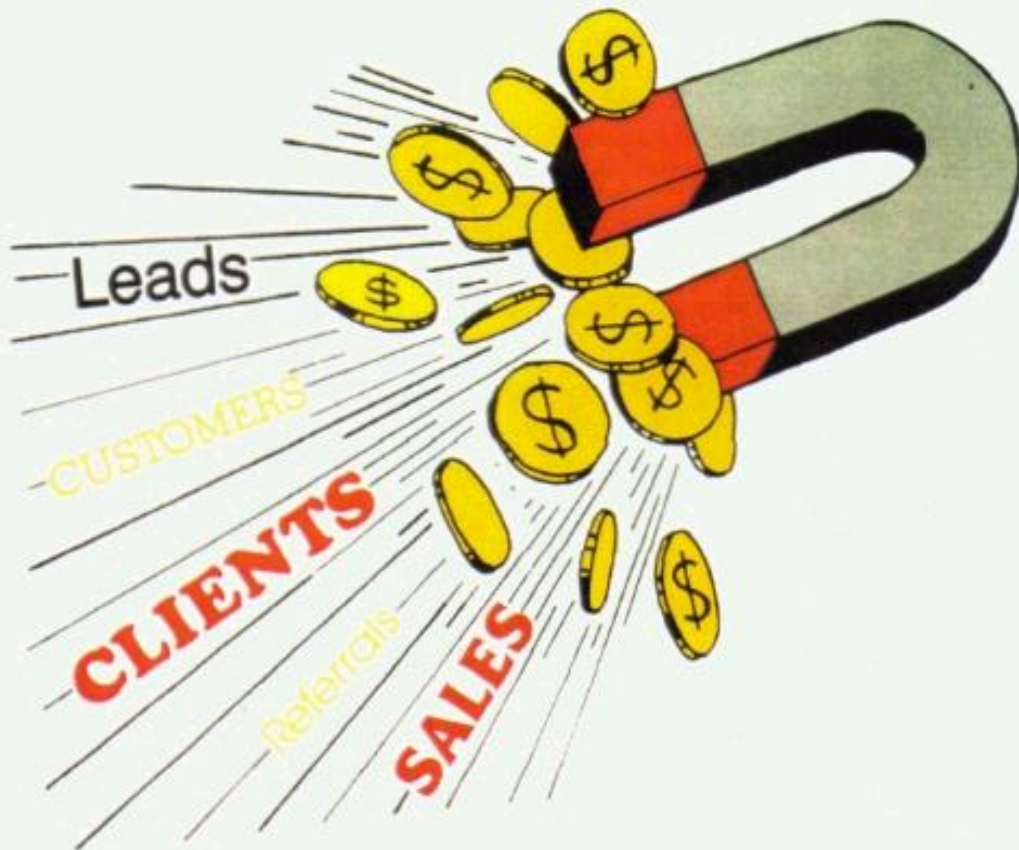


# NEW BUSINESS POWER MARKETING



**Ingenious, Inexpensive, Deadly Accurate  
Marketing Techniques For Skyrocketing  
Your Sales, Slashing Marketing Costs And  
Leaving Your Competition In The Dust!**

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## **The New Business Power Marketing Program**

Welcome to the New Business Power Marketing Program. In this program, I'm going to show you how you can use two extremely simple advertising formats to blow the lid off your sales and profits.

Not only are these formats simple and powerful, but they're also quite inexpensive to use. With costs climbing for nearly every aspect of running a business, I'm sure you'll appreciate how inexpensive it really is to use these formats to pump up your profits.

**Is Conventional Lead Generation Blowing A Hole In Your Bank Account?**

One of the greatest myths of direct marketing is that lead generation is easy. Supposedly, all you have to do is run an ad here, or send out a few thousand sales letters there, and you'll be swamped with new business.

As you and I both know, nothing could be further from the truth. If things were really that easy, you wouldn't have ordered this program.

The fact is, finding new customers are the most costly aspect of any business. But as expensive and as difficult as it may be, you have no choice.

If you don't do anything to make sure you bring in a steady stream of new customers, your business will wither and die. Every business has attrition. Customers move and quit doing business with you. Some switch to your competition. Others drop out of the marketplace as their interests change.

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This leaves you with a formidable challenge. Either find a reliable way to keep bringing in more and more new business, or risk going belly up. It's not a pretty picture, but it's the way things really are.

### **A Foolproof Solution**

Fortunately, you no longer have to waste tons of money and time in a futile attempt to bring in new business. The New Business Power Marketing Program will give you two proven ways to bring in more new business than you can handle.

I've spent well over two years and tens of thousands of dollars making test after test to develop, fine tune, and finally perfect these two powerful performers. Quite simply, they work like crazy!

In fact, the flow of new business can be so immense, I've had to cut short some of the campaigns I've done using these formats. I'll give you all the details on this in another section of this manual.

The best news is, you can "clone" these formats for your own business. You don't need to reinvent the wheel or struggle to come up with successful lead generation techniques of your own. You don't need to waste a lot of money experimenting to discover what works and what doesn't I've done all the legwork and suffered all the setbacks for you.

All you have to do is take the fruit of my labor and use it to grow your business!

### **How To Get The Most Out Of This Program**

This program is setup to be as easy to use as possible. There's no theory, fluff, or filler. I've kept it tight and lean to get you up and running in short order. All you have to do is read this manual, pick the format that best suits your business, and put it into action.

I don't waste your time theorizing about why something works. Instead, I document the results; show you precisely how to do it,

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and get out of your way so you can start selling more of your products and services.

I do have one suggestion that should help you get the very most out of this program. I suggest you read this manual in the order it's written. A number of points in some of the sections depend on you understanding information that was presented in earlier sections. So if you read the manual out of order, you risk misunderstanding significant points and damaging your future sales and profits.

#### A Thumbnail Overview

You may not know this, but I used to teach reading. An important discovery I made was that people learn more quickly and more thoroughly if they have an overview of what they are about to read.

Having this "big picture" gives you a foundation for nailing down all the details. So before we get into the details of the manual, I'm going to give you a one-minute overview.

Section 2 presents Format 1 and shows you how to flood your business with more new customers than you can handle. Here's where you'll see why more than once I've had to stop running this program because the flow of business was so immense.

Section 3 presents Format 2 and shows you how to get prospects to actually pay 1Qg to add their names to your house list!

I know you're going to love this, especially when you see how simple and inexpensive it is to implement.

Section 4 shows you how to determine which of the two formats is best for any given campaign. By the way, it couldn't be any easier.

Section 5 gives you detailed instructions on how to customize both formats for any type of business. It's so simple; you could do it in your sleep.

Section 6 gives you tips on how to expand the formats into different areas and squeeze even more profits out of them.

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Section 7 is a quick summary for getting the most profit out of these formats. It's designed to get you on a fast track to more sales.

The program wraps up with your special bonus report, **Secrets Of Converting More Prospects Into Cash-Paying Customers**.

Now that you know what you have to look forward to, let's get right to it!

## **Format 1: How To Flood Your Business With More Highly Qualified Leads Than You Can Handle**

What I'm about to reveal to you is one of my most closely guarded trade secrets. As you'll see in a minute, this format drives a system that is quite simple, and in some ways, it's very similar to other lead generation techniques.

However, what's distinctly different is that I've combined two different elements together that make this the most productive lead generation format I've ever used. And it's so simple to implement, I'm confident it will be extremely effective and profitable for you as well.

### **A Little Background**

When I first started selling my freelance copywriting services, I experienced a lot of peaks and valleys. I'd either have more work than I could handle or nothing at all.

I used all the traditional advertising methods to try and get more clients, but stabilizing my cash flow was very elusive. Finally, I decided to try something I had advised a lot of my clients to do but never really tried myself - give away free information.

The first thing I did was create a report about improving the quality of advertising copy. I ran small space ads in a number of trade journals giving away my report. The initial response was quite good, but the majority of the responders didn't have an immediate need for copy. They were mostly fishing for writers to have available for the future.

However, I did get some immediate work and compared to the other methods I was using - small space ads and direct mail touting

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my services - the results were gratifying. But these results still didn't fill in all the holes in my schedule.

Finally, I decided to get a bit more aggressive. I decided to create a newsletter and mail it to 300 of my most likely prospects. At that time, I was writing a lot of copy for high tech and financial services companies.

So I put together a two page newsletter, one 8-1/2 X 11 sheet printed in black ink on both sides. I called it "High Tech Marketing Hotline". It was published every other month, six times per year.

Next I got a list of high tech companies that used direct mail. I purchased the list for unlimited mailing and started mailing to the 300 companies I felt would be the strongest candidates for hiring me.

I figured it would take 3 or 4 mailings before prospects began to trust me. That seemed like a reasonable number of contacts to establish credibility. Was I ever wrong!

Within days of mailing the very first issue, I was contacted by eight highly qualified prospects. And almost all of them had projects that were already approved for budget and ready to go. That first mailing doubled my income and brought me a number of steady, repeat clients.

It's amazing how demonstrating your expertise can turn prospecting upside down in short order. Instead of you contacting prospects for the job. they are now calling you!

Needless to say, free or inexpensive newsletters have become a major tool in my marketing arsenal. In fact, I believe these newsletters are the most potent marketing tools you could ever wish for.

### **Advancing The Formula**

In the past few years, I've become painfully aware that cold mailings to rented lists have gotten less and less productive.

In fact, in nearly all cases, mailing to a cold list is now the most risky and

## 2-3 Format 1

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expensive method of lead generation you could undertake.

On the other hand, mailing lists offer you a huge universe of prospects that you can directly contact. So I realized it was crucial to find a way to build more safety into the process of prospecting with cold lists and reduce both the cost and risk at the same time.

To start with, I turned to my most profitable and reliable marketing tool - the free newsletter. Then I began thinking about how to make prospecting to cold lists with my newsletter work. I didn't want to send a complete direct mail package because the costs associated with it were precisely what made this type of prospecting so unprofitable.

I realized I needed a way to get these prospects to look at a classified or small space type of ad that would be the first step in a two or three step process. The answer was to create a small space ad that could be mailed to cold prospects at very low costs!

