

volume **13**

T.J. Rohleder Presents...

THE BLACK BOOK OF MARKETING SECRETS!

The Best Ideas From the Powerful
RUTHLESS MARKETING Program!

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

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**The Best Ideas from the Powerful
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Dear Friend,

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

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

Here is the thirteenth 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 at the end.

T.J. Rohleder

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

Don't be scammed!

**Nobody has all the
answers... no matter
how good they may be
at fooling people into
believing so.**

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**"There are five keys to
being a good salesman.
Ask for the money... and
I've forgotten the other four."**

***Jerry Jones,
Owner of the Dallas Cowboys***

- Ask for the money in as many different ways as you can – as often as possible!
- Keep the selling pressure on them! Be ruthless and relentless!

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The art of the *soft* sell.

- * Great salespeople have mastered the art of hypnotizing their buyers into thinking that it was their idea to pony up the money!
- * The more people feel that you are trying to sell someone something – the tighter they will grab their wallet or purse! You must trick them into thinking it was their idea – not yours!
- * Make them feel as if they are the ones who came to you. Make them feel lucky to be able to do business with you. Make them glad and even proud to give you more of their money.

Separate the message from the messenger.

- ✓ Many people who deliver the messages are EGO MANIACS! I can be one of them (BIG TIME), but just because they are total jerks – who drive you crazy – doesn't mean that you should ignore their message.
- ✓ All teachers are suspect. But you must keep an open mind to what they are saying. Hate them (if you must), but STAY OPEN to the message.
- ✓ *Now, if only I can follow my own advice!*

Besides money... what's the #1 thing that wealthy people have over others? **STAYING POWER!** People with money can wait! They can say "No!" to all kinds of deals. They are never desperate. They can ride out all kinds of storms that destroy or limit others. They have many different choices that can all lead to making even more money!

In short, they have real power! At least from a business standpoint. If you enjoy business – then money can definitely lead to more happiness!

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Giving people multiple options to choose from is very important because people do not buy in a vacuum. They must have one thing to compare to another. It is this *contrast* that influences them to buy.

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**The real definition of what
selling is: MOTIVATION!**

- Yes, selling is all about motivation – not persuasion or influence. You are not trying to “get people to buy from you.” Instead, you are motivating them to take action – TODAY!
- Motivation is anything that causes a person to act in a certain way. Your #1 goal is to know what turns your prospective buyers on more than any other thing and keep it in front of their face as much as you can!
- Tattoo this sentence into your brain: “What do my best prospective buyers want the most and how can I give it to them in the biggest way?” What is the GREATEST INCENTIVE that you can possibly think of to offer them?

Use MORE photos of
yourself... your staff...
customers... office events, etc.

Photos sell!

A picture may not be worth
1,000 words – but a
combination of the right
pictures can definitely let
you sell more of your stuff.

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**Price resistance
usually only lives
in the business
owner's mind.**

The biggest obstacle to
raising price is in the
business owner's mind.

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**The delay of a sale is usually
the death of a sale.**

**Do as many things as possible
to create a great deal of
urgency to make them want
to take action now!**

**The ONLY people who
matter are the people who
give you the most money.**

*And the people who
make you the most money!*

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Lessons from the world of rock and roll:

“Ain’t no substitute for arrogance.”

Joe Perry, Aerosmith

“Later people told me that I wrecked the buffet in the dressing room after the show. But this was probably because I found turkey loaf on the table and our contract rider specified roast turkey on the bone.”

Steven Tyler, Aerosmith

“We’re kind of late bloomers I think. I always feel like we’ve got a better song in us. We just kind of wipe away everything that we’ve done ‘til now... and you’re only as good as your next record.”

Joe Perry, Aerosmith

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**As long as you are a
good student – then every
person and situation you
face is your teacher.**

**> Remember this. Pull
back. Distance yourself.
Step back and see the
big picture!**

**> And keep your emotions
out of it.**

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Success leaves clues!

