

volume **12**

T.J. Rohleder Presents...

# **THE BLACK BOOK OF MARKETING SECRETS!**

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

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

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# **THE BLACK BOOK OF MARKETING SECRETS**

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

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For information address: M.O.R.E. Incorporated,  
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Dear Friend,

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

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

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

Sincerely,

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

T.J. Rohleder

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



**Blow your  
own horn!**

**Shout your success  
from the rooftops!**

---

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**If you're going to sell  
something, you should offer at  
least two different price  
options. You're shooting  
yourself in the foot if you don't.**

**A percentage of all the people  
will give you more money!**

\* \* \* \* \*

**“Plan with audacity and  
execute with vigor!”**

*Christian Bovee*

Most business people do the  
exact opposite. You need to  
energetically act and never  
be afraid to be bold or  
daring with your ideas.



Strive to be more “human” in  
all of your communications.

√ Be real!

√ Be raw!

√ Be imperfect!

*Let them feel what you feel and  
see the REAL person behind the  
words they are reading.*

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**Everyone is in love...  
with the person who  
can make them feel  
good about themselves.**

---

**The best marketing  
ideas from one industry  
are easily *transferable*  
to your market.**

**Stay open! Think! *Be creative!*  
The more you do to expand your  
awareness of the fact that ideas are  
transferable – the better. You will be  
able to find all the ways you can add  
and combine the best ideas that other  
markets are using.**

**Most of your competitors are LOCKED  
into their own little world. They're  
about as creative as a head of  
cabbage! This makes it easy for you  
to step in, do something BOLD and  
new, and dominate your market!**

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Change is the  
only thing that  
is permanent.

• • • • •

*Watch your back!* Your fans  
are not your friends! History  
has shown time and time  
again that fans are fickle.  
Your biggest fans today may  
very well be your biggest  
enemies tomorrow.

There really is a thin line  
between love and hate... and  
the fans are usually the first  
ones to cross it.

**Business 101**  
**in only 9 words:**

Buy low...  
Sell high...  
Collect early...  
and...  
Pay late!

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## **Learn by doing.**

**You can't let a simple thing  
like the fact that you've  
never done something or  
don't know how to do it  
stop you from doing it.**

**The fact that entrepreneurs  
are willing to boldly step out  
and face the unknown – and  
figure it all out as they go – is  
the one thing that separates  
them from everyone else.**

-----

**So much of the slick,  
polished, and “professional  
looking” sales material is also  
the first to hit the trash can!**

The marketplace is cluttered with all of  
this homogenized sales material. In an  
attempt to make it “perfect” it also comes  
off as being mass-produced and phony!  
*There is no edge to it... No personality...  
Nothing to suggest that a real, living,  
breathing person actually created it.*

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Your “real” power comes  
from developing your...

**Confidence,  
Certainty,  
and Control.**

*The way you “carry” yourself.*

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**Our eyes are always so much  
BIGGER than our stomachs!**

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**Every ambitious entrepreneur  
must say “NO!” many more times  
than they say “YES!”** There are too  
many “opportunities” and not  
enough time, energy, and money to  
do them all effectively. *Say “YES!”  
to too many things and you’ll end up  
doing a lousy job at all of them.*

\* \* \* \* \*

**What are your top 3  
competitive advantages and  
how can you exploit them in  
a bigger and better way?**

Ask yourself this question, often.

\* \* \* \* \*

**Any fool can create and sell products, but it takes a true genius to create an ever-growing base of loyal fanatics who re-buy an increasing amount of products and services on a *frequent* basis.**

## **The lonely crowd.**

People are “starving” for a little genuine and sincere recognition. Feed it to them and you’ll get super rich!

**Want proof from 2 people who knew?**

“The two things people want more than sex or money are praise and recognition.”

*Mary Kay Ash*

“My life changed forever the day I realized that a man would die for a blue ribbon.”

*Napoleon Bonaparte*

## **Stop worrying about the cost of your leads!**

I used to hang around with a group of marketers who sat around and bragged about the “low cost of leads.” Each guy in the group would try to show off and give a lower number than the next guy.

