

volume **18**

T.J. Rohleder Presents...

THE BLACK BOOK OF MARKETING SECRETS!

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

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

volume **18**

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**The Best Ideas from the Powerful
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305 East Main Street, Goessel, Kansas 67053-0198.

FIRST EDITION

ISBN-10: 1-933356-49-9

ISBN-13: 978-1-933356-49-5

Edited & Designed by Chris Bergquist

Printed in the United States of America

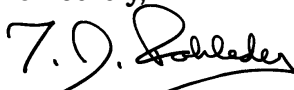
Dear Friend,

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 eighteenth 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". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

T.J. Rohleder

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

Are you cheating?

- People laugh when I tell them that I write the same sales letter over and over again. They think it's a joke. And once they realize that I'm not joking – they think I'm doing something wrong! I'm not. All I am doing is being creative!
- *There is nothing worse than the blank screen or page!* Having very good models that you can take ideas from is the fun and creative part of producing sales material that sells!
- This is a MAJOR shortcut! It is a faster and easier way to write the very best sales letters you can possibly write. You'll get a greater abundance of powerful selling ideas you can work with – and if you start with the best models – those ideas will be much more powerful.
- Creating new sales material from a pile of existing material is what creativity is all about!

Work does NOT have to be work!

You can and should find exciting new ways to make it interesting and even fun to do your most important work. By doing this – you will get even more of this work done.

The problem: Our most important work is often the things that are the most difficult. Because of this – we do all kinds of things to avoid it! In fact, it's amazing how many creative ways we can come up with to avoid the most important work that must be done!

The solution: Find new ways to do the most important work that you normally procrastinate or avoid doing.

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**All of the best ideas
have already been
used – but the smart
marketer knows how
to re-use them –
*and make them seem new!***

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Diversity leads to stability.

Find as many different
ways as you can to get
the results you want.

MORE is better!

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**What do you say when
you've already said
everything you have to
say a million times?**

Answer: Say it 1,000,001 times!

Lesson: The customers will
NEVER get tired of hearing
good sales pitch stories that
excite them and offer them
something they badly want.
Just because you're sick and
tired of telling these sales
stories to them does not
mean that they are tired of
hearing them.

**What they badly want and are definitely
NOT getting enough of:**

- > People are practically starving for some genuine affection. They desperately want to feel the genuine warmth, love, and passion from someone they admire or respect.
- > Almost every direct response marketing sales letter starts out with the words: “Dear Friend.” Yet, how many copywriters write those words without any real understanding of just how important this is? I’m guilty! For years I wrote “Dear Friend” on every one of my sales letters without even thinking about it. I wrote those words because everyone else wrote those words in their letters. I never stopped and realized that what the people in my market really want is TRUE FRIENDSHIP AND WARMTH that is real.
- > The most successful people in almost every area seem to understand this at an intimate level. They know how important it is to make the people in their circles of influence (and those whom they want to step inside these circles) feel understood and appreciated. They are or can be extremely affectionate with those around them.

Find a business that can consume you!

- One that can fully captivate you.
- One that you can fall completely and totally in love with!
- One that will absorb you...challenge you... interest and excite you. These businesses are out there and if you can't find one – create one!

Expect MORE!

- Our expectations tend to be self-fulfilling.
- In other words – we get what we expect.
- The more you realize this great truth, the BIGGER your expectations will be!

The amazing difference between two words.

Most businesspeople make plans when they should be making decisions. Big difference. A plan is weak, but a decision can be ROCK SOLID! Both are subject to change – but the key difference is another key word: Commitment. Most plans contain very little commitment. There is no cement to hold them together. Decisions, on the other hand, are all about commitment. To decide something is to cut off all other options. So stop making plans and start making decisions. It's a little thing that makes a HUGE difference between your own success and failure.

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Success comes from self-discipline.

