

VOLUME #3

RUTHLESS MARKETING SECRETS

By T.J. Rohleder

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

RUTHLESS MARKETING SECRETS VOLUME THREE

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

Also by T.J. Rohleder:

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INTRODUCTION:

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

So how did we do that? The short answer is this: we mixed a little luck and a heaping helping of hard work with the rigorous application of those secrets I mentioned in the previous paragraph. And you know what? **I'll happily share every secret I know with you.** That's why I've decided to create this series, the third volume of which you're holding in your hands right now. Hopefully you've already read Volumes 1 and 2; if you haven't, I recommend that you get your hands on them and do so immediately, before you get started here. That's not to say that you can't learn a lot just by perusing this volume; I guarantee that you can. But you'll learn even more by starting with Volume 1.

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

they even got started?

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

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

That last bit is particularly important. It doesn't matter how many customers you manage to bring in; if you don't keep them — that is, if you don't maximize the amount of money you can get from them over the longest possible period of time — then your success is only going to be a blip on the radar screen,

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

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

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

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

Like Volumes 1 and 2 and the books that will follow, **this book is based on a series of weekly conference calls that my colleagues and I have been enjoying together for years.** The participants in these calls have included various members of our One Hundred Million Dollar Roundtable and our Board of Governors: marketing experts like Eric Bechtold, Alan R. Bechtold, Russ von Hoelscher, and Kent Sayre — and of course Chris Lakey, our director of marketing, and I participate in each one.

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

CHAPTER ONE:

Take Massive Action!



Life is always changing. Business is always changing. Your market is always changing. One secret to staying on top of these changes, and staying at the top of your game, is taking massive action. **You should always take massive action against your challenges, so that you can overcome them as quickly and as effectively as possible.**

Of course, that begs the question: what *is* massive action? **In my opinion, it's a willingness to go out there and move forward at all times, under all circumstances.** You don't have to have all the answers from the very beginning; you don't even have to have everything figured out. What *is* required is that you spend a little time trying to determine what your best strategies are, then get out there and do four or five things at once to find out what works best — and then do more of *that*. **I know it sounds simple, and it *is* simple, but that doesn't mean it's always easy to do.**

You see, so many people become vapor-locked. They become trapped and get confused. They spend too much time trying to figure out what to do, and then they don't get anything done, because the more they worry, the more confused they get. **Well, the recipe for confusion is *action*.** Just go out there and try to determine what your best strategies and ideas are so that

you don't become immobilized. Face into the challenge and move forward. It should go without saying that a little frustration will come with any challenge, because at first, you won't always know what the best thing to do might be. But then again, you can use the energy of that frustration to solve the challenge itself. **The concept of massive action invokes thoughts of doing big things, and that's really what it's about.** You can't take massive action by sitting back and relaxing; you've got to be out there, pushing. You've got to be aggressive to succeed in marketing, and that's one of the themes this book series is based on. **In our lexicon, ruthless is a synonym for aggressive, not heartless.**

You've got to be aggressive in marketing, and massive action goes hand in hand with that. Think about real-life examples of massive action you've witnessed: in sports, for example. Consider the athletes who make it to the big leagues; they're very toned, very athletic people, because they've taken massive action to get there. If those people had decided back when they were trying to become professional athletes that they *weren't* going to take massive action to reach the pinnacles of their sports, they wouldn't have gotten where they are today. Take a tennis player like Serena Williams, or football player Peyton Manning — someone who, throughout their career, has been regarded as being a peak performer, at the top of his or her game most of the time. These kind of people don't just stumble upon success. They get there by taking massive action to prepare themselves physically, mentally, and emotionally to play their game at the highest possible level.

In business, it's pretty much the same way. **You've got to get into the right mindset to take massive action — and then you've got to get out there and actually do it!** Massive action means throwing yourself out there with all you've got, with all your being, and not being too worried about where you're going

until you're on your way. Too many people try to plan out their businesses in meticulous detail, planning for all the possible things that could go wrong. **They worry too much about getting everything just perfect before they even start.** Again, that paralyzes a lot of people; it keeps them from actually getting out there and doing something because they're so focused on trying to prepare that they never actually do anything. **I call it *paralysis by analysis*.** You're so determined to analyze all the possible angles and try to get everything figured out that you can't move at all.

The strategy I'm presenting here is the same one you see on the classic Nike commercials: ***Just Do It!*** Throw yourself full on into the project; just pour yourself into it. Take massive action and see what happens. **Analyze your results as you go, and tweak your strategies as necessary.** Yes, of course there's always game planning and strategizing that has to happen at the beginning and along the way; but you need to do most of that when you're already moving forward. **Don't think yourself to death, or you'll over-plan and you'll never achieve anything significant.**

At M.O.R.E., Inc., we take massive action each and every day, and the same is true of all the successful marketers I know. We do everything we can to make sure that we're giving each of our projects the maximum chance to succeed. **The idea is to be relentless: We never quit.** We try to be like a pit bull. Pit bulls are relentless — and when they take action, they're going to succeed or die trying. In this chapter, we're going to look at a few of our best pit-bullish, massive-action secrets.

Priority is Job One

If you don't know from the word "Go" what your most important priorities are, then you're lost before you've even

started. **You should *always* invest the time necessary on those activities that are your priorities; that is, you should identify and focus on the few things that stand the greatest chance of making you the most money.** Everything else can be delegated to other people. I think that this is such a huge distinction, such an enormous idea, that it escapes most people. ***You want to focus on what's going to make you the most money.*** That's it. For many of us, it's writing copy and working on growing our businesses, so putting out new marketing campaigns is our top priority. Personally, I like to delegate everything else, because I've found that when I'm writing a new campaign that has the potential to make hundreds of thousands of dollars, I don't want to go to the mailbox or run to the bank. That's not going to make me any money; it's something that I can pay someone maybe \$10 an hour to do. I can't afford to treat myself that way, because if I do, it's going to harm the company. If instead I focus on writing copy and developing new campaigns, products, and services, and servicing my customers at a higher level, that's going to make me a lot more than \$10 an hour; ultimately, it can make me hundreds or even *thousands* of dollars an hour. Clearly, that's where my time is best spent. **The more I do that, the more I'm throwing fuel on the flame of my success.**

It takes effective delegation to get ahead. This is true not just in business, but in every area of your life. If you mow your own lawn, what are you doing? Maybe you're putting the neighbor kid out of a job. Besides, if you can hire that neighbor kid down the street to mow your lawn for fifteen bucks and instead you can take that same hour and you apply it to your business, you've just had a price arbitrage — meaning that your hour is more valuable than if you're mowing. Again, figure out what's most important and focus on that. Delegate everything else. The late, great Gary Halbert once said, "Here's what you should do. **Draw a circle, and put whatever you're the very best at and whatever makes you the most money inside that**

circle. Everything else should go outside that circle. Delegate everything outside that circle and focus on what's inside. If you do that, I'll guarantee you you're going to have phenomenal results. You have the potential to make millions of dollars doing that."

This is a very basic secret of marketing success — and it *is* a secret, as obvious as it seems, because so many people just don't think of it. One of the best books I ever read, more than 15 years ago now, was *The E-Myth* by Michael Gerber. One thing that Gerber talks about is how most business people want to do one of two things: they either want to wear all the hats in their business, so they're trying to do everything themselves, or they want to abdicate everything to other people. I've made both of those mistakes before, and I *still* make the second mistake sometimes. **But the first mistake is what plagues most small business owners. They really are trying to wear all the hats.** And let me point out here that just because I'm talking about massive action, doesn't mean you're supposed to move in 40 different directions. That's unproductive. You have to prioritize and do only whatever's the most profitable that you do best; that's the core of effective massive action. **Everything has to have a profitable purpose because that's what makes you the largest amount of money.** And why waste your time on anything else?

So many people say they don't have time to make money. And you know, it's a funny thing, time, because we've all got the exact same amount of it; we all have the same 24 hours a day to work with. Sure, there are some variables; some people sleep only a few hours a day, some much more. And yet some people find the time to do the important things, while others don't find the time to do much of anything. Some people are good at making excuses, and some people are good at making money — and usually, the two are mutually exclusive. **This concept of**

prioritizing is how people get more work done. Not everything within your business is important. Again, getting the mail from the post office, or processing checks and taking them to the bank — those are things that you could have someone else do for you. Now, maybe you're just getting started, and you like getting the checks in the mail yourself. That's not a bad thing; it's just that there's probably something else you could be doing that's more important. **If you find yourself not having the time to focus on your marketing, that means there are certain things that you need to delegate to other people.**

And if you're thinking right away *I don't want to hire employees*, well, don't worry about that. If you've got kids who could help you, give them a little bit of spending money on the side to help you out. Maybe you've got some friends or family who would be excited to help you as your business is growing. And if you have to pay somebody, you can outsource. **You can find people to do things as independent contractors, so you don't have to have them on staff, where you're paying benefits.** That way, you don't get bogged down in those details.

Focus on the things inside your circle. The most important things, the ones that make the most money, should go toward the center. The further you get away from the center of the circle, the less directly the things should have to do with you making money. And the further they are away, the more you need to think about those things. Is that something that you really should be doing? Now, certainly there are hobbies, things that aren't directly related to making money that you can do; I'm not suggesting that you spend 24 hours a day on business. Have some free time, but recognize that free time for what it is. Prioritize it in the scope of your goals and what you're trying to accomplish. Maybe you really like watching TV — so you watch TV six hours a day and you continue to say, "I just don't have any time to do any of my business." If that's the case,

maybe you need to tone down your hobby, and only spend one or two hours a day watching television.

So focus on the things that could make you the most money, and on those things you need to take care of yourself. The rest can get delegated. That goes for everything; look at each task in regards to how it makes you money, prioritize, and decide which things you can let other people take care of. **Everything has a dollar value — and in many cases, your time is worth more money than it takes to pay someone else.**

Details Come Last

I use to have this next point hanging on a banner in our old conference center: **“Concepts first, details last.”** Details *must* come last! First of all, you’ve really just got to figure out what you want to do. You don’t have to figure out *how* you want to do it and get bogged down by all the details; **just go into motion.** The internal dialogue of most people when they think about something goes like this: “Hey, I want to develop a marketing campaign!” Then all this sort of stuff pops in their mind: “But I don’t know enough about marketing. Where am I going to get the envelopes? What if I make a whole bunch of money, and I have to pay a lot in taxes? I don’t have a good accountant. And where am I going to get the money to do this anyway?” **These are the kinds of details that can result in paralysis analysis. Focus on the concept itself.**

If you say, “My concept is to do a marketing campaign,” and you know why you want to launch your business and make a lot of money, then you can sort out the details as they come up. **You have to take that leap of faith and go into action.** To quote Gary Halbert again, “Motion beats meditation.” Just go for it — take massive action! As you take steps in the right direction, realize that while you don’t know everything about

how you're going to do it, **you still have to do it.** Have confidence in yourself, confidence that you're going to figure it out. **Tell yourself that you're going to learn new stuff as you go, and you're going to implement it.** That's how you move things into your comfort zone. If I know I want to create a marketing campaign, **the first thing I'm going to do is go as far as my knowledge will take me, and then learn whatever else I have to in order to succeed.**

Here's the liberating concept I want you to get: **you don't have to know exactly how it's going to come together, you only have to know what you want to do.** You can find the right resources, the right people to teach you, the right seminars to go to, the right books to read, the right vendors to assist you, the right mentors. **They're going to come into your life as you're taking action, as you're in motion, in flow.** When they do, you'll find that next step you need to take. If you happen to get stuck on a step, I want you to realize that there are tons of resources out there, plenty of people willing to teach you what you need to know and do to move forward. **Because here's the thing: whatever you're facing now is probably not unique.** Others have been where you are. Even though it may seem earth-shattering to you, other people have already created many successful marketing campaigns — and they're there to help you. That's why the concept should always come first, the details second. **The details can be filled in as you go, and there will always be someone there to support you.**

When I have an idea, I try it out. I don't always know exactly how I'm going to implement it, but that's part of the fun; that's part of my growth process as a marketer. As I try new and different things, I know I'm going to discover ways to pull things together. **As I do things that I didn't know how to do before, and the details come, I deal with them.** I gain more confidence, more faith in myself, by taking massive action and

letting the details take care of themselves. I can delegate some of the details to people working with me, and I can send others to be dealt with by outsourcers. **Concepts first, details second: it's a liberating concept!** You don't have to know what you're going to do in order to do it. You just have to take action, and you'll find out as you go.

In many ways, you have to see marketing as a game, or a sport — and those aren't always fun to play. The people who become champions are the ones who work hardest and put the most into it. I recently read a biography about Arnold Schwarzenegger and the game he was playing to help to open up his career, which was the sport of bodybuilding. There were times when he lifted so much weight that he would just pass out. That's the degree to which he was pushing himself — and sure, in marketing that's mostly a metaphor. But you can't just be cautious all the time and lift the weights you *know* you can lift. **You have to be willing to make uncertainty your friend.** It doesn't always feel good, but the fact is, you *don't* have to have all the answers right off; **just figure things out as you go.** The concept, or the goal if you will, comes first.

Now, when you decide on that goal and dive right in, does that mean you'll succeed? Of course not. All business is calculated risk, since nobody knows what the future holds. We all know that we can get side-swiped by life — and business is just life accelerated. **But once you make a solid decision on your direction, it makes all the subsequent decisions easier.** I look at it like driving at night. As long as you have a good vehicle and you're on fairly good roads in fairly good weather, then you can have the blackest of all nights, where all you're really able to see is 75 to 100 yards ahead of you with your high-beams on, and you'll still be relatively safe — as long as you keep under the speed limit and don't outrun your headlights. Just keep on eye out on what's ahead. Try not to hit any deer as

they cross the road, look out for potholes, and you'll be fine.

Your only other real option is to play it safe and do nothing — and for people like us, that's no option at all. **I've seen too many people get stuck trying to have everything figured out before they get started**, people who could have made their dreams come true if they had just taken a few careful, calculated risks. Sometimes that hesitancy comes from a person's need to work it all out in advance; sometimes it's due to control issues. In any case people have this tendency to want to have all the details, and we see this a lot when we create — not even in the creation stage, really, but in the embryonic stage when we have a new idea that we're cultivating.

We know that not every idea is going to be a million-dollar winner. We know that not every idea is even going to be *practical*, **but you don't want to kill an idea in its infancy**. Yet what often happens is that an idea will roll off someone's tongue, and the people around them will instantly shoot it down, explaining all the reasons why that idea won't work. Well, an idea in its infancy doesn't need to be shot down; it needs to be cultivated and considered thoroughly. **In other words, you have to spend some time thinking through all the reasons it could work**. Think about what you want that idea to turn into. How are you going to get it from a little baby idea to a full-grown idea? During the course of cultivating that idea, you may very well discover that it isn't reasonable to pursue it. That's fine. But you won't know that until you flesh it out and look at it from every angle. What's more, that scrutiny might result in a workable idea, or at least an aspect that can contribute to a workable idea.

The way you get there is by thinking of the concepts first and not worrying about the details until later. In the beginning, you think things through from a very abstract conceptual nature, where you're just focused on what we sometimes call a "brain dump." **This is where you're just writing down all kinds of**

ideas and letting the thoughts flow freely, not worrying about whether what you're saying is correct or not. **The ideas just come, and you get them all on paper.** Once they're out, you can go back and start filling in the blanks, and trying to think things through a little more clearly. But that comes later, after the conceptual phase. If you'll do that, you'll find that you end up having a lot more ideas. **Ideas flow more freely when you're not instantly shooting them down or trying to flesh them out immediately.**

Ultimately, you'll also come up with better ideas. Let's say you have to come up with 10 ideas before you have one that's really practical and comes to fruition. Well, you obviously need to get through those nine bad ideas before you got to the one that works. But if you're only focused on seeing the good ones, you don't get to the nine bad ones; you end up striking down every idea, so you never let the ideas flow enough to find the good one. **You've got to let ideas die on their own. Let them come through, and eventually they'll die out or take root.** The ones that take root are the ones that you end up making money on. Don't throw the baby out with the bath water.

The Real Meaning of Luck

I believe that if you work at it, you can create more luck than a lottery winner. As the saying goes, fortune favors the prepared: the harder and smarter you work, the luckier you get. **In other words, you create your own luck. By my definition, luck is where preparation meets opportunity.**

Let me give you an example. Back in the early 1990s, when we were just starting to have some real success here at M.O.R.E., Inc., they hadn't really developed the World Wide Web yet, and Yahoo and Google weren't even on the radar. But they were in the air — and if we'd been prepared at that time

and had seen the opportunity, we could have created something like Yahoo or Google and raked in a fortune. But we didn't.

Now, a lot of times, people on the outside of a success story will say, "Look at these guys — they're billionaires now. They're so lucky!" But they've got it completely backwards. Those Sergey Brins and Larry Pages got "lucky" because their preparation met opportunity. The guys who started Google are multi-billionaires now, and they're barely in their mid-30s. But they were preparing themselves all along, learning computer science and techniques for searching the Internet and all the other things necessary to build a better search engine. When they went public they made a fortune, because their search engine was the best of its kind. The rest is history. Their preparation met opportunity in a big way.

The harder you work, the luckier you get. If you want to be really lucky — and really successful — you'll need to work like a dog, going all out. I realize that for some of you reading this, that statement will pretty much be it for you. You're going to give up. But if you relish a challenge, it's not going to stop you. You'll keep on working hard, so that someday, all those envious people on the outside will look in at you and say, "You know what? They just got lucky." **Think of it as justification for all your hard work,** because you know what? **Successful entrepreneurs didn't just get lucky, they took massive action and went for it as hard as they could.** They put their dreams on the line, they stared failure in the face, and they beat it.

This idea that successful entrepreneurs are lucky is just nonsense. In this world, we're all self-made, from the meanest beggar to the richest tycoon, though only the most successful people will actually admit that. **If you want to be lucky, if you want to be very successful, work hard.** Take massive action as often as you can. Thomas Edison, the great inventor, once said, "If you want to be twice as successful, double your rate of

failure.” Babe Ruth struck out much more often than he hit home runs. **Just burn through all the bad ideas; try them out, and if they don’t work, move on.**

According to statistics, as many 9 out of 10 businesses fail. Most people sitting on the sidelines look at that statement and say, “Wow, it’s pretty risky to be an entrepreneur.” But so what if 90% of businesses fail? Here’s what I say to that: I’m going to stack the odds in my favor by starting *10* businesses. If 9 out of 10 really do fail, then I should have at least one successful business. And that’s all I need: one successful business. Sure, it can be painful, even horrible, to crash and burn when your business fails. But you just pick yourself up, dust yourself off and get back at it. Never quit; keep the faith. **Think of it this way: if your first business fails and you quit, you’ll never be where you want to be.** You’ll be working some job, living in the rat race, having the Monday Morning Blues over and over. But in the back of your mind, there’ll be that nagging question, wondering *what if* — what if you’d gone for it? What if you’d made it happen?

So keep working hard on your business, so you can improve your luck. **The average person has more opportunity now than ever before, thanks to the incredible, innovative modern technologies of communication and distribution.** People can go from rags to riches more easily than ever — it’s happening more and more, even though the government doesn’t want you to realize that somebody can be born in poverty and end up a multi-millionaire, or perhaps even a billionaire. I’m living proof of that. Early on, my wife and I struggled for a number of years, and we had a bunch of friends and family who just laughed when we told them that we were going to get rich. We were sending away for all kinds of get-rich programs, and they thought that was the funniest damned thing they ever heard in their life. They made jokes about us, they criticized us, and

they thought we were delusional and needed professional help.

But we refused to quit. Eventually, when we found a few good ideas, took massive action, and *did* make our millions of dollars, those same people who laughed at us and criticized us started to talk about how lucky we were. **I think it's so amusing, the way people always attribute it to luck whenever someone becomes successful.** Nobody ever makes it on their own ability, right? No matter what the situation is, people who are successful *must* have gotten there out of luck. I think people say that just to make themselves feel better, better because if it's not luck, then obviously they lack something the other person has. If it's just happenstance, then it's easier to write it off. If you can do that, it absolves you of your responsibility to make something of yourself. Because if it's not luck, then maybe it's a formula — which means that you *could* make it work if you were willing to do what it takes. No one wants to admit that they aren't, so luck takes that responsibility out of their hands.

It's the same way across all forms of success. Saying someone succeeded through luck makes it so that you don't have to worry about it. Anybody could've been as successful as Bill Gates — it's just that he did it, and we didn't. Anybody could've gotten as rich as Jeff Bezos of Amazon — except he did, and we didn't. Anybody could've done all those things, but a few people did, and most people are sitting there are calling it luck. **But those of us in the know realize that there's no such thing as luck in the business world; you create your own luck.** There are some rare exceptions, but by and large, it's the things we do, the ways we think, and the actions we take that create our lives and determine whether or not we're successful. **We all make ourselves into whatever we are.**

I would encourage you to think deeply about that. Think about luck, and how many times you've either attributed or been inclined to attribute someone's success to luck. It's a natural

tendency to say that someone got lucky, but I'd encourage you to try to get that out of your vocabulary. **Be honest and admit that it *wasn't* luck in most cases.** Of course if you're talking about someone who played the lottery and hit the lucky numbers, sure, that's luck. But if you're talking about people who succeed in business, get that word "luck" out of your vocabulary. Read their biographies and autobiographies. Watch what they're doing and figure out what they did, because chances are, you can apply that to your business. There's little chance that someone could repeat exactly what Google did, but maybe you could be the next best thing, or even replace Google a few years down the road. **As technology advances, as people innovate, you're going to see new things come around.** Google may be around forever, but there *will* be something new eventually.

Many of these businesses only last a few years, and yet their founders make millions, if not tens or hundreds of millions, of dollars, in a short period of time by creating their own luck. **It's all in seeing the opportunity and then seizing the day, by being in the right place at the right time to take advantage of opportunities as they arise.** People who are great at making excuses will never, ever become rich. It's all about taking responsibility for your own luck.

A Tight Deadline is a Marketer's Best Friend

The deadline might just be the single greatest productivity tool ever invented. Think about it: if there were no deadlines, what would get done? Possibly a fraction of what *does* get done. If you didn't have to file your taxes on April 15, when do you think you'd get around to filing them? You see it every year — people furiously scrambling at the last minute to get their taxes in, running to the post office at midnight so they won't be late. Deadlines motivate people; it's just human nature. **A deadline forces you to move ahead, make decisions, and**

get things done a lot faster, so keep those deadlines tight.

I like to set a deadline for everything I do, meaning that if I have a project I'm working on, a sales letter to get done, I want to be sure I get it out by a certain date. **Without a deadline, you might work on a sales letter for months**, rather than take the necessary action to get it out to your prospects. You might tweak it to death, going back to it and revising and re-writing it. But once you establish a deadline and say, "Hey, this is the mail date. This is when this thing is going out!" then you have a firm, fixed date when you have to get it done.

So set yourself a comfortable deadline. Decide whether you can get the project done in a week, or however long you expect it to take; and then, if you want to make yourself massively productive, shorten that deadline a little bit and do the best job you can in the time you've allotted. That's the real secret to using deadlines effectively. **If you think it might take you five days to knock out a sales letter, shrink it down to maybe three or four days.** Commit to that deadline — even if it's self appointed. **Treat that deadline as an appointment that you just never violate with yourself.** That way, you're forced to be productive, because you have that deadline and really respect it. If you've promised yourself to have a mailing out on a certain date, that means you have to rent the list, get your stuff to the printer and to the letter shop ahead of time, and make sure it all gets out there in the mail.

What I recommend here is not just a self-imposed deadline, which is excellent, **but also an outer deadline — that is, one that others can hold you accountable for.** You might communicate your deadlines to employees or others by saying, "Hey, I've got a deadline where I'm going to do this by then." That will force you into maximal productivity as the deadline bears down on you. You knock out your sales letter or campaign in time so you're able to look the people you promised the

deadline to in the eye and say, “I did it! I met the deadline.” It’s nice to be able to meet the deadline for yourself, but you also want to be able to tell others, “Hey, I’m doing what I said I was going to do.” So figure out what’s comfortable and then ratchet it up a notch. Make the deadlines tight — within reason. **The tighter the deadlines, the more productive you’ll be.** I think that quite often, it’s in the final days or hours, just before the deadline, when the inspiration hits. Everything comes together, and suddenly you can finish up that sales letter and get it before the deadline. So if you’ve never set deadlines at all, start setting them — and then hold yourself firmly accountable to them.

Here’s a quick example. My friend and colleague Kent Sayre once had a project he was really lagging on, so he set himself a self-imposed deadline. At the time, he didn’t know about committing this deadline to other people, or tying up resources so that there would be consequences if he didn’t meet the deadline. So here’s what he did: Kent went to the store, bought a can of dog food and set it on his desk, and said to himself, “Kent, if you don’t meet this deadline, you’re going to eat that can of dog food.” Well, Kent didn’t want to eat that dog food! Because he knew he had to get the sales letter done by the deadline, lo and behold, that’s exactly what he did. He got so motivated he just knocked the sales letter out and got it in the mail. He never had to use that aggressive motivational trick ever again — but it worked, didn’t it? He had consequences for not meeting the deadline, and that’s critical, too.

Sometimes, you just have to find ways to make yourself do what you know you *need* to do. I like Kent’s idea, but it’s something we’ve never tried here at M.O.R.E., Inc. We have another way of motivating ourselves. **See, we do a lot of what we call two-step marketing; and one reason we do it is because that’s what makes us the most money.** Everybody in the business knows that when you get people to raise their

hands, to request more information, you're able to separate the smaller group of more-qualified prospects from the larger group of less-qualified prospects. What we don't tell people is that a lot of times, we do two-step campaigns as a way of setting those deadlines for ourselves. You see, if there's one thing that I hate more than anything else, it's seeing leads pile up where we don't have lead fulfillment put together and out the door. Every day those leads just sit there, it drives me crazier and crazier. I just can't take it — I hate it! And so we'll do things to generate a bunch of leads — and we won't have the lead fulfillment package done yet. Nobody knows that but us. Then, as soon as the first lead comes in, every day that lead sits there and they don't get a fulfillment package, I just go crazy. **Soon I just can't take it anymore — it's too painful for me, and I work harder than I normally would in order to fulfill that order.**

That's just one thing that we do. We also have meetings every week where we schedule things in advance. **We have dates set; we don't always know what we're going to do, but we do know that the most important thing is to schedule the mailing, to get the date set in stone.** Everybody's got a dream and some people have goals, but those goals are really just dreams until you put a deadline on them. **That's all a goal is: a dream with a deadline.** So you've got to have those due dates. You've got to stay organized, and you've got to find ways to put leverage on yourself. Our two-step marketing process is one way that we put leverage on ourselves, and I believe it would work well for just about anyone. **It's an effective way of making us do what we know we need to do, so that we always have more projects than we can comfortably handle, and we're always working hard.**

We're Kansas City Chiefs fans where we live; our enemies are the Denver Broncos. But there was a quarterback that used to play for the Denver Broncos who I secretly admired, even

though I'm supposed to not like the Broncos. His name is John Elway. It was so amazing to watch him play, and I'd watch every chance I got. In the fourth quarter, if the Broncos were behind, nobody worried when Elway was the quarterback, because in the last two minutes of the game he came alive. And you wondered, "Where was this guy the rest of the game?" All of a sudden, he's doing amazing things! It was incredible, what this man was able to do! He drove fear into the heart of every team that ever played the Broncos, because in the last quarter, that man would really take off — especially if they were losing and his back was against the wall. **So you can see this deadline concept in sports, too.**

I know a lot of people who are dabblers — and I can be one of them. Sometimes I have my hand in multiple projects, or I've got ideas for projects or programs. So I'll write some sales copy; but it doesn't get done; it's just something I tinker with a little. **I've found that a deadline is a great way to force myself to get things done. You can use the two-step method, if that works for you; or you can tie up resources and force yourself to do it.** Let's say you've promised your clients a seminar; go ahead book the hotel for the day of the event, and that will force you to develop and promote it, because you've got to put butts in seats at the event. There are lots of things you can do to put a deadline on yourself. You can even make yourself eat dog food if you fail!

In any case, I encourage you to verbalize your deadline with people, and maybe even your customers. Or maybe you just verbalize it with your staff, or a spouse, or a business partner; but if you do verbalize it, you make it real, and someone else is there to hold you accountable to that deadline. **If you just decide in your own mind that you're going to do something, you might not do it.** Let's say that by this Friday, you're going to have a certain sales letter done. Well, who's going to know if

you miss that deadline? Only you, if you haven't told anyone. And if that's the case, you'll lie to yourself and come up with excuses for why you missed the deadline. But if you commit to someone else that you're going to meet that deadline, then they can hold you accountable for it. It doesn't take much; if nothing else, just call someone you know and trust, someone you respect, and tell them, "Hey, I've got a deadline. Here's what I'm trying to do. **Will you call me tomorrow and make sure I've done something toward that deadline?** Will you call me two days from now and make sure that I'm on track, and will you call me three days from now? Every day, will you call me at this time and just say, 'Hey how's it going? Are you on track?'" Maybe they can just send you an email. **The point is, have them do something to communicate with you and remind you of your deadline.**

Stick to that, and you'll get more things done — and **you'll find yourself being more productive than you ever were before you made those deadlines.** A deadline doesn't have to be real, incidentally; it can be made up. Even if there's no pressing need to finish something, you can still make up a fake deadline that turns out to be real because you've imposed it on yourself. **It doesn't have to be tied to something that's really happening.**

I think this is an excellent final strategy for our chapter on taking massive action. If you'll take it to heart and put it into play, along with the other strategies I've discussed here, then I guarantee you'll move forward and get things done.

