

volume **14**

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!

volume **14**

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For information address: M.O.R.E. Incorporated,
305 East Main Street, Goessel, Kansas 67053-0198.

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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 fourteenth 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

One of the
BIGGEST
CHALLENGES
in business today
is eliminating all
of the distractions
and interruptions
that drain us of
our energy and keep
us from focusing.

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Work in chunks of
uninterrupted time.

And stay focused!

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Give away a small piece of the
LARGER THING you want
to ultimately sell to them.

Give away your BEST STUFF –
then upsell the hell out of them!

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**We are *always* far
more influenced by
people who we
perceive are just like
us than anyone else.**

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**“Leave no part of
the pig unused.”**

Dan Kennedy

**Keep finding creative new
ways to make money off of
the same stuff!**

The #1 thing that rich people have that lets them always make more money – and it's something that nobody else will tell you

- ✓ **Staying power!**
- ✓ **This lets them be very patient when the rest of the world is freaking out!**
- ✓ **They are confident in tough times.**

Human cattle?

- People are motivated to follow other people's behavior. Many times it becomes the blind leading the blind. Why? Because people tend to follow the most popular course of action. So the BIGGER THE HERD – the more power it has to influence others.
- Everyone is standing around waiting to see what all the other people are doing. It's like the high school dance all over again: nobody is on the dance floor. All are nervous. Then two brave souls get out there and that makes it easier for two more and then four, eight, sixteen, etc.
- So look for things that are ALREADY HOT! Find the products, promotions, and opportunities that are already attracting many people – then look for the most innovative ways to get your own piece of their action.
- You'll end up making more money – faster – with far less effort.

The two enemies of the
entrepreneurial life:

PEACE and COMFORT.

- > Entrepreneurs thrive under pressure!
We need new challenges. New obstacles. New problems to solve. These things spur us into action and it is through the actions we take that everything great is achieved.
- > You must remain disturbed! Stay angry and restless! Embrace all of the problems – frustrations – and confusion! Let the pain of these seemingly negative situations drive you forward!
- > The thing I hate most is when somebody tells me to “take it easy.” I hate that! If they keep doing this I will finally get in their face and scream, “I’ll take it easy when I’m dead!”

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One more important thing about
direct response copywriting:

It is not always easy.
In fact, sometimes it
is very hard. But it is
always worthwhile.

The power of good management:

I was talking with my general manager about a new promotion we just started. The initial response to our lead generation was exciting! With only a minimum push we had 248 fresh leads! And because I forced them to listen to a 21-minute message that pre-sold them on our offer, I was certain they were well qualified. And yet, when I asked her about the initial sales conversion, she told me that the sales reps were not very excited. Then she said one of the smartest things I have heard in a while: "Sometimes if the sales reps get 3 or 4 bad calls in a row, they think the whole list sucks!" I about drove my car off the road! You see, in all my years, I have never heard the problem stated so clearly. And this also points to the golden solution: That it is up to management to work with the sales force and show them that their emotions often lie. They may give up on a prospect list way too soon. Or, the fact that they believe that a list of prospective buyers is no good will greatly influence their own performance.

Good management brings the power and clarity of objectivity to the table, and that makes all the difference in the world! You can only see things clearly when you have the ability to pull back. Salespeople and/or entrepreneurs who are too close to the situation will never be able to see the full truth.

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One little-known reason most salespeople and marketers do not get the huge results they want:

- OVERCONFIDENCE.
- They falsely believe that they are much better than they really are. This overconfidence is a major barrier that stops them from getting the HUGE RESULTS that they could be getting.
- They don't put in the time – work – effort – and energy they should to fully develop their selling and marketing skills.

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Six principles of influence – revisited:

- 1) Reciprocation: We feel obligated to return favors performed for us.
- 2) Authority: We look to experts to show us the way.
- 3) Commitment/Consistency: We want to act consistently with our commitments and values).
- 4) Scarcity: The less available the resource, the more we want it.
- 5) Liking: The more we like people, the more we want to say yes to them.
- 6) Social Proof: We look to what others do to guide our behavior.