The mechanism I decided to use was a standard sized, low-cost, low-postage postcard. I've developed and tested a number of these postcards and the version I'm about to show you produces the best results. Before I give you all the details on the method itself, let's take a look at the results of one of my recent campaigns.

### **Serling's 10/10 Profit Plan**

When I mail out my postcards, I can consistently get the following results:

1. 10 percent of the suspects! mail to request my complete information package
2. 10 percent of the prospects who requested my complete package convert to paying customers

With these numbers, I'm now able to produce a constant flow of very profitable business. Here's the precise cost to revenue breakdown for each 1000 pieces mailed:

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Expense

\$ 370	2000 names X .37 per card (.03 printing + .20 postage
	+ .10 list rental + .04 addressing)
\$15100	response packages (newsletter + sales letter for "Maximum Profit Direct Marketing"
\$ 90	Second notice mailing of similar package but with no
	newsletter
\$90	Final notice mailing - same as second package
-----	
\$665	

Profit

\$2520	10 sales of "Maximum Profit Direct Marketing" at \$287
	- \$350 production/fulfillment costs
\$ 756	3 sales of "Maximum Profit Copywriting Clinic" as
	a back end offer at \$287 - \$105 production/fulfillment costs
-----	
\$3276	

There's actually a lot more back end potential available for other offers as well, but to keep things simple, I've listed just the immediate offers I make. Also, please notice that it takes a series of three sales letters to reach 10 percent conversion. But, bottom line, this simple format and follow-up system is returning \$4.92 profit (\$3276 / \$665) for every dollar invested in marketing. Not bad at all from a cold list!

By the way, I've tested this offer to dozens of lists and produced nearly identical results. This format consistently pulls in big profits.

**The FREE Offer Lead Generation Format**

Let's take a look at the entire format and piece it together step-by-step. Please take a look at the postcard itself,

which is Example I at the back of this report.

The entire offer is driven by a free six-month subscription to

## 2-5 Format 1

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my newsletter, Results! As I mentioned earlier, I love newsletters as a prospecting tool.

Here's why. First, because it's a six-month subscription, prospects don't feel like they're going to get a sales pitch right away. They're going, but the sales pitch they get is so tuned in to their needs, they actually don't mind it when they get it.

Secondly, there's tremendous credibility with a newsletter. The implied message is that this is a substantial source of valuable information you'll be getting on a repeated basis, not a one shot product that could have been hastily thrown together.

Now, let's break the postcard down block-.by-block and see what makes it tick.

### **Block 1 - The Headline Block**

This block is extremely simple. It promises a big, powerful benefit to the prospect. In fact, the benefit of increasing your profits by 917% pushes the envelope of believability, it's an extremely exciting benefit, but it sounds almost too good to be true.

### **Block 2 - The Testimonial Block**

This block serves two purposes. First, after the tremendous promise made in the headline block, it's highly likely that the prospect doubts my ability to deliver. But you see, I've set them up. Now I move in for the kill. These testimonials demonstrate that the promise I made is indeed accurate and attainable.

Second, it sets the stage for the prospect to accept everything that follows. After eliminating any doubt the prospect may have had, I've gained their trust. Anything else I say after this will be accepted as true.

Placing your testimonials right up front is crucial. You want to get your prospect on your side as quickly as possible. If you're making a lot of powerful claims and you don't present your

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testimonials until the end, it may be too late. You may have built up so much doubt, even the strongest testimonials won't be able to overcome it.

This point is so crucial, I'm going to repeat it again:

**This format relies on placing your satisfied customer testimonials as close to the opening of your ad as possible.**

### **Block 3 - The Benefits Block**

This next block consists of a list of enticing benefits the reader will get. As you can see, I don't leave anything to the prospect's imagination. I tell them quite clearly, "You could be using the insider's secrets found only in Results! to enjoy similar~ gains." Then I show them in the bullet points precisely what they'll get that will help them achieve these results.

### **Block 4 - The Call To Action Block**

This block gives the prospect their marching orders. It clearly and directly tells the prospect precisely what I want them to do -pick up their phone and order a FREE subscription.

However, it's extremely important that the prospect understands that they'll be calling a recorded message - 1121 2 live operator. If your prospect believes there's even the slightest threat of being sold something over the phone, it will kill your response. Prospects need the safety of doing nothing more than leaving a message.

### **Block 5 - The Benefit Teaser Block**

With postcards, it's extremely important to use a teaser. Since you don't have to worry about getting your piece opened, your first order of business is to make sure it gets read.

The teaser takes care of this for you. I prefer a teaser that echoes the benefit of the headline. This continuity is extremely important. If your teaser refers to a point that's buried somewhere

## **2-7 Format 1**

## **Notes**

else in your ad, the prospect is distracted, wondering when they're going to get to the point that made them want to read your ad in the first place.

### **Block 6 - The Action Summary Block**

Whenever you're giving something away for free, you want to shout it loud and clear. And it's crucial that whatever you're giving away appear on both sides of your card.

Secondly, this block directly supports Block 5 in enticing your prospect to read the entire card. Together, these two blocks give your prospect a powerful reason to turn the card over and read your entire ad.

Finally, by placing your phone number on both sides of the card, you make it extremely easy for your prospect to find it and call you. Remember, you can never make things too easy for prospects. Information like your phone number may seem obvious to you, but to your prospect, it's another little convenience that could make the difference in getting them to call.

### **The Single Profit-Making Goal Of This Format**

Finally, I want to talk about the overall purpose of the card. A small ad like this can have one, and only one, purpose. To try to do any more than that is marketing suicide. Can you guess what this purpose is?

To get the prospect to pick up their phone and call the 800 number!

That's all this card has to do. No more, no less. If it accomplishes that purpose, it's a total success.

### **Your Phone Conversion Script**

Please take a look at the script for the recorded phone message at the end of this report. It's Example 2.

Like the postcard, this script has only one purpose. And that's to get the listener to leave their name and address.

Your phone message should repeat the key benefits the prospect will get. This should take between one and two minutes. Any longer risks having a lot of prospects hang up.

By the way, I like to tell the prospect right at the beginning how long the message will take. I find when they clearly understand that it's just a minute or two, the hang up rate is negligible.

### **Rolling Out The Big Guns - Your Sales Letter Series**

Please take a few minutes to look over the sales letter at the end of this report. It's Example 3. This sales letter is sent with the first issue of the newsletter the prospect receives.

I'm not going to go into the details of how to create a winning sales letter here, as that's beyond the scope of this report. But I do want you to see how the product I'm selling ties in directly to the same needs the newsletter addresses. Although this may seem obvious, it's crucial that the newsletter be directly related to the products or services you're selling.

The second and third notice sales letters are exactly the same as the first sales letter. They are accompanied by cover letters that show the prospect what they've missed by not having purchased my product. Here again, I use testimonials to accomplish most of the task.

In terms of timing, I mail my second letter three weeks after the first, and the formal notice goes out three weeks after the second. This spacing has proved to be optimal in my testing.

Please take a few minutes to look at the cover letters at the back of this report. They are Examples 4 and 5.

## **Don't Forget The Basic Rules Of Testing**

While the results I've reported have been quite positive, I've had my share of failures too. So I want to remind you that it's critical that you test cautiously, inexpensively, and prudently.

If your responses to your postcard offer are much lower than 8%, kill the test. Also, if the conversion rate on your first mailing isn't profitable, you probably don't want to send your second notice and final notice. Of course, if you have a proven back end, you'd have to factor that into your decision.

The bottom line is you need to test with proper caution. Kill the losers and run with the winners.

## **Wrap Up**

I'm sure you can see how simple the system built around Format I really is. The key to making it work is just doing it. It takes a bit more effort than sending out sales letters to a cold list, but the increased payoff is well worth it.

The key points I want you to remember are:

1. An offer of FREE information pulls exceptional response.
2. Each step of the process must be finely tuned to accomplish a singular goal. Your postcard gets the prospect to make a phone call. Your phone script gets the prospect to request more information. And your series of sales letters converts the prospects to paying customers.
3. A series of sales letters will boost your conversion rate to around 10% - sometimes more. I typically see 4% - 5% on the first letter with an additional 2% - 2-112% on the two follow up letters.

How well does Format I work? I already showed you the figures I get per thousand pieces when mailing to highly qualified lists. But that isn't the entire picture. This offer works so well that

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I actually have to be careful how I use it.

Many times when I've rented large mailing lists, I've actually had to quit mailing before I used the entire list. This format produced such tremendous response, I couldn't keep up with all the business! Rather than rolling out all at once, I had to roll out in controlled stages.

There you have it. That's the entire system for Format 1. I hope your business will benefit from it as much as mine has.

## **How To Get Tons Of Prospects To Pay You To Add Their Names To Your Customer List**

Now that you've seen the first format in action, it's time to take things one-step further. For nearly all businesses, lead generation is an expense, and a costly expense at that.

How would you like to turn that around completely? How would you like to actually get prospects to pay you to add their names to your house list?

What this means, is your lead generation programs will now be a profit center rather than making a huge dent in your bank account!

### **Why I Developed This Format**

After having successfully used Format 1 for quite some time, I reached a point where I was getting thousands of responses every month. When you fulfill subscriptions to that kind of volume, your costs add up fast. So I decided to see if I could develop a method to at least break even on the front end. And if! made a profit, that would be gravy.

The idea I hit on was to offer a low-cost subscription to my newsletter rather than giving it away for free. I wanted to charge just enough that it would be a great value but still cause the prospect to have to make a monetary commitment in order to receive the subscription.

Selling a low-cost subscription rather than giving it away for free gives me two major advantages. First, it makes my

lead generation profitable. A six-month subscription to my newsletter is actually just three issues since I publish every other month.

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Each issue costs me 49 cents to fulfill, which brings my total fulfillment cost to \$1.47 for the entire subscription. The low-cost subscription is priced at \$4, so I'm actually making a profit on each trial subscription. The amount may seem insignificant but every 1000 new subscriptions pays in \$2530 profit as opposed to losing \$1470. That's a difference of \$4000.

