- ✓ **Set the deadline!**
- ✓ **Run the ad – then  
scramble to put the  
fulfillment together!**
- ✓ **Make BIG PROMISES  
to groups of customers –  
and then scramble to  
make them real!**
- ✓ **Do whatever you can to  
force yourself to do more!**

**“Insecure people make the best entrepreneurs. They need a lot of money – a lot of cars – a lot of things around them.”**

*Scott Blum, Founder of Buy.com (Forbes 1/31/02)*

**Scott started Buy.com in 1998 with almost no money. He got \$120-million cash when he sold 28% of the company. Then after the Internet start-up bubble bust – he bought all of the stock back for \$13-million! WOW!**

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***Most people* are secretly  
looking for someone to lead  
them by the hand.**

• • • • •

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**Everybody wants what they cannot have or get.**

**Most people are afraid to sell super exclusivity. But those who do, quickly discover that it sells like crazy!**

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People are procrastinators... They'll do anything to avoid making a decision. Without some incentive to get them to take action or make a decision – they will put it off and forget about it.

- You must give them a reason to act now!
- You must create a series of follow-up offers that keeps the pressure on them!

**Everybody loves  
an offer they perceive  
is just for them.**

**The things they want  
the most are the things  
others cannot get!**

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## **You must create “Exclusivity.”**

- > There must be something that automatically separates you – your company – and the stuff you sell – from all the other competitors.
- > This “something different” must be very important to your customers – and must be created by you.

---

**The job of an entrepreneur is to create chaos... The job of an employee is to clean it up!**

Employees create security and consistency... But we must constantly keep our businesses moving! Our companies *must* be kept in a constant state of flux – as we continually experiment with newer and better ways to increase sales and profits.

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**“Advertising tries to bypass  
the rational side of man and  
appeal directly to the deep,  
unconscious forces that lie  
below the surface.”**

*Aldus Huxley*

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**Happiness is...**  
**a never-ending stream**  
**of positive cash-flow!**

**\$ \$ \$**

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## **Bad news sells!**

Nothing gets attention like bad news!  
Use it to draw people into your sales  
message – then quickly show them how  
you have the instant golden solution!

\* \* \* \* \*

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**Salespeople get paid  
to hear the word “no!”**

**A “no” does not  
mean “no” to the  
aggressive person  
who wants the sale!**

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“When people are free to  
do as they please, they  
usually imitate each other.”

*Eric Hoffer*

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## **The real secret of wealth is leverage...**

**You must find as many ways as you possibly can to make money without your direct efforts. Here are some of the most common ways to do it:**

1. Get paid on products and services sold – not by the number of hours you work.
2. Working through other people is the smartest thing you can do.
3. Create and build multiple streams of revenue that run through your company. Positive cash-flow gives you tremendous power!
4. Get something working (making profits) and then TURN UP THE VOLUME! Example: It takes no extra time or work to tell your Mailing House to mail 100,000 pieces of direct mail – than it does to tell them to mail 10,000!!! Think bigger!
5. Build an army of people who make money for you! Create promotions that automatically bring in massive cash! Then sit back and run it all from your easy chair!

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**Do everything you can to create a  
COMMON BOND with your  
prospects and customers.**

- ✓ **Make them feel like:**
  1. They are just like you.
  2. You have experienced the same pain and frustrations they have experienced.
  3. You have a strong common enemy.
  4. You have something they desperately want.
  5. You have a strong reason you want to help them... (You must tell them what's in it for you. Your message cannot be 100% altruistic.)
- ✓ **These 5 things can be manufactured!**  
You can create – develop – and strengthen all 5 of these areas! You make it real in their minds and hearts.
- ✓ **These 5 things build a strong bond with your prospects and customers.**  
They give you the tremendous leverage you need to get the maximum amount of their disposable income.

## **The Food Chain:**

**I spend all my time thinking  
of all the ways to suck  
money out of my customer  
base... And my employees  
spend all their time trying to  
come up with ways to suck  
money out of me!!!**

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### **The #1 secret to platform selling:**

- The group (if you program them right) has only one mind!
- There are no individuals in a group – *if you do your job right!* Each person influences the one next to them... They all think alike... They re-enforce each other – until the entire group becomes one mind only!