So does real self-esteem! Those who want more self-esteem must do more esteemable activities more often! It's as simple as that. Self-discipline is all about forcing yourself to do the most important things you know you must do (but often don't feel like doing).

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The more you know –
the more you don't know.

**BUT DON'T LET
THAT STOP YOU!**

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CHARGE MORE!

**Are people complaining that
your prices are too high?
If so – DON'T LOWER THEM
– just sell harder!**

The fact that your prices are too high is almost never the problem. If you get this objection too much, you must ask this question: “What are you doing to prove to people – beyond any doubt – that what you offer is worth FAR MORE than the money you’re asking them to give you?”

It's up to you to build the value up by educating them in every way about why you charge premium prices.

All of us want to be entertained!

- ✓ We place a great deal of value on anyone who can make us laugh... feel excited... cry... or cause us to feel important or powerful.
- ✓ The people who are masters at moving people emotionally are the highest paid and most sought after people in the entire world.
- ✓ A word to the wise: Get good at giving the right people a great performance and you'll never have to worry about money ever again! Is it this easy? NO WAY! Is it this simple? YES, absolutely!

**“Life is either a daring
adventure or it is nothing.”**

– *Helen Keller*

The same is true of business.
The day our businesses become
all about the money is the
beginning of our end. The money
is a by-product of the game!

* * * * *

**You know you are very close
to mastery when you can do
really great work with very
little or even no thought.**

**This is the sign
of the master.**

* * * * *

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**If you can't beat them
– go find another
market to play in.**

**Or another segment
of that marketplace.**

– + – + – + –

From 13 hours to 90 seconds!

- * When Henry Ford first conceived the Model T, it took 13 hours to assemble. Within 5 short years, he was cranking them out every 90 seconds!
- * What are YOU doing right now that you can systematize? How can you do the most important things you do – even faster? *And easier?*
- * Break it down. Think. Try to reduce your most important tasks into systems that can be done with greater speed and efficiency.

**Disappointment does not
have to devastate you –
IT CAN DRIVE YOU!**

It can make you mad as hell
and drive you to taking the
kind of extreme action you
must take to achieve your
biggest goals and dreams.

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**Much of what we call
“ambition” is simply a desire
for power and superiority.
Case closed. Look no further.**

The question for all super ambitious
people (myself included!) is this:

**“Why do you have such
an incredible desire for
power and superiority?”**

*Go ahead and ask yourself
this question. I DARE YOU!*

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How to double or triple your entire business... in ONE EASY STEP!

Just get each of your best customers to refer one other person to you who also ends up becoming a good customer and you have doubled your entire business! Get them to each refer two and your business is now 3 TIMES BIGGER and so much more profitable!

It's so simple, isn't it? YES! Of course, it's not easy – but you can do it with the right referral program that greatly rewards your customers for giving you the names and addresses (and their own endorsement) of a handful of other people they personally know and believe could greatly benefit from what you sell.

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There is no stability – only opportunity!

Every market is in flux – but
we can only see it in hindsight.
We are in flux, too – only we
don't notice it so much when
we look at ourselves in the
mirror every day!

*Change is the **ONLY THING** any
of us can ever really count on.*

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**Nothing beats the
seductive selling
power of a slick
infomercial!**

**Watch these shows
without getting
hypnotized by your
emotions and you will
understand what
selling is all about!**

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SURVIVE and THRIVE!

- It takes many qualities to become and remain at the top of any market. The ability to remain as flexible as possible and develop as many “dual or opposing qualities” as you can is vital to your ability to survive and thrive. You must develop the mind of the fox and the heart of the lion! Both attack... but they do it in different ways. These differences become their power.
- The fox is cunning and crafty. He is careful on his feet. He hides in the dark and waits for his moment. He is quick... flexible... and hard to catch.
- The lion is big and bold and powerful! He is king of the jungle. He struts... He roars! He also chooses his moment to ATTACK – but does it in the boldest way.
- This is a great metaphor because all of life and business is a jungle. Remember that. Do not be lulled to sleep. If you are trying to be the very best in your market – you have enemies. To be blind to this could be your downfall.
- Fight! But fight differently in different situations. And sometimes the best way to win the fight is to not fight at all.