CHAPTER TWO:

Become a P.T. Barnum of Marketing



My goal for this chapter is to show you how to make people so excited they'll practically be willing to crawl over broken glass to buy your products and services. Now, I know that sounds just a little hyped; but by the time you finish reading this chapter, I honestly believe that you're going to feel like you can do exactly that.

One of the greatest copywriters of all time, Robert Collier, once pointed out that **showmanship sells**. He wasn't the first to realize that. **The fact is, in order to really succeed, you've got to put yourself out there and not be afraid to stand out.** A lot of people worry about their images, what people are going to think about them... but sometimes, the best thing you can do is commit image suicide. **By that, I mean that you need to quit worrying about what most people think, and become more concerned about the people that you're going to help, and what *they* think.**

If you want to become a literal marketing giant, **learn to be like that great marketer P.T. Barnum.** That's going to give you the competitive advantage, no matter what market or industry you're in. Now, let me tell you a little bit about old P.T., who was probably the greatest showman and promoter the world has ever known. He would go out and find out *exactly* what it

was that would excite people, and once he knew that, he would give them exactly what they wanted with the greatest possible display of showmanship. **He came up with all kinds of new promotions and ideas that, in his time, were quite controversial.** Some of those concepts involved using celebrities in his marketing campaigns, having reserved seats at the theater or museums, and offering what he called matinee shows. All that is common today, but in his day it was very unusual. He stood out, right on the edge. And he wasn't afraid to be there, either.

In 1870, Barnum's circus, *The Greatest Show on Earth*, grossed more than \$400,000 in its first year. Now, \$400,000 may not seem like a lot of money to some people today, but in 1870, it was an enormous fortune. And get this: P. T. Barnum wasn't the best circus owner in the world, but **he was a consummate showman.** If you employ showmanship, folks, you don't have to be the best at what you do. He wasn't the best owner of a museum or a theater or a ship, either, but **he was bigger than life. He stood out.**

Here's the bottom line: **If you want to really stir people's emotions, you need to use showmanship to get them to respond.** You have two choices. You can be just like everybody else, like a little wallflower over there doing nothing, or you can be a true showman. That's what P.T. Barnum was. That's what *you* need to become if you expect to be superbly successful in this industry. **Be controversial; stir up emotion.** I'm not trying to tell you to create hatred for yourself and your product, but **what you *should* understand is that if you use showmanship, you're going to sell more of your product.** Let's face it: there's a lot of competition out there for your customer's money. Never forget that. If you can't answer the question of "Why should I give you this money and not give it to your competitor?", then you don't really deserve the business.

Let's look at sports again. It's a fact that the team that wants it most is going to win, all other things being equal. Sometimes, even if things are vastly unequal, the team that really, really wants to win will. They're not necessarily the best team, but they're out there really providing a show, offering the entertainment, doing what they do best as hard as they can. Think about those highflying basketball players. Is there really any need for them to go soaring through the air? Absolutely not! But it's all part of the show. And then there are the cheerleaders — completely unnecessary to the game. We all understand that show, obviously. And I like think back a few years to this one young boxer by the name of Cassius Clay. He transformed himself, using showmanship, into an individual who changed an entire sports industry: Muhammad Ali. I know I'll always remember listening to him. He would say things like "Float like a butterfly; sting like a bee," and make fun of Howard Cosell. *That* was showmanship. *That's* what the people wanted. It was controversial, but it got people's attention. And let's go back a little farther, to a place called Tupelo, Mississippi. There was this young truck driver there who had a guitar and a crazy name, and nobody knew him. Then one day he started to sing. He dressed crazily, did some odd dancing, became really controversial — and it wasn't long before Elvis Presley became a household name. Elvis epitomized showmanship.

So how do you apply showmanship to your marketing? Well, first of all, **you've got to grab the attention of people** by positioning yourself in front of your target market with the biggest and the boldest benefits you can offer. Then you've got to **stimulate their interest by treating the prospects as if they are already interested in what you're doing**, and he wants what you're offering. **Then you have to create some desire in him** by providing him with facts that he can't fail to appreciate, and must accept as beneficial to him. **Finally, you've got to help him take action by giving him specific directions.** When

Elvis was on that stage performing, he always told everyone that **you've always got to leave them wanting more — and that's what you've got to do as a showman.**

One of the greatest copywriters of all time was a man I've already mentioned, Gary Halbert. One example of how Gary used showmanship was to mail out a letter with a crisp, new, \$1 bill attached to the top. In the sales copy he would say something like, "As you can see, I've attached a crisp new dollar bill to the top of this letter. Why have I done this? For two reasons, actually. First, since I have something that's extremely important to tell you, I needed some way to make sure this letter would catch your attention. And secondly, since this letter concerns how you can make a lot of money, I thought using a dollar bill as a financial eye catcher was especially appropriate. Here's what it's all about..." And then Gary would go on to explain the offer. That was showmanship in print. He was using something bold and daring to catch their attention, to build desire, and to bring them in to what he wanted to share with them.

Here's another really great example. Back in 1919, there was a newspaper publisher by the name of E. Haldeman-Julius. He started publishing what became known as *The Little Blue Books*. He would sell people 50 of these little books at a time for ten cents each. His showmanship involved using bold, daring, and controversial book titles — and remember that this was back in 1919, so today they're not too controversial. But he had titles like *Love Letters from a Portuguese Nun*, *Prostitution in the Modern World*, and *The Art of Kissing*. And when sales got bad for one book title, he'd simply employ showmanship in print by *changing* that book title. For example, when the book *Gaither's Fleece of Gold* was changed to *Quest for a Blonde Mistress*, sales jumped from 6,000 copies to 50,000 copies. By being bold, by being daring, by using showmanship in print, he sold more than 100 million books. That's a lot of dimes.

Showmanship is simply the ability to attract other people. When you can attract those people by being different, they're drawn to you; they're drawn to your sales message, to your sales copy, and as a result they buy from you. And as Elvis liked to say, always leave them wanting more. Selling is a performance, but it's also about motivation. A lot of people think that selling is persuasion, and I used to think that way, too; but really, **it's motivation.** You've got to get people in who are already persuaded. You can't try to persuade people to do what they don't want to do; **you've got to be talking to people who already have a sincere interest and desire for the kinds of products and services you sell.** So first, you attract people who are already coming to you with a strong desire for the benefits your products and services provide. And then you motivate them to take the kind of action you want them to take. To do that, you've got to give them a show.

I'm a big P.T. Barnum fan, as you've no doubt already noticed, because P.T. Barnum was a great promoter *and* a great entertainer. He knew how to get people excited, motivated, and inspired, and just like Elvis, he always made them want to come back for more. **That's what we try to do: We make our seminars fun, so people will want more.** Sure, people are there to learn things, but they want to be entertained at the same time. So you've got to give people a helluva show; you've got to make it as fun and exciting as possible, and blow it up as big as you can. **Do something that makes you stand out head and shoulders above everybody else.**

A few years back, Chris Lakey and I found out about a premium gift that some marketers we knew were giving to people who bought a \$1,000 item. It's an atomic clock that picks up radio signals from Ft. Collins, Colorado, daily, resetting itself so that it keeps time to within one second of accuracy in 20 million years. It's the world's most accurate clock. Well, instead

of giving them away as a bonus gift with a high-dollar purchase, we started giving them away *absolutely free*. People didn't even have to buy anything to get one of these clocks from us; they just had to take a certain action that we wanted them to take. We weren't just giving them out to the masses; **we were sending them out to people who were already extremely well-qualified, and then making them qualify themselves further.** But we even took it beyond that.

These are really big clocks, 10 inches in diameter, which come in a really nice box. When we sent out our sales copy, we showed them a life-sized picture of the clock that we were offering to give them. They'd have to make a small commitment, of course; but otherwise there was no cost, no obligation. I thought it was a great free gift; the atomic clock has that great story to it, so it's exciting. People are crazy about this amazing technology. All this hype and build-up gets them to qualify themselves further, so we can do our best to sell to them — and hey, they know that in advance. **But we're doing things to blow it up, we're making it big, we're making it loud, we're making it aggressive.**

And you've got to be that way! When you're a little controversial, bold and audacious — and maybe even a little bit dangerous — you stand out. **And that's the whole point: you need to design your campaigns to stand head and shoulders above all of the other people in your rather crowded marketplace.** Figure out a way to turn up the volume full blast. You can't be afraid of all of the naysayers and the critics, either. In fact, sometimes, when the critics start yelling the loudest, saying things like, "Oh, you can't do that! You better be careful about that!" that's when you should just laugh quietly and tell yourself, "Hey, now we're getting closer." The more people start telling you that you can't do something, the more you *know* that you're just about where you need to be in order to make a mark

in your overcrowded, over-competitive marketplace.

Despite the fact that there are too many competitors in most markets, the truth is that most competitors are just following the follower. **Everybody's doing the same thing, so it's easy to stand out.** Let everyone else blend in, leaving nothing to separate one from another; that makes it easier for you. That's what we were doing with this atomic clock. Oh, we hoped that it would make us money; we weren't giving it away just to be kind, although we think we're kind people. The hope was that it would drive business, which it did. That's what this is all about. **It's about being a showman;** it's about being bold and doing something a little crazy, something that some of our competitors might say is nuts. You know how the game normally works. If you sell something for \$1,000 and you have a great free gift, well, the gift was free with \$1,000 purchase. So the company is making money, and giving you a free gift; that's the way it works in all kinds of industries, so we're not unique here. But most people would argue that we might be a little crazy to give away a valuable atomic clock just to get someone to raise their hand and go through our qualification process.

But people only buy what they want to buy; you can't force someone to buy something. So if you're targeting people with a product or a service that you know they want, and they're already prone to buy, and you know they're probably going to buy from somebody else if they don't buy from you — then what can you do that separates you from the crowd? How does a person choose whether they're going to do business with you? That's where what we call the Unique Selling Position or USP comes in. **Simply put, it's whatever you do differently to separate yourself from everyone else — and that's where the showmanship comes into play.** That's where being bold and audacious, and going out there with everything to put your best foot forward, becomes critical.

This is what will make you really stand out. Even if the other people out there aren't selling *exactly* what you sell, **there are people selling similar products to your market; so if you line your product up with everybody else's and they're all roughly the same, how are you going to attract people's attention when they come to make that choice?** Well, you could try to be the cheapest in the marketplace, although that's a terrible idea. That's a game everyone will try to play, and some idiot will always undercut you — then all of a sudden you're got no profit, and you might as well not be selling at all. **You're not going to compete on price; get that out of your head.**

Let's say all these similar products are priced exactly the same. What makes someone want to buy yours over everybody else's? **Bluntly put, it's all the intangibles — the extra offers and the showmanship, in whatever form that takes.** You need to be like P.T. Barnum and put on a good show. Be something exciting that people want to get behind and spend time around. Earlier, I talked a little about having seminars and putting on an exciting show for people. Well, what makes one event better than another? **In my opinion, it's how the customer feels when they're there.**

It's not just the benefit from the content that's being shared, although that's important; but the truth is, I could read from a textbook and give you all the information you need, or I could play an audio program that contained the same information. *Or* I could put on a show. We could have fun, we could laugh and joke, and we could tell stories, and we could be entertaining. Now, which event would you rather be at? We all know the answer to that! Everyone will pick entertainment over a dry recitation of the facts, no matter how important those facts are. That's why you have to put on a show for your prospects. **You have to go all out, boldly do everything you can to make people feel good, to make them want to buy from you.** Those

intangibles are usually what tip the scale, because if it's just a matter of picking and choosing off the shelf, there's nothing to separate you from anybody else. So do something that raises eyebrows. It's about getting attention. Think about all the free publicity that happens when someone does something weird. Now, I'm not saying you should do something stupid with your business — but look how odd behavior grabs people's attention. Think of YouTube, and all the crazy, viral things that get huge numbers of hits. Remember the balloon boy thing back at the end of 2009? All that weird stuff really gets publicity.

That's what you want for your business. You want to be doing things that people talk about. **You want to do things that create energy and excitement, things that people are drawn to like iron to a magnet. That will be what separates you from all your competition.** Being bold and daring can be an excellent USP — even if your friends say, “You're crazy to do that! Why would you even think of doing that? Look at all the potential for this and that to happen!” Well, you can't think about the bad things that *might* happen; focus on the good things. Nothing ventured, nothing gained, as they say. **It's too easy to be boring in the marketplace** — and everybody else is boring. Why not go to the other extreme? It just might help you sell more products to more people, which is the basic formula for making more money. If you'll do that, you can set yourself up for good profits, because you're offering excitement, and that's where people want to be.

The Secret Weapon That's Stronger Than 1,000 Arguments

A writer by the name of Nathaniel Emmons once stated that any fact is better established by two or three good testimonials than by a thousand arguments. That's the next secret weapon I want to talk about: testimonials. **What you say about yourself isn't nearly as important as what other people say about you.**

The same is true, of course, about your product, your service, or the business opportunity you're offering to other people. *What other people say is far more important to your prospect than what you say as a marketer.* Now, there are marketers out there who believe that testimonials are unnecessary; they feel that if you have a good product, then you don't need testimonials. Then there are other people who believe that testimonials are an absolute essential for an offer to be successful.

The truth lies somewhere between; **but I think that more important than whether testimonials are essential or non-essential is this: *are they believable?*** Let me give you an example. Let's say you see a testimonial that says, "I read Bill Gates' book and became a billionaire," and the signature on that testimonial is Warren Buffet. Well, let's get real. We all know Warren Buffet got rich without Bill Gates' help. Yeah, maybe he read Bill's book, and he definitely became a billionaire — but it's a sure bet one that didn't lead to the other. Besides, the prospect reading that testimonial knows that he's no Warren Buffet. He can't relate to that statement at all. But let's say the testimonial says, "My name is Forrest Gump. I'm just an average Joe from Greenbow, Alabama, and I used T.J.'s system to make \$68,112.06 in a month." Sounds more realistic, doesn't it? Better yet, it's verifiable. **If the person giving the testimonial is believable, if the reader can feel that like he's like that person, then the testimonial becomes very powerful as a sales stimulator.**

To make the testimonial more believable, you've got to closely tie it to the interests of the audience you're directing your sales message toward. For example, if you're selling to Baby Boomers, you'll need testimonials that address their most important interests — health and money. If you're selling older senior citizens, on the other hand, you'd want testimonials that address their biggest concerns: having good mental function and

maintaining the lifestyle they've worked so hard to achieve. **In any case, you want testimonials from people who are like your readers, because people tend to believe people who are like themselves.** There are some cases, of course, where people prefer expert credibility; for example, you could have a doctor give a testimonial for a consumer health product, or you might have a professor from a famous college give a testimonial to a more scholarly market. Or you might do something like this: maybe your testimonial could come from, oh, a former carpet cleaner who started with \$300, then went on to become a \$100 million Blue Jeans Millionaire. He could direct that experience towards frustrated small business people who want to escape the slavery of their own businesses. People can relate to the testimonial, because they can relate to the person.

Where's the best place to position those testimonials in the sales copy? **As a rule, it should be somewhere near or just following the benefit that you're presenting to the reader.** That substantiates the claims you're making to them; it's proving the benefit, in other words. **The testimonial will carry more authority and be more believable than all the sales copy in the world if it's connected to the benefit you're offering.** And interestingly enough, testing has proven that a longer, quoted testimonial is a lot more effective than the shorter one. In addition, you can really improve the believability and power of that testimonial by including a photograph of the person giving it. If you *really* want to give it power, then include that person's city, state, and phone number. Now, of course you can't just do that randomly; you've got to have their permission to do that. But if you can, it credentializes you; it makes the testimonial believable, more real.

But what can you do if you don't *have* any testimonials? Maybe you've got a brand new product, or you're just now getting into the market. Well, here's what you can do: **use what**

I call *the implied testimonial*. The implied testimonial is just what that name suggests. For example, you could list well-known companies that are using your product, or you could list your Board of Directors on your letterhead, or you could list groups of people who would benefit using that product. You could even send a copy of your product to the President of the United States. It's a real simple thing; they'll send you back a letter on the White House letterhead, thanking you for that product and making a brief comment about it. That looks pretty powerful in your sales copy.

Otherwise, how do you get your clients, those people you've already sold the product to, to give you those testimonials? Here's a big secret that most marketers are never going to share with you: **simple ask your clients for them.** Remember, you're not just looking for money from a client; what you really want is a raving fan, someone who can give you a believable testimonial. **That believable testimonial's going to multiply your money tenfold or more very quickly and very easily.** So here's what you need to do right now: NUMBER ONE, contact all your customers, old and new. NUMBER TWO, ask them for a testimonial; you can coach them to be very specific about how they benefited from purchasing your product. NUMBER THREE, when **you get those testimonials back, analyze the benefits people have gotten from your product.** That can help you to create even more powerful sales copy by pinpointing those benefits in any future promotion.

Now, let me tell you what a good testimonial is not. It's *not* some guy sending you a statement that says, "Um, your product worked for me." Booring. It's not some guy saying, "Hey, I'm going to become a millionaire this year using your moneymaking program!" There's nothing wrong with optimism, but that's just pie in the sky. It's not somebody saying, "Well, that weight loss product helped my friend lose weight, so it'll

help me.” That’s not a good testimonial because it’s secondhand. **A good testimonial is one that reinforces a specific benefit of your product.**

In Michael Penland’s now-famous Internet and Joint Mutual Marketing Super Conference, he gives the attendees an evaluation form that asks questions like this: “Please rank in the order of importance why you attended my life-changing Internet Marketing Super Conference.” There’s a little box they can check that says: *I learned to gain financial and time freedom.* The next one is: *I gained insider secrets for improving sales and skyrocketing my profits.* And so on. Later, they’re asked specific questions. For example, a question might I say, “In Question Number One, you ranked the main reasons you attended my Super Conference. Now, please explain how I delivered on these benefits to you personally.” Michael leaves a blank space at the end where they can tell him in their own words the greatest benefit of attending that event.

That’s the best way to get testimonials from people. **Just ask. Give them a form to fill out asking specific questions, and have them return it to you.** The bottom line here is what you want your testimonial to do. You want the reader to say to himself, “This person is just like me. It worked for them, so it’ll work for me. Therefore, it’s a good decision to buy right now.” That’s the true power of the testimonial, because again, any fact is better established by two or three good testimonials than by a thousand arguments. **And the more believable the testimonial, the more money you’re going to put into your own pocket.**

One of the ways we’ve generated hundreds of great testimonials at M.O.R.E., Inc. is by using a variation of Michael Penland’s strategy. **We’ve actually rewarded our customers with a free report if they’ll simply take the time to fill out a questionnaire, and give us permission to slightly edit or alter any of the comments they made.** We put together a series of

questions that asked things like, “Which of these three things did you enjoy the most?” and then asked, “Please tell us why you checked this.” They were all very similar to that, and the things they could check off were specific benefits that our product and service provided to them. Most customers love getting a free gift, so they don’t mind expressing their opinions if you give them an easy format to do so.

You know, in going back and studying these responses over the years, the most amazing thing to me is how similar they are: how hundreds and hundreds of responses say a lot of the same things. **You just see the same ideas — and some of our best ad copy has come right out of the words that people have written to us.** This gives you a lot of confidence in your marketplace, the confidence that comes with understanding, because it shows you the commonalities that your customers all have. This lets you get inside their heads and hearts a little bit more, in order to really understand the people you’re selling to, and what’s most important to them, and why. It’s incredible how people who are attracted to the same types of benefits in any market tend to think alike. That’s why we call them niche markets. The demographics might be different, the members may be of different races, religions, and ages, they might come from different-size cities — and yet the psychographics are very, very similar.

Testimonials are crucial, and you have to ask for them or you’ll never get them. Otherwise, you’re likely to hear only from unhappy customers — and every industry, every business, every product has a certain number of people who are upset about it for whatever reason. People are much more apt to complain than to give praise. **So you have to do your best to get your testimonials — and those all-important ideas — from your happy customers.** Here’s an example of that. There’s a company that sells fans, and they actually named their

company based on a letter they got from one of their clients. You see, they sell big, commercial-grade fans for big warehouses. I don't know what the old name of their company was, but once they got a letter from a customer that raved about their "big ass" fans. And so they named their company Big Ass Fans, after a marketing guy actually told them it needed to be the company name. That goes along with the strategy I talked about earlier — being bold and audacious and doing things that get attention. Talk about a company name that's controversial!

So as you can see, you can use comments from your customers for all kinds of useful benefits. **You can get ideas for new products, you can find out what your customers are most interested in, and you can get testimonials that can be used to help you sell and reach new customers.** Ask for them. If you have to, tell them what you want their testimonial to look like by giving them sample testimonials. Consumers in general don't know how to write good testimonials. As a marketer, though, you know what you're trying to say and what you're trying to accomplish. If you'd like your testimonials to talk about the benefits of a certain aspect of your product, then tell people you'd like the testimonial to focus on a particular benefit. Similarly, if you don't want them to mention a certain thing, then ask them not to. Of course, you can't tell them *exactly* what to write — and you wouldn't want to, because you wouldn't want all the testimonials to be same. But you *can* encourage them to discuss certain things, and avoid others. You can ask them questions, and out of those questions can come the content for your testimonial

Since most people don't get testimonials because they don't ask for them, **you've got to get in the habit of asking for them.** Offer your customers a free gift if they'll return a comment card; and of course, **you always want to get permission to use their testimonial, their name, and their location.** Usually when we

ask for testimonials, we tell people we won't use their phone number or give out their home address, just the name and a city and state — and by name, I mean the full name. Sometimes you see testimonials that only list their initials: J. P., P.T., or T.S. And maybe it doesn't even have a city; maybe it just lists the state, or maybe it doesn't even have that much. Testimonials like those are simply unbelievable. People think you made them up, even if you didn't.

Do your utmost to make the testimonials believable — and that shouldn't be too hard. **Most people are happy to share their thoughts about your product.** Like I said earlier, it's good to get as much information as you can. On some websites, you even see people using video testimonials. You can try that, or you can use audio; sometimes you'll see audio testimonials online, too. If you're doing it in print certainly you can add a photo and a person's title; say who they are and why they should be listened to. And remember: **you want your testimonials to come from the same kinds of people you're trying to reach.** If people can't see themselves as a Warren Buffet, then a Warren Buffet testimonial doesn't matter much; it's not going to be real to that reader. You also want your testimonials to address the issues that you want addressed in your sales copy, the things you're trying to point out to your prospects. **Highlight the main benefits through those testimonials.** Don't just put testimonials in there willy-nilly; use them to tell the story that you're trying to convey to people to get them to send you their money. If you can do that, testimonials can be a huge benefit.

Turning on the Magic Vacuum

Next, we're going to take a look at one of my favorite strategies: how to get down inside that magic marketing vacuum so you can suck unbelievable profits out of your market quickly and easily. **All sales are made in a vacuum.** People buy in a

vacuum because of their emotional desires, and so we need to understand that and keep it in mind when we're writing sales copy. The reasons most people buy are emotional, not logical.

Did you ever watch those old Westerns when you were a kid, the ones where John Wayne and Henry Fonda were the heroes? They'd ride off into the sunset — but they would always ride off alone, without that woman that they'd loved or protected. And that comes down to something every good psychiatrist knows: that when people are happy, they don't pay the psychiatrist's rent. It's all about emotional desire, so a psychologist isn't really going to want a person to be happy and fulfilled. He wants to keep them filled with desire, filled with emotion, so they'll keep coming back. We do that in marketing, too: **we help people fulfill their desires, their needs, their wants, but we also bring them to an emotional high in order to keep them coming back.**

Here's a good example that I saw on television some time ago: a commercial for *The Olive Garden* Italian restaurant chain. In this commercial, people are sitting around the table eating together; they're singing, they're joking, they're having really a great time. The message that's being conveyed by that commercial is an emotional one: that when you're at this restaurant you're family, you're happy, you're having fun. It isn't about spaghetti, it isn't about pizza, it isn't anything about the food; **it's about the emotion.** That commercial was pure emotional selling.

The reason we say that all sales are made in a vacuum is because a vacuum is a space in which there's less pressure than on the outside of that space. That's what we do with emotions: we sell off these outside influences, and sometimes it's this logical reasoning that keeps people from buying. **In that vacuum, in that emotional state, we're able to trigger these emotional needs and wants of the individual; and in turn**

they buy our products and services based upon their feelings, not their logic. They're not sitting there trying to reason out why they should or shouldn't do something.

In fact, the University of Rochester School of Medicine published a study based on brain activity imaging that revealed that your prospect's emotions are linked, almost with cement, to the decision process. If you eliminated the emotional guiding factors a person has in his or her mind, it would be impossible for that person to be able to make a decision in daily life. In other words, all the decisions people make are based upon emotions. **People rationalize buying decisions based on facts, but they make those decisions based upon their feelings.** Therefore, their emotions are like a magic vacuum that lessens the resistance to buying. So ask yourself, when you're writing sales copy or creating an offer: what are my prospect's most powerful anxieties and frustrations? **For most people it comes down to self-interest and fear.** The French Emperor Napoleon once pointed out that people are really motivated only by those two emotions.

Back in what some people call 'the good old days,' long before digital cameras, cell phones, faxes or e-mail, there was a guy named George Eastman who ran a little company by the name of Kodak. One day he called all his people into the boardroom and asked a very simple question: "What product are we selling?" Well, Mr. Eastman got a lot of different answers from his people. Some said cameras, some said film; but to each of those answers, his reply was the same: "Nope, that's not what we sell. You're wrong. The camera's just a piece of hardware that anyone can make." And that was true. You see, the founder of Kodak understood that what he was really doing was hitting emotional hot buttons. **What he was selling was memories; he understood the power of emotional marketing, of emotional selling.** Another person who lived way back in the good old days

was a boxer by the name of Rocky Marciano. Rocky summed up his professional skill in boxing with these words: “Hit the heart, and the head will follow.” It’s the same in marketing. **If we hit the heart — that is, their seat of motivation — then we’re going to reach them.** They’re going to buy our products and continue to do business with us.

And again, two of the greatest emotional hot buttons out there are fear and greed. In the good old days on the farm, a farmer might have a big stick with a carrot on it. His old mule sometimes got lazy and stubborn, so to motivate that mule, the farmer would dangle that carrot in front of him — and then the mule would do what the farmer wanted. Now, did he do it because the *farmer* wanted him to do it? Obviously not. It was because he benefited from what the farmer was doing. He had a fear of not getting that carrot, which he greedily wanted. It’s the same with us; **people buy from us because of what’s in it for them, not what’s in it for us.** The easiest way to help them understand what’s in it for them is to appeal to their emotional hot buttons. There’s no doubt about it: emotional selling in that vacuum, where there’s least resistance to our offer, is the quickest way to make the kind of money most people just dream about.

The last thing we all want is completely happy customers. Sure, people talk about it — but what “happy” really means is “satiated.” **What we’re looking for are insatiable customers.** We want to keep them coming back again and again. If somebody’s happy, they don’t always want the benefits that we provide. **So we’ve got to keep them hungry.** We’ve got to keep fanning the flames of their desires; we’re looking for people who are a little obsessed, a little hungry, a little insatiable, so they’re always coming back wanting more. It’s like that restaurant I talked about earlier. We really do want people to feel like they’re part of something, so they can identify strongly with

that. We've got plenty of competition, but we're trying to create an emotional experience that makes people want to continue to be part of what we're selling. It's critical for you to develop that with your customers.

It's all based on those base emotions, fear and greed. It's not a pretty thing, and some people don't want to admit it; they don't even like talking about it. And yet that's how it is. We have to keep telling our sales representatives that all the time, because everybody wants to complicate things. And of course, there are things you can say and do, the more advanced things, that do make it more complicated. **But if you can master those two emotions, fear and greed, you're going to be so far ahead of the competition that you'll never have to worry about them again.**

As an advanced marketing strategy, **fear is what you should really go after.** Everyone's a bit jaded by the greed aspect, partly because it's easy to target that emotion — or at least that was easy for me. The greed thing doesn't take a lot of skill or courage; but it takes a lot of both to do fear. When you're a marketer, you always worry about turning people off or scaring them away; but it doesn't happen that often. You can't be worried about making people feel that what you've done is so great that you scare them, and they don't want to lose out on it. Sometimes it's as simple as just saying — or even implying — that someone will be sorry if they don't grab your product or service right away. A few years back, as I recall, Chris Lakey and I wrote this sales letter that I ended with the sentence, "You'll be glad you did." I started to add "...and you'll be sorry if you don't," but I decided not to. I left that part out because I was too afraid to put it in there. But you know, a lot of marketers *do* put that in there. In the end, we went back in put the "...and you'll be sorry if you don't," and I haven't regretted it. **The fear of losing out can be a big motivator if it's played up right.**

The points I've covered in this chapter are critical ones, and I hope I've provide some information you can really incorporate into your advertising. They're all a part of a valuable arsenal of moneymaking strategies and tips that you can use to make all the money you want, need — and deserve.