These are the persuasion principles made famous by Robert Cialdini. There are others...and there are subtle variations of all six of these principles that you can use to maximize your persuasion prowess.

The important thing is to fully understand that persuasion is much more of a science than an art. There are many principles of persuasion such as these six that have been tested and proven to work. Keep studying and practicing. Don't fall into the trap of thinking you are better than you really are.

Who has the power?

So where's the **BIG LESSON** here?

Simply this: The door will always be open to the people who can produce results – no matter how terribly flawed they may be. When you are able to produce the results that people want and value – then you will always have the power.

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Success is a performance!

- * Ronald Reagan said that without his background and training in acting, it would have been EXTREMELY DIFFICULT for him to have spent all of those years as governor and then president!
- * "People think show business was in Hollywood, but I think (Ronald) Reagan was absolutely right," Schwarzenegger said on 60 Minutes last night. "If he wouldn't have had the training in acting, this would have been a very difficult job."

Emotion means energy in motion!

- ✓ Start thinking of your emotions with that definition. *Fire yourself up – every day!* Remind yourself of all that is good and right. Find it. And if you can't find it – create it!
- ✓ Nobody is born with passion and fire and enthusiasm. You must create it – every day. It's up to you! You're the one that has the power to make it real – and to intensify it.

My friends in the business are constantly teasing me about how redundant my long-form sales letters are. For example, almost all of my lead fulfillment letters are 24 to 36 pages. And some of my friends have said things like, “If you want to fully understand any one of T.J.’s offers, just read the first six pages!” But they’re wrong! All you really have to do is read my order forms! It’s all right there: The boiled down essence of each offer.

- What my friends fail to appreciate (At least, that’s what I think!) is just how apathetic and lazy our prospective buyers are! They are half asleep when they read our sales material. Wait a minute...that’s wrong! Most of them don’t read a damn thing; they skim! Yes, they lazily skim through our sales letters – quickly flipping through the pages – while their mostly unconscious (but very real) sales resistance is turned up at full volume!
- Bottom line: Repetition has always been a vital part of the persuasion process. And due to many forces outside of your control, it takes much more selling power to persuade someone to buy and keep buying from you.
- So there you have it! That’s my justification for creating long-form sales letters that are LOADED WITH REDUNDANCY! As Gene Swartz used to say: “Your sales letters can never be too long – only too boring!” I agree.

**Want more and better answers?
Then start asking yourself
better questions... more often!**

- Better questions always lead to better answers. And the more of them you ask yourself – and everyone associated with your business – the better the answers.
- It never ceases to amaze me how just asking a really good question leads straight to an amazing answer! Oftentimes, it was right there the whole time! This is especially true when you are working on a variety of different projects at the same time.
- It's also pretty cool how answers can suddenly come pouring in after you have completed some major project. It's almost as if there was some great obstacle in the way of you and these powerful new ideas.
- One more thing: I have noticed that many more really good ideas come to me when I am very busy with a multitude of different projects – while also taking very good care of myself. I get far fewer ideas when I'm tired and burned out. The higher my states of energy are – the quantity and quality of my ideas always increases!

End your dependence on freelance consultants of all types!

These people serve a role, but it is foolish to lean too hard on them. Instead, work even harder to continue to develop your marketing skills.

All you are to your customers (and everyone else) is nothing more than an idea.