Become enlightened... LIGHTEN UP!

See your life and business through the eyes of a great comedy genius. Your most creative ideas will only come to you when you are totally fired up! You can't be too serious... *Do whatever it takes, each day, to lighten up!*

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Spend less, invest more!

Stop blowing your money
on all kinds of worthless
CRAP and start investing
it in things that stand the
greatest chance of
making you the maximum
amount of money.

**If they screw you around
once – they’ll do it again.**

**Are there exceptions? Sure,
but not many. So as a general
rule – when someone screws
you over – get rid of them!**

**TIP: Don’t take it personally
when someone does screw
you over. Most people who do
this are simply for
themselves, not against you.
*Remember that... but still get
rid of them!***

Your body fuels your mind.

- You must take action when you don't feel like doing it.
- Act as if!
- Fake it until you make it!
- MOVE!
- Some wise person once said:
“Bring your shoes and your soul will follow.” Wise... Very wise.
- You gotta find a way to force yourself to do what you know you gotta do – even when you don't want to. Especially then.
- The key is to make yourself want to do it. That way – you're really NOT forcing yourself. You pump yourself up and put yourself in the emotional state you need. *THEN DO IT!!!*

Know your limitations.

Do you? Compensate
for them in as many
ways as possible.

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**Most salespeople are so busy selling – they do not give the prospect a chance to buy!
This is no joke:**

1. They do all the talking and no listening.
2. They never engage the prospective buyer.
3. They never do the kinds of things that build trust.
4. They never give the prospect the chance to feel like they want to feel:
The most important person on earth!
5. They never get the prospect to reveal the real reasons they're not buying.

It's all about the ego of the salesperson and NEVER about helping the prospect get what they want the most.

The ugly truth...

**Even the most honest
people – with the
highest of all integrity –
still think it's okay to lie
to a salesperson.**

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Create advertising that does not look and feel like advertising.

- Make it look like public relations.
- Make it look like education.
- Make it look like one friend writing or communicating in some way to another friend.
- Make it all about them and how you can somehow give them more of what you know they want the most.
- Make it look hokey! And what is that? I'm glad you asked! Make it more fun and exciting for the people in your target market!

These are the kinds of things that will completely separate you from all of your competitors. You'll stand out... get noticed... wake the right people up... and get them involved. This of course leads them down the main path to spend more money more often in even larger amounts – while also advising all of their friends to do the same!

Great moneymaking
ideas NEVER die...
they just *morph* into
something else!

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***Do you hate rejection? If so –
consider these things:***

1. Rejection is a part of life.
2. You can't take it personally.
3. Other people will always let you down and vice versa.
4. Do what you can to add more value in as many other people's lives as possible. Make sure they are the right people who can give you more of what you want the most – then look for ways to give the more of what they need or want.
5. Here's your mantra: Some will – some won't. *So what?* Who's next?

The quality of your life and business is dependent on the quality of the people you surround yourself with.

**Making a lot of money is NOT
about doing what you love.**

**It's about finding out what
produces the biggest results
and choosing to fall in
love with those things.**

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Make them pay before they can play.

In other words... do not even think of a prospect as a good lead until and unless they have given you some money.

Free leads suck!

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Leap without looking!

It's the
entrepreneurial way.

• • •

**A great marketing
message from someone
who truly understands:**

“There are over 3,000 radio stations on www.live365.com and compared to this one, they all suck!” This is a 10-second commercial from the classic rock station “The Great Ape.”

I love it because THIS is the attitude that all great marketers have about their business! All of us firmly believe that we are the best! All of our marketing messages reflect this attitude! We will never say it like “The Great Ape” station said it – but we are saying it in as many other ways as we possibly can!