CHAPTER THREE:

How to Make a Fortune in Bad Times



I've been around the block for a few years now, and I've gone through a number of these 'economic recessions' people worry about. What I've learned is that a lot of what people call bad times is self-fulfilling prophecy. Folks start thinking things are bad, so they start holding back — and they end up actually causing these bad things to happen. And the news media, of course, wants to tell all the sad stories about how hard life is these days, and that just seems to make it worse. Be that as it may, **there *are* times that are tough. I've been through some and have discovered, ironically enough, that in the opportunity market, you can sometimes make a lot of money even during the recessions.**

Remember that during the Great Depression, which was one of the worst times ever in the history of America, when unemployment was well over 25%, when there were bread lines and soup kitchens on every corner — there were *also* people **who became very, very wealthy. There are always people who are making good money *in spite of* bad times.** That's the theme of this chapter; and as I write this, in early 2010, I feel that it's very timely indeed. These days, you can't turn on a television or read a newspaper or magazine without seeing the word "recession." It's everywhere.

But remember this: **Sometimes, part of what makes bad times so bad is in your head.** We all know that the media can play their games and report what they want to report. Sometimes things can look worse than they really are. You see, many economists say that we're in a recession; but many *other* economists say that a recession is only when you have six consecutive months of negative growth, and we haven't had that yet. Sure, gas prices are high (though they've been much higher recently), and the cost of food is certainly skyrocketing. Things are definitely not as good as they could be. We can debate whether we're in a recession or not another time, but **what I'm going to talk to you about in this chapter is some strategies that you can use to make money no matter what, regardless of whether the economy is up or down.**

Some strategies even work *best* when the economy's in a slump. In the opportunity market, for example, **one of the best times to make money is when the economy's doing so badly that people are worried about losing their jobs.** They're afraid of not having as much money as they need to buy the things they want to buy. This can work just as well when the economy *isn't* really bad, but when there's talk about it being bad or becoming bad. The perception of a bad economy doesn't necessarily have to be based on real numbers. But whether it's real or it's imagined, whether the economy's up or it's down, there are certain strategies that you can use to fatten your wallet. That's some of what I'm going to share in Chapter 3 here.

No Pain, No Gain

The key to making money in tough times is to avoid the BS that's being flung about. Just don't participate in it at all. There's too much politics involved, and there's also the news media. *They love bad news!* When the economy gets a little shaky, they just keep hammering on it; and sooner or later, it

becomes a self-fulfilling prophecy. This doesn't always happen, but it happens often enough, and I believe that's what's happened with this current recession.

Well, guess what? At M.O.R.E., Inc. and the DRN, we're not participating in all the bad news. Our friends and colleagues aren't either. Nor should you. We're not going to be worried about all the grief out there, and we're not going to wring our hands and wail at the moon. **We're going to refuse to participate in any recession or down times, and we're going to do our best to make money!** As I've mentioned already, I've found over the years that bad times can often be good money. That means that when people see that things are a little shaky, when the economy looks bad, when you go to the gas pump and almost have a *heart attack* because of the crazy prices, that's when people start worrying about financial matters and **start looking for ways to make extra money.** If their job is in doubt, boy, they want to find some way to make money fast! But even if their job is secure, they want more money, and they often turn to a part-time business.

Now let's talk about an advertising formula that works very well because it's based on pain and gain. **In tough times, there's a lot of pain, so people are looking to get away from it.** You know, it might surprise you, but what I've found over the years is this: **people will often spend more money to avoid loss and pain than they will to get some new gain.** But of course, we work both sides of the street here. We want to get them out of the pain, but we also want to show them how to make money and to gain in the process. **Now, the formula here is that you have to reinforce the pain.** People are already feeling it, but we have to use our advertising messages, our sales letters, etc. to reinforce that pain. Make them really feel it; and then have the clouds part and the trumpets sound, and offer the solution. **We call this the PAS Formula: Problem, Agitate,**

Solution. We might twist the knife and make it hurt, make them really experience that pain at a deep, cellular level; but then we offer the solution.

The formula should always be very matter of fact, very honest, but very simple; and it should be something that will work for them. Often, the best way to avoid pain in the financial arena is just to make more money; and that's certainly the secret to surviving bad times. Even if we're in a real recession — or God forbid, should we ever go into a depression — **the solution is *always* going to be to make more money.**

Here's the background to this whole pain/pleasure principle. The metaphor is that you've got to peel back the scab, throw in a bunch of salt, rub that wound really hard, and then put the bandage back on. Make them really feel it. **Make them hurt. Keep bringing on the pain before you decide to unveil your product.** That's just good marketing, and there's nothing wrong with it, as long as you're delivering good value. **In fact, if you've got something that can really help people, and you're not doing everything you possibly can do to give it to them, then you're doing them a *disservice*.**

Once you look at it from that perspective, all these aggressive marketing ideas suddenly take on a whole new life. While it may sound a little manipulative, if what you're selling truly helps people and you really have something of great value that they can benefit from in the most amazing ways, then you have every right — in fact, a responsibility — to use as many of these assertive marketing techniques as possible. **So make people feel it! Put the pressure on them and show them that the worst pain would be for them to miss out on something that's truly life-changing and special.**

Your first step with the PAS formula is to present the problem itself boldly and clearly. Then you agitate the problem;

show them why it hurts and why it *should* hurt, and make it hurt even more. Only then do you offer your solution as the salve for the wound. **You've got to be confident in your solution, and in how it functions to solve that problem you identified and agitated about in the first place.** For example, if you've got a solution to those hard economic times, then you need to first of all inform people that there are hard economic times going on, and make that fact hurt. That shouldn't be too difficult, because as I've already pointed out, the media is all over that. You can find plenty of articles, stories, and quotes from famous people about the recession. Those quotes are everywhere, and you can point those out to people in a sales letter or on a website. Then you can agitate it. You can talk about how we're not sure when we're going to pull out of this recession, how some experts say we could be in it for years. **You can find quotes to back up your case.** Rub that wound; talk about all the reasons why it's not good that the economy is in the tank, and why that's a problem for them. Add some of the side effects of a down economy, and all the things you know to be true from personal experience — gas prices are high, food prices are high, and the value of the dollar is down.

Rub in all those negative things that happen when the economy isn't doing so well; **then, of course, the final piece to the puzzle is your solution.** It's telling people, "Hey, even though it seems like things are bad, there's a reason to look up! There's a reason to be cheerful and excited for the future, because I've got this solution for you, and all you've got to do is send me \$39.95 or \$499 or \$5,000." **Whatever your product cost is, make them know that if they just send you their money, all their problems will be solved.** The skies will be blue again and everything will be perfect from here on out, because you have the solution for that pain you've so clearly described.

The PAS formula can be amazingly effective, provided that

you do have an effective solution, and that you're confident in that solution. If you are, there's no reason why you shouldn't be proud to share that solution with people. You should do everything you can to get people to purchase your product or service, since your solution is one that will provide a benefit that they honestly need. **If you can do that effectively, especially in a bad economy, you can basically write your own check as far as your personal fortune is concerned.**

Maximize Your Profit

You've got to think about profits more than ever when times are tough, and that means that you're going to have to make the most money you can on your products and services. In other words, you'd rather sell \$500 products than \$50 products, because remember: **even when times are tough, some people don't participate in the negativity.** They do have money to spend, and those are the people we want. Now, we want to be careful who we're contacting. Those of us who have great mailing lists have solid bases of customers, and that gives us some insulation against the ups and downs. If you have existing customers, that's great! But let's say you don't have much of a mailing list yet. In that case, here's my tip for you: **Get ahold of the mailing lists of proven buyers.** You don't want to have to deal with tire kickers, people who just want to inquire about what you have to offer. **You've got to know they're interested, so you can consolidate your power and go after the people who have proven spending records.**

Now is the time to go after the people who have money. Now is the time to go after the people that have a proven record of buying, because even when times are tough, they'll continue to buy. A lot of the people on the edges — the tire kickers, the people who send for free information or make a phone call or go on the Internet looking for free stuff — well, you're not

going to give them as much credit in hard times as you normally would. Normally, you'd entice them and try to turn them into buyers. And you still want to do that to some degree; **but your focus should be going after the very best existing customers, or a list of new customers who have proven that they will spend money.**

That's one of the reasons we love using two-step marketing here at M.O.R.E., Inc. The first step is to get people to qualify themselves and prove that they really *are* the best kind of prospects, people who are willing to spend the kind of money that you ask for. You have to do something to get them to qualify themselves, which is one reason that using the very best mailing lists is so important. God knows that there are a lot of different mailing lists, and to cut through the crap you have to work with a reputable mailing list broker. You can't just go to the S.R.D.S., the trade reference journal that you can find in the reference section of your library, and start flipping through the pages and believing what you read in the rate cards listed there. **You have to find somebody who's very reputable in the field, and have them recommend the best lists to you.**

One of the mailing lists brokers we use is Russ von Hoelscher, the mentor who helped us when we were just starting out — so there's a little tip for you right there. As long as you're working with somebody who's reputable, he or she can steer you to the very best mailing lists. **The idea is to run your ads in the places where the largest number of prospective buyers who are perfect for what you have can see those ads.** You want to do things to get people to qualify themselves and prove they're serious, whether that means spending a small sum of money or quoting an introductory fee necessary to get started, which is something that Chris Lakey and I have done. We might tell them that it's about the same as the cost of a good used car, or maybe a good four-day weekend in Las Vegas. **We let people know**

there's a cost involved, and we tell them not to send in for information if they don't have the money. In other words, we're trying to do things to burn off all the people who aren't going to either be willing to give up the money or who don't *have* the money we ask for.

We're always trying to find ways to make the biggest possible profit margin from the smallest number of transactions; that's our whole strategy. The richest man I've personally spent good, quality time with was generating about \$1 million every single week about 14 years ago — and his average sale was \$13,000 towards the end. He finally got out of the business; I assume that he just made as much money as he wanted and retired. But he was happy to share his secret with me before he went. **He told me that the more money you ask for, the more people think that what you have is of high quality.** There's that perception that by spending more money, you're going to get better quality.

As long as people know that there's tremendous value in what you have to offer, that's all they really care about. And the truth is, people do have money for the things they really want, even in hard times. Don't let them fool you one single bit! We have a friend, a fellow marketer, who says that buyers are liars. While I wouldn't go that far, I do know that one of the first suggestions that most prospects will give to a sales person is that they can't afford it. What they *really* mean is, "You haven't sold me yet. You haven't given me enough value. You haven't told me enough. You haven't convinced me that what you have is really worth every penny that you're asking for it." **So don't believe that people don't have money; they almost always *do* have money for things that they really want — or they can get it.** And they will, as long as you prove to them that what you have is much more valuable than the money you're asking for in return.

That's especially true when you turn to the best of

everything, as you must when business is slow. That means that if you're renting mailing lists, you want to rent the very best mailing lists possible. **When things are going great you can test what we call "marginal lists."** That's our term for mailing lists that haven't been proven to work yet, as well as new lists that we're not sure of. There are times to test these marginal lists, **but when times are tough and you need to make a profit, the best thing to do is turn to the top lists.** And of course, **the very best list you can ever have is your own in-house list, people you've already established a good, profitable relationship with.** Your own customers already know you, like you, and trust you, so that list can make you money over and over even when other lists don't work for you.

You can make more money off customers you've already got a relationship with than you ever will by attracting and acquiring new customers. Oh, sure, hopefully those new leads can become good customers on your list eventually. But they don't start out that way, and it's harder to make those initial sales. **Once you work through all the people on your in-house list, acquire the best list of new prospects that you can find.** Determine which lists are the most likely to work for you; maybe these are mailing lists you've rented and tested before, or maybe they're lists that come recommended by your list broker. They should know your product well enough to recommend the very best lists for you.

Again, the time to branch out and test new ideas, new lists, and new ways to acquire customers is when business is good. Only then. When the economy is bad, trust only your customer lists and the very best mailing lists out there.

Building Trust

In this section, I want to talk about trust. Simply put,

people are going to give their money first to those marketers they trust the most; that's why we often say, "Get people's trust, and the money will follow." Your sales messages, and everything you should do, should paint you in the best possible light, as a really good person who wants to help folks with his company's wonderful product. **Build the kind of trust that convinces people you have what they want.** You're someone they can count on. You offer a strong money-back guarantee. You're there to help people. You're accessible.

Some marketers don't like that idea, though. They say, "Look, I do business on the Internet or by mail — that's it. I don't want any contact with my customers." Well, *that's a big mistake!* You've got to have at least a phone number or fax number in your ads. **You absolutely *have* to be accessible, because if you're asking people to send you a check for \$400, \$500, \$5,000, or much, much more, *people get nervous!*** They start chewing on their fingernails and wondering "Can I trust this person?" And boy, when they see a fax and phone number, along with email and street addresses, that calms their nerves. So *build* that trust. And as I mentioned in Chapter 2, try to have a USP that separates you from the pack, something that makes you different. Being readily available to answer questions and solve problems — that's a pretty darn good USP. Be accessible to people; **let them know you're a person who really cares and wants to help.** You're not just there to take their money; you also want to help them have a better life.

If you do these things, you'll thrive. I still do them. Even after I received some fame and fortune, I still let myself be accessible to people. Not always, of course, but more than most people might think. When I talk to folks on the telephone, many of them can't believe that I'd take their call. **I do it because it's all part of that being accessible, being someone they can trust — proof that there's a real person there to help them.**

You can do the same thing. Now, when you get a company as big as mine, it'll probably a little more difficult for someone to get you on the phone; but the point is, I still give people my fax number and other ways to contact me, and you should too.

We want people to know we're there to help them. Yes, we're out for our own good too. **We're out to enrich ourselves — but if it weren't for our beloved customers, *where would we be?* Nowhere!** So we darn well owe a debt to the people helping us. Don't be like so many marketers, who want to do everything without having any contact with the people they serve. That's the worst possible thing you can do. **Give people the personal attention they want, need and deserve.**

You also can work on other things: you can have the lowest price on something, for example. Now, that's a dangerous USP, because if the price is too low, chances are you're not going to make any money. So only use that when you have a product that you really are getting at the best price. **Another thing you can do is to offer more choices, or free gifts.** In our business, we throw in all kinds of free stuff, *good* free stuff that multiplies into hundreds of dollars of value. **Valuable information makes a great free bonus.** It doesn't cost that much to produce, but the true value is in the eyes of the beholder. So work on some sort of USP for yourself.

It all starts with knowing who your best prospective buyer is, and the things that are most important to them. Then you create your own USP. If you tell some people, "Hey, you've got to find something unique about yourself," they'll say, "Oh, heck, there's nothing unique about me." And maybe they'll be right. Sometimes our job is to find what is unique in ourselves; but if that's not possible, you can compensate by finding other unique things and exploiting them. **You do that simply by looking at what the best prospective buyers in our market want the most, and then creating products and service**

combinations around those particular things. You develop marketing messages that are closely linked to all that, and that becomes your USP.

A lot of people know that Russ von Hoelscher helped us go from \$16,000 a month to almost \$100,000 a week in our first nine months, and they know he helped us generate over \$10 million in our first five years. But what they rarely know, and they all really *want* to know, is what Russ did. Well, he did a lot of things for us. He gave us all of his contacts, for example, and he told us what to stay away from. But also he helped us develop a good, solid USP. He told us, **“Just tell your story. Tell people who you are;** tell them about the years you struggled financially. Tell them about all the times when you got ripped off by all these other opportunity marketers, because your story is also *their* story. **When they hear about the struggles you went through while you were searching for the ultimate way to get rich, they’ll identify with you.”**

And that worked perfectly for us, since one of the biggest themes for all friendships is commonality. That one idea has literally been worth millions of dollars, because it’s attracted people to us just as Russ said it would. Thousands and thousands have heard our story, identified with us, and decided they wanted to do business with us. **We *all* want to do business with people who have things in common with us.** Russ saw us as two good, decent, honest people from Kansas who had had some hard knocks, but who had found something that was working and really, really wanted to get ahead — but also wanted to help other people. There was a time that I suggested to Russ that maybe we should rent a big Cadillac or a Mercedes and have a picture taken for an ad, and Russ said, *“No, no, no! I want to portray you just as you are — two common, yet very uncommon people.”* And you know what? Over the years, I’ve discovered that all those common people I’ve met haven’t been

so common after all. **What you have to remember is that you're dealing with real customers, no matter if you're selling to other businesses or to individuals.** You have to get into the mindset of your customers, and you have to see what they like and what they don't like; what makes them happy, what makes them sad. **Then you have to learn to create the exact product or opportunity that's right for them.**

I like to think that we're pretty inspirational, because we've proven what two people can do once they set their minds to it. Neither I nor my wife had a background in making money, and neither of us was a financial genius in any way; and yet we became just about as big as you can get in the mail order and then the DRM business. **But I'll still help you personally, and I'm determined that no matter how much money I make, I'll never lose the common touch.** When I get up in front of audiences, I wear plain clothing: blue jeans, T-shirts, and tennis shoes. That's why people call me the Blue Jeans Millionaire. It's part of my USP, my way of connecting with my prospects and customers.

To come back around to the original subject, **it's especially critical that you exercise your USP, whatever it may be, during hard economic times.** When the economy is doing well, people are a lot freer with their money, and they spend it a lot differently. They'll buy things they wouldn't normally buy, and maybe they'll tip a little more at restaurants. That happens all across our society, whether you're rich or poor — however you define those terms. When things feel good, when the economy feels good, when people feel like their jobs are secure, everyone tends to be looser with their money.

Needless to say, the opposite is true when times feel tight. When the economy is contracting, when it feels like jobs are being squeezed out of the marketplace, when things get shaky and we're talking about a recession, people tend to start

tightening up their purse strings. They spend less on all kinds of things. They start making more calculated buying decisions. When they think about making a major purchase, they ponder it a little longer. **They decide to do a little more research; and what that means is that if you're selling something that's not a direct need, you're in trouble.**

Now, there are certain industries that you have to turn to if you have a certain problem, regardless of the economy. But when you're selling to people with wants, they're less likely to buy when the economy is bad. That means you have to use things like a USP to get people to believe that you're the one person out of all the competitors they should spend their money with. **That means showing them all the reasons why you and your business are worthy of their attention.** What do *you* give them that they can't get elsewhere? What benefits can you provide that they can't get from your competitors? That's where your USP comes in. It's all the things that separate you from the competition, and from all the other places they could choose to spend that cash.

Sometimes this requires just a few small adjustments; for example, getting back to people faster when they call with questions, or shipping the product out faster. When the economy is shrinking, these little things become so much more important, and people focus on them when they're deciding where to spend their money. They may seem minor, but done right, they offer you one more way to win their trust — **and if you win their trust, you'll win their money.** We all know that we'll always do more for our friends and other people we have a strong connection with than we'll ever do for people we don't know yet. Sometimes we won't even return a stranger's phone call, and yet we'll go out on a limb for a friend if he or she really needs our help.

Guarantee It

When people are holding onto their money tightly, as they are now, part of the reason is because they don't want to get screwed. That means there's got to be a lot of risk reversal there before they'll give their trust to you. **In other words, if something goes wrong, they have to know that you'll fix it.** Risk reversal doesn't just mean a great money-back guarantee, although that's part of it. **You have to let them know that you're there to help them both before and after the sale.** You have to take away all the what-ifs; people are worried about the what-ifs. "What if this doesn't work; what if I lose \$5,000; what if the world comes to an end?"

Risk reversal relates to a money-back guarantee, of course, but there are a lot of things that lead up to that. And the money-back guarantee should be a no-nonsense one that basically says, "If you're not happy, if you don't think this is the greatest thing that you could've received for this money, *we're going to give you every red cent back.*" You have to put that in big, bold type face in your copy, because with the shaky economy — and the news media and the politicians making it seem even more dire than it is — **I think it's more important than ever to have risk reversal built into your offers.** This isn't hard to do. The hardest thing about it, really, is that we as marketers lose when people send things back. We're afraid of that happening. **But we have to realize that it's part of doing business — and it can help build goodwill.** We may not *like* losing money, but it's critical to build trust, so people can depend on us to reverse their risk when they're unhappy. You know, everybody wants to make a sale; but too often, they're not there for you anymore once the sale is made. Once they've got your money, they're out of there. **So you've got to work hard to let people know that you're there for them before, during and after the sale.**

Some marketers will tell you over and over that if your refunds aren't high enough, then you're not selling hard enough. Yes, when you have a no-risk money-back guarantee, you're going to have people who *do* take advantage of you; and yes, you're going to have some weak sales. By weak sales, I simply mean people who aren't really that committed. They're only buying because they know they can take a free look; they're doing so with the intention of finding something wrong with it and sending it back right away. So your refunds are definitely going to climb when you reverse that risk, because you're going to *have* to give back money as promised. **However, the amount of overall money that you can make from a good guarantee can more than make up for the increase you'll see in your refund rate.**

You can't take any of it personally, like I used to 20 years ago. Back then, when somebody requested a refund, I took it as a personal insult — and that shows you just how young and dumb I was. Refunds are just part of the cost of doing business. **If the buyer isn't happy, then you shouldn't be happy either. It's not your money until the sale sticks.**

The true purpose of a sale is to get a customer. A lot of short-term, short-sighted people think it's the other way around — that the purpose of a customer is to get a sale. I know that seems like a play on words, but here's what I mean: The way that you get very, very wealthy in this field is by continuing to do as much business as you can for as long as you can with the same group of people. That's why the purpose of your sale is to get a customer. **A customer is simply somebody who buys from you again and again. That's how you get rich, in good times or in bad times.**

The analogy that I always use — and if you've read my books and reports before, you might roll your eyes when I say this, because I do say it often — is that it's sort of like being in

the restaurant business. We all have our favorite restaurants that we go to over and over. In some cases, I go to my favorite restaurant as much as twice a week, every single week. I'll continue to do that month after month, year after year, because the guy who runs that restaurant does a phenomenal job. And he's in a small town, by the way — a *very* small town. When they first opened their restaurant, I was a little scared because the food was great and I love Mexican food, but I didn't think the community was big enough to maintain a Mexican restaurant of that caliber. But then I got to know the owner, and I saw how deeply committed he is to keeping his customers happy so they'll keep coming back. I breathed a little sigh of relief, because now I don't worry about him making it in the long-term — despite the fact that there have already been three other restaurants in the same location in the previous 15 years or so. I know that *this* restaurant will make it.

One way you can ensure that kind of success is to give refunds promptly and courteously to anyone who asks for them. Yes, it's lost revenue, but look at it this way. Retail stores like Wal-Mart have to build a certain percentage into their profit margins to account for theft — for the fact that some of their merchandise is going to walk right out the door. With today's technology, things have improved on that front, but they still know that a lot of inventory is going to get stolen right out from under them, and there's nothing they can do about it. They're not going to catch all those thieves, so they have to account for their cost of doing business. You're probably in a business where people can't steal things from you, but just as retail businesses have to account for theft when they're figuring their profits, **you as a business owner have to account for refunds as part of your cost of doing business.** It's that simple. A percentage of the people who buy from you will be unhappy with your product, and will want to return it for a refund.

There are two choices here. First, you can fight it; you can tell people that there are no refunds, or you can tell them it's going to be very difficult. You can hide your refund policy, or tell them they have three days to look it over and that if they want to return it, they have to call you first for authorization. Then they have to overnight it back to you on the third Tuesday of the month, and they have to include a self-addressed envelope for the refund to come in. If they don't do all these things, they're not going to get the refund. But you know what? If you make it difficult on people, you probably *will* get fewer refunds — but you'll also end up getting a lot fewer sales, too. Or you can go the other extreme, and offer an outrageous guarantee — a guarantee that's so bold and daring that you might have people buy your product just because they want to check out the guarantee. They want to see if you're honest, if it's for real. **You'll have an increase in business as a result, because people will feel like they have no risk at all.** They can be confident in purchasing your product or service, because they know you've got a guarantee that protects them in every way.

So one method will net you lower refunds, but probably lower sales as well. One may net you a higher percentage of refunds, but it also nets you a lot more sales. **The lesson here is not to be afraid to use guarantees to protect your customer and get them to feel confident about doing business with you.** This is another piece of the puzzle that can help you make money in a tightened economy, because when people are carefully choosing where to spend their money, they're going to choose people they confidently feel can deliver the goods, whatever the goods may be. They're going to be confident that if something isn't as advertised, they're going to be able to get their money back, especially when you're selling sight unseen — by mail, on the Internet, or by phone. **This is a situation where people are really buying the benefit, as in the business-opportunity market, so they need to be able to**

trust you implicitly.

So provide risk reversal by making an outrageous guarantee, making it so that it's easy for them to get their money back, even though that would seem counter to what you'd normally try to do. **You really do want to limit refunds any way you can, but *not* at the expense of the customer.** You want to make it seem that it's so easy to get their money back that they would be foolish not to order. You can't give them any reasons not to order, especially in a tightened economy. **You definitely don't want the refund factor to be a reason why they choose not to place their order.** A very generous guarantee really can go a long way to helping you build the requisite trust.

And let me reiterate: You have to realize that in the end, refunds are a cost of doing business. Some people will want to send your product back for a refund. It's not a condemnation of you. ***It's not personal.*** So don't take it as such when someone wants to return your product. Don't be offended. You don't have to get into the psychology of why someone decided to get their money back; just have the refund policy in place so it's easy for them to order. **And again, if your refunds aren't high enough, you aren't selling hard enough.** Keep that in mind next time you think about refunds, and how you can use them to make yourself more money. ***In hard times, you must sell harder.***

Keeping It Positive

Before I wind up this chapter, I want to re-emphasize something I started the chapter with: **do *not* participate in negativity.** Don't participate in any type of recession, even if you go to the gas station or grocery store and you feel like throwing up because the prices are so high. Don't feel resentful of the oil companies or food manufacturers. Try to get all that

out of your mind, because **negativity feeds on negativity. The more we stay positive, the better our opportunities to make lots of money.**

We've got salespeople who work on commission, and we're always telling them that if they're not staying positive and focused, and if they don't have a written goal of how much money they want to make — a high goal, by the way — then they're doing themselves a great disservice. **All of us need goals, during good times or bad.** How much money do you want to make every single month? It's got to be a number you can get excited about, so that the number becomes your entire focus. You know exactly how much money you want to make, and that's all you think about! You're obsessed with it!

And you know, it's not really about the money. It's about the *hunt*. **That's where the joy is: in hunting for the money, and striving for our goals.** You have to see it as a game with a wonderful prize. The truth is, I feel sorry for people on fixed incomes, people who make the same amount of money every single month. It doesn't matter if that number is low or high: their income doesn't vary *at all*, and now their whole life is focused on how they're going to save a few bucks on this, that, or the other thing. Their lives are nothing but fear and worry and anxiety. We entrepreneurs are different. **We write our own paychecks.** We can make as much money as we want to make.

Have a goal! Keep it in front of you. Chris Lakey and I always have a goal for how much money we want our company to make every single month — a rather high one. He's got a chart in his office, and I have six or seven of them all over my house. That chart that tells us exactly what our target is, and we've got them all around us so we're constantly focused. The times in my life when I've made the most money are the times when I practiced what I'm preaching to you now. So please, take a page out of our playbook. Stay focused on your goals. Don't

let all this other stuff worry you. **Stay focused on selling as many products and services as you can!** Get a number, and develop strategies around actually being able to reach that number — so it's not just some pie-in-the-sky goal like that popular book *The Secret* teaches. They tell you that you can just come up with some wild number, and the money is going to manifest. That's nonsense! **Set a high number, and then develop the marketing strategies and principles to actually make that much or more.** Intention is nothing without implementation.

There are so many variables that are completely out of your control. The economy is one of them. As an individual, you can't do much to change the economy. You can't control the weather, either. A few years back, the U.S. was hit with a lot of floods. So many farmers lost all their crops and had just a horrible time getting by; but all they could do was decide how they were going to adjust and move forward from there. **You can't change what's already happened. All you can do is focus on what you're trying to do.**

In business, it's the same way. You have to set clear goals for yourself. **You have to focus on *your* game, what you're trying to accomplish in business, and stop worrying about all the other variables.** You shouldn't worry at all. It can cause you to get focused on all the wrong things, bogging you down in all those other details that aren't really important and that are certainly out of your control. **All the other stuff will take care of itself, if you just focus on what matters.**

You can make good money, in good times or bad, if you stay at the top of your game and play it the way you *want* to play it. Other people are making it, and they'll continue to make it no matter what. There's no reason you can't.