**Find out what the best-of-
the-best marketers are doing
and knock them off!**

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**Develop educated-based
marketing messages
and strive to be known
as a trusted adviser.**

**Everyone wants to do
business with an expert.
Re-invent yourself to be
seen as the foremost expert
in your area and they'll stand
in line with money in hand.**

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**Everything I do
is directly connected
to everything
else I'm doing.**

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**What you want the
prospect to say:**

**“Holy crap! If I got
all this for only \$XXX
– what is this guy
going to give me
for \$XX,XXX?”**

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**You never get what
you want – you only
get what you expect!**

High expectation is the
key to taking your
business to the next level.



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Nine Essentials You Need to Know to Market Your Business.

by Misty Williams

Your chances for business success increase exponentially when you clearly understand the most important essentials for growing your business:

1. Know what you do best.
2. Know who your customers are.
3. Know how customers find you.
4. Know your “sales process.”
5. Know where you add the most value.
6. Know your competitive business advantages.
7. Know where to spend your money.
8. Know the most painful and weakest areas of your business.
9. Know when to look for help.

How can you improve in all nine of these vital areas? Where is your strongest and weakest link?

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The scam of “Lifetime Customer Value:”

- Many marketing professionals want you to focus on your “Lifetime Customer Value” so you won’t think about the terrible response rates you’re getting from the promotions they are putting together for you or helping you with.
- It’s nice to focus on big-picture concepts such as lifetime value of your customers. But too much focus on this principle will definitely lead to bankruptcy!
- You #1 goal should always be getting the largest and fastest return on every dollar you spend on marketing. Once you do that – you can think of bigger picture issues.



STOP fooling yourself!
Nothing is easier than being
busy and nothing is more
difficult than being effective.

What are you doing (today) to
dramatically increase your
bottom line sales and profits?



**What you sell must appear to
be very hard to get – but
super easy to buy!**

- The more you can do to create the illusion that what you have to offer would be extremely difficult for them to get without you, your company, and/or whatever you offer – the better.
- Build your case! Prove to them that what you have is extremely difficult and very hard or even impossible to get on their own. Apply the pressure... Make them see and feel it! Then and only then should you make it very easy for them to buy.

Salesmanship should be taught as a required course from K to 12th grade education and then beyond!

- > Yes, from the time they are in kindergarten – they should be taught about the value of salesmanship.
- > This should be A MAJOR PART of every child's education – with advanced courses taught in college. Why this does not happen is a great mystery to me.
- > I spend a lot of time thinking about how our nation would be so much different if children were taught – from day one – about the supreme value of all aspects of salesmanship. The fact that most people cannot sell their way out of a wet paper bag is sad.

**“If you scare people bad
enough, you can get them to do
almost anything. They’ll follow
whoever has the solution.”**

From the movie “The Mist”

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**“I’ve never been poor,
only broke. Being poor
is a frame of mind.
Being broke is a
temporary situation.”**

Mike Todd

Become a marketing pitbull!

Most marketers give up on their prospective buyers way too soon. Don't do this! Be more relentless in all of your marketing efforts. Go after them in the most aggressive way – and stay after them.

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“I'm grateful to audiences for watching me and for enjoying what I do—but I'm not one of those who believe that a successful entertainer is made by the public, as is so often said. You become successful, the way I see it, only if you're good enough to deliver what the public enjoys. If you're not, you won't have any audience; so the performer really has more to do with his success than the public does.”

***Johnny Carson from a December 1967
Playboy Magazine Interview***

This is one of the most powerful marketing concepts you will ever learn and master. The things that people want and need are usually the opposite of each other. So it's up to us marketers to create offers that contain the appearance of giving them what they really want, while also containing the things we know they need the most.

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**“There is no such thing as
‘hard sell’ or ‘soft sell.’ There is
only ‘smart sell’ and ‘stupid sell.’”**

Charles Brauer (1958)

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Succeeding in business will always be a constant process of 3 steps forward and 2 steps back. There is no straight and easy road. Stop looking for one! It's *always* going to be a struggle. Accept it, stay focused, keep moving forward, try many new things, keep doing what works and pace yourself!

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Lures work on fish... and people!

- * And the best lure of them all is the lure for easy money!
- * It's up to us to make people see how a dollar spent with us today could easily multiply into one hundred dollars...in no time flat! Of course, that's an over-generalization – and yet, people must be able to clearly see how they could benefit in the easiest and greatest way. The marketer who can do the best job of letting people see and feel this is also the one who will end up with the most money.