*How are you YOU
communicating this message?*

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Here's a really cool quote that some smart dude said hundreds of years ago:

**“First seek an independent living.
Then seek righteousness!”**

Great stuff, huh?

Don't get it? *Then you haven't lived enough yet!* Hang in there long enough and you will understand the fullest truth behind these words!

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A goal-setting secret that works:

- > Spend LESS time thinking about your goals and MORE time thinking and writing about your intentions.
- > Intentions come before goals. They are the reasons why the goals you set for yourself are so important to begin with. The more time you spend thinking and writing about your intentions – the more motivation you will have to achieve your goals.
- > This process adds fuel to your fire! Just keep asking yourself: “Why is this so important to me? What am I really trying so hard to achieve? What’s most important to me and why?” Live with THOSE questions. Pay close attention to the answers. Those answers will come from the deepest place inside of you. And they will be your foundation for the life you want the most.

PROBLEMS and PROGRESSS have always been one in the same.

- *This has been true since the beginning of time.*
- So embrace problems! Face them head on! Run towards them! See the challenge and opportunities they offer. Seek out newer and better problems! Look for the message that lies buried within the problem. Use the tremendous energy from your biggest problems to solve them! Get angry! Then channel your anger! Turn it into determination. Just get angry and then determine the ways and means for solving this problem once and for all!
- **The bottom line: Life is action.** Problems, pain, and adversity spur you into action. Therefore, these situations (although painful) can be a very necessary part of your life if and when you let them spur you into positive action!

Getting old sucks! Except for
one really cool thing:

**Having the
ability to reflect.**

...It's a powerful thing!

It is great to have gained
enough personal experiences
to be able to look back and
see things from your past that
enable you to make the
RIGHT CHOICES today.

**Don't learn from
your past failures...**

**Learn from your
past successes!**

***There's a
big difference!***

The lessons from all of your
past failures are always the
same: “Don't do that again!”

Get it? Got it? GOOD!!!

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**Persuasion is telling
someone what to do
WITHOUT actually telling
them what to do!**

- Nobody wants to be told what to do... So our job is to get them to do what we want them to do without actually telling them!
- We do everything possible to make them feel as if they are coming to us rather than us going to them.
- We make them feel as if they are the ones who are in power.
- We let them feel as if they are buying rather than us selling.
- We let them feel that spending their money with us is definitely in their best self-interest.

Stay open to the creative process.

In the beginning, keep the filters wide open!

Let everything in!

Go crazy with passion! Think and dream and create like crazy. Don't prejudge – just dream... Dream big and lose yourself in the creative energy.

Fantasize! Have fun and explore all of the possibilities.

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**People only notice
the birds with the
brightest colors!**

*What are you doing
to get the right
people to notice you?*

* * * * *



**Whoever is asking all of the
questions has all of the power.**

- ✓ Make sure it's you!
- ✓ And whenever they try to
do it – answer their
question and then end
with asking one yourself!
- ✓ Your goal at all times during
a selling presentation, is to
stay in control!



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A confession and a lesson.

- My first couple of years in sales were a disaster... one sales job after another... always in the bottom group.
- I'd have enough good days to keep me excited about the idea of being a salesperson, but there were plenty of days when it was nothing but frustration.
- Then in December of 1985 I started my first company and my ability to sell instantly and dramatically increased! All of a sudden, I got a lot better – fast!
- *What was it that created this sudden difference?* Simple. All of a sudden, I was selling something I really believed in!

**“All things being equal,
people want to do business
with their friends. All
things not quite so equal,
people still want to do
business with their friends.”**

– Jeffery Gitomer

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**It's a lonely world
of *frightened* people.**

Same as it always was.

**Build a herd of the best
prospective buyers in your
market... and then build a
fence around them!**

1. Attract the best
prospects and turn them
into customers for life...
2. Build a solid relationship
with them...
3. Protect them from all of
your ruthless competitors!