• • • • •

**Take good care of  
the people who take  
good care of you!**

• • • • •

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**The goal of a direct mail  
marketer is pretty damn simple:**

**KILL AS MANY  
TREES AS POSSIBLE!**

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**Your best work  
is still out there!**

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**Put your entire focus on  
making a BIGGER PIE –  
not on counting and  
weighing each slice!**

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**Your relationship with  
the customer must  
change from an  
unwelcome pest  
to a welcomed guest.**

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**Retirement = Death.**

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**Success is the ability  
to outrun failure!**

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**Better to strengthen  
your back than to  
lighten your load!**

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**Constantly look for things  
that are hot now! Feed the  
existing hunger in the  
marketplace! Look for ways  
to put a new twist on things  
that are making huge sums  
of money right now.**

**“Find a parade and get in front of it.”**

*John Carlton*

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**I hardly ever think  
about business for more  
than 20 hours a day!**

\* \* \* \* \*

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Good marketing is what  
capitalism is all about...

## **THE STRONG EAT THE WEAK!**

- It's the law of the  
jungle, baby!
- The best marketers are  
the hungriest and most  
aggressive predators.

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**People suspend their  
disbelief long enough to buy.**

- ✓ The buyers are still  
skeptical... But they go  
ahead and believe  
enough to buy.
- ✓ The greed factor overrides  
their skepticism.

**“Business is a good game –  
lots of competition and a  
minimum of rules. You  
keep score with the money.”**

*Nolan Bushnell*

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## **The Golden Secret of Niche Marketing:**

- > It takes one to know one!**
- > The richest and most  
successful niche marketers  
know their prospects and  
customers better than these  
people know themselves!**

**There are only 3 kinds of  
people within every company:**

- 1. Pie makers**
- 2. Pie bakers**
- 3. Pie cutters**

*The first group always  
deserves the **MAXIMUM**  
amount of money!*

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## Confession of a Millionaire Marketer:

“My ambition has  
always exceeded my  
skills... But I can't  
let a little thing like  
that stop me!”

\$ \$ \$ \$ \$

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## **Do count your money before you make it!**

- \* They say you shouldn't count your money before you make it... NONSENSE!
- \* You should count it!
- \* You must see the income potential of every new campaign!
- \* See yourself bringing in huge sums of money! Get jazzed! Set high goals! Get excited about all the money you're going to make! This will help you do a better job – and actually get it!

• • • • •

### **Concept of the Safety Net:**

**Build your safety net for your company so strong – and now you can do all kinds of wild and crazy stuff that can take your company to new heights you cannot even imagine now!**

• • • • •

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**“It’s the first million that’s  
the hardest to get.”**

*Milton S. Hershey*

(Entrepreneur and visionary of the early 1900s)

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**Don't be afraid to make mistakes.**

- You can't drive your car down the freeway with one foot on the gas pedal and one on the brake.
- And you can't play the game with sweaty palms!
- I have made a ton of business mistakes! And some of them have been embarrassingly stupid! But in the course of making all these mistakes – I've done enough things right to build an extremely profitable multi-million dollar business.  
*And that's all that counts, right?*

**Many fortunes are made by  
exploiting unhappy people.**

- ✓ These people are dependent and needy.
- ✓ They will buy all kinds of products and services that promise to fill their unhappiness.
- ✓ Their unhappiness creates a tremendous vacuum!
- ✓ Create a sincere promise to fill it – and you can get rich!

**Residual income  
is the life-blood  
of your business.**

You must put some  
consistent thought and  
action into all the ways  
and means – to get this  
type of income flowing  
through your company.

\* \* \* \* \*

**Let your  
communications  
buzz with  
excitement!**

**The greatest sin of all  
is to bore somebody!**

\* \* \* \* \*

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**Money is like toilet paper...**

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

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*In any negotiation...*

**The person who pretends  
like they need or want  
it the least – WINS!**

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**You never solve one problem one time...** Why? Because the solutions you come up with to solve every problem are used again (mostly unconsciously) to develop all kinds of new ideas... This is one of the main reasons the rich keep getting richer... The solutions they develop from one project are now used to create future ideas that make even more money! Their money-making ideas continue getting better – as their experience, knowledge, and skills increase.