CHAPTER FOUR:

Getting Rich is Easier Than You Think



The only way you can tell anything important about a person is by the actions they take — or *don't* take. So many people, especially smart people, know how to *talk* a mean game; but **in the end it's what they do, rather than what they say, that truly matters.**

Our clients always tell us that they want to get rich, and that's true enough. They wouldn't be our clients if they didn't feel they wanted to make millions, right? And yet when you ask them what they're actually doing to get rich, in most cases you'll discover that they're doing very, very little. Some of them are just depending on luck or hope; in other words, they suffer from the delusion of thinking that there's such a thing as getting rich without working for it. But that's not true outside of winning a fortune in the lottery, or maybe inheriting one. Oh, it gets easier after you've already made your fortune and have a lot of passive investments that make you more money — but you have to get it *right* first for that to work. **Very few people get it right from the very beginning, and those who do are the ones who become our great success stories.**

The key here is to fall in love with the few things that bring you the most money, and to focus all of your time on doing those few things. When you do that, getting rich

becomes much easier. Now, I know this sounds easy for me to say, but I honestly mean it: By the time you're finished reading this chapter, you'll be convinced that getting rich really is easier than you think. I promise you that. **The obstacles you might think are in your way are easier to surmount than most of us expect**, especially once you have some experience under your belt.

Here's an example of what I mean. There are cell phones on the market today that have little keypads so you can send text messages back and forth to your buddies. If you're familiar with texting, it's fairly easy to use those keys. Then there's me. I'm a pretty fast typist on a keyboard, but put me on the little keypad of a cell phone and I'm abysmally slow. There are good uses for it, and I do it when I need to, but I don't do it that often. And realize this: while I may be kind of slow at it, to someone who's never sent a text message, it's the most complicated thing on the earth. Yet to some of us, it's second nature, because we have lots of experience at it. **That's all it takes: experience.** For someone who's never done it, it looks amazingly complicated; for the experienced, it's a piece of cake. The same is true of everything — driving a car, playing golf, and making money. Everything is difficult until it becomes easy, as the saying goes.

If you've never been in business for yourself, making money might seem scary and difficult at first. There may be some challenges you've never faced before, and any number of unique things that you've never experienced... and you might wonder if you can handle all that. On the flip side of that coin, if you've been in business before, it might all be easy for you. **It all depends on your level of experience.** In our copywriting workshops, people will often say things like, "I just can't imagine having to write a sales letter. I can't *imagine* trying to tackle that. How do I put words on paper — and not just any words, but words that make people buy?"

Well, we're experts at writing sales copy. It's become almost second nature for us; we can do it in our sleep because we've worked on it so hard and so long that we've mastered it. I bring up that point to illustrate the fact that making money *does* become easier as you go along, once you know enough of the strategies and secrets I'm teaching you here. **Experience is an especially good teacher.** We've talked to so many people who've been successful, and they always talk about that first time the money started rolling in and how everything changed. They were so glad they'd just jumped in and gotten started, because now it's easy for them. You can be the next person to figure that out — if you'll just get to work.

Earlier, I mentioned the quote "Everything is difficult until it becomes easy." That used to be on a banner that hung in our seminar center, attributed to the great Joe Cossman, because that's who I first heard that quote from. I thought, *God, Joe's such a genius to figure this out.* Then I was reading in a collection of quotes from somebody who had said something very similar about two thousand years ago. It was said slightly differently, of course, but it was essentially the same thing.

People who are good at making money make it look easy. Part of the reason they make it look easy is because they've been doing it for so long. **They've developed the knowledge and skills necessary to make a lot of money — knowledge and skills that can be learned.** Are there some people that are more natural at it than most? Yes, probably; but then, there are people who are more natural at anything you can try. That shouldn't stop you. That shouldn't frustrate you. **You can learn to make money if you have a desire to make a lot of money.** I firmly believe that you do have it within you to actually do it. Assuming that you're a relatively sane individual and you have a serious desire to get rich, then you definitely *can* get rich. **It's within you to do it.** You just need to figure out what the keys to

doing so are.

Again, it's hard until it becomes easy — but sadly, the process of making it become easy is the complete opposite of what most people do. When you outline how to make money online, people will ask you, “Hey, if it's so easy, why isn't everybody doing it?” Well, it's because nobody *believes* it's that easy. When most people look at having to learn something, it stops them dead in their tracks. They think, “Oh my gosh, I've got to learn this all before I even get started!” No you don't! **The best way to learn something is *to do it*!** Yes, in doing so you may get frustrated. Sometimes you'll battle instructions that don't seem to make sense. You'll have to call customer support and find out how to do something in particular. You may have to call experts or ask your friends. Well, guess what? *That's* how you find out what you need to know. Doing that is the way it happens.

My friend and colleague Alan Bechtold was recently in a situation where he put together his own web page for the first time in a long time. Now, Alan's a pioneer when it comes to Internet marketing; he used to create websites all the time, but he's gotten away from that in recent years. He admits that one thing he's not proficient at is working with Photoshop (a graphics software program, for the uninitiated). He can dabble with it when he needs something quick, but he wanted this new site to sparkle. So he spent two additional days of what he called “total frustrating hell” studying and figuring out how to make Photoshop do what he needed — and in the process, he realized there was a button in the program that you can click, and suddenly the graphic is image ready. It brought up what Alan had just designed as a web page, so he could then easily designate what he wanted people to click on, and then save it as an .html file (which is what you're looking at when you're looking at a webpage). He put it on his server and it worked!

Had he not just rolled up his sleeves and said, “I don’t really know what I’m doing, but I’ll bet I can figure it out,” it might not have gotten done. Admittedly, it took him two whole days, and there are graphic designers who could do what he did in 15 minutes. But now that he *knows* how to do it, it’ll make putting up other websites anytime he wants — on the fly, on the road, wherever he’s at — a snap because now he’s figured it out.

He wouldn’t have figured it out by reading the manual, that’s for sure! The bottom line with computer manuals is simply this: Forget them unless you’re having trouble sleeping. **Look at a manual as a reference point, nothing more.** If it has a good index and a way to look up what you need to know, leave it beside you while you play with the software and try to make it do what you need it to do. When it won’t, turn to the index page, find the section that talks about it, figure it out, and make it do it. That’s the secret to making computers work for you, instead of having them make you screech to a halt.

The reason I’m trying so hard to drive this point home is that I see so many people stopped in their tracks before they succeed, thinking they have to know everything before they start. No, you don’t. **You don’t even have to know how to do anything at first. It’s as simple as that.**

Making Your Sales Letters Rock

Any sales letter or presentation stands a much better chance of success if you’ll keep one thing in mind: **the simple fact that the truth is 100 times more powerful than any lie.** Honesty doesn’t just cut through the prospect’s defenses; it also cuts through the clutter of all those other marketing messages out there, all over the Web, on TV and the radio, in magazines, and arriving by direct mail. **You don’t have to scream louder than all those others when you’re screaming the truth.** In fact,

sometimes whispered truth has the same effect as banging on a pot right in front of somebody's face.

This is where you can really get down to the nitty-gritty and captivate your prospect — and even better, **you can build a believability that turns into sales in the process.** What you have to remember (and I see so many of my clients stumble on this one) is that your prospects most likely don't know you. That means they also most likely don't trust you. I don't care if you're wearing a white collar or not, they may not trust you because they don't believe in you... and they won't do that until you *give* them a reason to believe in you. **The truth, particularly when it's an evident or obvious truth, will develop that trust and rapport almost instantly.**

One of the best examples I've seen recently was a promotion done by a well-known Internet marketer. This guy developed a system that he used behind the scenes on a number of other big-name marketers' promotions. It's a system that teaches people how to dominate their niche markets, whatever markets they're in, through something he calls Mass Control. **On one of his projects, he was able to generate more than \$23 million in total online sales in just 24 hours!**

All the Mass Control system involves is the posting of a series of free videos that actually give away the store. **If you'll watch those videos, take notes, and do what they say, you don't need the product!** They give it all away. And yet when people realized what they got for free, they'd wonder, "What the heck will I get if I pay for it? It must be something colossal!" So they bought, and they stayed long after they realized, "Hey, there's really not a lot more to it except nuance and other suggestions." What happened was that those videos brought everyone up to speed on how the system worked and why, and made them want it. He then turned around and released it to the general public — the same system he'd used behind the scenes

to generate incredible sales. But again, you could literally piece together the system that he was selling at \$2,000 if you'd just study the videos he released! **He even admitted in his videos that he was using Mass Control techniques on everyone to get them to buy the system.**

Now, that's not the honesty part; that's just a clever build-up. As powerful as that system was, he came up with something even better. Midway through his promotion, he sent out an e-mail that a lot of us found to be completely shocking. It went something like this: "I'm getting lots of questions about my Mass Control system. Many of you are obviously interested and eager for the doors to open, and they will soon. But first, one question keeps getting asked over and over again, and I simply have to deal with it here. The question is: *Do I need a list to make your Mass Control system work?*" Now, if you were to ask some marketers that — heck, most marketers! — they'd hem and haw, and worry they might lose a sale if they admitted a list was necessary. So what did this guy say? "*Of course* you need a list to make it work. Whatever made you think it could work without one? **You need a list to make any business work.** Anyone who tries to tell you otherwise is fooling themselves — and you, too, if you buy into it."

Then he went on to say that because so many people were asking, the next video in the series would be all about how he builds his own list, describing simple steps that anyone without a list can follow to build one easily, cheaply, and quickly. Then you'd be ready to buy his Mass Control system. Now, the reason this is so brilliant is that it's a perfect example to follow. He identified a question that kept coming in from people, and realized that it was objection to the product, so he immediately addressed it. His frank answer might have sent a lot of people away — but then he pointed out that he was going to create a video to show people exactly how to build that list that you

needed to use his system. He very cleverly found a way around the problem, and had them sitting on the edges of their chairs waiting for him to provide the answer. That enabled him to make a tons of sales to people who didn't have a list yet, because after watching the video, they thought to themselves, "Okay, now I know how to build a list. Now I'm ready. I've got to get this while it's available!"

So ask yourself, when writing copy, "What objections could exist in anyone's minds about buying what I'm selling?" **Then deal with those objections honestly, either by addressing them and dismissing them with logic, or by pointing people to where they can find the solution.** You can literally triple sales this way, and you'll do it by carrying out a process that admits to your warts. You're showing them, "Sure, there's a weakness in my system, but I've plugged it over here." That honesty alone will make you resonate with new prospects, who will then go, "Man, this is someone I can trust no matter what they're saying. They even pointed out some bad stuff about what they're selling." **In a world full of scammers, telling the truth is a good way to position yourself.**

And by the way, when I say "scammers," I'm not just talking about those heartless leeches we've all run into from time to time. There are a lot of good people who believe that you have to hype it up in order to make the sale; so it's not all just full-fledged scams. In fact, I myself used to hype things a whole lot more than I do nowadays, I can tell you that. I've been a salesperson for over a quarter of a century (though of course some people would say we're salespeople from the time we're born). In the beginning, I thought you had to hype things up, because that was what people wanted; and to some degree, maybe that's true. **But I also know that the older I get, the more I just tell it like it is.** We sell business opportunities — and I swear, whenever I'm pitching a business opportunity, I'm

always telling people, “Look, there are no guarantees and there are no promises that you’ll make millions of dollars with this, or *any* specific sum of money.” I just say that automatically — and I’ve even done it in this book! **First of all, it’s the right thing to do; and second of all, to some people all that constant hype is a real turnoff.** There’s no question about it.

You know, when you get blunt like that, when you just tell folks the truth and say, “I’m not guaranteeing or promising anything,” some people just click off right there. They’d rather you lied. But I think a lot of other people appreciate it. Maybe it shocks them a little, but really, it’s our duty and requirement to point that out. I just want people to know that I’m not like all those other people who are promising you that you’re going to make money for sure. Let’s be honest here — we present things that offer the *potential* to make money, and we do have lots of good things to back up everything that we’re promoting. **But we want people know right up front that there are absolutely no promises, there are no guarantees, and if that’s what they want, they’ll have to go elsewhere.** Because if someone gets involved with an opportunity and they just sit around and twiddle their thumbs, how can they ever make money at it? Even if they do work hard, what if there’s a natural disaster? Our products can make you a lot of money, but there are no guarantees in life.

I think most people are just like me: I used to be afraid to do things like that. Now I do them without even thinking. The reason I used to hesitate to do them is because I was afraid I was going to chase away business by revealing such things. I believe that’s probably the reason that most people are afraid to admit a flaw or offer a guarantee. There’s resistance to exposing something to a client that might make them think twice about ordering. Most people would be afraid to say that you needed something, for fear that a person who might otherwise have

purchased might not have that particular thing. To say that you need to have an e-mail address, for example, or to say that you need to have access to the Internet — well, you might be turning off people who don't like to use the Internet.

And yes, maybe some of that has happened. I know you turn away some people by telling the truth... but I also know that the people you attract by doing that tend to be the better quality clients and customers. **The key here is to point out a flaw, and then point out where you've corrected it. By pointing out the flaw, you come across as more sincere.** You can even do this when there's not really a flaw. I've seen people have scratch-and-dent sales where there's really nothing wrong with the product itself — it's just that the box has a slight scratch in it.

Now, if all you have to say about your product is that it's the best thing since sliced bread, that there are no flaws and there couldn't possibly be any drawbacks — well, people are going to be skeptical of that. **They're not going to quite trust you if everything seems perfect.** And remember: at the beginning, the people you're talking to probably don't trust you anyway, since they don't know you. **You've got to build a rapport with them.** By being sincere and showing them that there might be a problem, or that they might need something extra to use your product or service, you help build that bridge of credibility. So find something that could be seen as a drawback or as a negative, even if you don't think there *is* anything — just so you can knock it down and show people why it's really not. By doing that, you set yourself up in your customer's minds as more sincere, more legitimate, more credible.

Here's an example of a “negative” you can use that can apply to just about any product, service, or opportunity: Just tell people as they read your copy, “Whatever you do, stop reading right now if you're not willing to do a little bit of work for a short period of time in order to make millions.” Just about

everyone who sees that is going to think, *Now, wait a minute. So they're saying there's a little bit of work for a short period of time — but I could make millions doing this? And they're telling me to quit reading if I don't meet that criteria? What idiot in his right mind would do that? That's not me!* So what do they do? They keep reading. Yes, you can actually set your prospect up to put their foot down and say “*That's not me!*” just by pointing out the truth. “This is not for you if you haven't done this,” or “If aren't willing to do this” — that works like a charm. **It's almost like you're challenging them.**

Most people wouldn't realize that being disarmingly honest is a marketing strategy, and yet it truly is. The best thing to do when there's a blemish is to just show it. You see this on eBay all the time if you buy antiques. The guy who shows the close-up of a slight scratch on this corner or that sells his item quicker and for more than the one who tries to say it's flawless. You see that happen with cars a lot on eBay, too. They'll even point out tiny flaws — stuff where you wonder, “Why would you even mention that? Look how small that scratch is. It's a door ding, and every car has a door ding — and yet they're showing this.” And you, as a person looking at buying the vehicle, will go, “If that's all that's wrong with it, that's no big deal.” You assume that because they're pointing out that tiny thing, that's got to be all that's wrong with it. I've seen some dating ads do it, too, and I think it's very smart.

Get Your USP in Place

In previous chapters, I've mentioned the value of the USP, or Unique Selling Position. Some people call it the Unique Selling Proposition; branding is another word for it. Whatever you call it, **if you do it right it's the only thing that no one can ever take away from your business — because you can set it up in such a way that you could never be touched by any**

competition. That's why the word *unique* is there. It's unique to you, even if you're selling the same products other people are selling in the same marketplace. Do this correctly, and you can make people choose to buy from you, and even pay more than what they'd pay the competition.

Now that I've reintroduced the concept of the USP, I want to re-emphasize the one USP you should always avoid. It's the same one that almost everyone comes up with first: *My prices are lower*. I believe that's the worst USP you could ever find for your business. Anyone can come along and find a way to sell something for three cents lower than you. **If you're not careful, you can get lured into an endless downward spiral of lower and lower prices. Eventually, it'll drive you to bankruptcy.** Well, we're not in this to pay money out of our pockets to put products in people's hands! We're in this to make money providing products. **Attempting to be the cheapest also lowers your perceived value in the prospect's eyes, so that your USP is actually cheapened.** It only gets you into that competitive space you don't want to occupy: the commodity market.

And here's the second-worst USP you could come up with, as a lot of people do. They'll say to themselves, "Okay, then, I'll just avoid competition altogether. I'll go where there is none." You don't want to do that either; **you always want to play where there's competition. If there's competition, you know it must be a viable market;** if there's not, maybe there's a good reason nobody's there. Think of it this way: If you're out fishing on a lake and see nine other boats in an area over on the south side of the lake, do you think you ought to fish on the opposite end of the lake? Most experienced fishermen would go right over and join the group, even though there's competition there. **The point is, you're going where there's fish.** You want to think that way when you're running a business, and a USP is what gives you the power to dive into that group of competitors

and scoop out more than your fair share of fish.

Because let's face it: You go over there and you wonder, "Okay, what are they baiting their hooks with? Ooh, who's pulling 'em in? Well, now I'll bait mine with that, but I'll sweeten it a little with this." **It's the bait that matters, not competitors.** As long as you're fishing in a large enough area that's full of enough fish, you're going to get more than your fair share — so who cares about the competition? **Just create a USP to justify why people should be willing to pay you more than your competitors for the same thing.** Maybe it's as simple as the fact that you're more fun to work with. Maybe you offer better customer service or faster delivery, or bonus materials and support no one else offers. Maybe you've established yourself as an expert, so you can be more easily trusted to truly help your customers if they have any problems with whatever you're selling.

That's where you can really dig into some of your experience and past abilities. **The key here is to study your competition.** You see, if I rode my boat over to the circle of other guys fishing in the same spot on the lake, that's the first thing I'm going to do. I might clean my rod, I might get my line out; but meanwhile, what I'm doing out of the corner of my eye is watching what they're putting on their hook. **I'm looking for the guys who are doing it best, and I'm looking for a way to improve on what they're doing.** That way, I get more than my fair share of fish. And here's what's really cool: on the Internet, spying on your competition is not only easy, it's completely legal. All you have to do is order something. Yes, I know — at first you might have kind of a gag reflex from that. "You mean I'm going to give my competitor my MONEY?"

Yes you are. Every business has weak spots that they don't cover well. If you buy from your competitors, you can study the processes they use to make the sale, take orders, and support

their buyers. Call and ask get some questions answered; tell them, “I’m having problems with your product.” See if they get back to you quickly, and if they have people who know what they’re doing. **The idea is to go through the whole process and study it to find the weaknesses.** Addressing those can become part of your USP — so you can dive right into that lake and pull out barrels of fish.

Now, I buy things all the time for more money than I have to buy them for, because I’m buying from people who make it easier for me to place an order quickly, or who I know deliver it faster, or who I know I can trust to fully support me if I need help. Those are things I’m always looking for — and guess what? I usually have dozens of choices for almost everything I buy. It’s rare — almost never — that one company offers all the choices. **So look at the competition and see what they *don’t* offer.** *That’s* what you play up as your USP. That’s where you can shine.

If you asked a bunch of experts what marketing is, you’d get a lot of different answers. **But the one thing I think everybody could agree on is that marketing is about differentiation.** What is it that’s different about your company? What makes you unique among your competitors? Now, the truth is, if you ask people that when they’re first getting started, they’ll probably say, “Well, there’s really nothing that much different about my company.” Or they don’t know the answer; there’s lots of confusion. **But the secret to the USP is that you *create* it; it’s not just something that happens.** You create your own uniqueness. You can recreate it as the market changes, too — but that’s another story. The market is constantly in flux, of course, but the bottom line for any USP is that it derives from a deep understanding of your core group of prospective buyers. You study the things they want the most and aren’t getting enough of from other companies.

Some of it's a little subjective, of course, so there's no perfect answer. This is true because people themselves are all unique, and they tend to buy in a vacuum — so sometimes they really can't tell you what they want anyway, because they buy from such an emotional perspective that it makes it almost impossible for them to put it into words. Why they give some people money and don't give other people money isn't clear even to them. **So it does require an intimacy with your marketplace.** And when I say intimacy, I'm talking about a deep understanding of the competitors who are already serving that market, and especially of the people you sell to: what they want the most, what turns them on the most, and why they buy what they buy.

I never believed that more than when I read Sam Walton's statement that he'd probably spent more time in K-Marts than anybody else in the world. He also held the esteemed honor of getting thrown out of more K-Mart stores than any other human being. In the beginning he'd walk through the aisles and write down the prices on all their items; and when he would take his family on a vacation, it used to just bother the wife and kids so much because they'd have to stop at every single discount store wherever they went, and it would take them five times longer to get to their destination. **The Internet makes it even easier to do this kind of gentle corporate espionage.**

Here's a good example. Nowadays my wife's got a wireless printer, so I'll sit there on the couch and scroll through all these websites — and when I find a really cool one, or see that somebody's done an awesome job of writing great copy, I hit the print button. The printer's about 30 feet away, and by the end of the night I've got a big stack of websites all printed out. I might borrow a little from this one, and a bit from that one — and *boom*, I've got some phenomenal sales material, and it was all borrowed. Not really stealing or plagiarizing; I'm creatively

borrowing just a little from a whole bunch of really smart people, who probably did the same thing I'm doing.

A few years back, Chris Lakey was getting ready to take his son on one of those guided fishing trips for his 10th birthday, so Chris did some research on the guides who were available at the lake they were going to. He realized that one of the things some of them have figured out — not all of them, interestingly enough — is that they can market themselves effectively on the 'Net. You can see which ones sort of get it, though most are making a lot of mistakes in their websites. Now, this lake that Chris and his son went to is gigantic. You look at it on a map and it takes up a lot of land. And you're thinking, "Okay, I'm clear up here in this point, but what if the fish are way down here?" Fish move around the lake, depending on the weather and the time of year; there are all kinds of variables determining which part of the lake the fish are going to be in at any given season. They're kind of like customers for whatever we're selling. In fact, it's funny how many similarities there are between fishing and marketing. I hesitate to refer to customers as fish, because it sounds negative, but I'm just trying to paint a picture in your mind.

A handful of the guides, at least, have figured out that they should tout the fact that they've got big motors on their boats to get you to the fish faster. That's a good benefit to emphasize. They also say they can show you exactly where to fish, because they've been doing it for 30 years and they know the lake like the back of their hands. If you're there on the third Tuesday in November, they know where the fish are. If you're there on a Saturday in August, they know where the fish are then, too. If you want to fish for catfish, they can tell you the best locations for those, or they'll show you the best places for bass. The ones who are doing it right know their lake intimately, because they specialize in it. They have a unique selling position to show you, a person who knows nothing about the lake. They can make it

clear to you why giving them a few hundred bucks to let you go with them, as opposed to just renting your own boat or fishing on the shore or off a dock somewhere, is worth your money. Now, it doesn't matter whether you're talking about a lake fishing guide, or selling business opportunities: You've got to show your customer what you can do for them, what you can offer that's unique to you. Tell them; don't assume they know or could figure it out. You've got to specifically answer that question of why they should do business with you over everybody else.

To go back to fishing, I would hope that if I'm out on the boat with my guide and I look to my right and see a whole bunch of boats where the fishermen all seem to be reeling in the big fish, then my guide would stop, too. I would hope he wouldn't go, "Ah, they're all fishing there, so let's go over here. Look, there's nobody over here." No, *get me where the fish are!* **In business, you want to get where the customers are. So don't be afraid of competition in your marketplace, because it simply means that there's business being done there.** Once you've established that, you want to find a way to separate yourself from everybody else, so that when people are choosing who to do business with, *you* stand out. Your USP gives you that advantage. **It gives your customers a reason why choosing you is a better decision than choosing your competitors.** You all can be fishing in the same spot and all catching fish — but hopefully, you're catching the most, and catching them more often. That's what a good USP can give you.

Offer a Strong Motivator

Many products and services can be sold just because people want to avoid a negative situation. In fact, I believe that with a little creativity, *every* product or service can be sold this way. I told you about the value of the PAS Formula in the

last chapter — Pain, Agitation, Solution — and I want to re-emphasize it in this one, because it's such an easy, powerful way to market. I don't care if you've never written a sales letter before in your life — this is one technique that makes it easier. **That's because people have been proven to do more to avoid pain than to gain pleasure.** Marketers love this method, because the great lengths that people will go to avoid pain are simply amazing. Yes, if you tell them, "Do this and you'll receive great pleasure down the road," that's a strong motivator — but not nearly as strong as, "Don't do this and your car will stop running, you'll crash into a tree, your boat will sink on the lake..." whatever might logically occur if they don't take the action you're proposing. It has to be a real possibility, of course.

Find out what they're focused on today, and then point out that it's only going to get worse if they continue to ignore it. There's the agitation. Then you tell them what you want them to do to solve the pain — and offer the solution. **It's even better when you can point out how bad things will be if they don't do what you're suggesting.** I love this angle, and it's used so much more rarely than the standard "you are in pain." I saw a great sales letter that the guy wrapped up by saying, "You know what? You can decide not to buy this program, and your life is going to be the same as it was yesterday. I'll still eat steak either way." I thought, *Oh, that's almost chilling. He's saying that if you're unhappy, that's probably why you're reading this letter. You're going to be unhappy still if you don't take action — and guess what, he doesn't really care. He's going to eat steak either way.* **When faced with a statement like that, it's now their decision.** You actually hand it off to the prospect; at that point, you make it their choice to take action and do what they've told themselves they want to do — or sit there and stay like they've been, which is really painful for a lot of people.

Another example is a commercial for auto insurance I came

across recently. This is the most amazing thing; it caught my ear when I heard it, and I had to watch it. They now have free coverage for *pets* involved in auto accidents. At first I couldn't figure out why anybody would let their pets drive in the first place, but let's just assume they were talking about pets who were riding with you, okay? They focus on the fact that statistically, an accident is going to happen one day. Just figure it will. And if you're driving with your pet, you're putting your pet at peril, too. Then they focus on how much you care about your pets, and the fact that, until now, no one's offered comprehensive pet coverage on auto insurance plans. But guess what? When you buy theirs, it's automatic! That's an unusual way of using the prospect of pain to sell insurance; though when you think about it, all insurance is sold on the prospect of pain. No one ever sold insurance *after* a tragedy. They make their money betting against it.

If you want to use the PAS Formula (and I do recommend putting it into play), **ask yourself: how will your prospect's life get worse without what you sell?** What added pain are they going to have if they put off buying from you? I even saw one person who calculated the amount of money you're going to lose every day by *not* buying his business opportunity. He told the prospect, "Look, if you put it off a month, you're going to lose this much; you put it off two months, you're going to lose this much." He's calculating for you the money that will slip through your fingers if you don't buy his product. That's powerful. **Are you willing to leave that money on the table for someone else to grab?**

Be sincere, and once you've identified the pain, twist the knife a little. Point out how this pain is also going to affect other aspects of their life, the other people in their life, their entire being. **And then offer the solution: your product.** People will always do more to avoid pain than to gain pleasure; we all know

that. And pain is measured in different ways. Remember the old Charles Atlas ad you always saw in comic books, with the bully kicking the sand in the skinny kid's face and ridiculing him? There's a form of pain right there: embarrassment. If you're selling a product like that, you could focus on the fact that you'll get more girls, you'll have a better love life, you won't be embarrassed to be seen on the beach. That product sold well for about 50 years. **So think about the biggest pain that could potentially occur if somebody doesn't buy your product, and run with it.**

Now, I realize that many marketers are afraid to push it that hard when it comes to making a sale. They don't want to offend people, they don't want to chase people away, they don't want to scare people, they don't want people to feel high-pressured. **But if you have something that can legitimately help people and make a difference in their lives, then you have an obligation to push it hard.** If you're not trying to do everything possible to get it to them, you're doing those people a real disservice. So, assuming that you're selling something that really can deliver the value you ascribe to it, you'd better be using every possible sales technique, including the PAS Formula of peeling back that scab and rubbing in as much salt as you can. Get people to see the hearse backing up to their house, or whatever you have to do, to get their pain out in the open. Only then can you help them avoid that pain.

You do have to start with the premise that people just don't buy what they don't want. You *can*, however, persuade someone to buy something that they want just a little. You can turn that little want into a *big* want if you play your cards right. There are varying degrees of want, and someone who just has a small desire to own something isn't as likely to buy as someone who has a strong desire to own something immediately. **But you can stoke the fire of that want into something bigger, and**

one of the ways you can do that is through pain. Sometimes you just have to open things up and show them the pain they're in — or ought to be in — and show them why you solve it. That's your job as a salesperson, as a marketer.