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**Put yourself through
more pressure...
every day!**

*Pressure changes
everything!* It is the
amazing energy you
need to perform at
your highest level!

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Stay hungry!

Kids ask an average of
120 questions a day.
They are hungry! They're
curious! They have a very
powerful need to know!
Their filters are wide open!

But how many questions
does the average adult ask?
SIX!!! YES, from 120
questions a day to 6!

*Is it any wonder why most
adults are about as creative
as a head of lettuce?*

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**NOBODY roots
for Goliath.**

Meet them on their level.

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The weakness of the entrepreneur...

The same rebellious nature that causes so many great entrepreneurs to build some amazing businesses out of nothing can also bring them down in the end. *WHY?*

1. They won't listen to anyone!
2. They are too cocky and think they know more than anyone else.
3. They think they are better than they really are.
4. They cannot see their own weaknesses.
5. They are so focused on doing it "their way" that they don't spend enough time looking at all the great ideas others are doing and borrowing liberally from others.

You'd be working
a lot harder if your
goals were higher.

Wouldn't you?

YES! So do it!!!

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Certainty is a major attractor factor!

- People love those who are totally certain!
- People who have extremely strong beliefs and can passionately communicate them to others have amazing power!
- In many ways, what all of our best prospective buyers want the most is a feeling of total certainty that we can give to them! They don't just want to know that what we have to offer them can give them everything they want – they need to feel it!
- And YOU can make them feel it. How?
By feeling it yourself first!
- A quote from John Wesley (founder of the Methodist Church) hundreds of years ago says it best: “I set myself on fire and people come to watch me burn.”
- Your prospective buyers want to see you burn! They want to feel the heat of your passion! They desperately want to believe that you can give them whatever their own heart truly desires.

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When you go to work – GO TO WORK!

Sure, it's a cute saying, but
most people never put as
much of themselves into their
work as they could and should.

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All growth is three steps
forward and two steps back.

*Just accept this and
keep moving forward!*

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Most marketers are way too timid... They're constantly holding back... Always worried what others will think or say about them... Afraid to do anything beyond the norm... And because of this, nobody notices them!

Genius marketers do not worry about these things. They aim their selling messages directly at the heart of the very best prospective buyers they want the most. Nobody else matters! In fact, nothing else matters to them. If you are not the kind of high-level prospect they are looking for, they will not waste one single minute with you! *As soon as they find out that you are not the one they're looking for, they will move on... and fast!*

THE DICTATOR!

**The average customer is
more demanding than ever!
*More choices make them
feel more empowered!***

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**One great golf
shot wipes out a
hundred bad ones.**

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The most important
things in your life
and business cannot
be measured.

Do you know this?

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The world's richest people have the same amount of time each week as you do: 168 hours. It's what they do with that time that leads to the results they are achieving.

What are you doing to get the maximum leverage for every hour you work?

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**Let other people feel superior
to you and you'll disarm them!**

**They want to feel superior to
you, so go ahead and play along!**

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**Throw away all of your books
on leadership. I can give all of
it to you in 3 very simple words:**

Take total responsibility.

Sound too simple? It's not. Don't let
the simplicity fool you. There is
nothing more difficult than taking
complete and total responsibility for
everything that happens in your life
and business. *It is the hardest thing
you will ever do.* There is so much you
cannot control and yet you must still
assume total responsibility for all of
your *actions* and *reactions*.

STOP sleep walking through life!

- * Passion does not happen by accident. It is a by-product of putting more of yourself into EVERYTHING you do.
- * You create the right motions that create these intense emotional feelings we call passion and enthusiasm. You are the one who controls this, you make it real, and you make it happen.
- * I see so many burned-out entrepreneurs who used to be passionate about their business. But now they are tired and beaten down. But what they (and I have been one of them) fail to realize is that they have the power within themselves to turn it all around!
- * Someone needs to slam them against the wall and slap the shit out of them and wake them out of their self-induced trance!