“Closing is the process of helping people make decisions that are good for them.”

*Tom Hopkins,
“How to Master the Art of Selling”*

- You are helping them get what they want the most. Let that be your total focus!
- You must be totally convinced that you have the ultimate solution they want the most.
- It sounds like common sense and yet the world is filled with weak salespeople who don't seem to understand any of this.
- Keep reminding yourself that your job is to help people make the decision to give their money to you. That's it! This is all you have to do! If what you have can really give them what they want – then you are doing them a real disservice by not doing everything you can (short of physical violence!) to help them make the right decision.

An entrepreneur
who never quits
can never be defeated.

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When you are in the final editing stage of a sales letter, you should go over it with the most critical eye. Question everything you wrote by asking yourself questions such as:

- ✓ Why is that in there?
- ✓ What's so important about that line?
- ✓ Does that really sell anything?
- ✓ Can I cut that and lose any selling power?
- ✓ So what? Who cares about that?

You cannot think like this for even one moment while you're writing your sales material. During that phase, all you're thinking about is opening the filters of your mind as wide as possible and putting it all out there with as much force as possible.

**One of the dumbest things
you can do is build your
business around joint
venture partnerships.**

Let your JV deals be the icing on your profit cake – but don't make it the main source of revenue. To be dependent on this income is stupid – and yet I see many marketers who are doing this. CRAZY! Your joint venture partners will always be outside of your control. Because of this, your primary source of profits must come from an area you have much greater control over.

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The best direct response marketing copywriters are not freelancers!

The best are the men and women whose businesses live or die by the words they write.

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**Nothing kills a sale faster
than a desperate salesperson!**

- People smell desperation like a dog smells fear.
- Get your head together before each sales presentation! Make sure you are confident and strong before you open your mouth!
- Never let them see you sweat!

Why most affiliate programs don't work – and what you can do about it.

- > Everyone loves the idea of getting thousands of affiliates to add your affiliate link to their website and then sit back and collect a little business from thousands of different sources. This is a great dream! It's a wonderful fantasy! Your affiliates spend all of their money to drive people to their site, take all the risk, and you sit back and get all the profits!
- > But this is just a dream. It is just a fantasy! Because, as you know, it almost never happens. And one of the reasons is so obvious: it's the simple fact that it's FREE to become an affiliate and people do not value anything that's free.
- > The only things we tend to place any real value on are the things we have to invest in or work towards. It's the old principle of easy come/easy go. If it's too easy and free – nobody will value it.
- > This is just common sense and yet it's surprising that many people NEVER figure it out.

The very best website you can
put up on the internet is a
simple long-form sales letter.

**It's fast, cheap,
and effective.**

Let others spend the BIG
BUCKS on fancy sites with all
the bells and whistles. You
can take a killer sales letter
and build a simple – but highly
effective – website around it.

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**If you can't dominate a
niche, then create a niche
you can dominate!"**

Al Ries

* * * * *

Your ability to clearly get your message across to the prospect in the most powerful way is crucial to your success.

So memorize this principle:

It's not what you say – it's what you convey that matters.

+ + + + + + + + + +

Selling money at a discount.

You are in the business of
selling dollars for dimes –
don't forget that!

+ + + + + + + + + +

What do great entrepreneurs and great politicians have in common?

Simple. The brilliant politician stays totally focused on the things that his or her potential voters want the most and how they can give it to them. They make dozens of the “right” promises – to win the votes that will put them in office. Then when they do get elected, they sit around and say, “Now what?” or “How on God’s green earth are we going to pull that off?”

Great entrepreneurs do this, too. We make the BIGGEST and BOLDEST promises – with only a very general idea or strategy of how we are going to actually pull it all off. Then... with pressure coming at us from all sides... we finally figure out something that will appeal to all the people who bought into our wild promises.

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Knowledge is not power.

**The correct application
of knowledge is where
all the power is.**

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Wisdom from the founder of *Modern Advertising*:

“Ask a person to take a chance on you,
and you have a fight. Offer to take a
chance on him, and the way is easy.