**Wisdom from the late,  
great Joe Cossman...**

**“Entrepreneurs and inventors  
always want to lay new track  
– when the real money is  
owning the track and running  
the train back and forth on it  
as much as possible.”**

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

**Most people would starve  
to death if they had to  
rely on their sales skills  
to put food on the table.**

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

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**Question: How much  
is it worth?**

**Answer: Whatever  
price the buyer can be  
persuaded to pay!**

**All growth comes from  
consciously living outside  
of your comfort zone.**

**If you're not doing things  
on a regular basis that scare  
you just a little (or a lot!)  
– you're not growing.**

---

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## **Entrepreneurs are not team players!**

No, that's not exactly true.  
We are team players – as  
long as you are playing for us  
on our team – the way we  
want you to!

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**Some people are so far  
behind in the race they  
think they're leading!**

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\* \* \* \* \*

**All the hard stuff  
gets easier after you  
*do it 1,000 times!***

\* \* \* \* \*

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**Strive to become the  
competitor you would  
hate to compete against!**

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**The heart rules the mind!**  
**(That's why we must**  
**sell to their emotions!)**

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It's impossible for your  
customers to close the door on  
your relationship with them –  
*when your foot is  
still in the doorway!*

---

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• • • • • • • • • •

**People are easy to figure out.  
Here's the formula:**

**The best predictor of future  
behavior is past behavior!**

• • • • • • • • • •

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**In a group selling situation...  
the crowd is NOT your friend!**

- These people must be controlled.
- They can turn on you...
- And all you need are a few (or just one if they're strong enough) enemies – and their negativity can ripple through the crowd.
- You must take control over the group!

What do all men of power want?

**MORE POWER!**

---

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**Knowing what to do  
will always make you  
more money than  
knowing how to do it.**

**You can figure out  
all the details later –  
or better yet –  
*let someone else  
figure them out.***

\* \* \*

## **The Power of Focus...**

**Don't spend your time  
managing problems.  
Spend your time building  
your opportunities.**

\* \* \*

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\* \* \* \* \*

People won't give you their  
money unless they feel safe.

You must make them love you,  
trust you, have confidence in  
you... Put these things first and  
your job of getting them to give  
you their money will be easy!

\* \* \* \* \*

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**More business  
problems are created  
by indecision  
than bad decision.**

*Go ahead and take massive  
action! Try many different  
things and fail and learn from  
all your mistakes while  
daring big and failing again  
and again!*

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**Trail-blazing  
entrepreneurs do not  
follow the rules!**

We look for all the ways  
to go under it... around it...  
over it... or through it.  
We'll find a way and if  
we can't find one –  
***WE'LL MAKE ONE!***

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**The best entrepreneurs are  
the world's greatest liars!**

- ✓ We are constantly lying to ourselves by telling ourselves just how simple and easy it will be to pull off our BIG projects that are filled with all kinds of problems and seemingly impossible to solve situations!
- ✓ We are big liars – but that's the only way we eventually pull it all off!

**“The secret to writing  
great copy is to simply  
write like you talk.”**

*Luther Brock*

- \* Luther is right! His letters rock!  
He’s one of the all-time greats...  
especially in front-end Direct  
Mail and all he does is talk!
- \* It’s relaxed.
- \* It hides the hook.
- \* It’s warm and friendly.
- \* It inspires trust.
- \* It reads easy.
- \* It’s one-on-one marketing. Very  
plain. Very simple.
- \* And it separates itself from so  
much of the other crap in our  
prospect’s mailbox.

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If you already have a successful business that is already profitable – the single greatest thing you can do is set aside a specific BLOCK of time each day to do *nothing* but dream and scheme and study all the various ways you can expand!

- You need to make time to work “on it” and not “in it.”
- You must think, plot, plan, dream, and create!
- This organized period of business-building will (after some time and practice) make you more money than anything else you can do!



The secret to making more money in your business can be summed up in two words:

## **THINK BIGGER!**

- ✓ You gotta keep your eye on the multi-million dollar (or billion!) prize!
- ✓ You must be willing to walk over a lot of \$100.00 bills to get to the millions or billions you want.
- ✓ In other words, it's a fight for FOCUS! You must constantly put all of your time, attention, energy, and resources on the areas that can make you the most money.

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## **Failure is the best education.**

- Test a lot of different things.
  - Set out to try bold things (on a small basis).
  - And then never repeat what didn't work!
  - The more you test – and fail – the better! Why? Because you will ultimately discover what works best.
-

Barry Goldwater's saying:

**“I may be wrong –  
but in your heart, you  
know I’m right!”**

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