**Others never appear
as *complex* as us.**

But they are (perhaps
even more complicated)!

**Do not be fooled by
outer appearances.**

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From the movie “Get Carter”...

**“If you don’t take care of
the business, the business
will take care of you!”**

What are you doing TODAY to
take care of your business?
*Better have a good answer because
your competitors are closing in fast!*

” ” ” ” ” ” ” ” ” ”

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Leverage *through* leadership.

- Working through a small group of smart, talented, and committed people is and will *always* be the smartest way to achieve your biggest goals and dreams.
- You focus on what you are best at and do all you can to see that they are doing the same. Assuming that you have the right people doing the right things – with you trying to be the grand orchestrator – amazing things can happen!

**“Wisdom comes
by disillusionment.”**

– *George Santayana*

So get rid of all of your idealistic
B.S. thinking as soon as you
can and become disillusioned!

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^ ^ ^ ^ ^ ^ ^ ^ ^ ^

Success wisdom from the 3rd President
of the United States, Thomas Jefferson:

**“Determine never to be idle.
No person will have occasion
to complain of the want of
time who never loses any. It
is wonderful how much may be
done if we are always doing.”**

Just as true today as ever!

^ ^ ^ ^ ^ ^ ^ ^ ^ ^

\$ \$ \$ \$ \$

The money is never enough.

The people who put money first and chase it as their primary goal are dangerous to themselves and others... At best, they will make poor decisions and never find anything that is even close to fulfillment. *At worst, they will turn into some form of human monster!*

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**The great ones ALWAYS
make it look so damn easy!**

- And yet, what you never see are all of the years of pain, problems, obstacles, challenges, and various forms of adversity that they had to go through to develop their skills and abilities.
- All you see is the end result. The master. The highly skilled professional who is totally confident in doing the things that are extremely difficult for most people – including you!
- The danger is to think or feel that these people are special or have some sort of natural ability that you do not have. If you think this... STOP! You can develop any skill that you want to possess. In fact, many experts (I'm one of them) believe that if you want to do something bad enough – then assuming you're not totally insane – you have it within you to do it.
- *Don't be discouraged!*

Thank God there are a few exceptions, but – as a general rule – the only reason people are your “friend” in business is because they think you have something they want.

- > Again, there will always be some exceptions – but they are just that... exceptions.
- > So do not be fooled by people who try to pretend they really care about you. What they really care about is themselves – and what you can do for them.
- > The business relationships I admire the most is when the mutual self-interest is clearly expressed. The entire friendship is built around the needs of the businesses themselves. Those needs come first – and both parties know and respect this.

**The parking lots of the
health clubs are always
filled in January.**

*By March, you can easily
find a parking place.*

Quantity leads to quality!

You can never have enough good ideas. And the secret to getting good ideas is to come up with a lot of them!

**Spend some focused time
each day thinking...
dreaming... plotting...
scheming... and planning.**

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The power of *indirect* selling.

Many prospects feel they have seen and heard it all so they tune out. They don't listen to you because:

1. They know that you are trying to get their money.
2. They are on guard and fighting hard to keep their money.
3. They don't believe you or at least they know that everything you are saying has a spin on it.
4. They are bored!!!

Because of these things – your standard benefit-driven sales message is not making any impact. You must do something totally different: Something to hit them over the head – wake them up – and take back control of the selling situation. That's what indirect selling is all about.

With indirect selling you are spicing up your sales presentation with all kinds of stories, metaphors, and analogies to get your prospect to forget what *he or she thinks you are going to say* and become interested and absorbed by something they didn't expect.

In life and business – you cannot know the real value of something until and unless you have something else to compare it with or against.

- If all you ever eat is dog food you might actually think that you're eating good food! But the day you are served a real meal at a fine restaurant is the last day you would ever be happy eating dog food!
- It's up to you to educate your customers and prospects and prove to them – beyond any doubt (and they have many) that you, your company, and/or your products and services are the right choice for them.

