

# **How To Write Million Dollar Ads, Sales Letters, & Web Marketing Pieces**

**23 Superstar Copywriters Take You On  
A Step-By-Step Tour Of Some Of Their  
Most Profitable Promotions**

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## **Featuring:**

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## Welcome

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Welcome to “**How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces.**”

I’m very excited about this course. Because in developing it, I took a very different approach than you’ll find in other books on copywriting and marketing. Instead of focusing on what I thought would make a good book, I asked my clients to tell me what they believed would help them the most.

Here’s what I discovered.

Dozens of people told me that they can recognize a great ad when they see one. But they don’t always know what makes it great. And what they really wanted was to have a copywriter dissect an ad (or sales letter or web marketing piece) and show precisely what they were thinking when they wrote every component.

Hearing this brought back a flood of memories. You see, I can still remember what a struggle it was to write my very first sales letter. It was a 4-page letter that took me 3 full months to write! No kidding. I slaved over that letter for 3 months. And the copy I produced was mediocre at best.

It really would have helped if I’d truly understood what makes great copy great. Sure, there are a lot of books on copywriting. But the problem is, they all focus on one author’s approach to writing copy.

Now, admittedly, having a formula (especially when you’re first starting out) can be beneficial. But the best lessons I could ever have hoped for would have been a group of the best copywriters on the planet carefully dissecting some of their most successful marketing pieces and showing me precisely what made them winners.

So that’s the heart and soul of this course.

In these pages, you’ll find contributions from 23 of the most sought-after marketing experts in the world. Each expert painstakingly breaks down their ad, sales letter, or web-marketing piece, block by block, and gives you an in-depth tour of how the piece was created.

### **How This Course Is Organized**

This course is made up of three sections to help make all of your copywriting and marketing as successful as possible – and, as quickly as possible. Here’s what you’ll find in each section:

## **Section 1: How To Write Million Dollar Sales Copy**

In this section, I give you my own 14-step formula that I use to create all of my own copy. I carefully explain each step and illustrate every point in an actual sales letter that was extremely successful.

This is followed by block-by-block explanations of two space ads, a postcard mailer, and a web-marketing piece. This section alone will give you a powerful head start on increasing your sales and profits.

## **Section 2: The Headline Clinic**

Powerful headlines are crucial to the success of any marketing piece. In fact, tests have proven that one headline can outperform another headline by as much as 400%. With that type of potential increase, you can't afford to fool around with your headline.

In this section, 9 experts reveal their secrets for creating blockbuster headlines. You'll discover what's crucial to include in every headline, what to absolutely avoid, and ethical ways to swipe winning headlines from other marketing pieces. When you're done with this section, you'll be a master at creating headlines that sell much more of what you have to offer.

## **Section 3: 20 Leading Experts Take You On A Step-By-Step Tour Of Some Of Their Most Profitable Marketing Pieces**

This section is packed with powerful examples of ads, sales letters, and web marketing pieces that have sold millions of dollars worth of products and services. Every piece has been a proven winner in the market place.

My team of experts break down each of their marketing pieces, block by block, and show you what they were thinking, the strategy that drives the piece, and every last detail on how the piece was written.

There is no textbook theory, no wishful thinking, no fluff or filler. Just hard-hitting proven strategies and copy you can start using to create your own winning sales piece. When you're done with these in-depth guided tours, you'll have all the tools you'll ever need for creating marketing and copy that produce substantial results.

That's it for this introduction. Let's get started right now on making all of your ads, sales letters, and web marketing pieces as profitable as they can possibly be!

*I wish you all the success you've ever dreamed of!*

*Section 1:*

**How To Write Million Dollar Sales Copy**

## How To Write Million Dollar Sales Copy

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In this section, I’m going to take you on a tour of all the insider’s secrets, strategies, and techniques I personally use to create powerful sales copy.

It’s easy to look at a great ad, sales letter, or web-marketing piece and know that it’s great. However, what’s much more difficult is to understand why it’s great.

What was going through the writer’s mind when he (or she) wrote the piece? How did he lay the piece out – what is the reasoning behind the structure he chose – and why this structure rather than some other? What key selling points does the piece focus on, and why, and in what order?

What this section does is answer and illustrate all of the major points of creating successful advertising copy. This is accomplished in three ways:

1. First, I’ll lay out the **Four Major Selling Principles** that must be present in any ad, sales letter, or web-marketing piece.
2. Next, I give you a detailed, **step-by-step formula** for creating a high profit sales piece. There are 14 steps in this formula. By following these steps (especially when you’re first starting out as a copywriter), you can create top-flight sales copy with a minimum of effort.
3. **Annotated versions** of a sales letter, two space ads, a postcard mailer, and a web marketing piece. In these examples, I’ve numbered each block of the copy. Then I go through each piece, block by block, and show you precisely how and why each section was created.