And the deeper the pain, the more likely they are to seek an immediate solution. If someone's uncomfortable because they're in financial ruin, you want to make it clear to them that they're in a lot of pain. Rub in the salt. **Now, you're not doing this to make them feel bad; it's only to make them realize how much they need your product.** You're setting up a cognitive dissonance between what they're experiencing and what they want — which is fine, because again, you've got a simple solution to that problem. It doesn't do any good to rub salt in someone's wound if you can't offer a solution; then you're just like the bully down the street. **You don't want to point out someone's pain unless you have a solution for it.** That's not marketing, that's torture.

The reason you're able to legitimately point out someone's pain and rub salt in it is because you're right there saying, "Hey, I recognize your pain, and you're in a good position here because you found me. I've got the solution to your pain." If you're in the business opportunity market, the pain might be that people are struggling to pay their bills; they're into debt up to their eyeballs. The solution is your business opportunity, which could help them make money fast and thereby eliminate their financial problems. If you have a health product, maybe you've got something that alleviates people's physical pain. You can rub in the pain that they're experiencing — maybe they've got joint pain, or they suffer from arthritis — and then you can unveil your pill or potion that cures them of that pain.

Whatever your product is, the people who are buying that kind of product are in some kind of pain. They've got some kind of problem, or something they need cured or gotten rid of. If

you're a homeowner and you've got termites, you've got termite pain, and you need someone to come fix your termite problem. There are all kinds of pains and problems in all marketplaces; you just have to figure out what the pain is in *yours*. Then you agitate it and offer the solution. That's a much more effective place to be in than to just talk about the benefits of your product outside their pain. **When people are in pain, when they're struggling, they want a solution and they want it *right now*.** If you can solve that pain, you've set yourself up for a quick decision from the buyer.

All it takes is showing them that you're the best person to alleviate that pain. If you can do that, you stand a much better chance of getting that person to give their money to *you* instead of the competition. **And again, you only sell people what they want.** They're either going to buy from you, or they're going to buy from somebody else. You want them to buy from you, so show them why they should. Since they're going to give their money to somebody, they might as well give it to you.

If you believe in the product, if you're honestly convinced that product will ease their pain, you're not being cruel to rub it in; you're just being deadly honest. You're motivating them to solve the pain. It's kind of like mixing the sugar with the medicine. **You're making them take action, and you're helping people.** It's no longer cruel at all; it's beneficial. As the song says, sometimes you have to be cruel to be kind — in the right measure.

CHAPTER FIVE:

How to Recognize a Powerful Opportunity



If you're out there struggling in the marketing field, and you're wondering if you'll ever succeed, I want to let you know that you're not alone. All successful marketers have been there; very few of us are successful right out of the box. I myself know the pain of struggle; I've told you about how long it took for me to hit the entrepreneurial jackpot. I also know, from experience, that all it takes is the right idea at the right time, offered to the right people with the right implementation, to make millions and millions of dollars. **The trick, of course, is to recognize the right opportunity when it comes knocking.**

In this chapter, I'm going to do something unique to this book series so far: I'm going to talk about a specific business opportunity that my partners and I, including "Young King Midas" Eric Bechtold, are currently involved in. In fact, Eric's the driving force behind this program. I'm doing this for two reasons: first, because I honestly believe that it can bring you the riches you're looking for; and second, because it serves as an excellent example of a powerful opportunity, and you can use the pointers I'm going to outline here to find *other* powerful opportunities. **Think of it as a template to help you weed out the plethora of weaker biz opps lurking in the marketplace.**

I'll also reveal a little more talk about what goes on behind

the scenes at M.O.R.E., Inc. and the Direct-Response Network (DRN) when we're choosing our million-dollar opportunities. How do we find the right ones? How do we exploit them? How do we take advantage and make the most money with them? We've got a lot of experience doing this; I wouldn't say we've gotten it down to a science yet, but the truth is that we've been researching and implementing business opportunities since 1988. Since then, we've raked in \$114 million, so we must be doing something right! That being the case, let's jump right in with the secrets.

Begin with the Right Opportunity

This may seem blindingly obvious, but you couldn't tell that from some of the investments I've seen people make over the years. As I've said so many times, common sense isn't common at all.

Finding the right opportunity is quite simply where it all begins. There are so many opportunities available that doing your due diligence — that is, studying each prospective opportunity from every possible angle — becomes critically important before you invest your hard-earned cash. If you start down the wrong road you'll waste time, energy, and money, and end up disheartened and frustrated. **Remember the concept of opportunity cost: every bad opportunity you pursue leaves you unavailable for a good one.** It's crucial that you take care, study the possibilities closely, and start with the right one from the very beginning. That makes your job so much easier.

One thing you should *always* do is find out whether or not other people are making money in the opportunity you're considering. Now, many marketers prefer to do things that are leading edge, cutting edge or brand new; and yes, those are fun and exciting, and they can help you succeed in some situations.

HOW TO RECOGNIZE A POWERFUL OPPORTUNITY

But if you want to get involved in something that's almost sure to make you money, **join a proven opportunity that's already mature, one that offers incentives for you to succeed.** The new project I'll be talking about in this chapter is a good example: it includes everything you need to get going, from the front-end sales material to the back-end package. It's easy to profit almost from the beginning — and in fact, one of the things that attracted us to the opportunity is that it's already spawned a couple of millionaires since its introduction a few years ago.

The lesson here is to find something that's already working on a master scale for other people, one where the potential is very, very high. When we find something like that, we know that when we bring our marketing know-how to the picture, we'll be able to do much better than even most of the winners are already doing. **When you see other people making money in spite of obvious mistakes, and you know that you can do better, that's when you should realize that you've found an opportunity that has the potential to make you rich.** That's the secret weapon you can start using right from the start.

Now, I realize that a lot of people want to get out there and be the first to market something; that's human nature. People get excited when they realize it's brand new and nobody's ever sold it before. **But from my way of thinking, you really don't want to take a risk on something unproven, especially at or near the beginning of your career.** You're much better off getting involved in something that's already been proven effective, **then building off it in your own unique style.** Let the pioneers go out there and get scalped. *You're* looking for opportunities that are already growing concerns, along with ways to make those opportunities better — ways to build a more effective, more profitable mousetrap, if you will. That's exactly what we've done again and again at M.O.R.E., Inc.

Now, let's take a look at the sample project that we're

involved with, a project that I think could benefit you as well. It's called *Global Resorts Network*. GRN is a powerful opportunity; there are people already making hundreds of thousands, even millions of dollars, with it, and yet none of those people have the system that we've developed. We and our partners homed in on GRN for a few simple reasons. The first is that GRN is a timeshare solution — it's a network of communities and timeshares and resorts, about 5,000 strong. The resorts are located mostly in Europe, Mexico, Canada, and the United States.

The network basically works like this: Instead of somebody buying into a timeshare for up to \$30,000, you pay a maximum of \$3,000. There are other, lesser membership levels, but if you come in at the \$3,000 level, you get a lifetime membership and you can utilize these resort communities for as little as \$298 a week. Instead of paying all of this money up front, you pick and choose where you want to go, and you don't get locked in to all these crazy timeshare nightmares where you have to pay maintenance fees, property taxes and such. Just about everybody loves timeshares, but they don't like all those problems that come along with them.

When we were testing this product, we introduced it to a room of 30 people, half of whom already owned other timeshares. Of those 30 people, 23 signed up right away, making us \$69,000 from the get-go. Testing like that is how we see how hot a product is, and whether it solves a problem within an existing marketplace. The fact that this product was purchased by so many people who were *already* paying money for timeshares, despite the problems, showed us how valuable it is. They were practically throwing money at us to get involved in GRN! That's one of the first things to look for in an opportunity. **When somebody's excited about it, and that much money is exchanging hands that quickly, then you can *really* make explosive things happen.**

Glorious, Glorious Compensation

That leads me to the second thing you should look for in a biz opp: excellent compensation. Here's where it gets even better, especially for those who are excited about making money. This company actually pays you to bring people in. Let's say you enrolled someone, the way my colleague Eric Bechtold enrolled me a while back. Well, if you do that, the company will give you \$1,000, send \$1,000 to your upline, and it keeps a \$1,000. So it's basically a three-way split. **Imagine this: We get you in, and plug you into the same marketing structure that we're using to recruit our people. Every time you bring someone in, you can make as much \$1,000, and we do too.** So we have a vested interest in making sure you're recruiting a ton of people — but here's where it even gets better. Once those people are starting to recruit people, guess where the extra \$1,000 goes? *Right into your pocket!* Now, that's a damned good deal.

We can create an army of individuals under you, and hope you start doing duplication on a 100% scale with \$1,000 commissions rolling up to you. The way the compensation plan is structured, it's kind of a hybrid one-up program. **You can actually get paid \$1,000 commissions infinity levels deep within your organization.** Does that sound like a good deal? Well, we've also got plenty of sales material that you can use to make it better. You can find a little video about how the program works if you'll go to <http://www.timeshareriches.com> and enter a two-part code on the entry page. **Enter “more” in the first half, and the code “2010” in the second.** That'll get you into a sneak preview, where you can review the compensation plan for yourself. Being able to make money on the actual business opportunity side and then make \$1,000 commissions is kind of like the icing on your “get rich quick” cake, you might say. This is the kind of one-two punch that should grab your attention.

There are so many opportunities out there where the *only* reason people buy the products or services is so they can get involved in the business opportunity side. Nobody really wants the product! Those who have been involved in multilevel marketing (MLM) or distributorship opportunities for a while have seen a lot of them come and go — and you’ve seen a lot of them get shut down by the government, too. Now, back 20 years ago I used to think that it was wrong when the government came and shut these companies down — but that was 20 years ago. Nowadays, I know exactly why the government does it: because, in large part, they’re just scams. There’s no real product in most cases; and if there is, the only people buying it (and I do mean the *only* people) are the ones selling it.

When you’re doing your due diligence research, **look for a product that provides real, solid value.** Ideally, it should be so valuable that people will buy it even if there were no business opportunity involved. **It needs to be both legal and moral, too.** Who wants to get involved in any opportunity that feels risky, one that just might get shut down by the government because it’s an illegal buyers club, a Ponzi scheme, or some other scam? **You’ve got to look for long-term value.** In the example I’m using here, we had 100 people involved before we really got rolling — and some of them weren’t interested in it as a business opportunity at all. They were interested in it because it’s a terrific deal, and to this day, a portion of the people we attract sign up for the same reason. They just want the timeshares, that’s all. That’s a good part of the long-term appeal.

By and large, Americans want to see two financial outcomes in their lives: **They want a way to *make* money, and they want to *save* money.** The best products, services, and opportunities must do both of those things, as GRN does. Most can’t. A lot of opportunities are good at doing one or the other... though to be frank, most don’t do either. There’s a lot of crap out

there, and everybody knows it. **So again, you've got to look for people who are already making money.** Almost certainly, it has real, solid value.

The Value of Good Support

Next up: **look for situations backed up by right people who offer the right kind of help when you need it. You know, we all should be in business for ourselves, but never *by* ourselves.** At some point, everybody needs help, everybody needs support, and it's not just the people that are brand new to this business, either. I've been self-employed for over 20 years now, and I still need all the help I can get. If nothing else, I still need people to help motivate me, to inspire me, to help me see things that I wouldn't normally see on my own. Who wants to just do anything all on their own? That's boring, and it's too easy to get burned out if you try it.

One of the things you need to remember is that building these marketing structures and coming up with excellent products and services is a lot of work — but it's fun, too, when you partner with the right people and build the right team. Every little piece of it is very important; and I honestly couldn't do it if it wasn't for the fact that I was having so much fun. I think that's true of most of my colleagues as well. And the fact is, I *wouldn't* be having fun if I were in a vacuum, trying to do it all on my own. That's a surefire recipe for disaster. Let's use GRN as an example again: working with our partners, it took us over three months to really hone everything and get it to the point where we were ready to introduce it back at the end of 2008. And then — just to give you an idea of how sure we are about it — we put over \$100,000 into test marketing it so that we'd have a big team to hit the marketplace with.

So there's a lot that goes into any worthwhile opportunity

— but I'll tell you, every day I get up, it's fun to take another step towards a big goal and a big payday. **I love making other people money and building systems that do that!** I love hearing people on conference calls or at seminars and workshops tell me how much money they're making and how they're just having a great time. It makes it all worthwhile. If it weren't for the other people involved, it would be all for naught — it really would.

I think that's the real joy in life: working with other people and giving them a hand up if necessary. **You can never help someone else without helping yourself in the process, assuming you're truly sincere.** If you really do care about people, and you really do want to help them and want the best for them, then you get excited when they're doing well, and you want to encourage them. **It all just comes right back on you.**

So look for an opportunity where it's clear that the people involved are as interested in helping you as in helping themselves. That's what it's supposed to be about. Everybody *claims* that their opportunity is all about people helping people, but in most cases, what you really see is the people at the top exploiting everybody else. Those of us who've been around the block a little have been lied to, scammed, and ripped off multiple times. Oh, all the people offering you these schemes claim they do it to benefit others, but it ends up being something else entirely. You have to be very careful to avoid such scams. Examine your opportunities closely, and see what other people are saying about the support. **Do your due diligence — don't jump in there blind!**

Personable Presentation

Another thing to consider when seeking out a good opportunity is to look for one that draws people in quickly

and keeps them interested through the introduction process

— or, at the very least, one that you can wrap an interesting presentation system around. Our colleague Eric Bechtold, who introduced us to GRN, is a master at presenting. Instead of a sales letter, for example, he's created a flip chart to help sell the product. He's one of the first in our field to hit on what I believe to be a major trend. People aren't reading sales letters like they used to. We used to joke at M.O.R.E., Inc. that in the future, our sales letters would just be comic strips. And it's not just because people are illiterate or anything like that; I think it has more to do with the fact that people are bombarded by so much competition out there. **They don't have time for it all, so they've built up shields that make them immune to advertising messages.**

If you go to that <http://www.timeshareriches.com> website and enter "MORE" and "2008" in the fields, you're going to see a crazy-looking doctor with a stethoscope around his neck. His mouth is hanging open like he's dismayed. You're seeing part of what people are exposed to when they're going through the back-end package; it's part of the process. The headline says *"You Don't Have To Be A Doctor To Rake In The CASH... You Just Need To Discover The Right Opportunity!"*

So we have this doctor who's just shocked; he went to med school for years, and here we have high school drop-outs who are making six figures with this program already! We did our research and found out that the average anesthesiologist — one of the most highly-paid doctors — makes about \$400,000 a year right now. And right from the beginning we had a person who had already made over a million, in 12 months, and another who made \$750,000 in *seven* months — almost double what a top doctor makes in an entire year. And you don't have all the headaches and hassles a doctor has to deal with these days. You don't have to pay for all that malpractice insurance. We back

that up with these excellent flip charts of Eric's, a great audio, and several excellent videos. What a great way of taking somebody from cold to hot!

And really, we're not taking people straight from cold; by then they're kind of lukewarm, because we're using a two-step marketing method. **In our up-front letter, we get people to pay a \$27 fee to get access to the back-end package. This is what's called a "self-liquidating lead."** What that means is that our goal is to have enough people pay for the \$27 package to help cover the cost at the front-end as well as, ideally, the cost of the back-end package. It should make sense to you that if enough people buy that \$27 package, we can use that money as a way of putting all this nice packaging and everything together on the back-end, without them having to spend out of pocket. This is something to keep in mind whenever you get involved with an opportunity and are poised to spend some money on your marketing.

These days, you need to put together a nice, big package too; it takes quite a bit of information to give people everything they need to know in order to take action. It's really hard to get somebody to take your desired action if you only have a couple of pages to do it. So in this case, our front-end letter is no slouch. It's nine pages long, in fact — a nice form letter that tells the prospect everything they need to know about why they can't afford *not* to get their hands on this sweet \$27 package. **Then we add all sorts of things like risk reversal, where they can request the package and, if they're not 100% satisfied, they can get a full refund.** We're so sure that this is the ultimate opportunity that if they request our back-end package, go through it and don't believe it's perfect for them, we'll give them their twenty-seven bucks back.

When you get involved in a business opportunity, you have to put your neck on the line to succeed — which means you'd

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better be absolutely sure of and convinced about what you're promoting. When we started out with GRN, we dropped about 100,000 packages in the mail in just a few weeks just to see what we could do with it. This is a much smaller scale than we'd use if we were sending out this big back-end package and having to pay for CD's and all that stuff up-front. But still, it cost about \$100,000.

Now, could you imagine if we sent out a big package right away, stuffed with all the goodies we're going to include? It would cost us about \$5 on postage alone — for each package. That would be \$500,000 plus right there! But by using two-step marketing, we cut that cost to \$100,000 to send it to the same group. That's a much better way to reach a broader audience and better qualify your people. Then you can spend more money working with those more qualified people, knowing they're more willing than most to purchase what you're selling; after all, they sent you \$27, didn't they? **That's really the trick and the power behind two-step marketing.**

Everybody on the available opportunity mailing lists — and there are millions of them out there — thinks that they want to make more money, or maybe they've taken some action in the past to buy a moneymaking product. **But you're looking for people that are ready for it *now*, people who have come to *you*.** Here's the thing to keep in mind as a marketer... and this is a multimillion dollar secret here, because most people don't realize it: **You never, ever, want to be chasing after prospective buyers.** You only want prospective buyers chasing after *you*. **Whoever's doing the chasing has less power than the one being chased.** The reasons that two-step marketing works so well are, number one, it separates the more serious, better-qualified prospective buyers from the larger group; and number two, they feel that they're the ones coming to you, even though you initially sent something to them, or they responded

to an ad.

You have to understand that people hate to be sold anything. We all do; think about it. The last thing a person wants is dealing with a pushy salesperson who's trying to cram something down his or her throat. **But ironically, everybody loves to buy.** So what's the difference between selling something and letting somebody buy? **It's simply that the latter lets the buyer feel empowered, that he or she is the one in charge rather than you.** It's letting other people feel that they're the ones making the choice. That's really important.

So let's recap. First and foremost, you choose the greatest opportunity with the right people, at the right time. Second, you're looking for prospective buyers and letting them come to you — and you're doing something to pre-qualify them. And then, third, you're making an exciting sales presentation to them that draws them right in.

With our GRN campaign, before we even created our easy-to-follow flip chart, we tested the presentation in formats like a teleseminar and a conference, to really hone it and find out what people respond to. Then we bottled that presentation and produced it professionally with music, transitions, and all sorts of great stuff that makes it interesting to listen to. Think about how proven this sales message is: In the test alone, 23 people signed up out of a group of 30. That's almost an 80% response rate for a \$3,000 ticket. And let me tell you this, that almost never happens. I've told people in the business about this, and they look at me like I'm one of those fishermen who talk about the big fish that got away. Well, it blew me away, too.

An offer is made up of a lot of things. It's not just what you're selling; it's the excitement that's built around it, it's the way that it's communicated, it's the bonuses and all the extras — it's the way all these things come together to make magic. **I like**

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to compare it to a symphony. When all the music from the various instruments comes together and blends, it can move the emotions and stir people to action. It's the same thing when you have a good offer and everything is working perfectly. **It becomes irresistible: People want it so much they just can't stand it.**

To really hit it out of the ballpark, you need an irresistible offer that's been bottled in such a way that anyone can use it to make money. So many people in this business make the mistake of thinking everybody's a sales person; but the truth is, not *everybody* can communicate efficiently. That's why a lot of people fail. You can have a good opportunity, or a good offer, but when it comes time to communicate, you end up putting your foot in your mouth. **Fortunately, a good marketing structure can turn the most mediocre salesperson into a superstar.** You're not using your own abilities or lack of ability, so if you have a hard time communicating opportunities, you're effectively leveraging somebody who knows what they're doing. **It all boils down into creating a system that's duplicatable.** People aren't duplicatable, because everybody has their own skill set. But if you have a system that bottles a proven program, a proven presentation that gets that irresistible offer and effectively communicates it to others, then *anybody* can hit a home run. **That's precisely what we've built here with GRN.**

A Detailed, Proven System

There are no guarantees and promises in business; after all, business by definition carries risk. And yet, you can't deny that the people who get involved with the right opportunity at the right time, with the right people, with the right implementation scheme — what I call the four cornerstones of wealth — tend to make piles of money. No, it doesn't happen every time, and

we're not promising that anybody's going to make millions of dollars, or any specific sum of money with GRN or any of our other business opps — because it's immoral, unethical, and illegal to make such a promise. That's not how we operate. **But we firmly believe that every element is in place here.**

And I do want to keep this chapter educational in nature, by the way; I don't want it to be a pitch program as such. But I want to look you right in the eye (figuratively, of course) and say, "Look, if you miss out on this thing, if you don't get involved with us on this deal and you find out three years later that if you would have we could've made you hundreds of thousands or millions of dollars — well, you're going to feel so terrible that you're not going to be able to live with yourself." **That's the kind of opportunity you want to get involved in or evolve yours into — so that people will want to check it out.** People are very skeptical these days, and it makes sense to be, frankly. If they're not, they're likely to hurt themselves big time. We hear about people getting scammed out of their money all the time; it's in the news constantly.

It's up to you to do your due diligence, and part of that is making sure you're involved with people who not only have plenty of integrity, but also a good, proven track record. You need to be working with people who try to think through, in advance, every possible problem or every weak area, rather than the kind who are willing to throw a bunch of mud against the wall knowing some of it's going to stick. The people in charge need to cover every little thing, because **it's all part of developing a system that'll work for everybody.** As I've told you, with GRN, it took us three months just to get to the point where we were ready to start mailing. Most people would've thrown an offer out in the mail immediately to see how it worked and *then* built a structure around it. Sure, that's one way to do it, and it works well — once you have some experience in this field.

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But if you're just starting out, you need something that will work from the very beginning — so you need to be very, very careful and check everything out before you jump in. Before we got started in this opportunity, we confirmed the income claims I mentioned earlier — that \$750,000 in seven months for one person, over a million in a year for another (two, actually) — with the CEO of the company. We made absolutely certain of those before we put the information into our up-front sales letter. **All this is documented, so I'm confident in our marketing ability;** people are already making ridiculous amounts of money. That's what really spurred us on.

And we've innovated a few things in this program that we've never done in any project. For example, as people request the front-end package on our website, our system knows who they are, which is something I've never seen anybody else do. Even before they enter their email address, or any other information, it's already going to know who they are. That's great, because if you're working with us it's going to tell you, "Hey, one of your prospects has already gone to the website. Here's their information." **It captures it all and gives it to you.** It's a technology I've never seen anybody else use, and if they aren't already, people will soon be imitating us, now that they can see how much money this is making. After it shows you what's going on, it shows you who buys the \$27 package. Then it shows you where they're at in the sales cycle. So if they looked at the website it shows you that; if they look at the website and watch the video we just sent them to, it tells you that. Anywhere they're at in the process, and every time some little activity happens within the sales cycle, it actually emails those people. **What I call this process is "event-triggered auto-responders."**

So they're systematically moving through the process. Now, the site I've mentioned here several times isn't going to

track everything; it's a bit different. But if you came through our whole marketing structure it would send you a quick email from Eric Bechtold, our partner, that goes something like this: "Hey John Smith, this is Eric Bechtold; I'm excited you took the time to watch those videos. You've gotten all the way through the program so far. I know you know how powerful this thing is." **That's the kind of personal attention every prospect gets when moving through this process — without anybody ever lifting a finger.**

It took a lot of time, programming, and money to develop a structure that's that honed and ready to go. But that's necessary for a superior business opportunity. If you want to move the masses, if you want to make a lot of money very quickly, you should dot every "i" and cross every "t". Most people don't have the resources, the wherewithal, or the know-how to program something like this. When you find somebody who does, who offers you this kind of program, you need to grab it.

Here's another example of an innovation that we've built into the structure of our GRN offer. Remember how I mentioned self-liquidating leads earlier in the chapter, and how you can use a two-step approach to pay for your back-end packages? Well, out of the \$27 that a person puts into this marketing system to move through this process, **\$10 rolls into an advertising account right under the person that prospect belongs to. This ongoing advertising fund is constantly and automatically replenished.** So let's say you put a little money into the advertising to get it started. Those \$27 packages going out create \$10 worth of credits. So if you have \$500 worth of credit there, the next time you do a mailing, the \$500 comes right off the top. It's as easy as that. **It allows you to perpetuate that same marketing budget to move your business forward without shoveling in money constantly.** That's the kind of

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thing you need in any program you get involved with — ways that can keep you moving forward with a minimum of effort.

Let's say you bring in five people using this marketing structure. Well, they're going to get involved in the same marketing structure; because they saw the whole process, they know how good it is. Even if someone's not that excited about the timeshares (which a lot of people are, by the way), they may get excited about the marketing structure and how much money they can make with those \$1,000 commissions. You're getting a nice commission too, of course. **If you get 10 people in using the same structure, and if you can just get each of those people making one sale a week, that's an extra \$10,000 a week for you.** And they're going to keep marketing, because they've got credit rolling back in. They're going to continue to get aggressive, so those 10 people may turn into *100* people in your downline. When you've got a perpetuating marketing budget like this, you've got a great advantage.

Self-perpetuating systems like this are difficult to build — but when they work, they're incredibly profitable. If you find an opportunity with a proven, perpetuating system like this embedded in it, seize it with both hands and don't let it get away! **A system like this helps make the program bulletproof** — and it shows that the people running the program have taken the time to think things through in advance, and to help people make money long-term. You see, people don't usually discipline themselves to profit hugely with a program — even when they make money, they don't discipline themselves to putting back a certain percentage of that money into more advertising that makes them *more* money.

Think about this, too. Let's say you did a marketing push, and got 10 active people signed up. Well, your marketing dollars aren't just your own anymore. Those people can make you \$1,000 every sale — so now that they're going to be promoting,

your marketing budget just grew by a factor of ten! Some of these people may have a lot more money than you do in their marketing budget; some people may have less, but the point is that every time somebody's added, you're not just relying on your own marketing budget anymore. **You've got other people's money (OPM) working for you.**

And that's another key to wealth: **You always want to get involved in a situation where you can leverage OPM.** You almost always have to start off by leveraging your own, but if you keep with it, you get to a point where money is coming in far beyond your own efforts, with generation after generation of people coming in using the structure. That's what you want to get involved in. **If you want to get rich, you're not going to do it by yourself; you want to find a way to position yourself to make money well beyond your own efforts.** That's another cornerstone to wealth: OPM.

It's all about leverage. **The one thing that all rich people have that people who aren't rich *don't* have is leverage.** They have the ability to make money that goes way beyond their own time or energy, or even their own money. **It's not just other people's money — it's also making money off other people's resources of every kind.** That's exactly what we've got here with GRN. It's a tremendous system. For those who are just hell bent on being totally independent and doing everything on their own, it's the one to beat. That's the kind of thing you must have in any good opportunity you join — something that people look at and say, "*Oh my God!*"

The ideal opportunity puts large amounts of money in people's pockets for small numbers of transactions. If you want to make a million dollars a year, all you have to do is make a few large sales, and then make money off other people's income. **Perpetual motion — like the way a certain amount**

of money that comes in is allocated for advertising in our GRN system — is crucial.

It's All in the Game

Of course, even the best program isn't going to work for you if you don't keep moving constantly and learning the whole time from what you experience. That's another form of leverage; **the key to success is continuously getting better and leveraging the efforts and the knowledge that you've picked up along the way.** Once you plug into a program, you need to learn from it and build your knowledge base — even when you make mistakes, which you will, add that hard-earned knowledge to your knowledge base and move forward. **After all, you're never a failure until you give up.**

As always, I encourage you to go back and read this chapter again. My intention here wasn't to make our approach to GRN a pitch product, though of course I'd be honored if you would join us. My true intention was to show you what goes on behind the scenes with this kind of business opportunity, and what you should look for in a genuinely profitable program. **We know that the best way to teach is to teach by example.** When we set out to make millions of dollars, what's the thinking process behind it? Why do we do all the things we do? **What characterizes a great opportunity?** *Well, it finds the right people, it excites them, it follows up with them systematically and it gives them exactly what they need, when they need it, so that they can come to a buying conclusion without you ever getting involved.*

If you want to build a duplicatable model that everybody can use, it has to take the prospect out of the equation. It has to be designed to do a perfect job every time. It doesn't require you to know what you're doing, and that's good,

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because a big percentage of people who join under you aren't going to know what they're doing either — yet they're going to be making money and you're going to be making money. It's the ideal blanket solution for you and everybody on your team.

CHAPTER SIX:

Copycat Riches!



As the late, great Peter Drucker once said, **there are only two things in business that make any money: marketing and innovation. Everything else is an expense.** Now, the truth is that it *does* take a little bit of time to fully understand exactly how to use the basics, and sometimes you have to hear things many different times in many different ways from many different sources before they finally click.