I have always taken chances on the other
fellow. I have analyzed my proposition
until I made sure that he had the best end
of the bargain. Then I had something that
people could not well neglect.

I have been robbed plenty, but the
robbery cost me ten times less than
trying to enforce any safe proposition.”

Claude Hopkins
(On why giving away free samples
and taking other actions to invest in
the prospect first, before you ask
for their money is so important.)

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Selling is a process – not an event.

- There is a step-by-step process you must take every prospect through, in order to get them to the point where they're ready to be closed. And the best way to take them through this process is by developing a complete marketing system that does this for you... automatically!
- The foundational principle behind this strategy is simple: In the same amount of time that it would take you to personally take a cold prospect from A-to-Z, your marketing system can do this same thing with 100 people... or 1,000 people!

✓ ✓ ✓ ✓ ✓

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Having thousands of powerful direct
mail sales letters (and the follow-up
sales material that goes out after you
generate the leads) is like having a
GIANT ARMY of the very best
salespeople who never complain...
always deliver their best performance...
and never ask for a raise!

• • • • •

**Don't tell people you are
an expert who has all
the answers they want.
PROVE IT TO THEM!**

Anyone can say they are the expert people are searching for – but talk is cheap. You must show people that you have the solutions they are seeking. How? The simplest way is to develop a wide range of informational products and services that prove it to them.

To the average prospect – there is nothing more worthless than a sales pitch. *Most people will go out of their way to avoid a salesman who is trying to sell them something.*

- To the average prospect – salespeople are a dime a dozen. They are worthless.
- Because of this, the last thing you should ever want is to be perceived as a salesperson.
- What people do want and place great value on are celebrities and experts who command confidence. Once you create that position in their minds, you will have the attractor factor that draws them to you.

: :

**Selling is the most important
profession on earth!**

The entire world depends
on those of us who bring in
the business and who are
most responsible for making
the cash register ring.

: :

The power of doing absolutely nothing.

- * Highly driven entrepreneurs pride themselves on the number of hours they put in and the quantity of work they are able to do. But it's far better to work smart than hard. And sometimes the smartest work you can do is ZERO WORK!
- * Pull back – relax – think – and let the problems and possible solutions roll around in your head for a while.
- * You must be willing to live in the land of confusion for a while and let a lot of different ideas and problems percolate inside of you for a while (sometimes a long while!) before the right answers emerge.
- * The right answers you are searching for are usually a unique combination of many of the best ideas that have worked in the past or ideas you've seen others using or things you have thought a lot about in the past.
- * It's all very similar to a 10,000 piece jigsaw puzzle – with all the pieces scattered on the floor. It takes a lot of time and work to slowly connect them together. So relax! A big part of putting giant jigsaw puzzles together is to not freak out over all of those little pieces!

What's in it for you?

- > Your customer will never believe that you are giving them a special deal if they don't also see how you will also benefit from the transaction. The more special you make a deal sound for YOURSELF – the more your customers will be willing to believe the special offer you are making.
- > You must come up with a great-sounding reason for offering them the special deal. Of course, people only really care about “what's in it for them.” But they are also very skeptical. The better the deal sounds, the more skeptical they will be. So the more clearly they can see you benefiting, the more they will believe and trust you.

> > > > > < < < < <

Even your best prospects and customers are unconsciously looking for any excuse to ignore your marketing message.

You must get their attention and interest with the BIGGEST... BOLDEST... and MOST BELIEVABLE message very quickly – or they'll shut you out.

> > > > > < < < < <

You must put yourself
in the right position
where the best
prospective buyers
can find you.

This way you are
selling to people who
don't need to be sold!

• • • • • • • • • •

Stop trying to change
people's minds –
especially your prospects.

Once a mind is made up it
rarely, if ever, changes.

• • • • • • • • • •

**Once you free yourself from
worry about what other
people will think about you,
you are free to try anything!**

- > Now you can truly shine!**
- > Now you can put
yourself out there in the
fullest way and never
hold back!**
- > Now you can do all kinds
of truly radical things
that will set you apart
from everyone else.**

BEGIN WITH THE END IN MIND.