This working tour of the five sales pieces leaves no stone unturned. You’ll be able to see precisely how each piece was created, what structure was used, and the logic behind each critical decision.

For the first time, you’ll have the opportunity to **understand every key factor** of five different sales pieces. And you’ll be able to take the lessons from each and apply them to your own sales pieces for even better results.

This affords you a **powerful shortcut** that’s never before been made available. Why spin your wheels writing and rewriting dozens of sales pieces when the building blocks for powerful sales copy are completely laid out for you?

That’s a quick overview of what you’ll be getting in this section. *So let’s get started!*

## **Four Major Selling Principles**

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The purpose of any ad, sales letter, or web marketing piece is to do one thing, and one thing only: sell your prospect or customer on taking the action you want them to take.

For a lead generating ad, letter, or e-mail, this might mean requesting more information. For a sales letter, this could mean picking up the phone and placing an order. For a follow-up offer, it could mean upgrading to a more expensive item, buying a second item, or contracting for goods or services to be billed on a regular basis to a credit card.

That’s just a quick sampling of some of the actions you might be wanting your prospects or customers to take. But what always remains consistent is the fact that you are guiding them to take a very specific action.

Your success at doing this will be much greater, and it will be easier to accomplish, when you understand the Four Major Selling Principles. These Principles apply to any copy you write. They are the underlying foundation for sales success.

### **Major Selling Principle #1:**

#### **You must have a quality product.**

This might seem obvious, but from what I see being offered in the marketplace, a lot of businesses overlook this crucial concept. Let’s see why it’s so important...

First of all, if your product isn’t of high quality, you’ll have a high rate of returns. I know of companies that have experienced return rates as high as 70% of all orders! Obviously, that’s a disaster.

Secondly, an inferior product kills repeat sales and referrals to other customers. That would be another severe financial limitation. Because repeat sales are where the true wealth is in any business. And referrals are extremely profitable since you have no marketing costs to make these sales.

There isn’t anything more basic to your success than having quality products. Without quality products, you really don’t have a business.

### **Major Selling Principle #2:**

#### **Creating and using the Ideal Customer Profile.**

This is an extremely important concept that you must understand from the beginning or you’ll seriously compromise your sales and profits. When it comes to customers, it’s essential to understand that there may be a wide range of customers you could potentially

appeal to. But the customer group your business will profit the most from is the **Ideal Customer**.

What is an **Ideal Customer**? Quite simply, it's a customer with these characteristics:

1. A customer who wants your product.
2. A customer who has the ability to pay for your product.
3. A customer who has the authority to purchase your product.

It would seem that all three of these characteristics are obvious, but my experience with hundreds of clients proves this isn't so. Let's look at each characteristic individually.

### **1. A customer who wants your product.**

Seems simple enough, doesn't it? But watch out, this area can be extremely dangerous. Typically, the most danger occurs when you have a product that proverbially, everyone needs.

Trying to market to everyone can be extremely costly and almost always leads to failure. What you really need are carefully defined groups of customers who have specific hot buttons you can appeal to.

The tighter the definition of your market, the easier it is to market to them. For example, people who need the services of a tax professional could be very difficult to market to. There are a wide variety of services to offer and an even wider variety of needs these customers might have.

But if you narrow this group down to people who are having trouble dealing with the IRS, you now have a tightly defined target to aim at. Creating powerful selling copy aimed at this specific market segment is much easier than dealing with everyone who needs the services of a tax professional.

### **2. A customer who has the ability to pay for your product.**

This point is a little subtler. If you've attended any of my seminars or listened to the tapes from them, you may have picked up on an interesting pattern. When people (this also goes for a high percentage of clients I consult with privately) ask me to evaluate what's wrong with their marketing, they're often very surprised at my answer.

They expect me to dismantle their headline, or restructure their offer, or recommend a stronger close, and so on. A good number of them are completely shocked when I tell them they've missed the mark in defining their market. Quite simply, what's really holding them back is that they're trying to sell to the wrong people.

This error takes two forms. The first is trying to sell to people who simply can't afford your product. The logic seems to go like this: they need this so much that they'll dig

down and buy it even if they can't afford it. Sorry, but that rarely happens. And you're stuck with a warehouse full of products you can't sell.

The second variation is selecting a cash-poor market as your target and then adjusting your prices down to try to sell to this market. Another crucial error.