The second major advantage I gain is that the subscriptions I get are from much more highly qualified prospects. Whenever you offer anything for free, you're going to get a lot of lookers who will never do any further business with you. If you're sending out multiple cycles of sales letters like I advised you to in Section 2, this will eat into your profits in a big way.

Prospects who pay for something, even if it's an insignificant amount, demonstrate that they'll actually go to some effort to obtain your product. In every test I've ever conducted, these highly qualified prospects are far easier to upgrade to more expensive products and services.

The downside of a paid offer compared to a free offer is you're response will be substantially less. But front-end response is only one factor. What's far more important is how well those prospects convert to paid customers - especially for your more expensive products.

I'll show you precisely how to determine which format, free or paid, to use in Section 4. For now, let's concentrate on how Format 2 actually works. Please take a few minutes to look at the format before we continue. It's Example 6 at the end of this manual.

Now that you've had a chance to review Format 2, let's break the postcard down block-by-block and see how it works.

#### **Block 1 - The Headline Block**

Like the Headline Block in Format 1, this block is promises a big, powerful benefit to the prospect. However, in this headline, I've targeted a very specific group of prospects. The target group here is publishers of books, audiotapes, and videotapes.

### **3-2 Format 2**

### **Notes**

You can use either type of headline with either format. In general, the more accurately you can target your prospects, the better your response will be.

Here again, the benefit of increasing your profits by 917% pushes the envelope of believability. It's an extremely exciting benefit that sounds almost too good to be true. But what's interesting is that by targeting a specific market, it creates less doubt than if it wasn't targeted.

### **Block 2 - The Testimonial Block**

This block serves two purposes. First, after the tremendous promise made in the headline block, it's highly likely that the prospect doubts my ability to deliver. But these testimonials obliterate that doubt completely.

Here again, you benefit significantly from using testimonials from members of the same group you're targeting. If the testimonials targeting publishers came from restaurant owners rather than publishers, they would actually create more doubt. By providing testimonials from other publishers (people just like them) your credibility with your prospects increases substantially.

Remember, the primary purpose of a good testimonial is to prove beyond a shadow of a doubt that what you're promising is indeed accurate and attainable.

Also, these testimonials set the stage for the prospect to accept everything that follows. When you eliminate any doubt the prospect might have about a tremendous promise, you gain their trust. Whatever claims you make following this will meet with little resistance.

I can't emphasize enough how important it is to place your testimonials right up front. You want to get your prospect on your side as quickly as possible. If you're making

a lot of powerful claims and you don't present your testimonials until the end, it may be too late. You may have built up so much doubt, even the strongest testimonials won't be able to overcome it.

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#### **Block 3 - The Benefits Block**

This next block consists of a list of enticing benefits the reader will get. As you can see, I don't leave anything to the prospect's imagination. I tell them quite clearly, "You could be using the insider's secrets found only in Results! to enjoy similar gains." Then I show them in the bullet points precisely what they'll get that will help them achieve these results.

#### **Block 4 - The Call To Action Block**

This block tells the prospect in no uncertain terms, precisely what I want them to do. It's stated as clearly and simply as possible that they should send this card along with \$4 to my office to start their trial subscription and start increasing their profits.

There are two key points I want you to be aware of here. First, I've tied the free trial subscription to a benefit - "boosting your profits". This is actually an improvement over Format I. In Format I, the prospect is just told to order a subscription. If you plan to use Format I, you should modify it to include your major benefit in your call to action block.

Remember, your prospect doesn't really want your product -they want the benefit of what it will do for them. Stress that benefit in your call to action and you'll get more prospects to respond.

Second, I make it as easy as possible for the prospect to respond. I do this by telling them to "rush this card" along with their check. They don't have to write anything down on a separate sheet of paper, because their name and address is already on the card itself.

This gives you three more advantages. First, you don't have to hassle with deciphering people's terrible handwriting.

Second, you don't have to key the information into your computer. You can just copy a prospect file record into your customer file. Believe me, when you're entering hundreds or thousands of records, this saves huge blocks of time.

### 3-5 Format 2

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And third, you can tell exactly where the prospect lead came from. By keying each prospect record with a code that identifies the list it came from, you can easily tell which lists are producing the strongest response.

#### **Block 5 - The Benefit Teaser Block**

As I showed you with Format 1, it's extremely important to use a teaser with postcard mailings. Since you don't have to worry about getting your piece opened, your first order of business is to make sure it gets read.

The teaser takes care of this for you. I prefer a teaser that echoes the benefit of the headline. This continuity is extremely important. If your teaser refers to a point that's buried somewhere else in your ad, the prospect is distracted, wondering when they're going to get to the point that made them want to read your ad in the first place.

#### **One Key Difference From Format 1**

The most significant difference between this format where the prospect is paying you versus Format 1 where the prospect gets something for free, is that you don't have an Action Summary Block.

When you're giving something away for free, that's a major benefit that you want to shout about. But selling someone something won't seem like a benefit until you can clearly demonstrate that what they get is worth far more than what they pay. So you don't want to confuse your prospect with a teaser about your offer at this point.

#### **This Format Has One Purpose, And One Purpose Only**

Here's a pop quiz. Do you remember from Format 1 what

the single-minded purpose of your postcard is?

**To get the prospect to make the action you want, which**

### **3-6 New Business Power Marketing Program**

### **Notes**

is to send in the card Along with \$4 to start their subscription.

It's crucial to remember that a small ad like this can have one, and only one, purpose. To try to do any more than that is marketing suicide. You don't want to make even the slightest mention of other products to come, or that you'll send a catalog, or any other options.

All you want to do is stimulate one action. You want them to buy a low-cost trial subscription that they couldn't possibly lose on. Let's face it, if they get just one good idea from the six-month subscription, they're miles ahead of the game.

Don't deviate from this purpose. Don't try to do more and don't settle for less. If you accomplish this one purpose, it's a total success.

#### **Raising The Ante - Your Sales Letter Series**

The series of sales letters and cover letters that you'll use to sell your back end products are exactly the same as those presented in Section 2. Rather than waste your time repeating the material, I'll simply refer you to Section 2 if you haven't yet read it.

#### **Cautious Testing Is The Key To Increasing Your Profits**

The greatest advantage of this format is that you have almost no risk. Since prospects are actually paying to get their names on your list, you'll almost always break even. Plus, when you factor in back end sales, you should come out miles ahead.

But that still doesn't mean you should skip testing. Testing will tell you which lists perform best, which lists perform adequately, and which lists are dead losers. Make sure you test cautiously, inexpensively, and prudently. For my own business, I never test more than two thousand

### **3-7 Format 2**

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names from a new list at once. As I mentioned in Section Two, my cards cost me 37 cents each to mail. That includes printing, list rental, postage, and letter shop costs. So with 2000 cards, the most I have at risk is \$740. I only need three sales of my back end product to be profitable.

But the fact is, some lists may never be profitable. And you want to find that out as inexpensively as you can. Kill the losers and go all out with the winners.

### **Wrap Up**

Now you know precisely how to turn lead generation from a losing proposition into a lucrative profit center. But it will only work if you actually do it. Dreaming doesn't increase your profits, only taking action does.

When you do take action, here are the key points I want you to remember:

1. An offer of a low-cost product that represents exceptional value pulls strong response. Plus, those people who respond have proven themselves to be highly qualified prospects.
2. Each step of the process must be finely tuned to accomplish a singular goal. Your postcard gets the prospect to order a low-cost item. Then your series of sales letters converts the prospects to paying customers.
3. A series of sales letters will boost your conversion rate to around 10% - sometimes more. I typically see 4% - 5% on the first letter with an additional 2%-2-1/2% on the two follow up letters.

How well does Format 2 work? I'm not going to give you

exact figures because I'm using it on a project that I don't want my competition to find out about. But I will tell you this. It works so well, that I rarely use Format 1 anymore.

That's the entire system for Format 2. Use it and watch your sales and profits grow like wildfire!

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## **How To Determine Which Format To Use For Your Project**

This is actually going to be one of the shortest sections in this manual. That's because determining which format to use for your lead generation project is remarkably easy.

### **The "Compass Question"**

All you have to do to determine which format is best for your project is to ask what I call my "Compass Question". I gave it this name because it never fails to point you in the right direction. So whenever you're planning a lead generation project and want to know which format to use, ask yourself this question:

**"How qualified are the prospects on the list I plan to use?"**

The answer to this question Will give you infallible advice. If you have a list of highly qualified prospects, you'll want to use Format 1, the free offer.

Why? Because the biggest drawback of offering something for free is that you tend to get a lot of lookers who will never order anything. But if you have a highly qualified list of prospects who have already proven their willingness to buy, you substantially reduce the number of lookers you'll get. So you want to use the free offer to maximize response.

Here's an example to help you understand this more clearly. If you sell Italian food cookbooks and you can rent a list of people who bought French food cookbooks, you'll want to use a free offer to attract as many of these highly qualified prospects as possible. The fact that they've bought a

cookbook for French food demonstrates they have both an interest in cooking and a proven track record for buying cookbooks.

#### **4-2 New Business Power Marketing Program**

#### **Notes**

But if the best list you can rent is one of people who have eaten in Italian restaurants, you'll want to go with Format 2, a low-cost offer. Just because a prospect eats a certain type of food doesn't mean they have any interest in cooking that kind of food. You want to reduce your risk as much as possible and make the list prove it will work before you invest a lot of time and money rolling out to it.

In the early stages of testing these formats, I rented a list from another direct marketing company that didn't really match the profile of my list I mailed the exact free offer you've seen in Format I and was swamped with responses, nearly 30%. However, over the next few months, barely any of these prospects converted to buyers and I ended up with a net loss.

I later tested this same list with the exact low-cost offer you've seen in Format 2. This time the results were quite different The response rate, which was nearly 30% with the free offer, was .005%. That's right, just one-half of one percent! Bar none, that's the worst response I ever got with this format. Which proves that my product was of little interest to this unqualified list.

A low-cost offer that forces the prospect to pay their way, will tell you instantly whether or not a list will perform for you. This is the only way to go on a new or questionable list.

On highly qualified lists, or lists you've tested extensively, a free offer will bring you hordes of new prospects with a high likelihood of converting them to paying customers.