- That's it! You're just a thought in their head! The you who is really you does not exist!
- Why is this so important? First, it will stop you from taking any of this too seriously! Relax! It takes many years to really get to know someone – so anyone who has a problem with you really doesn't. After all, how can they ever really know you? They can't and don't.
- Secondly, the more you think about this concept, the more you'll realize that "YOU REALLY ARE WHO YOU PRETEND TO BE!" At least in your prospective buyer's head you are. And "If you can act it out, you can make it real!" at least in their minds. The more you chew on all of this, the more you will realize that you have far more control than you might imagine to project the perfect image you want to project inside of the heads and hearts of your best prospective buyers! This lets you constantly reinvent yourself to become whatever they need you to be.
- Does all of that sound overly manipulative? Maybe. But this is the way to the top! It doesn't mean you have to be some phony-ass FAKE or con man or swindler. In fact, the best way for you to cash-in with this "reinvention process" is to integrate all of your strongest and most natural characteristics and incorporate them into the "new" you! Then you can relax and enjoy yourself while being true to yourself and delivering supreme value.

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What is money anyway?

- > Money means so many different things to different people. And this meaning tends to change over a period of time. To some, it's power! To others, security. And still to others, it represents superiority. I have experienced a little of all three.
- > But for so many years, all money was to me was something to spend! I blew it on all kinds of stuff that added up to nothing. Even when millions of dollars came pouring into our company, I blew it...FAST! I didn't know what else to do. Money was for spending. Period. I knew no other way. And yet, these were some of the happiest periods of my life. The work was EVERYTHING – and all the money that was coming in seemed like just a dream!
- > Now that I'm older and the thrill is gone, money is simply a way of setting goals and I try to focus on the game itself. All the joy is playing the game to get the money. Now money is something we need in case we do not die!

Only listen to the people who give you money.

- * Do not let the customers who are not your best customers dictate your decisions.
- * Many of your average customers love to do nothing but bitch and complain. They want you to change this, that, and the other thing. Sometimes there are even LARGE GROUPS of these people – and they can be quite vocal.
- * The problem is the fact that these people are not your best customers and a large percentage of them will probably never step up. Because of this, it is foolish to make decisions based on almost anything they say.

For years my motto was “Never argue with a crazy person.” And this helped me avoid a lot of problems I used to face.

- > Then, as I grew older, it became increasingly clear to me that, at least in some areas, we’re all crazy!
- > So maybe a better mantra should be “Never argue!” Easier said than done, but what isn’t?
- > A good deal of our power in this world comes from getting large numbers of people to like and respect us. And my new mantra (that took me many years to figure out – because I love to argue and “be right”) is the first step on that journey.
- > That sounds so basic I almost edited it out. And yet, we all know truly brilliant people who repel everyone in their path. We also know a few idiots who do an amazing job of attracting and keeping a group of brilliant people in their lives and businesses. Which one is really smarter?

More wisdom from the world of rock!

Pink Floyd's song "Money" is brilliant! There is one line that continues to play in my brain: "Share it. Share it. But don't take a slice of my pie!"

- No truer words were ever written on the subject of money!

**You must become and
remain your #1 fan!**

**Business can be a sad
and lonely trip. You must
continue to believe in
yourself when nobody else
does. This will empower
you to keep getting back
up every time you get
knocked down.**

**Your capacity to handle problems
that once seemed insurmountable
can continue to increase!**

- In fact, it will increase – if you keep boldly moving forward through all of the difficulties, heartbreak, and challenges that are on your road to the success you want.
- The ability to solve problems and deal with all kinds of crap that causes many others to throw their arms in the air and surrender is one of the ultimate rewards for staying in the game – even when you yourself wanted to give up.
- Being able to EASILY solve the kinds of problems that used to cause you so much pain is one of the most incredible feelings I have *ever* experienced! This is your ultimate reward for sticking it out, too!
- So keep dreaming those BIG DREAMS and keep working your ass off at the same time! Go rent the 1967 movie “Cool Hand Luke” and watch the fight scene a dozen times. Then become that “Lucas Jackson” character in the movie and keep fighting!

The BIG secret is the fact that there are no secrets.