It's always easier to find your way if you know where you want to wind up.

- How many customers do you want?
- How much money do you want to make?
- How many employees will it take to run the business of your dreams?
- What are the things you never want to experience?
- What is your perfect day or week?
- Who is already doing what you want to do?
- What would your perfect company look like?
- Who is already living your dream? Why?
- What's being done that you could be doing?
- In a perfect world – if you could give your customers the one product or service that they would always go crazy about – what would it be?

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Screw fear!

Fear is the enemy of all success. It can have some positive benefits (fear of bankruptcy or prison!), but most of the time all it does is hold people back and stop them from getting the best of everything that could and should be theirs.

**Good judgment comes
from experience – and
experience comes
from bad judgment.**

**Make more
mistakes...
faster...
and learn
from them.**

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**If you want a STRONG and
SECURE POSITION in your
marketplace – you must earn it!**

- How? That's your problem! But in general, you must aggressively fight for it and keep fighting!
- You also must market yourself in the most shameless way.
- Plus, you must have the strongest answer to your very best prospective buyers, "Why should I choose you, your company, and your products and services above all other choices that are available to me – and then keep giving you the largest sum of all of my disposable income until I die?"
- That's a crazy question, I know, but you've gotta be a little crazy to think that you can get a STRONG and SECURE POSITION in today's fragmented and overcrowded marketplace! Oh yeah, that's the final thing you need: CRAZINESS! A little insanity (kept hidden from most people) is a vital ingredient to your long-term success!

— — — — —

Are you in the wrong forest?

It's true that many business people cannot see the forest through the trees – but some of those who can see it *are still in the wrong forest to begin with.*

— — — — —

**People are not only
irrational, but they are
predictably irrational!**

**In other words, they
keep doing the same
stupid stuff over and
over again.**

People spend so much of
their money buying
things they want, that
they have no money left
over for many of the
things they *really* need!

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**Nobody gets paid until
something gets sold!**

**Therefore, those who are
most directly responsible for
being in the sales deserve
to make the most money.**

* * * * *

**You must separate the
message from the messenger!**

**“The worst men often
give the best advice.”**

P. J. Bailey

* * * * *

Before you try to sell somebody else – make damn sure you are 100% sold yourself!

- Do your pre-game!
- Take a few (or many) quality moments and psych yourself up! Motivate yourself! Plan. Prepare! Get your head in the right frame of mind. Lift yourself up! Make sure you are 100% on fire!
- Because all selling is a transference of belief and emotion – you will always make more sales...faster...and easier...by spending some good quality time re-selling yourself before you open your mouth or write a single word of copy.
- And during this period of pumping yourself up – remind yourself that all you are doing is helping your prospect make a decision that will be perfect for them!
- The more you can do to completely and totally sell yourself on what you are trying to sell them – and then convincing yourself in the fullest way that your #1 mission is to help your target prospect to make the right decision that is perfect for them and will help them greatly – the more sales you'll make.
- It sounds so damn simple and it is! But so many sales reps are only half sold themselves... and so many veterans lose many sales that could and should be theirs because they are not fully prepared to play the game. The prospective buyers feel these things and run!

When I look back at my years of business with honest eyes, I can easily see (although I hate to admit it) that the times my companies struggled the most are also the times when I have been “checked out” the most. During these times I lost hope, lost faith, lost my passion for the business. Sure, there were other things besides that, but this is the one common denominator during all of these dark periods.

So what does this have to do with you? If you’ve been in business a while, you already know the answer. If not, just wait. Your days are coming!

So, what’s the solution?

For me, it’s “FOCUS/EXPANSION.” During the hard times I work even harder! That’s when I dust off all of my books on business, marketing, and salesmanship. In fact, I do not read anything else during these bad times. All I think about are things that relate to the business... nothing else matters. I pull out all of my past tapes, videos, CDs, and listen for hours each day. I get up very early and start working on all of my most important projects. I go through all of the right motions that ultimately lead to the right emotions! *Pretty soon, I’m back!*

The ABC's of Wealth:

I started my first business in December of 1985 and called it, "ABC's Carpet and Upholstery Cleaning." I chose this name for two reasons: #1 – I wanted to be first in the phone book (a stupid idea that many other dummies believe will bring them business). #2 – I was reading a success book at the time that told me about the ABC's of success.