Remember, to determine which format to use for any project, all you need to do is ask yourself the “Compass Question”!

## 5-1 New Business Power Marketing Program

Notes

# How To Customize Each Format For Your Business

Customizing these formats is a piece of cake. There are a number of options, all of them extremely simple to use.

## **Sampling - The Engine That Drives Your Offer**

What’s common to both of these formats is that you’re using a technique known as “sampling”. Which simply means that you’re going to give your prospects a free or low-cost sample of your product or service to entice them to do further business with you.

The simplest way possible, and the way that I recommend is that you give them an information product. As you’ve seen in my use of these two formats, the information product I’m using is a newsletter.

I personally feel that a newsletter is the best information product you can possibly use. They are extremely easy to create. Mine is four pages and I publish it every other month. However, when I first started my newsletter, it was just two pages published every other month. A newsletter doesn’t have to be long and wordy to be good.

The benefit I like most about a newsletter is it gives you a built-in reason to contact prospects over and over again. And that gives you multiple opportunities to present offers for more of your products along with your newsletter. If you don’t already have a newsletter, I suggest you give serious thought to starting one.

## Other Information Product Options

But let's say you don't have a newsletter and don't particularly want to start one. You can still use inexpensive, easy to produce information products to your advantage.

### 5-2 New Business Power Marketing Program

### Notes

One way is to create a special bulletin on your area of expertise. Special bulletins are two to four page documents on a topic of special interest to your prospects.

If you're a CPA and sell accounting and financial planning services, how about a special bulletin Sled, "8 Ways To Cut Your Taxes By At Least 35%". Do you think that would get a lot of your prospects to respond. I guarantee it would.

If you sell by mail order and your product is vitamins, you could create a special bulletin called "6 Inexpensive Vitamins And Minerals Kill Colds And Flu". Again, this ought to do extremely well with the right audience.

Let's say you own a retail jewelry store. How about a special bulletin called, "7 Secrets For Buying Gold Jewelry At Jeweler's Discount Prices".

By now, you've probably spotted a common theme in all the bulletins I've just suggested. They are all written in a list format. This serves two important purposes. First, it makes them incredibly easy to write. Second, it makes for a compelling title for your special bulletin. And remember, a title is just like a headline. You want it to rivet your reader's attention and make them take immediate notice.

Another option is to offer a special report, but things get a bit trickier here. The difference between a special bulletin and special report is the length of each document. Bulletins are 1-4 pages while reports are 5 pages or greater. I prefer list formats like "5 Ways To Pump More Selling Power Into Your Direct Marketing", for special reports as well as bulletins.

The problem with special reports is that they cost more to produce. Which means your expenses go up substantially if you're giving it away for free, and the price you have to charge if you're selling it must be higher to break even.

Even with that drawback; I've had excellent results in the past using special reports as my sampling device. In the beginning, though, I believe you're better off testing with newsletters or

### **5-3 New Business Power Marketing Program**

### **Notes**

special bulletins.

#### **Customizing Your Headline**

Customizing your headline for your special bulletin or special report couldn't be easier. Let's take the example of the CPA firm who created a special bulletin called "8 Ways To Cut Your Taxes By At Least 35%".

Their headline for Format 1 would read, "FREE Bulletin- 8 Ways To Cut Your Taxes By At Least 35%!" Would you request a copy of this bulletin? I know I would in a heartbeat!

Their headline for Format 2 would read, "How A \$4 Investment Can Cut Your Taxes By At Least 35%". That wasn't too difficult, was it? And you can see that it would pull like crazy.

#### **Using Other Sampling Devices**

As I told you earlier, I firmly believe the greatest sampling devices for getting hundreds or thousands of prospects to respond are information product. However, you could use a variety of products or services to let your prospects get a feel for the quality you deliver.

Although I've never attempted this myself, here are a few ideas. Getting back to our CPA, they could offer a free or low-cost 15 minute consultation guaranteed to cut at least \$100 off your taxes.

Our mail order vitamin dealer could actually offer a free sample of a new supplement that boosts the immune system and significantly reduces your chances of catching colds and the flu.

A jewelry storeowner could offer a free cleaning of

diamonds on Tuesdays only (their slowest day of the week).

These are just a few ideas that should work. But again, I want to stress that I strongly prefer the information products I've already shown you.

#### **5-4 New Business Power Marketing Program**

#### **Notes**

### **Conclusion**

You are now ready to customize either format for your own business. As I promised you, it really can't get any easier.

All that's left to do is pick the format that's best for your business; create your newsletter, bulletin, or report; and start mailing to your marketplace!

## **Expanding The Formats For Even Greater Profits**

The main reason I designed these formats was to find an inexpensive way to make using rented mailing lists profitable. But there are still more ways you can use this dynamite little package to make even more money.

### **Profiting From Card Deck Advertising**

Most companies that try card deck advertising fail miserably. But that doesn't have to be the case.

The reason they fail is that their cards are all huff and puff with absolutely nothing to substantiate their claims. I said it earlier in this manual, but it certainly bears repeating again, that without credibility, all your big claims do is build up prospects resistance. Your prospects simply don't believe you. And if you do nothing to put their suspicions to rest, you're dead in the water.

The foundation of both these formats is that they are testimonial driven. And because credibility is so important, the testimonials are placed right up front.

This testimonial driven format along with powerful benefits and an extremely compelling offer make these formats pure gold when used in a card deck.

I was told by other people who regularly use card decks that my response to Format 1 outperformed their cards by as much as 560 percent! Their cards also featured a free offer, but

using the standard mundane format you see on 99% of all cards in card decks.

I haven't yet tested Format 2 in a card deck because I haven't exhausted all the mailing lists I'm using it with. And I strongly

## **6-2 New Business Power Marketing Program**

## **Notes**

prefer mailing lists to card decks because you have a much more accurate profile of the people on the list. But my hunch is that Format 2 Will work extremely well with card decks.

### **Pack More Selling Power Into Your Space Ads**

Remember back in Section 2 I told you that the original reason I designed these Formats was to create a space ad sized message I could send to mailing lists rather than the traditional, more expensive direct mail package? It only makes sense, then, that these formats will work extremely well as space ads.

Most space ads make incredibly weak use of the space. They give very little information on what benefits the prospect gets. They leave tons of "white space" because marketing books and graphic artists have told us that this looks good.

Personally, I don't give a vat of bat guano whether or not my ad looks good. All I care about is if it brings in measurable sales and profits either right away or on the back end.

These formats perform extremely well as space ads. I've used both formats and produced excellent results. However, for my business they perform at their highest level when used with mailing lists.

Again, this makes perfect sense when you consider that mailing lists are more narrowly targeted than magazines and newspapers. Plus, very few people will throw a postcard out without looking at it. But plenty of people read magazines and newspapers without looking at the ads.

My point isn't to discourage you from using space ads though. I believe in using every advertising medium you can

that produces measurable profits. And when you do use space advertising, give these formats a try. You'll be pleasantly surprised by how much they can do for your bank account!

## 7-2 Summary

## Notes

# Summary

Before we wrap things up, I want to give you a summary of the principles and techniques you've learned in this program. This should help you lock down all the details. And it will give you a reference point to turn to anytime you want a quick review of the program.

## **Techniques For Maximum Profit Lead Generation**

- I. The primary purpose of these formats is to have a tool you can use to make prospecting to cold mailing lists extremely profitable.
2. In order to cut your costs and "screen" mailing lists so you send your complete package only to prospects who show true interest, you need to send low-cog "space ad" postcards.
3. The components that make "space ad" postcards successful are:
  - A blockbuster headline
  - Powerful testimonials
  - Valuable customer benefits
  - A compelling offer
4. Offers that produce maximum response are based on "sampling" - giving your prospects a free or low-cost sample that demonstrates your ability to deliver high-

quality products and services.

5. These formats have one goal only - to get your prospects to take the single action you want them to take. For a free offer, that means calling in and signing up for the free offer. For a low-cog offer, that means sending in the postcard along with

## **7-2 New Business Power Marketing Program**

## **Notes**

their payment. If you try to do any more than this, it's nearly certain that you'll fail.

6. These formats are meant to be the engine that drives a multi-step system. The real money comes when you upgrade your newly acquired prospects to buyers of your more expensive back end products or services.
7. To upgrade as many prospects as possible to your more expensive products or services, you must use a series of sales letters. Mailing multiple times to the same prospects can easily double your total sales.
8. For lists with highly qualified prospects, Format I which features a free offer is your best bet. It will produce maximum response.
9. For lists that are new or questionable, you can inexpensively prove whether they will work or not by using Format 2 which features a low-cost offer. It's designed to produce highly qualified prospects for your more expensive products and services.
10. The ideal products to use as samples are information products: newsletters, special bulletins, and special reports. But other products and services can also be used as your sampling device.
11. These formats can be used successfully with other media. They are ideal as card decks or space ads.

## **Conclusion**

Congratulations! You are now well on your way to getting as many highly qualified leads as you can handle for your business.

You understand why these formats work so well and you now know precisely how to use them in your own business. You're also tuned into the bigger picture-that these formats are the front end of a simple, extremely profitable direct marketing selling system. And that multiple mailings are the best tool for maximizing your sales and profits.

### **7-3 Summary**

### **Notes**

I hope what you've just read has enlightened you as to how easy it really is to get tons of new customers. And I hope it has inspired you to get your maximum profit lead generation program up and running as quickly as possible.

And just to give you one last push toward success, I want to remind you that the most important aspect of any marketing program is taking action. it doesn't matter how great an idea or program is, if you don't put it into action, it can't do anything for you.

You've already demonstrated that you're a person of action. You ordered this program and you've read through it. Now, let me urge you to take the final, and most profitable, action of all. Kick this program into gear for your business. Once the hot new leads and sales start rolling in, you'll be ecstatic that you did!

### **A Few Last Words**

Before I go, I'd like to ask a favor of you. When you start putting these techniques into action and your orders are flowing in, please drop me a note and share your success story with me. The most gratifying aspect for me is to see how much this material has helped people.

It's been my pleasure to share the secrets of maximum profit lead generation with you. I wish you the best of luck with all your marketing. And may you sell a million!