- * Strategies... shortcuts...
systems... YES! But no secrets.
- * What many people want is some
sort of mystical chant or prayer
that they can use to rain money
from the heavens! They
erroneously believe they can
have all the good with very little
or none of the bad. And what's
more, a growing number of these
good, but delusional souls are on
our customer and prospect
mailing lists. This puts us in
the dangerous position of
walking the razor's edge!

The word “friend” is definitely one of the most over-generalized words in business.

- > Do you really know the people you call business friends? I know you think you do, but are you sure?
- > Whenever there is money involved, all friendships must be suspect.
- > Charles Bukowski said, “If you want to know who your real friends are, go to jail.”
- > If your entire world as you know it collapsed on you, how many of your “friends” would be around for you or even take your phone calls?
- > On the flipside: When you do have people in your business life who are super talented and very loyal and committed to their relationship with you, **DO ALL YOU CAN TO HANG ON LOOSELY, BUT DON'T LET GO!**

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**You DON'T have to be
motivated to take action!**

- **FORCE YOURSELF** to start
moving in the **RIGHT**
DIRECTION and the motivation
will come!
- Taking action is one of the few,
but very important things that
is totally within your control!

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Don't give up – no matter how bad it seems.

- ✓ There have been many times in the last 20 years that I have felt BROKEN and BEATEN...when I just wanted to pack it in...when I totally lost my edge.
- ✓ But I stayed on the path and continued moving forward – even when I didn't feel like it – and that has made all the difference.
- ✓ Bottom line: Life is hard. In fact, business is life accelerated. So many times you get a lot more “bad” than most people ever go through.

Gary Halbert used to say:

**“You’ll always achieve
more through movement
than meditation.”**

It never ceases to amaze me at the way
the ideas flow to me after I get through
an extremely difficult project that
caused me so much pain and confusion.
Getting past that short-term nightmare
is like blowing up the dam!

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Marketing wisdom from a truly great president:

**“If you would win a man to
your cause, first convince him
that you are his sincere friend.”**

Abraham Lincoln

Win their heart – then win their money!
Do more to put yourself into their shoes.
Let them feel you understand them...
their pain...their problems...their desires.
Then it will be so much easier when
it comes time to ask for the money.

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**An idiot with a very good
plan is much more powerful
than a genius without a plan.**

A solid plan (that is based on reality!)
gives you total confidence and power!

It keeps you on the path when
everything around you does not look
good. It helps you maintain your total
belief in yourself – even when
everything around you is looking
pretty bleak. It makes it so much
easier to continue making BOLD
MOVES and gain the instant answers
to your BIGGEST questions.

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Never let a small group of emotionally charged people alter what you know is the best course of action.

Even if some of these people are your best clients... you must be perfectly willing to greatly upset the small group in order to carry out your BIGGER plan. In the end, you are the leader of your business.

Greed will prevail! You can
always count on the power of
greed to come through for
you! Add as much of it as you
can to every offer you run!

Take a money-making shortcut!

- One of the signs on my wall says: “There is no time to be creative!” And there’s not!
- Next to this sign are 3 different sales letters we successfully mailed, which were all slight variations of each other. The customers never figured it out. And if they did, they did not care. Or at least, enough of them did not care so that each promotion was very profitable.
- One of my best friends asked me, “How do you get so much done?”
- “I just keep writing the same sales letter over and over again,” I replied. It was all a BIG JOKE and several of my other joint venture partners laughed. And yet, we all knew the truth!

Wake up and smell the strong black coffee!

- ✓ Business is a competition. It's a daily battle – and the minute you slow down you will be mowed down!
- ✓ Think I'm being cute? Think again! The forces against you are there whether you want to recognize them or not. Rust never sleeps.
- ✓ In the 1980s I had a button that said: "Just because you're paranoid doesn't mean they're not after you!" That's a great metaphor for business!
- ✓ In the end it's hard to tell who your real friends are. Charles Burkowski said: "Go to jail and you'll find out who your real friends are." I see great truth in this. Your world is filled with fair weathered friends who will leave you at the first sign of a very nasty storm.