Those ABC's of success went like this: All you need to make all of your dreams come true is the right Attitude, a strong and unshakable Belief, and a firm Commitment. The book told me that if I had all 3 of these things I could never fail! So, because I wanted to motivate myself in the most passionate way, I made this my company name and told everyone about the ABC's of success. I was like a newborn Christian who is out to save the world!

Years later I stopped believing in the ABC's formula. I thought it was way too simplistic. I laughed at myself for ever accepting such a stupid idea. I learned a million things about business and marketing, made a lot of money, and felt sorry for all of those poor "self-help addicts" who put all their hope in such silly mantras. I felt proud and superior.

But now, more than 20 years later, I have come full circle. I see that the true secret to getting and staying rich (and not losing your soul in the process) is finding the right combination of specific business building knowledge, skills, and even things as simple and brilliant as this ABC formula!

The worst number is not zero, it's one.

- You must never become 100% reliant on any one thing, person, company, or product for your income. You must have as many different sources of revenue as possible coming to you (in case one or two go away).
- Expect the unexpected. Always know that what is bringing in money TODAY, could be gone next month. You must stand guard! It's always good to keep a bunch of lines in the water. Protect yourself. Think 3 to 4 steps ahead. Remember, nobody knows what the future will bring. Uncertainty is the order of the day and a little paranoia goes a long way.
- Knowing that one source of income can dry up at any time is smart. Once you fully accept this, you will begin to do all you can to protect yourself.
- Having many different options available to you is similar to buying insurance. You may HATE to pay those monthly premiums, until disaster strikes.
- What is your plan B? And C? What will you do if all of your revenue dries up next month... or next year?

**Pain is part
of the process.**

Embrace it...

Deal with it...

*Even learn
to enjoy it!*

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Don't be too cheap when it comes to buying customers.

- ✓ Every customer must be bought... but most marketers are trying to do this as cheaply as possible.
- ✓ New customer acquisition is an investment towards future profits. This is one area of your marketing where you really need to be consistently BOLD!
- ✓ All of your profits come from doing more business with your current customers, but new customers are still the life-blood of your business! You must build the most aggressive marketing system possible – that can consistently bring you the largest number of new customers. Do all this right and you will have a powerful marketing advantage over your competitors.
- ✓ So what is an aggressive new customer acquisition program? Simple. Often it means losing some money on the initial sale. This scares most people and can be very risky, but it can also produce great rewards!

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**Get on the other side
of the cash register!**

Part of the secret to becoming a great marketer is to change your entire thought process. How? Easy. Just **STOP** thinking like a consumer and start thinking like a marketer thinks!

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What the world wants is not saints (you can't be a saint until after you die anyway), but former sinners who are now seeking sainthood!

What do I mean by this? Simply: Do not try to present yourself as perfect. The good prospects won't believe you anyway and all you'll do is cause them to doubt you. Or worse, they will HATE you when you fall off of your pedestal. It's better to simply be yourself – AMPLIFIED! Take your best (and also some of your worst) qualities and reveal them all – while also trying hard to give your prospective buyers what they want the most.

Do this and you'll win their trust, friendship, respect, and future business.

People (almost without exception) do everything they do FOR THEIR OWN REASONS and rarely (if ever) for yours.

Don't be fooled into thinking that anyone is ever doing anything for you. Some may, but most are not... even though they would like for you to believe they are.

Customer loyalty is an illusion!

- * And the people who think they can STOP doing business with their direct competitors are delusional.
- * Just do all you can to build the BEST RELATIONSHIPS you can with your customers and fight to LOCK THEM INTO some type of ongoing till-forbid continuity programs.
- * And then do joint venture deals with your direct competitors! Your customers are going to do business with them anyway... you might as well get a piece of the deal.

The EASIEST WAY to create a sense of URGENCY that creates great EXCITEMENT and makes people want to give you even larger amounts of money...