## Secrets Of Converting More Prospects To Cash-Paying Customers

In this special bonus report, I'm going to let you in on the secrets to getting more of your prospects to buy your products and services.

There are many things you can do to cut the costs of making sales and boost your profits at the same time. The problem is some of these techniques are either extremely difficult or extremely costly to implement So I'm not going to waste your time with any of those techniques. Instead, I'll concentrate on the easiest, least expensive ways of maximizing your sales and profits.

### **1. You Must Use Quality Mailing Lists**

This should be no mystery and you may have heard this advice before. However, from consulting with clients and talking with hundreds of my newsletter subscribers every year, I know that very few people heed this critical advice.

In terms of mailing lists, here is the simplest, yet most profitable advice I can give you:

Make a habit of at least tripling the amount of time you put into researching mailing lists.

Of all my clients and subscribers, nobody I know of with the exception of one client, devotes enough time to

researching mailing lists. And it's no coincidence that this client is tremendously successful.

Most people pour tons of money into copywriting, design, printing, and postage. Then they turn right around and waste it all by renting mediocre mailing lists. It boggles my mind!

## **2 Special Bonus Report**

## **Notes**

Here's what you have to do to insure you're getting the best mailing lists available.

### **1. Get an accurate profile of the names on the list.**

Don't trust mailing list brokers to provide you with this information. They'll tell you anything they think you want to hear in order to rent you a list.

Ask for references of a few people who have used the list. Call them up and see if the prospects they convened to customers match the profile of your ideal customer.

### **2. Determine conclusively how the names were generated for the list.**

The kind of names you want are customers who bought through direct mail. But be careful of a data card that tells you all names are acquired from direct response marketing.

What kind of direct response marketing was it? Names acquired through direct response television usually convert very poorly with direct mail campaigns.

Names acquired through direct response space ads require testing - some respond well to direct mail and some don't. Remember, people who buy from space ads are the subscribers of magazines and newspapers. In general, subscribers don't convert as well as people who have bought through a direct mail offer.

### **3. Ask to see the direct mail piece that was used to acquire the customers.**

Some list owners won't share this information with you. They want to protect their direct mail piece but still take your money. My advice is to pass on any list where you can't see the piece that generated the sales.

The piece that generated the sales will give you a detailed understanding of what appeals to the customers on a list. This

### **3 Secrets Of Converting More Prospects To Customers**

### **Notes**

kind of information is invaluable.

If a list broker tries to duck you by telling you multiple pieces were used to build the list, ask them to give you both the most successful piece and the current control. You'll have twice as much ammunition for judging the quality of the list!

#### **4. Ask to see continuation pieces that are being mailed to the list.**

Continuation is when a mailer rents the list more than once because it performs well. Frankly, it can be difficult to get continuation pieces. Many mailers don't want to share their profitable piece with you. This is certainly understandable since they don't stand to profit the way the list owner does. But some continuation mailers will be kind enough to share their direct mail piece with you.

At the very least, find out who is mailing continuation to the list. If your competitors are mailing continuation, or someone else whose list has performed well for you is mailing continuation, there's a strong chance the list will perform well for you.

Also, don't take a list broker's word on who is mailing continuation. Call somebody at that company and verify that they really are mailing continuation. Are you getting the impression that I don't trust mailing list brokers? Hmmm, I wonder whatever would make you think that.

#### **5. Pay attention to the recency, frequency, and monetary value of the list.**

Recency means how old the names on the list are. Thousands of tests have proven that the hottest buyers are those people who have bought the most recently. That's why you'll pay top dollar for "hotline" names - names that were acquired in the past 3, 6, or 12 months.

Frequency is another important factor, although I find that very few lists offer a multi-buyer select anymore. Customers who

#### **4 Special Bonus Report**

#### **Notes**

have a proven history of buying many products are much better prospects than those who have bought only once.

Monetary value refers to the cost of the product that the customers on the list bought. Conventional wisdom says that someone who bought a \$20 product will be more difficult to sell a \$400 product to than someone who has already bought a \$400 product.

While that's generally true, you have to dig deeper before eliminating \$20 product buyers if you're selling a \$400 product. If the \$20 product buyers have a high disposable income and meet many of the other characteristics of your own customers, the list is definitely worth testing.

Think about it, haven't you bought some \$20 dollar products and some \$400 products in an area you have a lot of interest in? If someone with a \$400 product found you on a list of buyers of \$20 products and passed you by, they could easily be blowing a sale!

## **2. You Must Sell Quality Products And Services**

If you don't offer a quality product or service, you might as well kiss your profits goodbye. First of all, your returns will be high. More importantly, you'll do very little, if any, repeat business. And as I've already shown you, the real money in any business is in repeat back end sales to your customers.

## **3. To Maximize Your Profits, You Must Set Up A System To Schedule And Regularly Mail Multiple Mailings To Your Prospects**

I covered this in great detail in the program manual, but this crucial strategy should be etched into your brain.

Only a fraction of your prospects will convert to customers on your first try. People are busy. They have their minds committed elsewhere. They may be on jury duty or vacation. They may be sick, have a relative who is sick, or have some other emergency

#### **5 Secrets Of Converting More Prospects To Customers**

Notes

that makes your mailing unimportant to them at the time. People move. People lose interest in things and get interested in new things.

I think you get the picture. There are dozens of reasons why people may not be ready to buy when you're ready to sell. Your job is to be in front of the month on their terms-when they truly are ready to buy.

In order to do this and maximize your sales and profits, you must make multiple repeat mailings of the same piece to your prospects. If you don't, you're doing yourself a serious disservice since you can easily double your profits with this simple technique alone.

#### **4. Your Advertising Must Be Scrupulously Honest**

Being dishonest or even slightly shady is about the stupidest thing you can do in your business. Customers today are incredibly intelligent and sophisticated when it comes to spotting a con.

And if you do fool them, the results could be even wane. Besides the legal problems you may find yourself faced with, the bad word of mouth can quickly kill your business. I know of a financial newsletter publisher who was recently accused of touting securities he may have been paid to promote. It was never proven whether or not he really did this, but his subscription base plummeted just the same.

Be honest, be fair, and give more than you promised. You'll wind up with more business than you ever dreamed of.

#### **5.Immediately Convert Buyers To Multi-Buyers**

I hope you'll pay special attention to this point, because it can literally triple your sales and profits. The most difficult sale you'll ever make is the second sale to a customer. Yet this is the most critical sale.

You see people who buy just once rarely buy again from a

## **6 Special Bonus Report**

## **Notes**

company. But people who buy a second time, tend to buy many times beyond that. So it's absolutely crucial that you do everything you possibly can to lock down that second sale.

The reason it's so crucial is that multi-buyers (people who buy more than once) are the cheapest source of increased profits you'll ever find. It costs almost nothing to advertise to them. You don't have to spend all the money you'd spend on prospecting because you know precisely where they live.

Put another way, five hundred direct mail letters sent to a list of multi-buyers will easily produce more profit than five thousand pieces mailed to a cold list. It isn't even a contest.

There are three excellent ways to convert more one-shot buyers to multi-buyers. First, when you send your product, enclose a letter offering a valuable discount for a second product. The more closely aligned the second product is to your first product, the better the offer will perform.

For example, when a customer orders Maximum Profit Direct Marketing from me, the package they receive includes a sales letter offering a discount if they buy the Maximum Profit Copywriting Clinic within 7 days. This offer always performs extremely well.

The second way to move a customer up to a second sale is to include a coupon for a substantial discount, say 20%, off of any products you sell. If you have a catalog, enclose that as well and you'll convert some customers to multi-buyers right away. If you don't have a catalog, simply tell the customer this is your way of thanking them for doing business with you and that they should be sure to keep the coupon for future purchases.

The third way is so nifty; I almost hate to give it away. If

you've paid attention to the sales letters I've been sending out for my products lately, you might have noticed this technique in action.

On almost all of my products, I now offer multiple options. For the New Business Power Marketing Program, there were three levels of participation offered, Silver, Gold, and Platinum.

## **7 Secrets Of Converting More Prospects To Customers**

**Notes**

I do this for two reasons. First of all, it increases the average amount of every order.

But more importantly, it identifies multi-buyers right away. Careful tracking of my results has proven that prospects who buy either of the upgrade options are great multi-buyers. In fact, the original purchase itself is really two sales. The first sale is the basic package, the second is the upgrade.

Let me tell you, I treat my customers who buy an upgraded product like gold, because I know the vast majority of them will buy from me again and again. My advice to you is to develop multiple options for all your products and services. You'll increase your initial profits and give your long-term profits a powerful boost.

## **6. Get Your Customers Involved In Your Product Development**

Another great way to guarantee increased sales is to involve your customers in your product development. Either send them a questionnaire or talk to them on the phone to find out what kind of products they want that you don't already offer. If certain products are requested over and over, you know you have a winner.

If you don't create your own products, but sell other companies products, simply ask your customers what products they'd like to have that you don't already stock.

Why gamble trying to guess what your customers want to buy?

if you take just a few minutes to ask them, they'll be happy to tell you what they want. By giving your customers more of what they want, everyone wins. Your customers get their needs met, and you increase your sales and profits.

## **7. Stop Advertising To Dead-End Prospects**

One thing I've hammered home again and again is the importance of making multiple mailings to your prospects. But at some point, you have to rid yourself of prospects who have

demonstrated that they aren't interested in buying from you.

This can be a difficult decision. You don't want to cut them off too soon and risk losing the sale. But at the same time, you don't want to waste time and money on someone who has little chance of ever buying from you.

The only way you'll ever know for sure how long, on average, it's still profitable to mail to prospects is by doing multiple mailings. At a certain point, those mailings cease being profitable.

After six months or a year of multiple mailings to different groups of prospects, dependable patterns will emerge. You'll be able to identify precisely how long to mail to prospects before those mailings are no longer profitable.

Once you know prospects are no longer good candidates for your product, kill them. One of the biggest mistakes I see businesses make is they continue to mail over and over to dead-end prospects. This is nothing but a waste of valuable time and money.