**Beware of little men
who desperately want
to be BIG MEN.**

**And beware of any up and
comer who you feel is too
ambitious for their own good.
Watch for the little hairs that
stand up on the back of your
neck. That is your intuition
screaming loudly!**

Wealth-making wisdom from
an oil tycoon who knew:

“The more wells you drill,
the greater chance you
have of finding oil.”

H. L. Hunt

Fast was never fast enough for
H. L. Hunt. “Drill, drill, drill!”
was his company’s mantra.

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Hey, all you conspiracy thinkers... WAKE UP!

- Most of the time you think or feel that someone is out to get you or screw you over. You are wrong! All of their motivation is for themselves and not against you.
- Remember this: Unless you are dealing with a completely insane person, the problem people in your life are for themselves and not against you.
- It's good to remember this in the heated moments when your rational thinking goes out the window.

**Part of the reason that
wisdom comes with age
is due to necessity.**

**For example: When you get
older – you simply do not
have the energy to turn every
problem into a battle!
Because of this, you are
forced to become much
smarter in the way you deal
with all of the problems that
come at you.**

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Imitation leads to understanding.

This is one reason why you
should study the masters.

+ + + + + + + + + +

The Power of HATE!

- ✓ Everyone talks about the importance of loving what you do – and that's great – but hate might be even greater than love!
- ✓ Here's a fast example: One of the things I HATE the most is fulfillment. I'm good at it, but I absolutely hate it! So because of this, once I go through the tremendous amount of work to develop a good fulfillment package, I do everything possible to re-use it as many times as possible! I ultimately come up with some extremely creative ways to re-sell the same materials because I absolutely HATE coming up with new fulfillment materials!
- ✓ This powerful emotion of HATE is so much easier to create than the emotion of love!
- ✓ What do you hate and how can you use this tremendously powerful emotion to increase your own productivity or create new stuff that will make your cash register ring!

**Give yourself more to do and
less time to do it... and you
will be amazed at how much
you are able to get done!**

**Of course, having too much
to do in too little time also
makes you a total jerk!**

You gotta find the right mix!

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Kill more trees!

One of the BIGGEST SECRETS to making multi-millions of dollars in Direct Response Marketing is to kill more trees! Yes, spend much more money on all of the follow-up marketing that you do to extremely well qualified prospective buyers. Rain tons of mail on their heads! Keep the pressure on! Print and mail more stuff and keep sending them more sales material to get them to buy or re-buy!

As long as the prospect is well qualified and your sales material is razor sharp, you cannot spend too much to make the sales!
(Well you can spend too much, but most marketers NEVER do!)

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✓ ✓ ✓ ✓ ✓

The love of the game.

Getting rich is not supposed to be easy! In fact – if it were easy – it would be no fun!

The things we place the HIGHEST VALUE on in this world are those which are most difficult. Anything that comes too easy has little worth.

✓ ✓ ✓ ✓ ✓

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**So what? Who cares?
What's in it for me?**

These are three things that
people are unconsciously thinking
as they're reading your copy or
listening to your sales pitch.

As you are editing your material, you
should go over it with the same 3
questions in your head. Then cut
anything that doesn't answer those
questions in the clearest and boldest way.

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**Teach yourself how to
love the things that bring
you the most money.**

**You are the one who creates
the feelings of passion and
remember, the fire never dies
as long as you feed it! So
what are you doing to
constantly feed the passion for
your business and all of the
things that you must do to
keep the cash register ringing
with the most profitable sales?**

**People do almost everything they do
to try to feel better about themselves.**

- Are there exceptions to this? Sure. But the general rule is that we do most of the things we do because we believe it will make us feel better about ourselves in some way.
- People are HUNGRY for anything that they believe can make them feel better or more important. They are dying of thirst in the dessert of life. They generally do not feel good about themselves and are desperately seeking anything that can give this feeling to them. At the same time, they are STANDING GUARD at the gate of their mind. They are very fearful and skeptical – and looking for anything that appears phony. The minute they feel they are being manipulated – they will run. Of course, that ability to detect bullshit goes away very quickly once they are deeply involved.