The secret is to put yourself in a very URGENT STATE OF MIND when you write! When you do this, your writing will contain that all important element of urgency!

This is very easy to do: 1) Write all your long-form sales letters in pieces that can be joined together later. Legendary marketer, Gene Swartz shared, "Each sales letter I write takes me about six hours. But I usually break it up into 3 days of work." 2) Only write during your STRONGEST PERIODS of the day! You can re-write or edit any time... but the period of time when you actually put the words on paper should be when you are at your very best. We all have these periods of the day. Know when yours is and write as much as you can – as fast as you can – during those periods. *This lets you strike while the iron's hot!*

The MLM scam!

If you are a long-term client of mine, you know that I both love and hate multi-level marketing. I love it because this is how I got started. It was getting involved in all of those crazy get-rich-quick opportunities when I first caught the vision that maybe I really could get rich. This was the fuel that was poured over my fires of ambition! I fell passionately in love with the idea that I could make a lot of money and STOP going to the blue-collar factory jobs I hated so much. Plus, I loved (and still love) the ambitious people and all of the enthusiasm and excitement that surrounds most multi-level marketing opportunities.

But I have also reached the point to where I completely and totally HATE multi-level marketing. I hate MLM with a passion for a good reason: it is a marketplace full of the meanest, nastiest, and most vicious sharks in the world! I'm dead serious.

Once you start to see the truth behind the lie of MLM – you'll have tremendous power to make some real money. That truth is multi-fold, but it begins with this simple idea: MLM is not a particular way of doing business or even an actual business in and of itself. It's simply a way of compensating people. That's it! This is all it is! Once you realize and accept this foundational truth – you'll realize that the actual business part of it is the sole responsibility of the individual distributor (I must credit Ann Seig for helping me to see this foundational truth. Her program "The Renegade Network Marketer" is awesome!).

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The truth may set you free, but not until
it's done beating the crap out of you!

That one's an original, but another
quote I've heard (and love) is this:

"I have given up my search for
the truth and am now looking for
a great fantasy to believe in!"

This last quote sums up the
behavior of many rabid buyers who
obsessively buy a wide variety of B.S.!

There are a million rabbit trails out
there! These trails were created by
crazy marketers to fill the insatiable
need of equally crazy consumers.

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Feed the positive dog!

So what in the world does this have to do with marketing and business? Simply this: Jon Gordon tells the metaphoric story of the seeker who journeys to the mountain to see the wise man about a major problem that is bothering him greatly. He tells the guru that he feels that inside of him are two dogs: one is loving, gentle, easily excitable, totally loyal, and friendly in every way and the other one is always fearful, can be greedy, angry, lazy, and very vicious whenever he feels threatened. He tells the wise man that his entire life has been a constant struggle between these two dogs that he genuinely feels live inside of him – and he is going crazy!

The wise man listens carefully, then pauses for a long time. (Wise men do this, you know! Even if it's all for the show!) Then the wise man simply says, “Feed the positive dog!”

This is a cool metaphor! Great visual, terrific meaning, and – as you know – business forces us to deal with so many of the situations in life that most people either consciously or unconsciously try to avoid. There are many problems and challenges that we must get through and solve. It can be very difficult and it totally stretches us – sometimes beyond the breaking point. You discover over a period of time that you must be like a fine-tuned machine in order to deal with all of the B.S. that comes at you. If not – you will burn out fast and be totally worthless and ineffective.

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**Whoever said it was going
to be easy lied to you.**

But maybe you needed to be lied to! I sure
did! If someone would have told me the
truth about what it really takes to make
millions, I would have never even started!

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How much are you *really* worth?

Here's how to know: The true test for every entrepreneur is how they deal with long periods of adversity. That's it. The weaker ones all break down and quit, but all of the great entrepreneurs have developed the ability to get through the incredibly difficult periods. They do whatever it takes to keep their chin up and continue to swing. When they get knocked down and aren't able to get back up – they start kicking and biting! The only way to beat them is to kill them or call them the winner!

**When it comes to creativity –
STOP THINKING!!!**

“When you think, you stink.”