Here's a real life example. Four years ago, I bought a telephone headset from the catalog of a company that sells a variety of telephone equipment. I wasn't satisfied with the sound quality of the headset and returned it.

To this day, I continue to get catalogs from this company. I've shown no interest whatsoever in their products for a long time. Yet they keep mailing to me hoping to somehow change my mind. It isn't going to happen and they're just wasting their time and money.

Don't let this rob you of your profits. Cut your costs and increase your profits by knowing exactly how long a prospect takes to buy from you. Once they've exceeded that time, remove them from your list and devote your funds to converting prospects who really want to buy from you.

## **Conclusion**

Now you know precisely how to convert a lot more of your

prospects into paying customers. Best of all, the techniques I've just shown you are easy and inexpensive to use.

All that's left to do now is to put them into action! Take one or two of these simple strategies and get going on them. Once you see the immediate benefits, I know you'll want to use all of them to maximize your sales and profits!

# **Example 1**

**Lead Generation Postcard  
Free Offer**

# Increase Your Direct Marketing Profits By As Much As 917% With This FREE Newsletter!

Bob Serling's newsletter, *Results!* is packed with powerful direct marketing strategies and techniques that produce exceptional profits! For example...

*"These techniques increased our sales by a whopping 328%."*

Bruce Elliott, Owner, The Gold and Diamond Center

*"Your concepts immediately shot our profit straight through the roof. I increased my profit on one project by a very real 917%!"*

Phil Kratzer, CEO, National Response Corporation

You could be using the insider's secrets found only in *Results!* to enjoy similar gains. Here are just some of the profit making advantages you'll get from your FREE subscription:

- Bob Serling's powerful direct marketing strategies and tips for what you should be doing to make the most money now with all your direct marketing. You'll get innovative, proven techniques...not the same run-of-the-mill rehash you see in so many newsletters.
- Interviews with top experts in the industry on how to make more money with your direct marketing. These successful direct marketers show you first hand how they produce colossal winners.
- Case studies of Bob Serling's clients who are using his methods to produce exceptional returns with their direct marketing. You'll get proven strategies and techniques you can adapt to your own campaigns to turn up the profits.

Plus much, much more! To start your FREE six month subscription to *Results!*, call our 24 hour voice mail at 1-800-824-0225. Leave your name and address and we'll rush your first issue to you. Call now!

*Results!*  
11684 Ventura Blvd  
Suite 360  
Studio City, CA 91604

Increase your direct  
marketing profits  
as much as 917%!

FREE subscription  
Call 24 hours  
1-800-824-0225

## **Example 2**

### **Telephone Script**

Hi, my name is Bob Serling and I'm the editor of Results! At the end of this brief, one and a half minute message, you can leave your name and address to get a free six-month subscription to Results!

My newsletter is dedicated to giving you innovative, proven-in-the-trenches strategies and techniques that get you more leads, more sales, and more profits. Readers tell me these ingenious techniques have increased theft direct marketing profits by as much as 917%.

That's because Results! is completely unique. I don't waste your time with the same rim-of-the-mill rehash you see in so many other newsletters. Instead, I dig beyond the obvious to give you real information you can use to boost your response right now.

For a limited time, I'm giving away a free six-month subscription to Results! You see, I figure after your free subscription expires, there's a strong chance you'll become a paid subscriber. But then again, you may not. And that's perfectly O.K. You're under no obligation whatsoever to do any further business with me.

To start your free six-month subscription just leave your name, company name if applicable, and address and I'll rush your first issue to you. Please speak very slowly and spell any difficult names. Thank you.

## **Example 3**

### **Sales Letter**

**Announcing — A powerful new direct marketing course. If you want to make staggering profits on all your direct marketing campaigns, this comprehensive course is an absolute must.....**

## **Maximum Profit Direct Marketing**

**How To Win Tons Of New Customers,  
Get Them To Buy More Often,  
Increase The Dollar Amount Of Every Sale,  
And Double Your Profits In Record Time!**

What I'm about to show you is a risk-free, completely guaranteed way to make all your direct marketing far more profitable than you ever dreamed possible. For example, using just a couple of these simple, inexpensive techniques, one person recently tripled her sales in a mere 30 days.

Now I can't guarantee you'll triple your sales in 30 days, but I will promise you this: You will make at least \$7,500 extra profit., and I mean \$7,500 you never would have seen without this breakthrough information, or it won't cost you a dime.

The truth is, \$7,500 in extra profit is just the tip of the iceberg. If you're like most of the people that use this course, you'll make much, much more!

Dear Friend,

I'd like to make you an extremely bold promise. You can easily transform your lukewarm direct marketing campaigns into powerful cash generators. You can quickly and easily double the profits of every ad and sales letter you run from now on.

I know this sounds a bit mind boggling. And, quite frankly, when I first decided to send you this letter I realized I had a serious problem.

My problem? How do I describe these powerful new strategies and techniques without making it sound like a bunch of hype? Or so seemingly extravagant you might be tempted to dismiss it?

But if you hang in here with me for a few minutes, you'll quickly see that what I have to show you is completely down to earth, quite simple to learn and apply, and devastatingly profitable.

### **The Costly Truth About Direct Marketing**

There's this myth that it's easy to make big money in direct marketing with almost no risk. Nothing could be further from the truth.

I'll be completely honest with you: the worst losses I've ever taken have been on direct marketing projects. And the worst losses I've ever seen my clients suffer were on direct marketing projects.

This probably comes as no big surprise to you. Because if you've done a mailing or run an ad lately, you know (by the hole in your bank account) that what I've just said is absolutely true.

Here's something crucial you should know:

**The reason you've been getting such horrible results is directly connected to the way you've been strategizing and carrying out your direct marketing projects.**

You see, the direct marketing techniques people are using today haven't kept pace with the times. They're still based on strategies and concepts that worked 10 or 20 years ago --but fail miserably now.

I'll tell you something else that's a sure bet. If what you're doing now isn't producing the kind of profits you need, it surely won't do any better in the future.

Times have changed so radically and customers' buying habits have changed so drastically, you simply can't afford to keep throwing money out the window on outdated strategies and techniques.

That's where Maximum Profit Direct Marketing comes in. This course is your direct ticket to restructuring all your direct marketing. The type of restructuring that will produce astounding jumps in your sales and profits in record time!

### **Here's What You Need To Start Cashing In On All Your Direct Marketing Projects**

**The strategies in this powerful course are unbelievably effective yet extremely simple to put into action. Quite frankly, they can make you so much money so quickly, your head will spin!**

One more thing. The strategies and techniques in **Maximum Profit Direct Marketing** are new and completely different. They are not being written about by anyone else or taught in any other course on the market.

Now I realize I'm making some awfully big promises here. And I certainly don't expect you to just blindly take my word for it. So, listen to how well these strategies have worked for the individuals and businesses who've used them.

**Here's How Profitable These Techniques  
Have Been For Others — In Hard Dollars And Cents!**

*“Using just a couple of your strategies, we literally tripled our sales in just 30 days. Plus, each month we continue to blow away the previous month's sales record! Best of all, it didn't cost us a cent more than we were already spending to achieve this phenomenal increase.”*

— **Alba-Marie Besteni, CEO**  
**Special Efx Productions**

*“Your concepts immediately shot our profit straight through the roof I increased my income on one project by a very real 917%!”*

— **Phil Kratzer, CEO**  
**National Response Corporation**

*“I'm in awe! I wasn't prepared for this. Your material went far beyond anything I've ever seen in both its highly valuable content and organization. I came away with one breakthrough idea after another for my business.”*

— **Raleigh Pinskey, President**  
**The Raleigh Group Public Relations**

*“It crystallized my thinking. As the result of just one of your techniques, I was able to make an instant \$14,857!”*

— **Don Aim, Owner**  
**Advantage Marketing**

*“These techniques increased our sales by a whopping 328%!”*

— **Bruce Elliott, President**  
**The Gold And Diamond Center**

You could be enjoying similar or even better results. **Maximum Profit Direct Marketing** will give you the new tools you need to get ahead and stay ahead. Right now and in the future.

You'll be amazed how quickly and easily this course can “grow” your sales and profits. That's because it's packed with simple, ingenious, inexpensive techniques that:

1. **Flood your business with as many new customers as you can possibly handle.**
2. **Increase the average dollar amount of every sale you make.**
3. **Convert each customer you do business with from a one-shot sale to an eager, lifetime customer who buys from you again and again.**
4. **Make sure you get the maximum number of referrals from existing customers, new customers, and even from prospects.**

Now, you may have heard similar promises in the past, but...

**Here's What Makes This Course So Different —  
And So Much More Profitable —  
Than Anything Else You've Ever Seen**

Most courses give you the same old rehash of twenty-year-old marketing techniques. Or they're written by professors based on classroom theories that have never been proven to work.

What's so different about **Maximum Profit Direct Marketing** is it consists completely of tested and proven strategies and techniques. Every strategy, tip, and technique has withstood the most demanding test possible: **it has proven extremely profitable in the marketplace!**

Many years and tens of thousands of dollars have been spent to develop, test, and finely hone these new strategies into consistently powerful winners that produce maximum sales and maximum profits.

**Maximum Profit Direct Marketing** reveals in step-by-step detail, cutting edge strategies and techniques that have been used to sell literally millions of dollars worth of products and services. Nothing is held back!

Once you've completed this course, you'll command a powerful new understanding of what it takes to make maximum profits through direct marketing.

**Here's How You Can Start Boosting Your Profits Right Away**

**Maximum Profit Direct Marketing** has been designed to make sure you increase your sales and profits in the shortest time possible. Every strategy and technique can be put into action immediately. This course will show you the "why" of what you are doing without wasting a minute of your valuable time.

After quickly but thoroughly showing you a~ a technique works, you'll get clear, step-by-step instructions of precisely how to put it to use in your business. Plus, you're given a wealth of real life examples to thoroughly clarify every point.