Every problem cannot be a major battle!

- Pick your battles carefully and be willing to lose a few (or even many) of them in order to win the war.
- Every problem is only a crisis to the young and dumb entrepreneur who still has much to learn.
- The things that used to piss me off for a day now anger me an hour. And what used to drive me crazy for an hour doesn't even phase me anymore!
- Now days I try to pick my battles very carefully. It's all about prioritizing. You must keep your eyes wide open on the most important things and half-shut on everything else.

Complacency is cancer.

**Keep moving!
Constantly try new things.
Test! In fact, you must
out-test your competitors!**

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**The only *easy* day
was yesterday!**

**Maybe this is one reason so
many people live in the past?**

You can't play the game of business with sweaty palms!

Total confidence in yourself and
your key ideas is an essential
element of all the success you want.

It's easy to have this complete
confidence in yourself when the money
is flowing freely. The hard part is to
continue to believe in yourself and your
key ideas (especially the controversial
ones) when business gets bad and the
problems are closing in on you.

*Any fool can be totally confident in good
times – but it takes a crazy entrepreneurial
genius to keep moving forward with total
bravado when their whole world is
crashing down around them.*

Nobody has all of the answers.

**Always question the true
motives of the people who
want to convince you that they
have your best interests at
heart. THEY DON'T. They are
mostly in it for themselves.**

“If you want a friend, get a dog.”

Carl Ichan

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**All of the
millions you
want have got
to come from
somewhere!**

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Attention all people
pleasers of the world!
WAKE UP! There
are only two kinds of
people: Those who
count and those who
don't. *Get that*
straight in your head!

! ! ! ! !

Making people love you is easy! Just make them feel good about themselves. Do this in the most sincerest of all ways – and they'll love you for it!

- * The key to getting customers to love you is to first accept the fact that they don't and will never love you. They only love how you make them feel.
- * People do not love you. How can they? After all, to really love a person requires a huge investment of time and effort on the part of BOTH parties. Because of this, the “love” they may feel for you is more of an infatuation.
- * The bottom line: What they love about you are those parts of yourself that you are selling to them!

Take your business to the next level.

- How can you serve it up even better than everyone else?
- What are the BIGGEST PROBLEMS in your market that none of your competitors are solving?
How can you solve them?
- Look for problems in your market. Talk with your best customers and prospects.

^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^

**The hens that stop
laying eggs quickly get
their heads chopped off!**

*What does this have to
do with business? Think
about it! And ask yourself:
Are you still producing?*

^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^ ^

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A dirty dark little marketing secret...

**Many times an expert will
deliver far more value in their
dirt-cheap books or programs
than they'll give you when you
pay them the larger amounts
of money for their premium
products and services!**

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The best marketers I have
ever met have HUGE EGOS
and are mildly sociopathic!

**And if they are not
mildly sociopathic –
they are at least
totally immune to
any kind of criticism!**

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Damn the plagiarists!

There is a fine line
between innovation and
plagiarism, but you
don't want to cross it!

* * * * *

**When in doubt, you
can always count
on human nature.**

**People are extremely
predictable – *especially*
within certain niche
markets.**

EMOTIONAL EMPOWERMENT

The negative emotions are a vital part of our human nature. Stop suppressing them – and start re-focusing them. They contain a tremendous amount of energy – if you use them correctly. Like fire, they can burn down your house (with you inside) or they can keep you alive on the coldest winter day. Your choice. But when you suppress them – you lose all of the amazing energy they contain to keep you in the game.

ANGER = Determination.

GREED = Ambition.