Back in 1992, for example, we had a series of what we call Blue Jeans Millionaire seminars. I remember that there was a guy from Los Angeles who came to the seminar — a very intelligent man. He'd been in business for a number of years with a small business. All throughout the day, I must have said at least a dozen times — and I'm not exaggerating here, it probably *was* a dozen times in a dozen slightly different ways — that **the market for a product or service is much more important than the product or service itself.** That's one of my central ideas — and towards the end of the day, he literally jumped out of his chair and shouted, all excited, "Wait! I get it! *The market is more important than anything else!*" That just blew my mind, because that's what I'd had been saying all day long — and he finally heard it!

That's the reason why you might notice me repeating some

of the same things from chapter to chapter. Those things are fundamentals, and they're vitally important to your success. Now, I try to mix it up a bit; but the cynical among you might just think, "You're repeating the same thing over and over; give us something new!" Well, of course — *everybody* wants something new! We live in a society that's absolutely addicted to the new — yet in many cases, it's the old, tried and true stuff that really matters.

Hence the title of this next chapter: *Copycat Riches*. The foundation of *Copycat Riches* goes back to one of my favorite scriptures in the Bible: the statement in the Book of Ecclesiastes that there's nothing new under the sun. That's not entirely true (we do have lots of new things these days), **but in general the more things change, the more they remain the same. If there's one thing that's never changed, it's human nature.** You can always take comfort in that.

All these marketing principles we talk about are directed towards human nature. **Marketing begins and ends with the prospect.** It's all centered right there in the person we're trying to reach, the person we're trying to get to buy from us once and then rebuy from us again and again. **Marketing is basically a combination of math and psychology,** and the psychology behind human nature has *not* changed. In this chapter, I'm going to talk about things other marketers are doing that we can model after. I'm going to talk about things that are tried and true, things that will remain the same in this world that *does* change very fast.

The last century has provided us with tons of innovations. Think of the Internet alone — and yet, even the Internet is just another way to do something that's been around since the beginning of time, and that's communicating. So in essence, the Internet is a new way to do something old. And why not? There's no need to reinvent the wheel. Similarly, **there are all**

kinds of methods you can look to, and models you can use, to make money today using things that have been around, in some cases, for centuries. That's certainly true for DRM in its rawest form; it's a method of communicating that's been around for over a hundred years.

They say that pioneers get scalped; that is, in business, usually the ones who lose are the ones who strike out first in a new direction. Maybe somebody who strikes out first does something new and innovative; maybe that blazes the way for other people later on down the road. **But usually the people who make the most money are the ones following what other people have done, not those who strike out into new waters.** That's one reason we keep repeating these basic strategies and underlying principles. And here's another reason: even if you've heard some of them before, they may just hit you in a new way the dozenth time you hear them — as with the guy in our 1992 seminar. They hit me in a new way all the time, every week. You never know when or why something will hit you in a different way. Maybe it's the life stage you're in. Maybe it's something that's going on in your life this week that wasn't going on last week. Maybe you're just listening in a different way this week than you were before. At any rate, everything lines up and hits you differently.

The important thing is that once these strategies penetrate, you need to take them and actually implement them, because that's where the money comes in. It's not just in the listening; it's not just in the participating. It's not just in the attending of the workshops and reading these books, although all that's great and I appreciate you doing that — but I want you to get out there and actually use these strategies. **So commit to finding at least one strategy in the next chapter that you'll be able to run with, then put that strategy into action and start making money with it.**

It's all about marketing and innovation — and innovation is more than just about inventing something new, it involves finding all the best things that other people are doing and mixing them in a new way. **It's not about being a pioneer; it's about trying to find a new way to combine a whole bunch of old things.** That's what innovation is all about. That's one of the main things that makes a company money instead of costing the company money.

What I'm talking about in this chapter is the ultimate shortcut to get you moving forward. You see, a lot of marketers — in this business opportunity marketplace especially — get frozen. They don't know what to do at all, so they just stand there. It's something we often call “the paralysis of analysis.” People say, “I don't want to just copy what somebody else is doing. That's not original; that's no good!” But the reality is that it doesn't matter how original or how creative you are; if you're in business, it matters how well something works or how much money you're making. **It doesn't hurt to model yourself after someone else's success.** Of course, you don't want to copy people verbatim; **it's illegal to plagiarize or actually steal copy.** But you *can* take ideas here and there, and ways of doing things, and roll them into your own business model. You can take somebody else's idea and make it a little bit different, and use that proven strategy to continue to make money in a lot of different ways.

You need to start off by studying the marketing landscape and finding out who the leaders are in your marketplace. Who are these innovators? This works in any marketplace whatsoever, though of course the one I know best is the opportunity marketplace — so that's where most of my examples come from. In any case, you want to go out there and discover who the biggest and most successful company is in your market and find out what they're doing. What types of

products are they offering? What's selling? How are they communicating those products to the marketplace? Are they using direct mail? Are they using television ads? Are they using magazines? What are they doing?

Most of these guys have tried a lot of things, and generally what they're doing at the moment is what works the best. **By following the leader and copycatting, if you will, you can become rich — simply because you're following a proven model, a proven system, a blueprint for success.** Using the innovations of others (with the necessary tailoring for your business, of course) is an excellent way to get your business off and running — and to keep it running once you've gotten started.

What you need to realize is that at first, you're going to model these companies or their products and services pretty closely — sometimes as closely as you morally can without breaking the law. **You definitely want to put your own spin on things, of course, but that's easy enough once you find out what someone's doing — which means not just what they're doing right, but also what they're doing wrong, too.** One way to do this is perform a little corporate espionage. You don't have to sneak around to do this; it's a lot easier to do it legally and completely aboveboard. Sign up for their services; purchase their products. Ingest them, consume them, and test them in every conceivable fashion so that you can understand them at a deep level and effectively emulate not just what their selling, but their marketing methods and system. This is the quickest way to get in the game; but once you get started this way, as your knowledge of that industry picks up, you can come up with your own ideas and your own spins, and pretty soon it'll be *you* that other people are looking to as a model for their businesses.

Again, just start taking pieces from here and there and from all over the place and meld them together, and pretty soon you'll come up with something that's all yours (at least on the surface).

Maybe as a result, you're not going to feel like you're particularly original; **but by using a proven model, you're going to be light years ahead of most of the competition.** You're not being the guinea pig here; you're not out trying to forge the way through the wilderness for your fellow marketers. The time to do that is when you're already strong, so you have less of a chance of getting scalped. If you go into your business with the mentality, *Hey, I'm going to follow the leaders, the people who are already making the money*, you're going to save yourself from falling flat on your face by trying to be an innovator before you're ready.

That was the secret to our initial success here are M.O.R.E., Inc., besides the fact that we got a lot of help from Russ von Hoelscher (I've discussed this in other chapters). You've read our story: We started with \$300 and brought in over \$10 million in less than five years. **We started with a very strong familiarity with our market**, because of all the years I was a customer in that marketplace — when I was buying all the types of things we later got into the business of selling. Without realizing it at the time, I was getting a graduate education in opportunity marketing. I've talked about the importance of being a spy; well, I was the ultimate spy, because I was buying from all these companies. I was on their mailing lists, and I was constantly getting solicited for offers.

All unknowingly, during those years I had absorbed all kinds of knowledge. And I never throw anything away, so when I got ready to create our first little space ad in a magazine, I had all kinds of opportunities I was able to peruse over the course of a weekend. It was from studying existing ads that I learned how to design my own. Basically, sure, I was copying other people. And it's so much easier now! Talk about corporate espionage: nowadays we've got the Internet, and there has never been a greater tool for doing that sort of research. **I think everybody**

who owns a business should be a spy, regardless of experience. You should always look at what all these other people are doing — because all they're doing is copycatting, too. You have to realize that.

It all goes back to the limited repertoire that we, as marketers, have to work with. Look at it this way. There are only three primary colors: red, yellow, and blue. That's it. Everything else is basically a mix of all those. And yet from those three colors, you have an infinite possibility of hues! And look at a piano: it's got 88 keys white keys. But what people don't realize is that within those 88 keys, there are just seven notes — A through G, that's it. Of course, there are sharps and flats; those are the black keys. But in general there are just seven notes that can be repeated over and over again in delightful combination.

Another music analogy: You've got all these musicians who are getting paid millions to do what they do. Almost without fail, each of them started off by learning to play other people's songs. Then, in many cases, after years of doing so, they finally learned how to come up with their own sound. Even then, they're just using the same few musical notes in different combinations. I have a couple of friends who play guitar very well. I'm baffled as I watch them play the guitar, and think about the fact that, at most, a guitar has 12 strings — but most have six. And yet they can wring all kinds of sounds out of their instruments. **It's all in how you play it.**

The same is true in marketing. I've mentioned that Chris Lakey, my director of marketing, is something of an electronics junky, who reads a number of blogs that follow technology and electronic trends — what kinds of cell phones are coming out, what kinds of computers are on the market. What amazes me is that when someone comes out with something new — take Apple's iPhone — within months (and probably within weeks) there's a competitor that has something very similar. That's

because while there are certain things you can patent and certain processes that you can make uniquely yours, **in general, ideas can't be controlled in the marketplace.**

These people with new products, then, are all just copycats; they're all just doing what everybody else is doing. Whenever someone pops through with a new, creative idea that people like, it's not too long before it's not a new idea anymore — everybody else is copycatting it. That's not a condemnation; it's a fact, and as an entrepreneur, you should be doing it, too. **You should be out there doing a lot of research, spending a lot of time on the Internet, looking at other sites.**

Search engines give us the ability to easily spy on our competition. Just go to your favorite search engine, such as Google, Yahoo, MSN, Bing, or Dogpile. Dogpile, by the way, is a good, unique search engine, because it gives you a compilation of all the top search engines. You can just go to Dogpile.com, enter your search there, and it'll search all the major search engines for you. **In any case, just go to your favorite search engine and type in key words related to the products you sell, and look at what other people are doing.** What kinds of sales letter do they have? What innovative things are they doing to reach their customers? Maybe you'll see some things that they're obviously doing wrong, and you can make sure you avoid those things.

So spying on your competition can be a good, easy, fast way to see what you need to be doing. Just make sure you're looking at the good things, because **some of your competition is probably doing things that you *don't* want to emulate.** One of the things we tell people in direct mail is that when you're studying the subject, keep a swipe file of things other people have done — but make sure to only keep the good stuff, because **just because someone mailed you something once doesn't mean that it worked.** You may get something in the mail that

looks really exciting, so you want to emulate it — but you might find out they only mailed it once and lost a bunch of money. Well, in that case, you *don't* want to emulate them.

Look for things that you see over and over again in the marketplace. If you see several of your competitors doing one thing and they're all are using very similar phraseology and methods, that's definitely something you want to take heed of. But don't forget to pay attention to the bad things, just so you can do the opposite.

There's a lot you can learn from watching what other people are doing. In fact, there's a whole new industry that's sprung up over the last three decades called "reverse engineering." It's most often applied to electronics and computers. There are reverse engineering firms all over the world now; you just send them a new product, and in a few months they'll find a way for you to copy it legally. If that's already systemized into the engineering and electronics industries, why can't you use that in our industry? Hey, we always spy on other successful companies, even our allies in the business!

That's the beautiful thing about working with joint venture partners, or striking up relationships with other entrepreneurs, too — because copycatting doesn't have to be done behind closed doors. **You can do it openly with other people who had a good idea**, and say something like, "Hey, do you mind if I borrow that?" It's a great way to get yourself moving forward, inexperienced or not, when you feel stuck.

Going back to that seemingly endless font of information, the Internet, here's one thing to consider: if you get a piece of marketing copy and it has a web-based call to action, **go to the website Alexa.com and check it out.** Alexa tracks web traffic on individual sites. So let's say you want to find out how many people went to that individual website that day or that month;

well, you can type in the URL, and Alexa will show you an actual graph of traffic going to that website. **You'll get real raw numbers right there as to how good and effective that campaign is.**

You can even compare different things. Let's say you've got two or three different pieces of mail, with two or three different websites; well, you can put 'em all in there and it'll draw out the graph and show you exactly how they're doing in combination with each other, too, which is pretty cool. **It's a quick little tool, a good resource you can use to help you identify the winners.** That way, you can copy somebody who knows what they're doing and get going on down the right road immediately.

Now, when it comes to the copycatting, here's something I want to re-emphasize here: I'm not saying to get somebody's sales letter and just sit down and rewrite it exactly. **Your copy should be your own, although you can certainly emulate someone's style.** Or it may be a specific segment of the execution, or a specific way of offering something, that you imitate. There are a lot of things in the marketplace you can model after. Earlier, I mentioned cell phones. A lot of people are competing out there in the market on specific little things; for example, a guarantee, or rollover minutes, or a type of calling plan. Normally, what really makes up the mind of the consumer is one little thing that may not seem like such a big deal, but the whole market share may swing on that one little thing. It may be the one thing that makes them different enough that everybody wants to work with them. You can figure out what that one little thing is, and try to figure out a way you can grasp onto that. How can you capture the essence of that one little thing that makes them stand out? **How can you bring that essence over into your own campaign?**

The more you study a market, the more you understand

how often your competitors will build an entire campaign around one thing that makes the difference, and how you can capitalize by copying them. **Doing that kind of research isn't just profitable, it's fun.** And the kind of “espionage” I’m talking about is perfectly legal: we’re not really spies, but it’s kind of fun to *think* about yourself as some sort of secret agent — and it makes it more interesting if you’re going to make money in the process.

All you’re doing, really, is looking for time-tested formulas that are producing wealth for other people, and trying to emulate those as closely as possible so you can roll out your sales campaign and actually be on top right from the get-go. And here’s another point about writing successful sales letters or ads: keep doing what I did from the very beginning, even when you’ve become experienced. **Pull well-written, effective ads and analyze the marketplace every time you develop an ad or sales message, because what worked six months ago isn't necessarily what's current.** That is, it isn't necessarily the mindset of your current customer, what they're thinking *now*. If, say, you find that there are six or seven ads in one magazine targeting your customer base that are executing very similar copy, there's a good indication that you need to try a copycat execution of that, to see if it pulls better numbers than what you originally planned.

You can also test these copycat ideas against your control piece. For example, you might write what you think is effective, and then run that in one magazine; then write what other people show you is effective using the copycat method for another magazine. Then you can see which one pulls better numbers. A lot of the time, you're going to find that your copycat method will pull better numbers than what you think is right. **You're pulling from actual input as opposed to what's been drilled into your head.** You see, a lot of people learn a lot

of things that may be applicable at one point in time, but they haven't quite kept up with what's happening. I see this in a lot of creative executions.

For example, years back you could write somebody a 30- or 40- page sales letter, and they would read it and then buy. Maybe that still works for your market segment, but nowadays a lot of people are faced with too much hustle and bustle; everyone's picking up the kids and taking them here and there, going all over the place all the time. **Everybody's busy; everybody's doing things much more and much faster than they were doing in the past. That means that they try to speed everything up in their lives.** My colleagues and I recently tested full-page ads that might be 10 words long — and most people would say *that's crazy*. But I saw somebody else do it over and over, which told me that there must be something to it, or they wouldn't keep doing it." It went against everything I thought about copywriting — but when I tried it I pulled better numbers. You're not really trying something new, after all. **You really need to think about the fact that, if other people are doing it, they're the guinea pigs.**

That's another good way to identify a winner: if they're willing to do something more than once or twice, it must bring in money. Again, don't pick up a sales letter and put it in your swipe file, assuming that it was a good letter because it was mailed to you. Wait a bit... and if you get that same letter five or six times, *now* put it in your swipe file, because they're willing to spend money repeatedly to send out that same sales message. That being the case, it *must* be effective. It's easier to do this with magazines, because you can look at them month after month and see if the same ad is in there. Same idea.

I've told you before that the way to really succeed in this business (or any business, really) is to **fall in love with all the things that will make you the most money.** Well, this is one of

them. Yes, I realize that there's a book out there that basically says, *Do what you love, and the money will follow*. That's not really true — sorry. **What you have to do is fall in love with the things that make you the most money, and do those things consistently — and then the money will follow.** Fortunately, this kind of thing is easy to fall in love with, because it can be both fun and challenging. It's also a good idea to see it as an artistic endeavor. We're all cash-flow artists; we create cash flow, and part of the way we do it is through innovation and marketing.

The innovation part, of course, is just doing what I'm talking about here: taking a little bit from many different sources, constantly watching what's out there in the marketplace. Ultimately, you develop a trained eye for things. **You start seeing patterns and common denominators; that's what a trained eye is all about.** And you have to get on the other side of the cash register, too. Stop thinking like a consumer, start thinking like a marketer, and you'll see the things that a marketer sees.

If you're not comfortable with the idea of piecing together your copy from the ideas of others, **consider this; the best ideas are often a combination of many different things.** Chris Lakey and I recently put something together that's a combination of three different things we've seen other people do (with our own unique twist, of course). We've created this tremendous new opportunity, and it's current because these components are very popular right now. If we make millions of dollars, as we believe we will, there will be people on the sidelines just like there always are — and some of those people will be saying, "Man, they got lucky again." And that's a load of crap; we didn't get lucky at all. We're just doing exactly what I'm telling you to do here. **We're finding the best of the best out there, combining them in our own way, and making the**

new opportunity available.

It's about keeping your ear to the marketplace: doing research, spending a lot of time looking at what's out there, determining what other people are mailing, what other people are doing on the Internet, and taking note of those ideas. **It starts with thinking in the abstract** about what's going on out in the marketplace, and what our customers are responding to that other people are mailing them. **Then we move on to thinking about things in a broader sense**, and working those ideas into the products we're already working on and the offers we're already making. It's like making a big pot of soup, where you're not really sure what it's going to end up being, exactly. Now, I'm no chef; I don't know that I've ever made soup, other than pouring a can of pre-made soup into a pot on the stove and heating it up. But I imagine that if I was making some soup and wanted to be a little adventurous, I might start with a soup base — some chicken broth, maybe. Then I'd start throwing things in, mixing them a little bit; and then I'd taste it to see how that worked. Next, I'd grab something else and toss it in, stir it up, and let it simmer for a little while before tasting it again. I'd keep that up until it tasted just perfect, and I'd be done!

That's sort of the way it is when we evaluate opportunities and work on promotions. **We take a little bit of this, a little bit of that; we put it together and mix thoroughly, then stew on it a little bit. We think about it, we analyze it, we sit back, we let it percolate a little bit, and then we go back to the drawing board. We write some more, mix in some other things, and continue to massage it and work out the wrinkles. Pretty soon, you've got an offer.** It's all based on keeping your ears open, keeping your eyes open, listening to what's happening in the marketplace, listening to what your clients are saying, listening to what your competitors are saying, watching what they're doing, ordering their programs, getting on

their mailing lists, constantly doing research and our “corporate espionage.” You can also do some of that reverse engineering I talked about earlier. **Doing all of those things ends up helping you make the most money in the end.**

And here’s another point I want to be sure I don’t overlook: **sometimes you’re not copycatting other people, you’re copycatting yourself. Call it recycling, if you like.** It’s easy to take elements from other projects you’ve worked on and incorporate them in your new project. It may be as simple as a line of copy here, a guarantee there, or a headline you can change a little; maybe you just reuse research you’ve already done. You know, writing copy can be a big pain in your rear. Sometimes it’s fun; you get really excited, and words just flow out like they’re pouring out of Niagara Falls. Before you know it, you have 20 pages of copy; and as you get better at it, that happens more often.

But at first, writing sales letters can be a very difficult thing, especially if you haven’t tried it before. If that’s the case, do what I’ve been talking about: take somebody else’s ad and use it as the foundation for your first try. **Once you’ve done a few, when the words don’t seem to want to come, start pulling bits and pieces that you know will work out of other projects to help you create your basic framework.** Mix it all up in a different way, so it tastes completely different. In the end it’s a unique offer, but you didn’t have to do all the work of inventing it from scratch.

I love this whole idea of copying yourself. A few years back, I was chatting with a good friend visiting us down here in Kansas, and he said, “God, T.J., I don’t know how you guys keep coming up with so much new stuff.” And I said, “Well, we just keep re-writing the same sales letter over and over again.” And everybody laughed — because as with all good comedy, there was an element of truth there. One of the best examples

from our own life is a man who's retired now; his name is Luther Brock, and he worked out of Denton, Texas, a suburb of Dallas. For years, he was known as the Letter Doctor. We mailed millions of copies of pieces that Luther wrote for us. They were our control packages for a number of years. And we were just one of many clients that he had.

Luther wrote a lot of copy for a lot of people, and here's the thing: you could shuffle three of Luther's letters into a stack of 30 sales letters, spread 'em all out, and you could easily pick his letters out from the crowd, even if they were for different types of products. Essentially, he re-wrote the same sales letter over and over again. He had a style, he kept using it, and it worked! **It becomes an intuitive process after a while; you see the same common denominators being used over and over again, because there's a language to all good salesmanship.**

Now I'm going to go ahead and reveal one of the marketer's best secrets — and it's very simple, really. Anyone who reads this book can use this trick, especially if you're in the business opportunity marketplace... but frankly, few ever would. **This secret is simply a way of getting the exact material or letter that generated a database of people you're going to communicate with.** One of the ways we acquire lists of people to mail to is by renting the lists of our competition — the people that have bought products from other people in our marketplace. You might think, "Well, that's not new, I've heard that before," but this strategy is a rather new spin on that practice. You see, you can simply call up the list broker and say, "I want to get access to the exact letter which produced this list. Can you contact the list owner and see if they'll share that with me? Tell them that if they don't, I'm not going to rent their list." If you do that with 20-30 different people, you're going to get a lot of different letters; but you're also going to know exactly what list they go with.

Here's a marketing maxim you need to drill into your head: **You can tell everything about a person simply by paying attention to what they spend their money on.** If you have a list of opportunity buyers and you have the letter in front of you that initiated that first purchase, the need for corporate espionage just falls by the wayside. This is an easier way for you to get right to what you need to be paying attention to. **If you can tailor that message to your own product, service, or opportunity, it should work for you, too — especially if you can jazz it up.** Think about it like a mousetrap. If it caught the mouse the first time, why not put the same type of cheese in the trap to see if they'll bite again? **Because people buy what they want, you see; that's a great way to understand their true desires.** Just study what they're looking for. This is the ultimate Copycat Riches secret, I think because you're going to see exactly what the cheese looked like that got the customers to bite in the first place.

If buyers responded to an offer that was sent out by the company whose list you're renting, then they should respond to you as well if you have a similar offer, if you use similar language, if you approach them the same way. And consider this: **if you're renting a large list from someone, you know they've got to be successful, or they wouldn't be renting the lists in the first place.** If they have a list to rent, then they're probably bringing in 5,000 new customers a quarter — because that's usually the smallest list size brokers allow on the marketplace. Someone doing that kind of business is obviously successful.

So if you rented 10 lists and you got 10 sales letters, that's great. Assuming you're renting lists of people who have products and services similar to what you sell, they're each in the same marketplace, you've got 10 different versions of letters that you can copy in some way. You've got a great marketing tool for use both now and later, and it's great corporate

espionage, too. And here's another thing: you may not actually have to rent all of those lists you're looking at. Tell the list broker you're thinking about renting a particular list and would like to see the offer that generated it. **You may well end up with a lot more sales letters than lists you actually end up testing.**

By the way, don't forget the Internet! If you know that a company whose list you're considering is on the Internet, **you can usually get their sales letter online, too, right off their website!** Now, with a website there's a lot more testing done, so you can't ever be sure that the offer and the sales letter you see online is the same one they're mailing offline to generate the list you would be renting offline — so you need to keep that in mind as well.

The reason that this strategy of getting the letter that produced the list is so important is because the data cards on all these lists may not be accurate. There's nothing that says they can't lie when they say these 10,000 people bought a product offered for \$20. If they're not willing to show you the letter, then how do you know what they're telling you is the truth? All your competitor is doing by renting that list to you is creating a situation whereby they can make more money, based on the stored energy of that list, by offering it to other people in the industry. But they don't necessarily have to tell the truth! **If they're not willing to do put up or shut up, weed them out, because they're probably a junk list.** Focus only on trustworthy people who do what they say they'll do.

It's also a good strategy if you don't have a lot of money and you can't really afford to lose any. Once you have a "war chest," you can afford to lose a couple of battles, because you've got plenty of backup. **But when you're first getting started and money is a concern, you don't have a margin of error.** Look at my case, for example. We sold our carpet-cleaning van for \$300. No margin of error there! That's why I pulled my hair

out looking over all those ads to come up with a solution that I thought emulated what the marketplace was looking for. The less money you have, the more research you should do — and that's something a lot of people don't understand. You can afford to make mistakes later, when you can actually *afford* to make mistakes. But don't do it early on. **Take all this stuff to heart and take action on it.**

You know, I've never heard anybody else teach that as a strategy, but it *is* the ultimate way to know the value of the list. **Every sales letter you can get your hands on is equal to one less guess; and the fewer guesses you have to make, the more spot on you can be with your marketing.** Just drill it into your head that if you want to sell something to somebody, figure out what they bought the first time around.

You can also copycat other people who are marketing to you. What did you buy last time, and how can you find an offer that was similar to what you just paid for? These are all things you need to be thinking about. **Again, it's not about being original.** If someone has already done what you're doing, then good! Somebody else proved that it either works or didn't. Cash flow artist or not, the whole point of going through this exercise is to produce something that produces. You're not trying to make it pretty; you're not writing the next great American novel. **You're writing a letter that stirs people to action — a letter that moves the emotions.** If a letter comes across your desk and moves your emotions, chances are it's going to move other people's emotions as well.

Finding other successful letters that generated your mailing lists is especially effective with smaller markets; this is where it's really important to get tough and tell the brokers, "Look, I'm not going to rent the list until I see the piece." It's less necessary in the bigger markets; you can generally go to the SRDS book — the Standard Rate and Data Service — and get what you need. **In**

very competitive markets, the list brokers themselves commonly make all of that information available, because there's so much competition for the individual mailing lists.

Think of yourself as a salesperson. **That's what we're all supposed to be doing here: closing sales.** It's not the standing ovation we want; we want people to rush the stage, trample over each other with their money in hand, fighting each other so that they can be the first to give us their money. We're salespeople here. Oh, some people don't like to be called salespeople — but that's a problem you're going to have to get over real fast. Sure, there will always be a few bad salespeople that give the whole group a bad name, and everybody loves to call themselves a marketer... but honestly? **We're salespeople. That's what we do: We sell.** So put on your salesman hat and start thinking like a salesman. If you have no sales experience, then I suggest you get it.

If nothing else, go out there and work flea markets for a couple of years; sell stuff to people when they're walking by all day. Or do what you have to do: Knock on doors, or get a job somewhere where you learn the principles of what it takes to get people to part with their money. That's all we're doing. **And here's another thing: know yourself. The better you know yourself, the better you'll know other people.** When you're all excited about something, don't be blinded by all those crazy emotions. Try to figure out what's exciting you so much. When you're out there spending your money unconsciously, stop and wake up and try to realize, "Why am I buying this? Why? Why am I so excited? Why am I getting ready to give this company \$3,000 of my hard earned money?"

I think you should get the idea that you're something you aren't out of your mind. We're salespeople. **Marketing is just a way of selling on a massive scale to a larger group of people,** and this copycat strategy can definitely help you make a lot of

money if you put it into action.

One more thing, before I end this chapter. I've always believed that a USP, a unique sales position, is crucial if you want to achieve maximal success. But let me qualify that a bit. People like to say you need to stand out in the marketplace, so you have to strive to do something absolutely different from everybody else. And that's not *entirely* true. **You don't have to be different from everybody else out there, you just have to be different in the mind of your consumer.** The people reading your ad have to think, "This is different from everything else out there." It doesn't matter if it truly is or not, because after all, people buy in a vacuum. The reality is that there may be 500 things just like what you have to offer. But they're still going to buy from you because your letter, or your ad, or your message, got them excited. As long as they're excited, they'll certainly buy from you. **So while a USP is important, you don't have to be revolutionary; it's all about trying to build relationships with people.** And there's no harm in copying the ways other successful people have done that; in fact, you're foolish if you don't.

People want to do business with other people, so yes, you do have to take those things that are already unique about you and put them into your marketing. Otherwise, just let people know who you are; that's the way to differentiate yourself, by just by being you and by trying to serve people in the highest possible way. **As soon as people start thinking all you're about is trying to get their money, they're going to run away as fast as they can. Don't let that happen!**

CHAPTER SEVEN:

Putting Ruthless Marketing into Action



Everybody in the moneymaking field claims that they're serious about getting rich and having all the wonderful things they want in life — but are they really? Back in the 1950s, the legendary Earl Nightengale produced a program that let us all in on something he called The Strangest Secret. It's still largely a secret today — and something of a mystery. **Why is it that so many people want all the benefits that life has to offer, all of the good things, but they don't want to pay the price and work hard to get those things?**

They want health and wealth and time and freedom — they want all wonderful things to come true for them, yet they're unwilling to pay a serious price to get what they want the most. No wonder Earl called that The Strangest Secret. And as I've made clear in this and other books in this series, it's just as true today — if not more so — as it was fifty years ago. Fortunately, by picking up this book and reading it thoroughly (and, I hope, rereading it), you're paying the price for success in your chosen field.