Here's a list of just some of the powerful advantages you'll gain from this comprehensive course:

- **Profit from the 18 key secrets of Maximum Profit Direct Marketing.** These are the high-profit, proven "new rules" of direct marketing you can start using immediately to double your sales and profits. Once you kick them into gear, you'll seize so much market share, your competitors won't know what's hit them!
- **Insider's secrets for bringing in more new customers than you can possibly handle.** For most direct marketers, lead generation is a costly, high risk proposition. You'll put an end to all that in short order. Find out how to turn lead generation into an extremely lucrative profit center. Plus, you get a powerful method for converting up to 75% more of your leads to paying customers.
- **How to regularly make astounding profits with an ingenious yet simple way of structuring your offer.** This could easily be the most exciting, proven-in-the-trenches technique you'll ever discover.

You'll get fully documented details of several direct mail and marketing campaigns that produced outrageous profits using this powerful, little-known way of structuring an offer. This course will show you precisely how to produce consistent returns of 28 to 161 dollars for every dollar invested in marketing.

- **The closely guarded secrets for qualifying customers and markets for maximum profits.** This is a simple, low-cost system for determining which markets are losers and which are high profit winners. A number of very savvy business people who have used this course were shocked to find out how little they actually knew about high profit qualifying processes. Some have said this one point alone was the catalyst for the major restructuring of all their direct marketing.
- **The secret to making a fortune by developing the ideal product** This accurate, inexpensive formula shows you how to develop obscenely profitable new products and services. This sure-fire process guarantees that you kill the dogs and run only with proven winners!
- **Gain a 10 minute "make over" strategy that will shoot your sales right off the charts.** This ingenious technique called "shifting-the-risk" can result in very real increases of as much as 400% for almost any product or service imaginable.
- **Find out precisely how to get all the information you'll ever need to outwit, out sell, and out profit even your most successful competitors.** Discover why dirt-cheap "low-tech" research vastly outperforms complex, time-consuming methods. You'll find out how

to quickly and easily determine the real reasons why people buy from you. And how to use that key information to kick your profits into overdrive.

- **Boost your profits with “Opportunity Cycle Selling”.** Studies have shown that 80% of all customers buy the product they inquire about -- but not from the original company they first spoke to. That’s because most companies drop a prospect who isn’t ready to buy right away.

If you market this way, you’re missing out on an immense, untapped resource. Opportunity Cycle Selling is a simple, inexpensive way to guide your prospects up the selling ladder from suspect to prospect to a cash paying customer.

You’ll be pleasantly surprised by how disarmingly simple and non-intrusive this method is. Your potential in increased profits from this technique alone are truly staggering!

- **The horrendous truth about mailing lists.** Why most mailing lists are certain to drain the cash out of your bank account. Dirty tricks list brokers like to sucker you into renting deadbeat lists. You’ll discover how to turn all this around and reap enormous profits from normally lukewarm lists. Plus, you’ll find out how to get obscenely wealthy by paying through the nose to rent the most expensive lists on the planet!
- **How to avoid this huge financial disaster.** WARNING: One seemingly innocent direct marketing situation can flatten your sales and put you out of business in short order. Learn how to identify it before it happens and avoid it like the plague.
- **Discover how to maximize your sales and profits through Precision Marketing Systems.** The real money in direct marketing comes from simple, turn-key marketing systems you can run over and over to get predictable, highly profitable results. This is one of the least understood aspects of direct marketing.

You’ll gain a complete understanding of how and why these systems produce exceptional profits day in and thy out. And you’ll get all the details of a number of highly effective systems. Plus, you get complete instructions on how to set up the systems you need to produce automatic profits 24 hours a thy -- whether you’re in the office, away on vacation, even home asleep!

- **Avoid these costly mistakes and make your direct mail tremendously more profitable.** Find out the 13 worst mistakes most companies make when using direct mail. Make sure these mistakes don’t rob you of all the profits you’re entitled to.
- **Actually profit from complaints and refunds.** Master a simple, fast-acting technique that turns customer complaints and refund requests into big profits for your business.
- **The “Maximum Profit Power Formula”.** Most direct marketers don’t go out of business for lack of capital, they go out of business because they don’t understand where the money really is in their market. This proven formula shows where the profits really are and precisely how to tap into them right away.

Plus, crucial information on how to “fail successfully”. Anyone in direct marketing who tells you they haven’t failed is either an amateur or a liar. The key is to learn from your failures and apply that knowledge to turning out winners.

- **How to double your profits in record time with the “4-Step Marketing Turn Around”.** This has to be the fastest, easiest way to turn any company’s sales around. Or make an already successful company even more profitable. This formula **is so** simple and foolproof, most business owners can’t believe they never thought of it themselves.
- **The single most damaging myth everyone still believes about direct marketing.** Huge sums of money are being lost every day in direct mail. This incredibly dangerous myth can put you out of business in short order. But if you recognize it and understand a *few* simple steps for turning it around, the profits are nearly unlimited.
- **Double your success rate with this ingenious technique.** You’ll get a simple, foolproof way to predetermine whether any ad or sales letter you’re considering using will be a success or failure -- before you ever invest a dime in it!
- **How to make certain your prospects immediately open all your direct mail.** There are dozens of new claims flooding the market on how to make sure your direct mail gets noticed and opened. Only 3 of them really work! This information alone can put thousands of dollars of extra profit in your pocket.
- **Reap huge profits from an auto-pilot referral system that works like crazy!** Discover a simple, dignified way to get active customers, inactive customers, even prospects to swamp you with more referrals than you can handle.
- **Win big with this instant cash generator.** A simple, five minute change in your advertising copy can result in windfall profits. Once you know exactly how and when to make this change, the sky’s the limit!
- **Why credibility is the crucial factor in the selling of any product or service.** How to get and effectively use all the credibility you’ll ever need. Plus, how to “borrow” another company’s credibility and use it to sell tons of your products or services.
- **Plus you’ll get an incredible war-chest of ingenious “tricks of the trade”.** These are the closely guarded secrets master direct marketers use to vastly outperform their competition tune and time again.  
Once you see these powerful techniques, you’ll wonder why advertising agencies don’t instruct their clients to use them all the time. The answer to that is simple. Ad agencies don’t even have a clue that these techniques exist!

I’m sure you’ll agree this is a rather astounding list of advantages you’ll be getting. But I want to remind you that this is just a partial inventory of what you’ll find in this comprehensive course. There’s much more than I have space to elaborate on here.

**For example, you’ll also get..**

.. . powerful techniques for generating as many leads as possible -- HOT, qualified leads too, not the “lookers” who waste your time and money.

. . dozens of actual ads and sales letters you can duplicate, modify, use any way you want to sell your own products.

. . secrets of powerful closing techniques.

. . insider’s tips for powerful offers, guarantees, order cards, bonuses and everything else it takes for a winning sales package.

. . tips, techniques, and strategies for pumping maximum selling power into your ad copy.

...lucrative back-end selling systems.

And there’s still much, much more!

### **Here’s The Bottom Line!**

When you complete this course, you’ll have everything you need to hit the ground running and start racking up staggering profits immediately.

Think about this for a minute: Imagine what it would be like to have the confidence of knowing your direct marketing is as effective as possible. That it’s letting you run circles around your competition.

How would you feel knowing you’re one of a very limited few who can count on making huge profits with your direct marketing rather than blowing major holes in your bank account? How would you feel having to scramble to hire more employees when everyone else seems to be laying off their best people? I know you’d feel great!

This is precisely what you’ll gain from this course. In this very real sense, **Maximum Profit Direct Marketing** will change your life and your employees’ lives forever.

### **Here’s how You Get Started**

The cost of this unique course is just \$237 (plus \$6 shipping). I think you’ll agree this is a tremendous bargain.

Here’s why: This price includes everything I’ve told you about -- plus a number of extraordinary bonuses. In fact, one bonus is something that can easily pay you back more

than the entire cost of the course. I'll tell you about the bonuses in a few minutes. But first, here's a little more about the course itself.

For starters, you get 8 audio cassette tapes packed with all the breakthrough information I've just told you about. So you can listen and nail down every last bit of money-making detail in the convenience of your car, your home, or your office.

Then, there's the detailed **Maximum Profit Direct Marketing manual** with tons of information, checklists, and powerful tips and techniques for increasing your profits even more.

Plus, you get another manual called the **Direct Marketing Advertising Arsenal**. It includes dozens of actual ads and sales letters that have sold millions of dollars worth of products and services. You can copy them, change them, use them any way you like to make money for your own business.

That's quite a lot in itself. And we haven't even touched on the FREE bonuses yet!

But here's the real test of true value. If this were just another weak, lukewarm course that didn't deliver the goods, it would be a waste of your money. But, if you can master what you need to double or triple your profits, how much is that worth?

### **Now Let's Talk About Your FREE BONUSES!**

As I've mentioned, I've come up with three nifty bonuses for you. Let's take a look at them.

#### **FREE BONUS #1**

A powerful audio tape interview with Jeff Paul (*the guy that makes \$4,000 a day in his underwear*) called **Direct Marketing Success Secrets**. Jeff is one of the most successful direct marketers in the country. I was absolutely floored by how Jeff laid it all on the line in this interview. He holds nothing back.

Jeff Paul's secrets for doubling or tripling the number of qualified leads you get and convert is well worth the entire cost of this course. And that's just the beginning. Jeff goes on to show you exactly what to do to sell more of your products more often. Then he reveals how to use his simple plan to easily produce a six or seven figure income year in and year out.

#### **FREE BONUS #2**

Two audio cassettes called, **"How To Find HOT Mailing Lists Using The Little Known Trade Secrets Of Big-Time List Brokers"**. It doesn't matter how good your direct mail piece is — if you mail it to a bad list, you're dead in the mail. With these two tapes, you'll discover the insider secrets of how to find hot mailing lists for what you're offering.

Direct Marketing Expert and Registered List Broker, Karen Anderson tells all at a \$5,000 per person marketing seminar. These fast-paced tapes reveal: how to use the “SRDS” list manuals the same way the pros do, how to know what questions to ask about each list to ensure your success, how to talk the same language list brokers and managers use, what to look for when renting mailing lists, and much, much more!

### **FREE BONUS #3**

Here’s the bonus you’ve been waiting for -- the one that can easily pay you back more than the entire cost of this course!