**BUT I NEVER PARTICIPATED  
IN THOSE CONVERSATIONS.**

*Why?* Because the cost of the lead is no big deal! The only thing that matters is how much money you make!

Sometimes your best bet is to spend more money on a lead than any of your other competitors are willing to spend. After all, the profitable conversion of the leads you generate is definitely the most important thing.

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The front-end  
builds your list,  
**but the back-end**  
**makes you rich!**

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Every salesperson has heard this phrase:  
“Confuse ‘em and lose ‘em,” but there is a  
time when confusing people can and will make  
you a ton of money! **Here’s how it works:**

- 1) Put together some type of training  
program that teaches new prospective  
buyers everything there is to know  
about your area of expertise. Tell  
them everything! Overwhelm the hell  
out of them! *Drive them crazy with  
mind-numbing details!*
- 2) Then offer a service that does everything  
you just taught them – for them!

When you do step one correctly, you will  
put them in a great amount of pain! Then,  
in step two they’ll be standing in line with  
money in hand so you can relieve them of  
the pain you inflicted on them!

*Plus, if you did step one correctly, they now  
know that you really know your stuff and  
now they’ll pay you huge sums of money!*



**A SHOCKING percentage of information buyers never do a damn thing with the products they buy! *It's as high as 90% or more in some markets!***

Many years ago I suffered from the delusion that this was a problem in the niche market we serve. Since then I've discovered that all information publishers have this issue!

**The BIG LESSON:** People buy informational products to fill an emotional void of some type – and the very act of buying these items satiates their desire!

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

**The more HONEST and  
OPEN you are with your  
customers, the more  
BONDED they will be to you  
and the more they'll buy!**

**People are sick and tired of all the  
phony-sounding B.S. out there.  
THEY DON'T TRUST ANYONE  
ANYMORE. They are looking for  
something "REAL" and want to have  
a relationship with you. The more  
you do to tell them your carefully  
crafted "personal and private"  
details, the more money you'll make.**

***Try this and prove it to yourself!***

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

**One good golf  
shot wipes out a  
hundred bad ones!**

*Keep playing for  
that one good shot.*

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## **Sell “NEW!”**

One of our best-selling sales letters has a headline in 72 point type that just says, “NEW!” *That’s it!* Yet people go crazy over anything that appears to be new! They think it must be better.

**Your job is to keep giving them the same old stuff you know they want the most, with a thin layer of something “NEW!”**

**Great premiums  
*drive* the sale!**

**Make your bonuses  
so attractive and  
sound so valuable  
that people are willing  
to buy your product  
or service just to  
get the bonuses.**

“A stranger loses half  
of his charm the day he  
is no longer a stranger.”

*Genevieve Antoine Dariaux*

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## **The power of ROI!**

It doesn't matter how much something costs. The only thing you should care about is how much money it makes you.

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**Re-invent yourself...**

**NOW!**

Create the character that  
you want your customers to  
bond with! *Then play that  
“part” as best as you can!*  
You must become what they  
want and need you to be.

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You must develop a marketing strategy to deter your competitors.

*What can you do to make it harder or even impossible for others to compete against you?*

One possible strategy – within reach of almost every entrepreneur – is to make yourself “famous” in your target market! The more famous you are, the more difficult it will be for other ambitious people to compete against you. If you are the ‘star of the show’ and have a huge base of rabid fans – who’s going to compete with you?

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Strive to get better  
at what you're  
already good at...

*And let everyone  
else do the rest!*

## Does luck play a major role in becoming wealthy?

**YES!** But to a large extent, you can create your own luck! Here's how:

1. Dream big!
2. Plan, plot, and scheme!
3. Test as many things as possible while learning from them all you can.
4. Get lots of help, support, and guidance from the most skilled people you can find.
5. Cash out when you are at the peak of your lucky streak!

> > > > > < < < < <

Get rid of the delusion  
that anyone is ever going  
to care about your business  
as much as you do.

It isn't going to happen...

**EVER!**

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**Do you own a business or the  
worst job in in the world?  
Take this test to find out!**

**Can the business  
survive and even  
thrive without you?**

**It is to the degree that  
you can honestly say “YES!”  
to this question that will  
determine whether you  
in fact own a business  
or just a highly paid job.**

Thank God there's  
no such thing as  
debtors' prison anymore!