One of the coolest things about selling informational products and services is that you alone decide what they are going to be.

- There are few rules.
- Sometimes even no rules!
- Yes, in some situations there is absolutely no right or wrong! What it is and how it looks and feels is entirely your decision.
- The freedom behind these types of products and services is amazing!

Emotional empowerment!

All of your very best ideas will come to you when you are totally fired up with passion and enthusiasm for what you are doing! The more you can do to fall madly in love with the projects you are working on and the goals you are working towards – the better your ideas will be.

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Breaking through their self-centered fog!

All people have a very thick layer of self-centeredness that shields and protects them. Your offer is like the warm sun that penetrates the self-centered fog of the prospective buyer!

The problem is, the prospective buyers are moving so fast that you only have a very short amount of time for the heat of the offer to burn through their fog. You must do it fast! *What's the fastest way to do it?* Do whatever it takes to make your offer personal to them. It must speak to them in the most compelling and direct way possible or won't have time to breakthrough.

+ - + - + - + - +

**BIG THINKERS are usually
terrible implementators!**

They are great at seeing it
all in their heads, but when
it comes to making it all fit
together and work smoothly
– *they need help!*

+ - + - + - + - +

Work more and love every minute of it!

I am sick and tired of all the materials out there on how to work less and make more money. These books, seminars, and programs are very popular because that's what so many people want! But this type of thinking is dead wrong and even dangerous. As an entrepreneur it's all about falling in love with the work you do! This – not money – should be your #1 goal.

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**Are you focused
on the obstacles
or the objectives?**

Both are important, but
putting more focus on
the latter will always
make you more money.

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The writing is done
very quickly...
It's the thinking
that takes forever!

So never stop thinking about
the stuff you write about...
Become obsessed with it!

• • • • •

A CASE for WEALTH:

**Those who dream
bigger and do more
DESERVE MORE.**

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***How long should
your sales letter be?***

As long as it needs to be – to do
the most complete job of selling
– without being too boring.

It takes time to build the
right bond with the reader
and set up the sale.

**Everything always takes
longer than you think it will...
costs more... and demands a
much greater effort.**

The only way to accomplish a major
project is to LIE TO YOURSELF about
how simple and easy it will be to pull it off!

*Thank goodness it all
appears to be so simple
and easy in the beginning!*

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“Boldness in business is the first, second, and third thing.”

– H. G. Bonn

**What are you doing
to go way beyond
your zone of comfort
and security?**

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All's fair in love and war.

Bait and switch advertising
may be illegal and immoral in
the business world, but it is the
norm in the world of romance!

*Are you shaking your head in
agreement? If so, you know!*

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Most managers... are not demanding enough from their people and holding them accountable. This is especially true with huge companies.

Someone once told me the story of a wealthy land owner who called in one of his employees and said, "I've been reviewing the employee records and see you've been working here for 25 years to take care of our stables. Is that right?" The employee said, "YES!" And the owner replied, "But we sold all of our horses off 20 years ago. Isn't that correct?" And the employee said, "Yes, that's right, sir, and what would you like for me to do next?"

This may be a joke, but if you've been around business for a while, you instantly see the truth in this! *Most employees will do whatever you ask them to do – and nothing more.*

**“Little hinges
swing big doors.”**

– *W. Clement Stone*

This quote from the 16th century
contains a simple principle that
can make you more money than
you have ever dreamed possible!

**The smallest things
can be worth enormous
sums of money to you!**

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If you do what everyone
else is doing – you're going
to get the results that
everyone else is getting...
which are average, at best.

**If you want
extraordinary results
you MUST do
extraordinary things!**

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The more you do on a
consistent basis, the
better you will feel...

And the better you feel,
the more you'll do!

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

“RUTHLESS MARKETING ATTACK!”

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

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

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

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\$9.95 US Business & Economics

ISBN 978-1-933356-49-5



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