LUST = Machismo.

FEAR = Caution and power.

ENVY = Positive revenge.

HATE = Competitive power.

FEAR (also) = Amazing bursts
of energy and excitement!

An assumptive closing technique for copywriters.

**Much of your copy should be
written as if they have already
received whatever you are
trying to motivate them to buy!**

This technique works especially well at
the end of a long sales letter – when
you are summarizing everything they
will receive. Just make it sound as if
they have already bought it or already
own it! Be as subtle as you can and
they will not even detect it... and yet
this will help to influence their decision.

**It really is okay to think, feel,
and believe that you are better
and somehow more capable
than other people. Just don't
ever let them know it!**

**The need to be superior – just
like other negative emotions –
can be your MAJOR DRIVING
FORCE that moves you into
the kinds of consistent
actions you must take to rise
above all of the problems –
pain – and adversity that
comes at you every single day.**

**Pain, problems, challenges,
obstacles, heartbreak,
disappointment,
and setbacks are good!**

***In fact, you must
have more of them!***

Adversity of all kinds contains raw emotional power that you can use to fuel your inner fire! The key is to remind yourself of this – as you are in the middle of it all. During those times, you must SLAP YOURSELF IN THE FACE and snap out of it!

Let them spur you on to the right actions!

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Is there an elephant in the room?

Many marketers try to avoid talking about anything that they think is too negative – when they should be facing it head-on. This is especially true when that something “negative” is the very thing that their prospects and customers are thinking about. To try to side-step it is stupid.

I’m writing this on October 10th, 2008. The stock market has gone down for the 8th day in a row... It has lost almost 50% of its value in less than one year. Our prospects and customers are panicking! They are frightened to death! To try to not address all of this in our marketing materials and face it is an idiotic thing to do. And yet, this is exactly what most of our competitors are doing.

The power of the decoy!

Develop a super high-end product/service combination that has one purpose only: to make your current premium-priced item seem so much cheaper!

Do this – it works!

This is a very simple and yet extremely effective way to sell the maximum number of your highest priced products and services.

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Embrace uncertainty!

All great innovators let their gut tell them what to do. Having the vision and courage to move into exciting new areas – before you have a clue to how it will all turn out – is the secret behind the success of all great innovators.

Innovation is a game of believing it before you see it. Many times it takes months or even years for our grand plans to come together in just the right way.

“If people knew how hard
I had to work to gain my
mastery – it wouldn’t
seem wonderful at all.”

Michelangelo

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The power of the intangible.

- Master salespeople always focus on selling the intangible aspects of our products or services. This takes a greater degree of skill – but the increase in revenue can be huge!
- The intangible aspects of many products and services is where the real money is to be made. The dream will always transcend the reality. So sell the dream! The hope! The promise! Paint the picture BIG... and BRIGHT!
- Never be afraid to over-hype your offers. Turn up the volume full blast. The minute you think you have gone too far means you probably still have a ways to go.

✓ ✓ ✓ ✓ ✓

**The greatest
ideas never die...**

**They just keep
getting recycled!**

✓ ✓ ✓ ✓ ✓

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**You are only
looking for the
few who “can”
and “will” –
rather than the
larger number
who “can’t”
and “won’t.”**

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From rock legend,
Frank Zappa:

**“Art is making
something out
of nothing and
then selling it!”**

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Why we don't get the sales conversions we want:

- 1) Prospect is not qualified enough.
 - This is the #1 problem. The rest of the items on the list are not prioritized.
- 2) There is not a good enough reason to cause them to buy now!
- 3) The back-end offer is not related closely enough to your initial sale.
- 4) You tried to move them too far too fast.
 - In other words, you asked new prospects and/or very skeptical customers to give you too much money, too quickly.
- 5) There was no “irresistible” offer.
- 6) You gave up on them too soon!
 - In other words, you did not do enough follow-up marketing.
- 7) Poor salesmanship!
 - You simply did a lousy job of selling them – and did not do enough to prove to them that what you had to offer was worth far more than the money you were asking for in exchange.