Neil Young

**“Don’t think. Thinking is the enemy
of creativity. It’s self-conscious and
anything self-conscious is lousy. You
can’t try to do things. You simply
must do things.”**

Ray Bradbury

**“Back yourself up into a corner and
write your way out of it!”**

Is what I say.

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Marketing wisdom from the 16th century:

“The road of excess leads
to enlightenment.”

William Blake (A man who knew!)

Set your goals higher! Stay focused.
Become obsessed and keep looking
for the ultimate promotion that will
bring in more money in a shorter
period of time than ever before!

You must be willing to push yourself
harder... demand more from yourself...
keep yourself focused and disciplined...
and boldly move forward in many
different directions until you put it all
together in just the right way.

**People who
do not read
are no better off
than those who can't.**

Unfortunately, there is a growing number of people who have never discovered the pure joy of reading. They read because they “have to” not because they “want to.” To them reading is a chore or burden and they only do it when they absolutely have to. This is a growing trend and simply means that we must find new ways to communicate with them other than through the printed word.

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The need to be superior to others
is the driving force behind all
human behavior – and yet almost
nobody will tell you this!

How can you fill this powerful need
that your customers have to feel
superior in some unique way?

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**The richest and/or most
successful people you know
have the same 168 hours a
week that you have.**

**What are they doing
that you're not?**

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**Wisdom from a death
row inmate in Alabama:**

**“It’s amazing what you can do
when you have no choice.”**

This response came from a
reporter’s question: “How did you
make it through the last 9 years
on death row?” I thought it was
brilliant because it is the secret
to getting through all kinds of
terrible problems or meeting the
tightest deadlines... Just cut
off all choices and
force yourself to do it.

Transcending the FUD Factor!

The FUD Factor kills more sales than anything else. This is an acronym for Fear, Uncertainty, and Doubt. Every prospective buyer has these 3 things – even if they never tell you. *It's up to you to be aware of them and develop the right selling messages that let you overcome them.*

**The REAL breakfast
of champions is not
Wheaties cereal...**

It's getting up early every morning
while the rest of the world is still
asleep and putting in 3 or 4 hours of
the most intense and focused work!

Why don't more people do this?

Simply this: It's too painful! And yet,
when you eat a little bit of this pain on
a daily basis, you grow very strong!

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POWER OF LOSING.

All of us want to win and win
BIG! We all want things to go
our way, but thank goodness
they don't. You could never see
clearly if everything always
worked out in your favor.

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* * * * *

The thing your customers
want and will always respond
well to is DIRT!

Yes, your customers want
dirt! They want the inside
scoop. They want the gossip!
They want to know private
and even dirty details that
nobody else is telling them.
They love controversy or at
least the smell of it.

* * * * *

Most entrepreneurial types must have the crap beat out of them before they are willing and ready to listen to any good advice from experienced veterans.

I know I did. Did you?

We are so proud and so rebellious that we will take the ship down before we'll let someone else at the wheel.

Isn't this insane?

Of course, the flipside of all of this is the fact that we have total belief in ourselves and our own ideas and are willing to pay a tremendous price to see our ideas work! We are driven to succeed – and you will have to kill us before we will stop!

In summary: The same resistant forces that cause us to be rebellious and resistant to others ideas – are the same qualities that cause us to experience major success. Like all strong qualities – they are different sides to the same coin.

Your enemies are everywhere!

You may already know many
of your BIGGEST ENEMIES
right now! Some of them are
disguised as your best friends,
partners, and associates –
so watch your back!!!

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**There are many things nobody
tells you – here's one of them:**

Everyone tells you that you must test.
They say that the only way you will
ever know if something will make
you money (or not) is to test.
I have also given this advice many
times... *and there's some real truth to it!*

**But there is another great truth
that all of the insiders know
and nobody will ever tell you:**

**YOU CAN GO BROKE
WHILE TESTING!**

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**There are no
real answers –
except for:**

1. Proven models.
2. Projections and business plans.
3. Testing and more testing.
4. Planning... plotting...
scheming... and dreaming!
5. Knowledge, experience,
awareness, and an intimate
understanding of your market
and what has/hasn't produced
major results in the past.

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“RUTHLESS MARKETING ATTACK!”

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