Think of how many  
*wild-eyed* entrepreneurs  
who would be behind  
bars right now!

\* \* \* \* \*

## **You are in the diamond business!**

**It's a messy and labor  
intensive process – digging  
through tons of dirt, mud,  
clay, and rocks to find  
the smallest of diamonds.**

\* \* \* \* \*

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**You've got to go through  
a little hell before  
you can get to heaven!**

Pain is an important part of  
the learning process. You  
must make a lot of wrong  
decisions – and suffer through  
the painful learning process –  
before you finally get it right.



*I have always preferred dead experts to live ones and I wasn't exactly sure why...*  
Then I figured out why it's easier to idolize dead experts:

**The live ones are always falling off their pedestals!**

I've been shocked as I've personally met and spent time with experts who don't know nearly as much as they pretend to know. I've discovered that they're not even practicing what they preach! Have a few of those episodes and you'll begin to prefer the dead experts, too!

## **Ask and keep asking!**

Someone once said,  
“There’s no shortage of  
contributors in the world –  
just recipients.”

People are waiting to be  
asked to give something that  
they’re willing to give, but it  
seems there’s a shortage of  
people willing to take the gift.

**Without duty...  
life is soft  
and boneless.**

“I slept and dreamt that life  
was joy. I awoke and saw  
that life was duty. I acted  
and beheld that duty was joy.”

*Rabindranath Tagore*

\* \* \* \* \*

## Rock star or brain surgeon?

Your time is the most precious commodity you have. *So why would you want to sell it for any amount of money? Don't do this!* Find as many ways as you can to make money that have little or even nothing to do with the amount of time you put into it.

\* \* \* \* \*

**Thinking your entire marketing plan out from every angle – on paper – is a form of action.**

Your best ideas will come to you while you are in the process of figuring everything out on paper. Setting your financial goals, working out projections, thinking through all of the potential challenges, and developing specific strategies to overcome the challenges.

**Does all this sound like work? It's not. It's a game! The more you play the game – the more power you'll have!**

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**The longer I do this and  
the more “successful”  
I become – the more I think  
of myself as a salesman.**

Many people are in love  
with their BIG FAT titles and  
like to think of themselves  
and what they do in the  
grandest way – but most of  
this is just ego-driven B.S..

+ + + + + + + + + +

## **Suppliers are liars!**

Most of your suppliers (even your best ones!) will talk out of both sides of their mouths. They'll tell you that they care about your business and only have your best interests at heart, but the truth is that they have their best interests at heart. *Don't let them fool you!*

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**Keep your eyes wide open  
while searching for a key hire  
for your business, but keep your  
eyes half-closed there after.**

**Find the best people you can  
and then stay out of their way.**



**“The Rambo types  
are the first to go.”**

*Commanding Officer  
of SEALS Training at the  
Naval Special Warfare Center*

The secret to survival in war or business is to be flexible and adaptable. There is no one way. You must have opposing skills and qualities that let you bend without breaking... You need qualities that let you take some of the most brutal beatings without smashing into a thousand pieces.

✓ ✓ ✓ ✓ ✓

**ONE WAY is  
the wrong way.**

**More choices and options is  
the right way. Variety is  
power! *Flexibility is strength.***

✓ ✓ ✓ ✓ ✓

• • • • •

**The secret to writing the most  
forceful ad copy is to write  
with a great sense of urgency!**

*Great ad copy is alive!* It has the  
power of an enthusiastic salesperson  
behind it. You read it and are moved  
into action! A secret to writing with  
this great sense of passion, power,  
and urgency is to put yourself into  
situations where you wait until the  
last minute to write your copy – so  
you really are in an urgent frame of  
mind while you are writing!

• • • • •

**“You can’t kill an  
elephant with a BB gun!”**

***Bill Glazer***

People are trying to get  
HUGE results with a small  
amount of effort and expense.

**YOU CAN’T DO IT!**

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**“Action” is the sacred  
word in business.**

Yet, the heart of success is  
discovering the correct goal  
and then developing a plan to  
reach it. This requires much  
more thought than action.