That's it!

“Too often, entrepreneurs are forgotten heroes. We rarely hear about them. But look into the heart of America, and you'll see them. They're the owners of that store down the street, the faithfuls who support our churches, schools, and communities, the brave people everywhere who produce our goods, feed a hungry world, and keep our homes and families warm while they invest in the future to build a better America.”

President Ronald Reagan

> > > > > > > > > >

They think we're flawed because
we put so much time, energy,
dedication, passion, and commitment
into our work. We think they are
the crazy ones to go to work every
day for a paycheck... What we
do is for much more than money.

**People label us workaholics
because they don't understand.**

< < < < < < < < < <

Every
great
entrepreneur
is a
benevolent
dictator!

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**If you always think
what you always thought,
you'll always get
what you always got."**

Gerald Haman

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Less is more! Learn how to say “NO” more often. Pick and choose your projects carefully – and try to focus on the ones that can make you the largest amount of money – with the least amount of headaches and hassles.

Remember, as philosopher Lin Yutang said:

“The wisdom of life consists in the elimination of non-essentials.”

**He who
is most
creative
conceals
his sources
the best!**

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“The winners don’t just
play to win, they play to
take home all the marbles
and send the other kids
home to mommy crying.”

Dan Kennedy

< < < < < < < > > > > > > >

**“When
I’m
one of
‘them’
I have
credibility.”**

David Lupberger

• • • • •

**A couple of Einstein
breakthroughs:**

**“Imagination is more
important than knowledge.”**

**“Genius is 99% perspiration
and 1% inspiration!”**

• • • • •

**“In order to
discover the truth
of an advertisement –
it is necessary to read
between the lies.”**

Frank Irving Fletcher

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**“Before you tell someone
how good you are – you
must first tell them how
bad you used to be.”**

Semon E. Knidsen

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The office buildings across America are filled with people who don't care about the companies they work for. Apathy is the order of the day... The only things they care about are:

1. Not getting fired.
2. Getting more money for less hours.
3. Hiding out and not getting caught.
4. Office politics.

**What is the long-term
vision for your business?**

**Is it clear? Is it focused?
Or, are you just putting
out brush fires and going
through the motions?**

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**If you're reaching
your goals too easily...
you're aiming too low!**

* * * * *

**Just think of how much more
we could do if we didn't have
to eat, sleep, or shower!**

**The one-minute manager
re-defined by the “Triple K:”**

Kiss – A specific compliment.

Kick – Followed by a specific
criticism.

Kiss – Followed up by a re-
enforcement of the compliment.

*You’ve got to sandwich your criticisms in
between a couple of genuine compliments!*

**All advertising is by
it's own nature – ruthless:**

“Advertising is legalized lying.”

H. G. Wells

“Advertising is the art of making
whole lies out of half truths.”

Edgar A. Shraff

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**Are entrepreneurs animals?
According to this guy we are:**

**“No man who is in a hurry
is quite civilized.”**

Will Durant

No Way, Will Durant!

**Ralph Waldo Emerson said it
much better: “The end of the
human race will be that it will
eventually die of civilization.”**

BUSINESS and FUN
really do mix...

*Assuming you're in
the right business!*

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FREE GIFT!

The ideas in this booklet came from a very special program called:

“RUTHLESS MARKETING ATTACK!”

This is a powerful audio program that reveals 879 of the most aggressive marketing tips, tricks, and strategies you can use to destroy your competition.

If you have enjoyed this booklet, you owe it to yourself to find out more about this powerful marketing program. Go to **www.RuthlessMarketing.com** right now and read all about it.

Then you can go to the website address below and get a great FREE Gift that can help you make even more money!

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305 East Main Street
Goessel, Kansas 67053-0198
620.367.2600

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