Another way to pay that price is to learn ruthless marketing, our subject for this chapter. I've written and lectured extensively on this subject, because it's a cornerstone on which the modern M.O.R.E., Inc. is based. You can go to

<http://www.RuthlessMarketing.com> to find out more; and you can always go to Amazon or Barnes and Noble online right now and find our book of the same name.

Ruthless Marketing is probably not quite what you're expecting when you first see the name. Now, if you look up the word *ruthless* in the dictionary, you'll see that it's not necessarily a positive word. In fact, one of the definitions for ruthless is somebody who can go out and inflict major harm on another individual and not be bothered by it. When we think of people like that, of course we think of psychopaths — people who need to be locked away for everyone's safety. But the English language is constantly evolving. Nowadays, ruthless doesn't necessarily mean what it meant back in the 16th century, and certainly that's not what the term means when we use it. **When we talk about Ruthless Marketing, what we're talking about is being very *aggressive* with your marketing.**

If you're even offended by the word aggressive, you can think *assertive* — but in any case, it's proactive. **It's something that you do in a more offensive way than a defensive one.** It's where you're taking charge of your marketing, and you're not afraid to go out there and do things in an aggressive manner. You're not really concerned about how other people think about you, with the notable exception of the people you want to attract most as customers. Nobody else really matters; the critics in your life, your skeptical family members, or the people you're competing against. *None* of those people matter in business. **The only people who matter are the people who give you money.** Even then, you need to weed out all the people who just want to waste your time — the people we call tire kickers, who aren't really serious prospects. **You want to attract only the very best prospective buyers in your market,** those who are most predisposed to doing the largest amount of business with you over the longest period of time.

To do that, **you've got to be aggressive, and you've got to stand out.** You can't be afraid of what everybody else is going to think of you. In some cases, you even have to be willing to walk over some \$100 bills (figuratively, I hope) in order to get to the millions. You just can't let a lot of things that bother other people bother you. **You have to be a shameless promoter in order to be a Ruthless Marketer.** Are you selling products or services that provide good benefits and value for the people you're trying to sell them to? You have to ask yourself that question in the most serious way. If people really do use what it is you're selling, can they achieve the results they want? If the answer is yes — and you believe that sincerely, as you should when you offer any product or service to the marketplace — then you're doing them a huge disservice if you don't do *everything you possibly can* to market to those people in the most aggressive way possible.

It follows that if you're in business to help others, and really can deliver the benefits that you promise, then you've *got* to be aggressive. **You've got to do everything you can to get your product into their hands, and that means rising above all the competition.** There's plenty of competition out there. Your competitors are all screaming and shouting in the marketplace, so your voice has to be heard above all theirs. **You don't accomplish that by just shouting louder; you do it by being extremely aggressive,** and finding other ways to sharpen your message so it cuts through all the layers of competition who are trying to get your prospect's attention.

If you haven't had a chance to get a copy yet, **I recommend that you pick up *Ruthless Marketing Attack* and take a look.** In my humble opinion, it's a great overview of the aggressive marketing strategies you should be using in your business — some of which I'm going to share today. I'd say this chapter is a good introduction, but *Ruthless Marketing Attack* gets into the

nitty-gritty of the process of being aggressive in your marketplace and doing everything you possibly can to get as much revenue out of your marketplace as possible. The strategies I'll share in this chapter only scratch the surface of the possibilities. Hopefully, though, this introduction will encourage you to get excited about these strategies, investigate them further, and find ways to incorporate them into your business.

Ruthless Marketing as a Mindset

Ruthless marketing is a mindset, a way of thinking; in thinking differently you will act differently, and you'll get different results. The real business, after all, is between our ears and in our hearts; it's certainly not at the office. Now, here's what I mean by that — and if you grasp this, I believe you can unlock the vault and potentially get massively wealthy. What I'm trying to get you to see is that it's basically who you become, what skills you develop, and how you invest in yourself. **Here's an example: Stop for a moment, and think about what you're doing right now. You're investing in yourself;** you're acquiring new ways to think, new ways to behave, new ways to move forward, to turbo-charge your business to make more money. You're making yourself a more ruthless marketer, a more successful marketer — someone who goes out there and makes money.

Often, people think that the business is the physical assets of the company. Sometimes accountants are the worst: they focus on the balance sheet, which shows little more than the assets and the liabilities of the company. They're only looking at things on paper that can be bought or sold. But accountants *never* value your skills — items like being a master copywriter, your knowledge, your ability to create income streams, develop new marketing campaigns, and to attract and re-sell clients for maximum profits. They don't consider all the hours you've

spent, practicing copywriting and studying marketing, going to seminars, working, and trying and failing — but learning each and every time and moving forward. That's why you can't consider your assets strictly from a traditional perspective. **All this non-tangible stuff is what makes the difference, and measures your true success.** It's what's in between your ears and in your heart. Accountants have no idea of these things.

Another thing that doesn't show up on the balance sheet — in fact, possibly the most important thing — is your relationship with your customers. **If you've got a great relationship with your customers, and you have a customer database that's responsive to your offers, that's your single greatest asset, period.** A bean counter isn't going to recognize that as an asset at all. But the truth is, if you can fall in love with your customers and provide them what they really, truly need at a good value, they'll fall in love with you back. That sets up a win/win relationship all around. **It's because you're you that they want to do more business;** they find you delivering on your products and services, and responding to their needs. So it's not your equipment, it's not the office, it's not the computers, it's not the printing press — it's you. **It's what's in between your ears, and in your heart, that matters first.**

That's the real value of any business: the group of people who buy and re-buy from you on a regular basis. In fact, the formula for getting wealthy is really simple, and here it is: **All you have to do is get a large enough number of customers to re-buy from you, as often as possible, and earn enough profit per transaction.** That sounds too simple for many people, but that doesn't make it any less true. Put this into action, and the question is not *will* you get wealthy, the only question is when and *how* wealthy will you get? In order for people to re-buy from you repeatedly, they'd better be happy the first time — and they'd better be happy the second, third, fourth

and fifth time, too.

This requires a thorough knowledge of your marketplace, and that includes all your competitors (or at least the main ones) and the things that they're selling. **It's especially important, though, to develop a real understanding of what makes the average prospective buyer in your market tick.** And it has to be more than just surface knowledge; you *really* have to know your customers, deep down. Now, you can do that by spending lots of quality time with them and getting to know them on an intimate basis, or you can choose a marketplace that you already have a familiar understanding of. That's the route that we took. Of course, I still love spending time with my customers; that's one of the reasons we like doing the seminars so much, and why we have 10 marketing workshops every year. This also helps us because it lets us get to know them even better, of course.

Another thing that never shows up on a balance sheet is your leadership ability — your ability to pull people together and continue to work with them over and over again. If you don't have any leadership abilities, then you're not going to be able to attract good suppliers, good joint venture partners, and good staff members. **The ability to surround yourself with the right people is absolutely critical to success.** America's first billionaire, Andrew Carnegie, practiced this principle. Carnegie once said, "You can burn my factories to the ground, take away all my equipment, everything — just leave me my people, and I'll have my fortune back in no time at all."

An entrepreneur's ability to succeed also lies in his ability to innovate — which, again, derives from the mind and heart. Let's say that somehow, for some reason, the government took every bit of money from everyone, pooled it, and then distributed it evenly to every citizen. Well, I believe that if the free market was allowed to perform as before, if everybody was still allowed to innovate and create, it wouldn't

take too long before the innovators and entrepreneurs would have their wealth back. That's a testament to the power of the mind, and the entrepreneur's ability to create and innovate using their determination and learned skills. The ability to succeed monetarily in this field derives from an individual's *desire* to succeed, their willingness to work hard and persist. I'm not saying this ability is inbred; it usually isn't. **But it can be learned... and most people never bother.** That's the Strangest Secret of all.

People who can use their minds to create ideas and new products, those with the willingness to be innovators and inventors, will always have that skill. You can take away all their money and put them down in a different place in the country; but as long as they've still got their minds, as long as they have the ability to think, then most of those people are going to be able to recreate themselves and be successful wherever they are, in whatever situation they find themselves.

It's all about the mind, and the heart, and the attitude of being an entrepreneur — not necessarily about what that entrepreneur is selling. There are plenty of examples of entrepreneurs throughout history who have sold all kinds of things successfully. They were just looking for a way to make money, looking for something to write, and they caught a vision for something and launched a product. Then they were over there doing something else — because that's what an entrepreneur's mind will get you. **It's about always being in a right frame of mind to look out for opportunities, and having the skills to exploit them once you find them.** Those are the people who are always out there on the financial forefront, making money.

Chris Lakey told me recently about sitting in his insurance agent's office once, discussing insurance, retirement, and preparing for those times when things don't go the way you

want: lost jobs, catastrophes, and the like. Chris said, “Well, I believe that the only thing that would make me unable to provide for my family was if something happened to my mind.” And there’s always that possibility. You could get in a car wreck and become a vegetable, and not be able to think at all. So yes, there are certain situations in which you wouldn’t be able to think and be innovative. But otherwise, in just about any circumstance that comes your way, you could provide for yourself and your family if you if you’ve developed the necessary sales knowledge and skills to succeed. It doesn’t matter whether you had to go out on the street corner, or go door-to-door speaking to business owners; you could make it. You could offer some kind of coaching program to businesses if you had to, pitching your experience and intimate knowledge of the field. Or, you could create a new information product that you could sell on the Internet or by mail. **If you’ll apply yourself and devour everything you can about marketing and your particular field, you have the capacity to use your mind to make money in some way if things go wrong.**

As for Chris’s insurance salesman... well, that’s all he knows how to do. Like most people, he doesn’t have that ability to strike out in a new field based on his imagination — he hasn’t developed entrepreneurial skills, he hasn’t learned the right strategies, and he hasn’t learned how to be an innovator and a creator. I don’t think that registers with most people, sadly. **The point is, entrepreneurs will always be able to find a way to make money.** You can take things away from them and you can put them in different situations, **but as long as their minds are still functioning, these people will always have the ability to succeed financially** — because their ability to make money isn’t tied to a certain job or a certain skill.

I started my first business, a carpet-cleaning business, back in 1985. There were times when my customers wouldn’t show

up on time, and I'd have to be outside waiting for them. Well, instead of twiddling my thumbs, I did lots of other things: for example, I went around to the neighbors and knocked on doors and tried to solicit other business. But one of the goofy things I did — because I was willing to do anything to make money — was spray paint people's house numbers on their curbs in reflective paint so that the delivery drivers, ambulances, or policemen (or anybody who wanted to) could easily find their address at any time, day or night. I had this partner at the time, and one day, we were sitting there in the driveway waiting for a customer to show up for a job. I was bored, so I said, "Look, let's go out and paint some house numbers on curbs."

He looked at me and said, "T.J., I'll clean carpets with you all day long, but I'm not about to lower myself and go knock on doors and paint house numbers on curbs." I tried to talk him into it, but he kept acting like it was beneath him to do it. I just said, "Fine. If you want to sit here, just sit here." I went out there, and in 30 minutes, I made almost \$50. That's not a huge amount of money, but how often do you make the equivalent of \$100 an hour in an unskilled job? **In just half an hour, I made some decent money providing a good, valuable service to people.** Instead of sitting there doing nothing, I was willing to do whatever it took to make money. And it's not as if the task was demeaning or anything!

You have to develop that mindset that no matter what happens, you *will* survive, and grow, and succeed. We are faced with a global situation where it seems there's always one threat of a worldwide recession after another. But as long as you're willing to do whatever it takes — I don't care if it's just something as "lowly" as spraying numbers on people's curbs that help ambulance drivers and the police — and as long as you're doing something that really provides real value, do you care?

Being willing to do whatever it takes and realizing that the

real value of a business is in your hearts and mind, despite their lack of appearance on a balance sheet — well, **that's what will help you climb to the top.** That's why I feel so confident, no matter what the economy, no matter what the situation. **With these skills and what's in-between my ears and in my heart, I can go out there and make money no matter what.** The same is true for you.

Fight to Be Somebody

If somehow you've lost confidence in yourself, then it's imperative that you rebuild your confidence as soon as possible. If you have to, make believe you're somebody else. If you think you're a failure, pretend to be somebody who's got brains, guts, and a tremendous amount of anger and spirit, and *act like them*. That's a quote from Saul Hess. **One reason I really like this quote is that I think it epitomizes what it means to be an entrepreneur: that no matter what, you really have to go for it, to be relentless — even with yourself.** You have to be willing to do whatever it takes, and never take life sitting down. You can't just take “no” as the final answer. Push harder, keep going. Do whatever it takes to make it happen.

Let me tell you a quick story, based on something I learned from my friend and colleague Kent Sayre. It was just after I met Kent, and I'd just started to invite him to my seminars. Well, Kent was very interested, he tells me, and he wanted to get to know what made me tick — what made me so very successful. So he asked Russ von Hoelscher, one of the people who helped Eileen and I when we were just getting started (and Kent too, for that matter). He said, “Russ, what makes T.J. so successful? What's the real difference that makes a difference with him?” And that was a great question, because it's important to look at the most successful, wealthiest and happiest people and determine the basics that made them that way. What separates

somebody of average income from someone with an extraordinary income? Somebody who's just happy-go-lucky from someone who's very happy and thrilled with their lives? **What's the difference that makes the difference?** When you can find these distinctions and model yourself after them, you have the potential to achieve the same results.

So Kent asked Russ, "What is it about T.J. that's enabled him to succeed so well?" And Russ said, "Kent, let me tell you something about T.J. If you knock him down nine times he's going to get up 10; if you knock him down 10 times he's going to get up 11. **In other words, he's relentless.**" And not to be cocky, but Russ is exactly right. I don't give up easily at all — and I see people who give up *far* too easily. Some of my customers can get a great distributorship or program from me and then just abandon it. I sometimes call them program hoppers, meaning they're just going to hop from one program to another to another. At the least, smallest obstacle they're going to throw in the towel.

Now, is that any way to be successful? Of course not. **What you need here is a willingness to fight, to overcome these obstacles, because one measure of a person is the number of obstacles they've overcome.** If someone's badly beaten by a very small obstacle, how much have they developed their skills? Not very much. So any obstacle you come up against, fight. Just go for it: figure out a way to go around it, through it, or over it. Sometimes I'll be talking to someone and they won't be getting results, and I'll say, "Hey, why don't you try this, why don't you try that, why don't you try this other thing?" And you know what? It turns out they have this laundry list of excuses why they shouldn't try anything else. It's almost like they go on autopilot; it's almost like a hypnotic trance. They have this list of excuses they're just going to rattle off, because they're good at making excuses — and then they're going to

start telling you their sad, sad story.

Well, that's not gonna fly in the world of business. If you want to start telling a new story about you creating the wealth and making a lot more money, be willing to fight for it. ***Be willing to do whatever it takes.*** Look, here's what I truly believe: You can either get good at making money, or ***you can get good at making excuses, but you cannot, I repeat, you cannot get good at both.*** They're mutually exclusive mindsets.

Some of the brokest people in the world are the best excuse makers. Going back to Kent Sayre for an example, he used to own real estate. He tells me he had some renters who were typically just dead broke. They were working-class folks and they meant well, but when the time came for him to collect rent, they were the best storytellers in the world. They had excuses that Kent had never thought of! And these were bold, credible excuses, enough to make Kent think, "Wow, they've really sold me on their excuses, on why they can't pay the rent." Kent's problem as a first-time landlord was that he bought their excuses. He believed they were honest and trustworthy... but in many cases they weren't. And so they got good at making excuses. What they *didn't* do was get good at making money. So here's the bottom line: ***If you really want to make a lot of money, fight! Be somebody.*** If you've lost confidence in yourself, make believe you're somebody else. It's a very useful skill if you can convince yourself you're Warren Buffet or Bill Gates or The Donald.

I don't mean that you should become a method actor, or be so psychotic that you come to believe you're that person. What you can do is think of someone who's very successful, who's making a lot of money, whom you would like to model yourself after, and think, ***What would they do in this situation?*** Remember that saying "What Would Jesus Do?" It's the same notion, except as applied to business. ***This is very useful as a***

guiding principle. What would your business role model do in this situation, or that one? Think about it, and then act the way you think they would. Why should you do this? Easy — because they're getting the results you're seeking. **The more closely you can model yourself after them, the more likely it is you'll get similar results.**

Similarly, when you're trying out a new behavior or new skill, act as if you're someone else who's already mastered that skill. And continue acting. Try it on for 30 days. Make it an experiment, a trial... and pretty soon, you'll forget you're acting. **When you forget you're acting, it becomes a habit, a behavior — part of who you are.** You can “act as if” until you start to become successful.

Let's say you want to “act as if” you're a copywriter. Well, start copying out sales letters and absorbing what you learn. “Act as if” you're a successful marketer, even if you're just getting started. **Release products even if they're not perfect, even if they're poorly made;** just get in the game, get going, “act as if” it's happening, don't give up, and pretty soon you'll write enough sales letters that you really *are* that copywriter you pretended to be. **“Act as if” nothing's going to stand in the way of your success.**

Successful people are always are good at coming up with ways around obstacles. And here's an obstacle that a lot of people in the moneymaking business seem to come up against these days: “But I don't have a computer!” Well, if that's going to stop them, they're just not interested in making money, are they? It's 2010; home computers have been around for a good 30 years. There's just no reason or excuse not to have one; they're relatively inexpensive, and they're pretty easy to learn to use. If you can't operate one, find somebody who can do it for you, even if you have to pay them. If you absolutely can't afford a computer, you can go to the local library, or a church, or a

community center that has one. Don't just give up. Too often, customers will say, "Oh, if a computer is involved, I'm not interested," and just throw in the towel. **When they do that, they're doing a grave disservice to themselves — because if an opportunity's really good, they shouldn't let a small obstacle like this stop them.**

There's a song called "Broken, Beat and Scarred" with a line that goes, *What doesn't kill you makes you strong*. I love that kind of philosophy. And then there's *Cool Hand Luke*, with the scene with Paul Newman fighting George Kennedy. George Kennedy's three times bigger, three times stronger; he keeps knocking Paul Newman down, over and over again, but Newman just keeps getting up. He's broken, he's beaten, he's scarred, he's bloody, and he's dirty — and he just keeps getting up... And George Kennedy's character just keeps knocking him out. Finally, Kennedy's character has two choices: he can either kill Newman's character, or he can give up. And that's what he does, in the end: he gives up. There's a lesson there for all of us.

When you study the lives of the most successful people, you'll see that adversity became something that was actually good for them. **They learned through adversity.** They *did* become stronger. They became smarter. They honed their talents and their skills. You know, everybody wants the great body; they want to be strong. But you can't get one of those bodies without spending a good deal of time every week in the gym, pumping a lot of weight. And what is weight? Weight is resistance; and resistance makes you stronger.

This works from an emotional standpoint, too. Here's an example of what I mean. As far as the quality of taking the right action goes, if there's one thing I really, truly, love to do, it's public speaking, in front of clients who already know me, and trust me, and like me for the most part. It's a great experience — one of the top five greatest experiences of my life. And yet, there

was a time when I was terrified to speak to groups. During our first seminar, I wouldn't even get up and say hi to people — I stayed in the back of the room like a scared little rabbit. I wouldn't even get up to the podium — Russ von Hoelscher had to run the whole seminar for us! But all throughout the day, clients kept coming back to see me — we hung out in the hallway, and I talked to enough people that by the end of the day I had total confidence. By the end of the day, you could put me up in front of the stage, no problem. But I've struggled with all of this before, and **I realized that it's the right motion that creates the right emotion. So if it's good, positive, powerful motion that's enthusiastic and filled with energy, it will create the feelings of enthusiasm.**

And sometimes you just have to sort of fake it until you make it. If you want courage, you have to start acting courageous, even if you're not. Pretty soon, the emotions catch up with you; and eventually you become the person you want to be. Now, the truth about me is that at heart, I'm kind of an introverted person. I like being by myself — I'm very comfortable with spending hours and hours with just me. I'm not lonely at all; and I've been that way ever since I was a little kid. But when necessary, I enjoy being out there talking to people — and if you didn't know better, you'd think I was an extrovert. I'm not, really, but I know that when you create those motions, the emotion follows. **We're all largely self-made, so we're the ones who have to take those actions.**

This is an important strategy, I believe, because too many people are stuck where they are, feeling like they've got no way to get past that. They see themselves more in the light of the way they are or have been, as opposed to the way that they want to be or should be. **They focus on past failures;** maybe they've struggled, or maybe they're poor right now and have never even tasted success. In any case, they tend to dwell on the state of

things as the way they are now. **Well, other people have been able to see past that — and they’ve become successful because of it.** Now, a lot of people think of things like affirmations as being hokey and cheesy, especially when you write down an affirmation in the present tense, even though it’s absolutely *not* your present tense. You may be struggling today, but you’ve got an affirmation that says *I’m successful; I’m living the American Dream. I’m enjoying driving my Jaguar and living in my million-dollar home.*

You say these things as if they’re true, even though you know they’re not. **The idea is that by seeing yourself in these situations, you’ll attract yourself to that, and it’ll become a reality.** Some people see it the other way: that if you make these affirmations, you’ll attract the reality to you. There’s a popular book out right now that basically says all you need to do is sit around and think, and all the good things you want will just come to you. In general, I think that’s pretty much hogwash; motion beats meditation every single time. But there’s some truth in being able to see yourself being what you want to be, and taking on that role as if it’s already happened.

And that’s not to say you’re lying to people; and it’s not to say that you’re claiming to be somebody you’re not. **It’s just a matter of seeing yourself as being successful instead of where you are now.** Sadly, I don’t think a lot of people can make that switch in mindset. They’re too mired in where they are today; they dwell on those negative circumstances, and never move past them to see themselves as successful. “Fake it ’til you make it” is often a great strategy; just pretend like you’re already there, do the things that you’d do if you were there, and hopefully you’ll get there. **Success isn’t guaranteed, of course, but if you work hard and have the right mindset, it’s a heckuva lot easier to achieve.** One thing’s for sure: if you keep thinking like you’ve always thought, you’ll almost certainly

keep getting the results you've always gotten. **Creating the proper mindset for success is all about seeing yourself in a position that you want to be in.** If you can't see yourself there, if you can't see yourself enjoying the success that you're looking for, then success will keep eluding you.

When you've got the proper mindset in place, even the problems that normally plague you can help you improve yourself. As author Robert J. Ringer points out, **problems are actually good, because they're life-giving. Life is action, life is movement.** Problems contain a lot of pain within them, and that spurs you to action. **And as long as you're taking the right action, you're moving toward success.** So while problems don't feel good, and nobody *likes* the pressure, the pain, the frustration and the confusion that problems can bring, they *also* bring a tremendous amount of energy — if you can harness it. The best entrepreneurs are often the ones that work best under the gun. They like that pressure; they're sort of addicted to it, in fact. But that's fine, as long as you channel it properly and do other things to keep yourself healthy.

You know, everybody says that stress is bad. But the truth is, I believe that stress was misunderstood from the beginning — so talking about it as a negative thing in all its forms is wrong. But by itself, stress is *not* bad; the only thing that's bad is strain. So what's the difference between stress and strain? The real difference is periods of rest and recuperation, and an occasional chance to recharge your batteries. **Stress is intermittent. Strain is constant, just one problem after another, and there's never any getting away from it.** Life is just a constant series of battles when you're stressed. **To really succeed, you have to have times when you can pull yourself back, get some rest, take good care of yourself; don't get to the point where you're totally burned.** That becomes strain, and strain *is* a bad thing. But problems, challenges, adversity, stress, all of the things that

most people run from — and I’ve done plenty of running from them myself — can also be things that you run *towards*, things that help give you energy.

On the other hand, you can’t assume that once you *are* successful, and the money comes rolling in, all your problems will evaporate. If only that were true! **Sometimes, they get bigger when you make more money.** Certainly, if you have a million dollar income you deal with million dollar problems; if you have \$25,000-a-year income, you deal with \$25,000 problems. **Problems aren’t unique to your income level; it’s just that sometimes money makes it easier to deal with some problems.** But other problems are bigger when you make a lot of money, and there are a lot of other unique challenges involved. I always like to tell people that money just enhances the way you already are. If you learn to deal with \$25,000-a-year problems and you manage those effectively, then you’ll be set up to manage million dollar problems as well.

The only alternative to having problems is having no problems at all — and having no problems at all means you’re dead. Any problem beats the alternative; **how successful you become is just a matter of learning how to manage your problems, and having the ability to move past them.** And quite often, once you get past one problem, you’re often presented with a larger one. **You’re not going to get rid of problems entirely, so you need to become a good problem solver.** Find more strategies for problem solving, for busting through obstacles, going around, over, under, or through. Just by taking a sledgehammer to those obstacles, you can keep on trucking. **The healthiest thing to do is confront your problems head-on, knock them out, fully focus; and sometimes, by overcoming them, you’re going to really realize how resourceful you are.** And you’ll grow tougher.

To go back to the workout analogy: if you’re an

experienced weightlifter, you can lift small dumbbells in a bicep curl all day, and they'll do nothing for you. They don't help you grow; they don't help your muscles get any stronger or bigger. To do that, you have to get a bigger dumbbell and flex all your muscles. **More growth requires more resistance, bigger challenges, more problems.** So when I think about the challenge of making money, \$10 million is a lot bigger problem or challenge than making \$25,000, and it's worth more to me in many ways besides the pecuniary. As I work toward \$10 million and move beyond it, I'm going to run up against bigger problems. **But as I solve those, I profit. It's not just the end result that matters; it's the journey, too,** because in solving that larger problem I'm going to become a better problem solver *and* a better person. I'm going to find out really what I'm made of. It's going to be an exciting journey.

Problems are always going to be there, so you've got to become a problem solver to succeed. As I've mentioned before, selling is essentially a transference of emotion; so the stronger you feel about what it is you're offering, and the more confidence you can project, then the more effective you're going to be in selling. **If you lack confidence, you've got to solve that particular problem as fast as possible.** I understand that myself; it's something I suffered from when I was younger. And I don't want to pretend it's all solved now — although the older I get, the more it does tend to be solved. There's a quote from the 16th century that says, *confidence is a plant of slow growth* — and I think that's true. It takes time to develop these things.

There's no such thing as a perfect life. If someone has told you that having millions of dollars is going to put you in some kind of a paradise, then you've been lied to. In nearly all cases, the only real bad that comes of having problems comes when you try to run from them. **So don't be afraid to put yourself out there. Fighting is important — whatever fighting means**

to you. To me, it means plugging along and just getting up every time you get knocked down, just like Paul Newman's does in *Cool Hand Luke*. He refused to be beat; and because he never gave up, he didn't lose. **You *can't* lose as long as you don't give up.**

Over the last couple of years, I've had the opportunity to get to know an associate of a very successful entrepreneur, a person who's a household name. If I told you even his first name and what he did, you'd know who I was talking about. I can't and I won't — but I *will* say that this guy is very successful, and the gentleman that I've gotten to know over the last couple of years has worked for this entrepreneur for more than 20 years. He told me, when I first started to get to know him, that on at least three different occasions, this very famous entrepreneur should probably have declared bankruptcy, because his debt just got too high. Any smart person would have, he said. But his boss, his friend, did not declare bankruptcy. **He continued to fight — and that's what it's all about.**

Fighting like this is part of what you do to make all your dreams come true. **So many people give up way too soon — they let small amounts of adversity stop them cold.** And somehow, these are always the same people who are great at making excuses.

CHAPTER EIGHT:

Never Worry About Your Competition Again



A lot of people are struggling right now, feeling the pressure of the current downturn in the economy. It's all over the news; you've seen it. Washington is trying to figure out how to help struggling businesses and individuals alike. You're probably aware of all the bank bailouts: hundreds of billions of dollars are being given to the banks and plowed into the marketplace, in an attempt to stimulate the economy and shore up the banking system. Whether it's working or not is debatable. But the thing is, despite all the economic woes most of the country is facing, when I talk to people about business I keep coming back to the theme that you can be in a situation where you simply don't have to worry about those woes. **If you use the proper tools, the economy can be bad or good, and it won't matter to you.** As an entrepreneur, you can decide to write your own paycheck.

One of the tools you can use to do this is DRM. This is one of my favorite business tools — and one of my favorite subjects, really — because **direct-response marketing lets you target customers directly, getting above and beyond the problems affecting the economy as a whole.** If you're in business for yourself and you're using the strategies I'm teaching here, you can somewhat recession-proof your business, and make all the money you want in the process.

Those same strategies can also help you beat the competition, which is a primary concern of many business owners. They believe that in a shrinking economy, the more competitors there are, the worse the situation is. That's not necessarily true. **If you can put these strategies in place and effectively execute your marketing plan, you can watch all your competition's business flow to you.** Of course you can spy on them, as I've mentioned in a previous chapter, and you should; it's not good to operate in a vacuum. And hey, maybe you can even use some of their best strategies against them by incorporating those into your business and applying them in a better way.