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: :

We all want to believe  
that the magic answer we  
are searching for is out  
there waiting to be found.

**That's not why you're  
reading this, *is it?***

: :

Money doesn't  
care who has it...

So it might as  
well be YOU!

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**All great entrepreneurs are  
non-conformists because  
conformity leads to  
conventional results.**

**Conformists are people who  
follow the follower.  
Entrepreneurs are rule breakers  
who pave their own path.**

---



\* \* \* \* \*

You can tell something  
in a few printed pages,  
but it often takes  
much more paper and  
ink to SELL IT!

\* \* \* \* \*

**The more people buy  
– the more they buy!**

Consumption increases  
with usage and rabid buyers  
CANNOT be satisfied!

Do at least one thing that  
*scares you* every single day.

The more uncomfortable it  
makes you – the better!

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**You are your own best teacher.**

**Other people can point you  
in the right direction –  
but there's no substitute  
for personal experience.**

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**When people pay –  
they pay attention!**

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Be sure to let people  
do everything they're  
willing to do for you.

A terrible thing  
happens when you  
don't advertise...

**NOTHING!**

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**Surround yourself with  
the best and brightest  
your money will buy!**

When you hire people who are  
smarter than you are, you prove that  
you are smarter than they are!

The smartest and most capable people  
are always working for someone else.  
*They might as well be working for you!*

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Systems work,  
*people fail...*

It's that simple!

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**There is no such  
thing as a problem!**

**Problems do not  
exist to the  
determined and  
forward-thinking  
entrepreneur. *They  
are only challenges  
to be overcome.***

**Stop looking for an  
easier and softer way.**

**Remember, all progress  
comes from discontent,  
not complacency. *Stay  
hungry* and always let your  
reach exceed your grasp!**

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**All ambitious people  
have ENEMIES –  
many times posing as  
friends or supporters.**

The only way you'll ever know  
who your real friends are is in  
the times of extreme crisis.

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The wins are nice, but it's good  
to lose every once in a while.

It keeps you humble and  
focused. *Plus, it reminds you of*  
*all the lessons you soon forget*  
*when you're constantly winning!*

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## **Perception is reality!**

**“For me and my career, the image has been everything. More important than the reality. The most powerful thing is what people perceive and believe about me!”**

*Arnold Schwarzenegger*

***Image is everything!***

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From the movie  
*American Gangster:*

**“The loudest one  
in the room is  
the weakest one.”**

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**STOP wanting  
things to be easier.**

The #1 reason all successful entrepreneurs deserve the BIG bucks is because the things they do are so difficult.

If everyone could handle all of the pressures, responsibilities, headaches, and hassles – there would be no reason for these entrepreneurial superstars to get paid the BIG bucks.

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### **The 99% rule:**

People spend 99% of their time  
thinking about themselves... So to  
influence them, YOU MUST ENTER  
THEIR SELF-CENTERED WORLD by  
convincing them that you are thinking  
about them, too!

It sounds simple (and it is),  
but there's an art to it.

\* \* \* \* \*

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Thinking small is so safe...

**That's why  
so many do it!**

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Over 2,000 years ago,  
Aristotle said:

**“We are what we  
repeatedly do.”**

*This is as true today  
as it ever was.*

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## **The awesome power of immediate gratification!**

People buy for one reason: emotional satisfaction. The more immediate the gratification – the faster they will buy.

\$ \$ \$ \$ \$

**Lose small – and win BIG!  
You can do 20 small, but  
extremely aggressive tests  
and lose all of your money on  
19 of those tests – and still  
end up making tens of  
millions of dollars by rolling  
out the 1 test that worked!**

**I don't know of *any* other  
moneymaking method  
that can give you this kind  
of tremendous power!**

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## **Start charging more money for your stuff!**

*Someone has to be the  
highest price competitor...  
it might as well be you!*

**Charging more money lets  
you deliver higher quality  
products and services that  
attract the very best  
prospects in your market.**

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## **The word “underdog” was invented in America!**

If Americans love anything, it's the underdog. We're a nation of underdogs... a society that celebrates the triumph of personality over heritage. We believe that if you have the character, determination, and intelligence you can become anything.