When you purchase **Maximum Profit Direct Marketing**, you will be granted the right to sell this same package to your friends and associates at a commission of 60%! Just two sales pays you \$284.40-- that’s more than the cost of the entire course!

Now I’m not suggesting you set up shop and start selling this course as a new profit center. But look at it this way: once you start producing impressive profits, don’t you know at least two other direct marketers who would want to do the same?

I’ll provide you with all the sales materials you’ll need. All you have to do is follow my simple instructions and you should easily pay yourself back more than the entire cost of the course.

As you can see, these bonuses alone are worth far more than the cost of the entire course. There is one catch though. If you want to get all of these bonuses for free, you need to order **Maximum Profit Direct Marketing** within the next 7 days. Otherwise, the bonuses will not be included.

Here’s why. As you’ll see in a minute, I’m offering this course with a double risk-free money back guarantee.

Now, I know from years of experience the few returns I get come from those people who can’t take action. So I’ve added this powerful incentive to appeal to those of you who ~ motivated enough to take some real action. Which enables me to cut down on returns and keep the cost of this package to the bare minimum.

By the way, this technique is called a “decision filter”. Giving your prospective customers a simple decision that separates the true players from the bench warmers.

I suggest you give this technique a try. It will improve the quality of your customers, cut down on returns, and enable you to pass the savings along to those customers who really deserve it.

## **It Gets Better Still — Your Success Is Completely Backed By My \$7,500 Double Guarantee**

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I completely guarantee your success.

Here's my \$7,500 take-it-to-the-bank guarantee:

**I personally guarantee If you make a diligent effort to use just a few of the techniques in this course, you'll produce at least \$7,500 profit in the next 12 months. That's right, \$7,500 extra profit you never would have seen without this course. If you don't, I'll refund the entire cost of the course to you.**

**Actually, you get double protection. Here's how. At any time during the 12 months, if you sincerely feel! fell short in any way on delivering everything I promised, I'll be happy to give you a complete refund. Even if it's on the last day of the twelfth month!**

What could be more fair?

You can “test drive” every breakthrough strategy and technique for 12 full months. You'll be able to conclusively determine whether **Maximum Profit Direct Marketing** will work for you.

If it doesn't, I want you to ask for, and get, your money back! And, I'll let you keep the FREE bonuses as my way of thanking you for giving this course a try.

The truth is, you'll never have to worry about a refund. Because once you use these ingenious techniques and see the huge jump in your profits, I'm betting someone would have to wrestle you to the ground to get you to let go of this course.

### **If You Want To Get In On This Limited Opportunity — You Need To Act Now!**

As you already know, the bonuses I told you about are only included if you order within the next 7 days. Which means the phones in my order department will be ringing off the hook in short order. And once the initial print run is sold out, I'll have to return your payment until we can produce more copies of this powerful course.

So if you're really serious about maximizing the profits of all your direct marketing, you can't wait. You need to take immediate action.

It's easy to do. Right now, while it's fresh in your mind, pick up the phone and call our 24-Hour Order Line at: **1-800-522-4626, ext. 189** and place your order. Or fill out the enclosed "No-Risk Order Coupon" and FAX it to: 1-512-328-4464, or mail it in.

You can use your VISA, MasterCard, American Express, or Discover card. We can even take your check over the phone or by fax.

And for your convenience, you can make **two easy payments** of \$121.50 spread 30 days apart. (*If you don't have a credit card, you can give us your check information over the phone or fax us a check. You can also send us post-dated checks.*) All orders are shipped within 48 hours.

If you want to secure your financial future . . . if you want to stop gambling on how well your business will do . . . if you want to take control of how much more profitable and pleasurable your business can be, you couldn't ask for a better opportunity.

Don't wait. Order your **Maximum Profit Direct Marketing** course right now. That way you can get on a fast track to doubling your sales and profits as quickly as possible!

Sincerely,



Michael Kimble, President  
Group M Marketing, Inc.

P.S. By acting right now, you get substantial savings, a wealth of bonuses, and all with a 12 month money-back guarantee. This collection of audio tapes, manuals, FREE bonuses, and generous guarantee is good for only 7 days -- and will not be repeated.

Plus, it's easy to put into action. Just read or listen for a half-hour or so every day. Then follow the simple plan you get to start implementing those strategies that pay you the most profits for the least effort and expense.

Once you see the extra sales start rolling in, there's no turning back! Your only regret will be that you didn't discover this highly profitable course 10 years ago!

So call **1-800-522-4626, ext. 189** and place your order right NOW!

## **Example 4**

### **Cover Letter – Second Notice**



# Results!

THE INSIDER'S JOURNAL OF DIRECT MARKETING SUCCES

Dear Friend,

A short time ago, you requested information on how to make more money - a lot more money - with your direct marketing.

To be frank, I'm surprised I haven't heard back from you yet. Surprised you didn't take advantage of Maximum Profit Direct Marketing to substantially increase your sales and profits.

You see, since I last wrote you I've heard from a number of other business people who did take advantage of my offer. Here's what a few of them had to say about the dramatic results they've produced:

"I have to admit I was skeptical, but trying just a few techniques has made me a believer! The first week alone, we increased our sales by 47%. That was just the beginning. We've taken in \$132,000 more than we did for the same month last year! Thank you for your powerful strategies and techniques."

Ray Dayton, President  
Crown Gifts and Sales

"Bingo! We've sold so much in the past three weeks, I've had to scramble to hire four more people for our order desk!"

Connie Fischer, President  
Holiday Getaways, Inc.

"Your program has worked extremely well. Our new mailing piece pulled an 18% response. Nothing we've done before pulled better than 4%!"

Ronald Lavi, Owner  
Clark Temporary Services

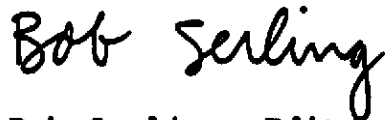
You could be getting similar or even better results. But in order to do so, you have to take action. You have to start implementing some of these simple, inexpensive, and highly profitable techniques.

Remember, with **Maximum Profit Direct Marketing** you can't lose. You're guaranteed a minimum of \$7500 extra profit or you'll get back every cent you paid.

For your convenience, I've included another copy of the original letter I sent you. Please take a few minutes to read it. Then get ready to catapult your results.

I look forward to helping you take your business to a new level of profitability.

Sincerely,

A handwritten signature in black ink that reads "Bob Serling". The script is fluid and cursive, with the first letters of "Bob" and "Serling" being capitalized and prominent.

**Bob Serling, Editor  
Results!**

## **Example 5**

### **Cover Letter – Final Notice**



# Results!

THE INSIDER'S JOURNAL OF DIRECT MARKETING SUCCESS

Dear Friend,

If you're still settling for lukewarm response and profits with your direct marketing, I have good news for you. And a bit of bad news.

The good news is I can show you even more reasons why Maximum Profit Direct Marketing can make you a lot more money right now - and for as long as you're in business.

### 3 Objective Reasons Why You Could Be Making Substantially More Sales And Profits Right Now

"The results we got were astounding. Six major new accounts in just fifteen days. Usually it takes a minimum of six months for us to close that much business!"

Robert Fredericks, CEO  
Findley, Fredericks, and Mason, Inc.

"Your techniques blew our control right off the map. Nothing had ever performed anywhere close to our control. Not until we "Serlingized" our campaign. Thanks for boosting us to an entirely new level of profitability."

Tim Drayton, President  
Digital Solutions

"I never thought direct mail could be so enormously profitable for a retail business. Was I ever mistaken. I've had to keep the store open late every night just to handle the increased business!"

Susan Byrd, Owner  
Byrdland Emporium

You could easily be getting similar results - perhaps even better. All it takes is a couple of the powerful techniques in Maximum Profit Direct Marketing.

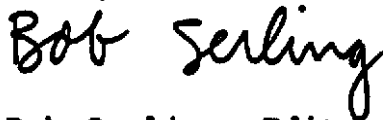
Unfortunately, that's where the bad news comes in. Since this is the third time I've written to you, it's your last chance to take advantage of this generous offer.

You see, you simply can't go wrong with **Maximum Profit Direct Marketing**. Because you're guaranteed a minimum of \$7500 extra profit or you'll get back every cent you paid.

In case you've misplaced it, I've included another copy of the original letter I sent you. Please take a few minutes to read it. Then make the choice to turn all your direct marketing campaigns into major winners.

Why settle for marginal results when you could be enjoying a dramatic increase in your sales and profits

Sincerely,

A handwritten signature in black ink that reads "Bob Serling". The signature is written in a cursive, slightly slanted style.

**Bob Serling, Editor  
Results!**

## **Example 6**

**Lead Generation Postcard  
Low-Cost Offer**

# How A \$4 Investment Can Boost Your Book/Tape/Video Sales By As Much As 917%!

Bob Serling's newsletter, *Results!* is packed with powerful marketing strategies and techniques that produce exceptional profits for information publishers. For example...

*"Bob's on target advice made me an extra \$41,155 in six months."*

Derek D'Angiolini, President, Ashland Publishing

*"Your concepts immediately shot our profit straight through the roof. I increased my profit on one project by a very real 917%!"*

Phil Kratzer, CEO, National Response Corporation

You could be using the insider's secrets found only in *Results!* to enjoy similar gains. Here are just some of the profit making advantages you'll get from a trial subscription:

- Bob Serling's innovative marketing strategies and tips for what you should be doing to make the most money now with all your information products. You'll get innovative, proven techniques...not the same run-of-the-mill rehash you see in so many other books and newsletters.
- Interviews with top experts in the industry on how to make more money selling your books, audio tapes and videos. These successful information marketers show you first hand how they produce colossal winners.
- Case studies of Bob Serling's clients who are using his methods to produce massive increases in their sales and profits. You'll get proven strategies and techniques you can adapt to your own information products to turn up the profits!

Plus much, much more! To get a six-month trial subscription to *Results!* for just \$4 (to cover postage and handling) rush this card along with your check to: *Results! 425 Pescado Place, Encinitas, CA 92024*. Send today to start boosting your profits!

**Results!  
425 Pescado Place  
Encinitas, CA 92024**

**Increase your book,  
audio tape, and video  
tape sales by as  
much as 917%!**