The economic situation is never going to stay the same for more than a short time. Remember the S & L crisis? Remember the oil embargo? Black Monday? The market correction in 2001? **Things fluctuate, and that's part of the fun and challenge of business.** Among the things I'm going to discuss in this chapter are the dire predictions you keep hearing about modern business, especially those related to competition. Well, get this: **the vast majority of business owners never study the Direct Marketing topics I'm emphasizing in this book.** These are simple things that anybody who has been to any one of my workshops or seminars already knows walking out the door. Just by reading this, you now know more than the owners of most of those businesses lining Main Street.

When you see someone making dire predictions about what's happening to businesses or the American economy, **remember two things. One, most of the people talking don't have a clue — and you do. Two... read number one.** That's it. Most of the so-called pundits are just talking to hear themselves talk. **Ignore the doomsayers.** Any small business owner must think constantly about their business, and about how to build a business that is impervious, one that can't be penetrated or

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affected by the economy or the competition. Sure, there are competitors; there almost always are. It's better to have them. **Your goal should be to set things up so that they're battling amongst themselves for their fair share of what's left after you profit.** They'll get the crumbs that fall off of your table.

Believe it or not, in most cases **it's the little tweaks here and there in how you do business that make tremendous differences** — and most business owners don't even get it. As soon as you apply them, you're running ahead of the pack. As they say, in the Land of the Blind, the one-eyed man is king. **You don't have to be that good to rule the competition — you just have to be slightly better than everyone else.**

Me Too! Me Three!

One of the best techniques in the world for dismissing your competition as a threat is to avoid “me too” products, services and messages. Now, there's nothing at all wrong with modeling yourself after other successful entrepreneurs; in fact, I spent Chapter 6 discussing the benefits of just that practice. **But it's possible to take this too far, especially when you're working a distributorship or some other opportunity that a lot of other people are working, too.**

I see this far too much. In the Internet marketing arena, people in affiliate programs will offer what we call “swipe emails” for the affiliates to use. They're intended only for people to use as models, a basis from which to craft their own, unique emails. But most people don't do that: about 99% of these lazy so-and-sos just take the email, change the name on the bottom to theirs, and put in *their* link. Then they send the same thing out, never thinking that hundreds or thousands of others are doing the same — and that many of us in the field are on several different online mailing lists at least. **It's very transparent**

when you suddenly see seventeen emails in your email inbox with the same subject from different people. Suddenly the charm is gone.

And the same thing is true of the products and services that you sell. One of the coolest categories of products that you can use to get up and running is what I call Private Label Rights Products. You get a bunch of those as part of many programs. Well, most people just turn right around and try to sell those as they are. **But what if you took them, renamed them, changed them a little bit to make them your own, and used them as a foundation for your own unique product offerings?** Now you've basically got an original product, ideally with a completely different position; maybe you angle it at a completely different market. **Suddenly it's a new product again.**

A good example of reslanting a product is a marketer I'm familiar with who created a great course on how to market online, using DRM techniques. He was making good money selling it to people who want to learn how to market online — and then he took the course, went back through it, and re-wrote it, aiming it at boat dealers. *Just* boat dealers. Suddenly he had an entire new market clamoring for this same course he'd been offering all along. He kept everything basically the same — except that when he mentioned examples, he used boats. Boom, he had another product out the door. He's had some people actually buy both courses and tell him how much better the boat one was than the other, or vice-versa, and each time he snickers. He can't believe (a) that they bought both, and (b) that they saw a difference between the two. **They're actually rating them against each other — and they're the same course!**

So it doesn't take a lot to differentiate yourself, and that's why I wanted to discuss my colleague Alan R. Bechtold's **Fifth Leg theory** on how to create unique and original products and services, along with the messages to sell them. Really, it's

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creativity on steroids. A lot of people feel like creativity's some scary thing that's hovering out there in space, and that you've got to have the right muse to grab it — you have to put on some incense and the right music and sit in the dark before something creative will come. But there's no magic to this; **it's just a way of thinking.** Alan's Fifth Leg system is really simple. It's based upon the fifth leg that was added to rolling office chairs, which used to have four. Alan tells me he's actually got a small dent on the back of his head because of his old four-legged chair, and he thinks that's why he's bald back there. See, he used to fall backwards out of his office chair so often that it just drove him nuts! Then someone thought, "Hey, why don't we try putting a fifth leg on there? That would redistribute the weight a little more evenly, so there's always something keeping you from flipping over." Well, guess what? It worked! It's a lot more difficult to flip over backwards out of a five-legged office chair. Alan likes to say he hopes it was a woman who invented it, because if he ever meets the person who invented the five-leg office chair, he's going to kiss 'em right on the lips!

The point is, that's how simple creativity is. **Focus on what people are already buying. Study it. Study the competition selling it — and figure out how you can improve on what they're doing.** Add that kind of thinking every step of the way. You should always look for that one thing you can do that's noticeably missing from the product — in how it's sold, how it's delivered, how it's handled, how it's packaged, or how it's presented to the prospect. **You can make one simple change to the product, or one simple change to the process, and you've basically created a whole new system.**

Now, of course it's best if that product or process change enhances the product. You don't want to take something away to be different, and you never, ever want to revise the price *downward*, because that's the number one creative mistake

business people make. They think, *Ooh, I've got competition. They're selling the same thing I am. I'd better lower my price — that'll get 'em!* **That kind of thinking is exactly why most businesses fail the moment the economy turns sour.** You *never* want to lower the price of anything permanently. If things are slowing down, **the best thing you can do is raise the price, and show people why you're so much better that you're worth a premium price.** You'll discover that in most cases, no matter the economic situation, people are more than willing to pay you more for the same thing other people are selling, if you give them incentive. **That's what I call making the competition completely irrelevant.**

I'm speaking from bitter experience, you see. I was once one of those fools who thought low price was a great selling point. Back in 1985, when I started my first business, the only thing I knew about marketing and trying to differentiate myself from the competition was to be the lowest-priced guy in town — and I was so proud of that. It was a carpet-cleaning business, as you might recall, and on the very first date I went on with my wife (who later became my business partner), she told me, **“Raise your prices.”** She instantly saw right through my low price strategy. I mean, after all, it's dumb! Here's an example of just how dumb it is. Recently, I was looking for some web designers who worked cheap; and instead of going on Elance.com or a similar site, I just started searching for “affordable website design” on Google. I only went to the sites that actually listed their low, low prices — and I went to a whole bunch of 'em. You see, when I clicked on the links for most of the sites, there was nobody there anymore; the site was down. That's because their low-price strategy put them out of business.

The great Peter Drucker once said that everything that you do with your business is an expense, except for two things: marketing and innovation. And when you look at

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marketing and innovation and think about them, you'll see that they're very closely related. **The best marketers are also the best innovators.** And people are always looking for, and addicted to, whatever is new, so the innovators have to come along and innovate.

Now, the thing is, there are plenty of plagiarists out there who just copy everything without making any changes. **Plagiarists never last because even if they don't get caught by the authorities, they can't innovate when it becomes necessary to do so.** I've seen them come and go for 20 years now. And yes, we've had people copy us; we've had friends of ours who have been furious because they saw people literally stealing our ads, just taking everything word-for-word and putting their names on it. Most of those people are dead broke anyway, so it's no use to sue them. We've always just taken great comfort in the fact that, unless you're a real innovator, you're always going to be a fly-by-nighter. You're going to be here today, gone tomorrow. Anybody can plagiarize, and every fool does. **But innovation is all about is borrowing from 100 or 1,000 different sources, not one!** You study many things, and it all stays in the back of your mind somewhere until it's ready for use. Ultimately, you're taking little bits and pieces of what everybody's doing.

I think that as a class, entrepreneurs are great at innovation. But lower prices isn't innovation. Sure, it's easy to drop your prices, or decide to come up with a lower cost solution; and certainly there are low cost shoppers, and people who constantly look for bargains. **But typically, those people don't become lifelong customers.** They're not loyal to you, except insofar as you happen to have the lowest price — at the moment. If you get caught in a game with your competition of trying to be the lowest price, then you and all your competition will end up suffering. You go back and forth — instead of \$20, your

product costs \$19; and then theirs will become \$18, and then you're at \$17, \$16, \$15... and pretty soon your price is \$9.95. And all of a sudden, someone's giving it away for free! Meanwhile, all your businesses are suffering.

Don't get caught in a game of trying to have the lowest price. **There are a lot of people who won't buy the lowest price anyway, because they know that if the price is low, it's usually because the product or service is crap.** Instead of thinking lower, think higher; think about adding value and all the other things you can do to make your product even more attractive and worth the extra cost.

I've seen some businesses that embrace a higher price, and actually tell you why you should be proud to pay a higher price for their product — because it's built with better quality, or it's made in the USA instead of overseas, or maybe it's got some ingredient that makes it unique. Maybe you get better service when you do business with this company. Maybe when you buy this product from everybody else it just comes plain — but when you buy it from *this* company it also comes with this other accessory that's absolutely free. In any case, there's something that makes it worth spending more money on. **You always want to strive to get more money for selling a product, not less.** As an entrepreneur you can and should look for creative ways to build value and add more to your package, so that it increases the amount that you can get for it.

I like Alan's story of the chair and the fifth leg. I'm sitting in a chair like that right now as I write, actually! That's a great example of taking something that already exists and making it even better. There are a lot of entrepreneurs looking for things that they can improve on, and that's really the name of the game. **You don't have to reinvent the wheel; just come up with a better wheel, or something you can do to the wheel to make it even better.**

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Speaking of which, the last time I had to buy a couple of tires for my car, the price variance amazed me. A basic tire is just vulcanized rubber, you'd think there wouldn't be much of a difference between one tire and the next. And yet I think the cheapest tire available for my vehicle was a \$100 tire at Wal-Mart, while the most expensive one was close to \$200. And yet, they're all tires with the same basic type of warranty; it's just that one of them was Brand X and one was Brand Y, and one of them had a slightly longer warranty on it. One was made for driving on wet streets, and one was made for better highway speed driving — that is, more stability at higher highway speeds. All these things differentiate these tires, even though you're still dealing with a basic tire that's made of the same general material and at about the same expense.

No matter what your marketplace, there are things you can do to innovate and make your product stand out, to make people want to buy it. Of course, I didn't buy the cheapest tire; I didn't buy the most expensive one either. **I bought one that was pretty much down the middle. A lot of people do that, and it's another reason you don't want to have the lowest price on an item.** Most of all, though, it's that the cheapest prices — and the companies that offer them — usually don't last that long. **That's because offering the lowest price generally doesn't make you the most profit.**

Your Unique Benefits

What's the strongest and most believable reason for people to take action on what you're selling? **This is vital to consider,** because it doesn't matter how unique you are, how cute you are, how well you've convinced a person that this is something they just have to have — **people will still put off that decision to buy as long as they can.** A good example of that is a good friend of Alan Bechtold's, who was publishing a magazine back

in the old computer bulletin board days. Alan visited his operation one day, and he told Alan, “I just wish I had all those checks I know are made out to my magazine’s name for a year’s subscription that are still stuck behind magnets on refrigerator doors.” What’s funny about that is these would-be subscribers were convinced they pushed off the fence and convinced to buy... but they made out the check, and that’s as far as they got. They stuck it on the refrigerator door to remind them later to be sure and mail it... and you know, some did. But for most, it probably just sat there.

One of the best ways to get people to send that money *right now* is to use a pointed call to action — something that gives them a reason for taking action now, not later, not tomorrow, not next week. A decent call to action gets them to complete the order form and check today and get them in the mail, or to call this number. Whatever call to action it is, find an effective way to convince them to *do it now*. And you’ve got to keep your integrity intact when doing this. **Let me warn you: the worst thing you can do is to use a falsified “buy now, limited time opportunity” claim that’s actually open-ended** — something that’s still there three months later, when they go back to the Web and check, or when they get another letter in the mail, or when they drive by your permanent “Going Out of Business” sign. **Even if it doesn’t ruin your reputation with them forever, they’ll stop believing any call to action you try to make.**

I know a marketer who actually puts a counter up on his website that counts down when he’s got an offer with a time limit. He automates the site so that the minute the counter reaches zero, the website changes — that offer’s gone, period. You might wonder, now, doesn’t that hurt a little bit? Because the one problem with this that a lot of people have is, “What if I haven’t sold all I’d like to before the price goes up, or before I

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pull it off the market, or whatever reason I gave people for taking action quickly by such-and-such a date?” Well, too bad — **you can’t go back on your word, or people will stop believing you.** And the truth is, the first couple of times this marketer tried this, I’m sure he had sales that could’ve been made if he’d let it run longer — from people who said, “Yeah, right, I’ll wait and see.” Well, they did, didn’t they? By the second or third time he did that, his customers and prospects knew he was serious. **When this guy says the deal’s off on this date and this time, they act — because they know *he* will.** He’s trained his customers and prospects to understand that when it’s limited, it’s limited.

Now, when you pick a call to action, pick one that’s at least plausible. I often see people pick the wrong reason. Let’s use an e-book as an example. One of the worst reasons you can give for why someone should act now to receive an e-book is to claim there’s a limited number of copies. Excuse me? I’ve always scratched my head over that — because let’s be honest here, there’s *not* a limit to the number of copies you can create. We’re not running out of digital data anytime soon. If you’re going to limit the number you’re going to release, you need a story, something to back up the reason you’re doing it...such as, *I’m releasing no more than 300 of these because I don’t want more than 300 people using the techniques I teach. Or, I’m doing a very limited marketing test. Once I get the number of people I want to work with, I’m pulling this off the market.*

Another good reason for people to buy right away would be bonuses you could stack on the offer. Go out and get some of those private label products I was telling you about earlier and add them, or maybe add your own free report, or you could go out on Google and find something else free to add; you can find just about any type of free product online. **Just make sure your bonuses are things that are limited.** One great

technique I recommend is to provide a bonus for the first 200 people who act — or however many you want to sell right away — that must be mailed to them. **Now it's a physical product.** Yes, it will increase the cost of your product a little, but not much. If it costs you all of a buck or two to mail it to them and the perceived value is \$25-30, you wind up ahead.

You can add incredible value to your offer this way, and point out, “Hey, I’ve only got 200 of these. That’s all I’m mailing.” Another benefit is if these customers are people who have never before given you their mailing address, only their name and e-mail address, **now you’re going to get their mailing address.** You’re accomplishing several things all in one fell swoop that way.

Another way to craft a compelling call to action is to focus on what the customer or prospect is going to lose if they wait another day to act. This means you don’t even have to limit the number, limit the quantity, come up with a price increase, or *anything* to make fast action imperative. **This also enables you to hit people with the emotional benefits of your product in such a way that you’re taking something away from them if they fail to act.** You could tell people, “This product saves you money on this, this and this. Every day you wait is costing you this much money. Take action now, and stop spending money you don’t need to spend.” If it’s a product that helps people make money, once again, you can say, “The average amount that people are making with this product is *this much* a day. Every day that you wait to take advantage of this offer, you’re losing that much money.” That can knock people off the fence and get them to take action.

Here’s another great call to action: make a pre-publication offer. This works on digital products as well as printed ones, and it’s another good reason to limit the offer, even if it’s a product that’s being created out and delivered digitally.

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Tell them something like, “The product’s almost finished, but it’s going to take a few weeks more to complete and deliver. I’m going to give you savings of this much if you order by this date, though, because I’m conducting a marketing test to see what the right price is. I’d like to get your testimony that you like the product, or to include you in a training program on the back-end of the product so I can sell more.”

All these are calls to action that offer a good reason why people need to act *quickly*. You do need to think your offer through carefully before initiating a call of action like this; that’s one thing I really want to stress. **You need to be sure the offer is logical, and there’s a valid reason for them to respond immediately.** Then you need to follow through and make certain that if you said “This is the last day, or This is the set number of copies,” you pull it when you reach that point. **Done right, this technique works like magic — and I guarantee most of your competitors don’t understand it at all.**

And always be sure you follow up when you make such an offer. The marketers who do the best job of following up and applying subtle pressure are the ones who stand out head and shoulders above all others. **You’ve got to stay on top of people,** largely because they’re so bombarded with advertising messages that yours might not get through easily... or it may get forgotten. Competition is good, as I hope I’ve already made clear in this chapter and previously; **in general, the more competition, the bigger the market is. But a lot of competition can also be bad if you fail to factor it into your marketing.** You can’t just close your eyes to it; you can’t try to ignore it, or pretend it doesn’t exist.

A lot of marketers are trying to get the attention of the same people you’re trying to reach. You can’t just shout louder than they do; **you have to find ways to differentiate yourself, and follow-up marketing is a good way to do that.** We’ve all seen

marketing that says *limited time only, respond in the next 10 days* — and the customers just don't believe that anymore, for good reason. People are more skeptical today than ever before in history. I can't prove that, yet I know it in my gut. My heart tells me that this is part of a growing trend — and it's a growing trend that's not very good for your competition. **But it is good for you if you'll acknowledge it, face up to it, and then develop strategies addressing that skepticism.** They won't simply believe that it's a one-time-only deal; they don't believe anything you say, in fact.

It's crucial that you accept that fact, and try to communicate to all the skepticism out there. A good, solid call to action is one way to cut through the clutter. We used to do a lot of pre-publication offers, because people love anything that feels exclusive. That's a great reason people should take action — it's exclusive, it's just for them. That's one of the benefits of a pre-publication offer or some other limited offer, such as one where only 10 people are invited to come to a workshop, or only 19 people can attend a conference. **Incidentally, having special events tied into your offers is good, because there's a date there and there's a reason for the date.**

You have to do things to wake people up — and you have to do things to try to get them to believe. You see, when you start asking yourself, "Why aren't more people giving me their money if I'm putting out all these great offers? — well, one of the reasons is they simply don't believe. They don't believe you, they don't believe your product or service will deliver on its promises, and they don't believe in themselves. And they *certainly* don't believe that they're going to follow up on it. They have a strong disbelief in their own ability to actually follow through with whatever it is that you're selling. **So you have to convince them why they should believe you, and why they really *can* do whatever you're trying to tell them they**

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can do. To the degree that they believe, that's going to increase your response and get more people to take action right away.

You also have to do dramatic things. At one seminar we had a few years back, we promised attendees a very special audio program that was just for them. In fact, we proved it to them by smashing the masters. I had a big wooden mallet that belongs to my wife. I brought it over there, and we had the company that does all our audio duplication there to testify that these were, in fact, the master CDs. And right up on stage, in front of all the people there, we smashed 'em. **It was a dramatic thing to do, because it built exclusivity into the whole deal.** The idea was to get past the doubt people had. Their heads are so filled with doubt; I can't even express that strongly enough.

If you think your customers won't believe something, then you've got to go above and beyond to prove your credibility as well as the credibility of your offer. It's not enough to throw a bold offer out there just because it's the truth. You have to think about it from your customer's viewpoint, and decide whether your offer is believable. **This is something called verisimilitude: it's not only true, but it *seems* true.** Are there doubts in your prospects' minds when they read your offer? When they hear about it, what's the first thing that comes to mind? Is it credible? Are they skeptical, or do they think it's real?

Your customers and prospects probably have doubts whether you think they do or not. But if you can identify them in advance, if you know that there are certain parts of your offer that don't sound reasonable or possible or plausible, then you need to address those up front. **Think about all the objections your customers might raise, then just answer them in your sales copy.** Go ahead — don't leave them hanging. Any time they have doubts or skepticism, it can keep them from doing business with you. So make sure you identify in advance, as

you're writing your sales copy, all the reasons why they might not believe you. Answer those objections, and go out of your way to prove your claims — so that they can see you have a reason why you're doing what you're doing.

Again, it's not enough just to make a bold claim, though that's important. It's not enough just to have an outrageous offer; you have to back it with believability and sincerity. So if you have a reason why you're having a sale, if you're offering an exceptional discount, if you've created a deal where the customer can save money for a limited time, explain to them why you're willing to give them such a big discount. If you're giving them a bunch of extra gifts, tell them why. Be frank. Answering their concerns proves that you've had the foresight to think through the objections they're going to raise. Don't expect them try to figure out the answers to their objections themselves, because they won't. **Answer those objections for them — and don't give them the opportunity to come up with the answers you don't want them to have, either.** Take care of that, and you'll find yourself a lot closer to the sale.

You see this sometimes in follow-up sales copy — when you receive an envelope in the mail and open it up to find a lift piece that says, “Have you decided not to respond to this offer?” We've done this before. The copy will say something like, “We had a meeting with our sales staff, and we were trying to think of why you might have chosen not to respond to this offer. We could only come up with three reasons, and here they are: 1, 2, 3,” and you answer those three common objections. **Then you go right back into closing, trying to get them to go back to your order form, fill it out, and send it in.**

This is a uniquely powerful way to put everything else I've talked about in this book into action, an excellent way to make every sales message as effective as possible. Craft a compelling call to action, using plain, direct, simple, and forceful writing

that goes straight to the emotions of your reader.

Telling Stories

Want to turn your information products and e-books into marketing vehicles that continually lead people to the next product? Use stories. **The most powerful way to relate directly, forcefully, and emotionally in one message is to tell a story.** Now, most people will say to that, “But I can’t tell stories.” Really? You tell stories all the time. Think about all these jokes that fly around on the Internet; they become popular so quickly because jokes are just stories with a punch line. People share them because they love to share stories.

So come up with the right story for your offer, the right story for your business and why it exists, the right story for why you’ve selected or created that product. Do that, and you could literally have people sharing that story with others, just because it’s so darned interesting. *Did you hear this one, Maggie?* They call each other up to tell stories. It goes back to the caveman days, when we sat around the fire and talked. The most powerful person in any of the early tribes was the storyteller who kept the tribe’s entire history moving forward. People loved to sit around that flickering fire and listen. In fact, I’ve often heard television referred to as a modern electronic replacement for that campfire we all used to sit around. It sometimes flickers and it gives off light — if very little heat and very little intelligence, but that’s another story (pardon the pun).

Stories are also easy to tell, particularly when you talk about your life, and refer to how your experiences apply to the targeted audience you want to reach with your message. It’s never about you; this is something so many people get wrong. The personal stories you tell in your marketing, in your books, or in your information products can be about you, but never *just*

about you. **Your stories are about the prospect; you're just providing them with an example from your life.** That's what makes stories so powerful. Equally, you can discuss the results of other clients who have purchased your products.

One of the best examples I can give of storytelling magic that created tremendous success for someone is my favorite copywriter that you never hear anyone ever talk about: Drew Kaplan, the guy that created DAK. He built a catalog selling blank cassette tapes for people who were crazy about music. He sold the best tapes at the cheapest prices — bulk tapes, things you couldn't get elsewhere. That's all it was, the most boring catalog in the world. And then Drew Kaplan stumbled onto home electronics, and started to add products that he had personally found to this catalogue to see if anybody would bite.

Well, they were audiophiles; they obviously liked electronics, so this was a natural move, to try to reach his audience with a whole new product line. What he did was write a story about every product he found. He never spent less than a half a catalog page on each product he presented. He always told a story of how he found the product, how he applied it in his life, what results he saw, what got him excited enough to add it to the catalog, how friends and neighbors responded when they borrowed it. In reading these stories, you started to like and know this Drew Kaplan guy. He was just telling stories about neat stuff he'd found, but he did it in such a way that you also learned about his life, and it created a bigger outer story.

Follow Drew's example, and embrace storytelling in your marketing. **Again, you must use plain, simple, direct, forceful writing that goes to the emotions of your reader.** There are a number of ways to do this, but storytelling is what I recommend most highly, particularly for the novice copywriter. **Because stories about you, as if you're writing a letter to a friend, meet every one of their potential questions and concerns.**

NEVER WORRY ABOUT YOUR COMPETITION AGAIN!

The more naturally you bring it out of yourself, the more powerful it will be.

There's a story that has generated many tens of millions of dollars in total revenue for my company, and all my customers have heard it. In fact, they've heard it many times — and the truth is, I get sick of telling it. I wonder sometimes if I'm going to going to be 60 years old, 70 years old, and still telling the story? Well, if I'm working within my market, yes I am. Because it's an *important* story. **The first rule of all selling is to sell yourself: to build a rapport and a bond with someone, before you try to go in for the kill and ask for the business.** Our multimillion dollar story is simple: it's the fact that for so many years, I sent away for every moneymaking program and plan I could find. I was on all the mailing lists, and I continued to believe that it really was possible to get rich. I got laughed at by all my friends and family, and my dad and mom both begged me to stop wasting my money. And yes: I got ripped off, lied to, and cheated so many times I can't even count them.

And yet I refused to give up. I kept sending away for programs... and finally I found a couple of good ones and some honest people, and made over \$10 million in my first five years. That's my story. I can tell that story a lot longer, though. I could take that same story and stretch it to about ten times longer. It's my Rocky Balboa, rag-to-riches, Horatio Alger story; **I'm the person who refused to quit, and that's the person all my prospects want to be.** They identify with my story, and it creates a sense of friendship. All friendships are built on commonalities, common denominators. Very few of us have friends who are exactly the opposite of how we are, or who have no shared interests. We tend to be friends with people who are exactly like we are, who have the same interests we have, who are moving in the same direction we're moving in. That's human nature.

You have to create bonds to sell yourself, and a story can be the best way to do this. That's your connection with your customers. That's what relationship building is all about — and it's a good bet that it's the one thing your competition doesn't know. Most competitors have *no idea* that we're all in the same business: the business of building relationships with customers who will keep coming back and re-buying from us on a regular basis, and spending more and more money every time they do. Even if your competitors catch on, even if they start telling stories, the coolest thing is, how can they compete with *you*? It's your story; they can't take your story away. You'll have no competition, because there's only one you.

That's the reason why people keep coming back and re-buying. You know, a lot of us — especially those of us that are in the information business — sell the kinds of things you can find at any garage sale on any weekend, or on eBay for pennies on the dollar. It's not the information, necessarily, that causes people to return and do business with you for years. **It's the relationship factor; it's you. Nobody can replace you, so don't be afraid to express yourself fully, to put it all out there.** Some people will hate you; some won't be attracted to you. But the smaller percentage that loves you will keep coming back.

Throughout history, personal stories have been used to convey points and get people to take action on all kinds of things. Listen to just about any politician speak, and they'll throw in a story about one of their constituents to illustrate a point. Preachers use stories all the time; *everybody* uses stories. **We speak in stories whenever we're talking.** Now, there are all kinds of public stories, stories you hear that you can't claim as your own. If you tell that story, there's a chance someone else would be using the same illustration, the same story. **But if your story is personal, it's uniquely yours; no one else has that**

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same story. Even though someone else's story may be similar, it's not *your* story.

So you can use your own personal story to identify with your marketplace, to illustrate a point. But it does a couple of other things as well: **It connects you with your clients and prospects. It helps them identify with you; it helps them get to know you a little better.** That's invaluable, and it's something that builds a bridge directly between your customer and yourself. There's no side road there that leads to a competitor: with a story it's you and your client, one-on-one. They're hearing you tell your story, and there's no way to get past you in the middle of that. If your story is personal, if it's genuine, if it's something that your clients can identify with, that's a one-on-one communication that builds an instant connection with your clients. That's invaluable to your business. If you've never written out your story, get it on paper. Think about ways you can tell it.

Even if your story isn't quite the way you want it to be, you can still use it; there are always valuable elements you can share with your clients. Don't be afraid to do that. Many people are embarrassed by something in their past; maybe they made some stupid mistakes that they wouldn't want anybody to know. Well, you know what? The thing about humans is that we've *all* made mistakes. We're all a bunch of screw-off idiots. We make bonehead mistakes, we goof off, we goof up, we can't do anything right. And if we'd all just admit it, everybody would feel freer to share with others.

Instead, we all hide it. We try to pretend we're professional robots, that we're perfect and flawless. The truth is, we're defined by our flaws, in many ways. **So when you share, when you decide you're willing to put yourself out there and be open about your past mistakes and the lessons you learned from them, you'll find that other people identify with that.**

You'll start having customers tell you their stories, and say, "Hey, I identified with something you said, and I appreciate you being open about that."

So don't be afraid to use your personal story, even though it may seem like something that's boring or that no one would want to listen to. **People *do* want to hear your story, they'll identify with it, and it will help build bridges between them and you.** Read other people's stories, too. Read biographies, read the newspaper, read magazines. Some of those stories can help you relate your sales message to your client. The story you use doesn't just have to be your own necessarily, especially when it comes to conveying lessons learned.

This mixing of your unique knowledge and found knowledge can be an effective sales tool, because it helps you become real to your prospects, which is what people really want. **In the end that's the one big advantage you'll have over all your competitors: be real, be blunt, be bold, be honest, express yourself fully, be human.** People want to do business with other *people* that they like, and the more you can be yourself, the better.

BE RUTHLESS!

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

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

However, all ruthless marketers are relentless.

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

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

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