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## **The only four ways to crank out more profits:**

1. Generate more high quality leads.
2. Get a higher conversion ratio of those leads.
3. Get more money and profit per sale.
4. Increase the number of repeat purchases per customer.

*When more than one of these four things are done at the same time, your business will grow exponentially.*

\* \* \* \* \*



**Stop competing on price!**

**This is a  
loser's game.**

*Any fool can lower the price  
and every fool does!*

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**A good direct mail  
package is not afraid  
of the word NO!**

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**Why prospects DON'T buy right away:**

1. Not enough pain with their current situation.
2. They don't perceive they have a need.
3. They can't distinguish that you're any better.
4. They don't trust you, your company, or your offer.
5. They don't trust themselves or think it will work for them.
6. You did not follow-up enough or put enough pressure on them.

*Notice how “not having the money” is not on the list?*

---

**Key questions you should ask to  
maximize and optimize your marketing:**

- 1. How could you get more money  
per transaction?**
- 2. How could you get more  
transactions per customer?**
- 3. How could you get more new  
customers?**
- 4. How could you increase your  
conversion ratio?**

***Go ahead and start asking and  
answering these questions now!***

---

\* \* \* \* \*

The **3 possible responses** when  
you send out a marketing piece:

1. Yes!
2. No!
3. Maybe?

All of the money is made from the  
people who say “maybe.” You must give  
them alternate ways to respond...or  
keep coming at them *in different ways*.

\* \* \* \* \*

Giving your customers a  
choice of premiums takes  
their mind off of the  
question, “Do I want it?”  
and onto the question,  
“Which premium do I want?”

**This is an amazing  
involvement device!**

## **The #1 quality of a salesman is likability.**

It sounds like common sense,  
but the best salespeople must  
be charming and personable.  
*People like you and then want  
to do business with you.*

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## **The POST negotiation strategy:**

**People** – Get as much info as you can on them.

**Objective** – What is the most important thing you're after?

**Strategy** – What strategy am I going to use to achieve my objective?

**Tactics** – What are the tactics we are going to use? Don't shoot from the hip!

***The more preparation you do,  
the more successful you'll be.***



• • • • •

## **Holiday power!**

**Tie in an upcoming holiday with your next offer. It's an idea that doesn't sound that exciting (and it's not), but some marketers are getting phenomenal increase in their response by doing this!**

Part of the reason talking about holidays works is because it's timely and newsworthy. Plus, you're "entering the conversation that is already in their mind."

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**Advertorials work because  
they confuse the reader...**

The publications hate them for  
that reason, but using them  
will bump your response.

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**What is the #1  
financial goal  
for your business  
RIGHT NOW?**

**You must have a clear  
target! A goal that excites  
you and causes you to  
stretch and reach for more!**

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*The worst of times*  
is somebody else's  
best of times.

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**Success is a  
moving target.**

*You have to keep chasing it!*

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Make yourself and/or  
your company so *unique*  
that you completely  
separate yourself from all  
of your competitors.

**Get the prospects  
to seek you out!**

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**“Advertising is the ‘wonder’  
in Wonder Bread.”**

*Jef I. Richards, Professor at the  
University of Texas at Austin*

\* \* \* \* \*

“Yes, I sell people  
things they don’t  
need. I can’t,  
however, sell them  
something they don’t  
want. Even with  
advertising. Even if I  
were of a mind to.”

*John O’Toole*



---

**Use the carrot and the stick  
to get them to buy from you!**

**Let the twin forces of positive  
and negative go to work for you.**

**Remember, people are more likely to  
act to avoid pain than to move towards  
pleasure. So give them something to  
move towards, but also to move away  
from. *Make them feel both good about  
buying and bad about not buying.***

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**“Every word, sentence,  
and headline should have  
one specific purpose –  
to lead your potential  
customer to your order page.”**

*Shelley Lowery*

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What are the  
**BRUTAL** realities  
of your market  
that you have not  
been facing up to?

*And what are you  
going to do about it?*

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Goessel, Kansas 67053-0198  
**620.367.2600**

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