You simply can't make solid profits by selling low cost products to buyers who lack the financial resources to pay a fair price. I've seen clients choose starving actors, start up businesses, mom- and pop-type businesses, college students, and worse as their target market. This is pure financial suicide. What you really want is a market that has a true need and is willing and able to pay to satisfy that need.

### **3. A customer who has the authority to purchase your product.**

This is another critical characteristic a lot of marketers overlook. Often, a prospect who looks like a strong potential customer really isn't a customer at all.

This frequently occurs when an employee of a company is assigned to evaluate a product or responds to your ad, mailing, or web page without the knowledge of their boss. The employee may have a burning desire to buy your product. But their employer doesn't share their interest and won't authorize the purchase. So, you're out a sale.

When I first started marketing my book *Small Business, "BIG" Profits*, I tested an offer to a list consisting of business owners and marketing managers. I predicted that the marketing managers would be the strongest buying group since the course could make them much more effective in their jobs.

Was I ever wrong! Not one marketing manager bought the course. Every purchaser turned out to be the owner of the company.

When I did my follow up research, I was able to talk to a number of marketing managers who didn't buy. A high percentage of them told me they really wanted to buy the course, but couldn't get their company to authorize payment. And as I've found to be a consistent pattern, very few employees will dig into their own wallets and pay for something they feel their employer should pay for. Like it or not, that's the way things go.

So remember, you always want to reach the prospect who has the authority to make the purchasing decision. Without that person, there is no sale.

### **How To Create Your Ideal Customer Profile**

Your profits depend on your ability to correctly identify a large group of customers who want, can afford, and have the authority to purchase your products. And the best way to do that is to create a profile of exactly what that group would look like.

Let's take a look at how you use these three characteristics to create an actual **Ideal Customer Profile** that will drive your advertising copy. For our example, we'll say you're in the business of selling videos that teach people how to use personal computers.

Who would be most likely to buy your products?

Obviously, computer owners would be potential candidates, but that's too broad a definition. For one thing, your strongest audience would be people using computers at home rather than at business. This would eliminate the more advanced users you'd reach by advertising in mainstream computer magazines.

However, there are a lot of smaller magazines, e-zines, and web sites that cater to home computer users. These would be a good start for profiling your ideal customer groups. If you went to the newsstand and bought a few of these magazines and looked at both the articles and advertising, you'd start to see consistent patterns.

For example, there would be regular features on games for kids, education for kids, managing household budgets, managing investments, and other topics. You might also find these same themes repeated in the ads that run in these magazines.

Whichever themes showed up the most, issue after issue, would point you in the direction of your hottest prospects. Assuming that the characteristics I've just described are accurate, let's start drawing your **Ideal Customer Profile**. Your ideal customer would look something like this:

1. Owns their own computer and uses it at home.
2. Family with children.
3. Middle to upper income.
4. Subscribes to one or more magazines for home computer users.
5. Has an Internet connection and uses it for business and personal tasks.
6. Has bought other computer related products through the marketing method you use to sell your products.

That would be a strong starting profile. After you've been in the market for a while, you might discover that certain segments of the group vastly outperform others. You'd then give this segment higher priority, and they might eventually become your **Ideal Customer Profile**. It might be so lucrative to market to this group alone any other efforts would be wasteful.

For example, you might discover that 80% of all buyers are parents who want to teach their children to be proficient at using the computer. And, if you also discovered the

amount this group spends is nearly twice as much as other customer groups, you'd be wise to focus all your efforts on these parents.

You'd change all of your marketing materials to appeal to the hot buttons that motivate parents to buy. Improving reading, math, language, and general learning skills would probably prove to be the most important.

That's a quick exercise in creating your **Ideal Customer Profile**. You should now be able to create one of your own – one that you can take all the way to the bank!

### **Major Selling Principle #3:**

#### **Credibility Produces Maximum Profits.**

The key to controlling an ongoing source of consistently high sales is having credibility in your marketplace.

This might sound vague or mysterious at this point. But I guarantee that after you've been in a marketing-intensive business for a few years, you'll come to live by this principle.

I know of dozens of businesses that have house lists of 2,000 to 3,000 customers. These businesses are making small fortunes year in and year out because they have built flawless credibility with their customers.

Think about it. Profits of \$300 per year per customer comes to \$600,000 on a house list of 2,000. And \$900,000 on a house list of 3,000. Once you understand this simple principle of gaining and leveraging credibility, you begin to see how easy it actually is to carve out your own empire.

Here's another example. I have a consulting client who has produced exceptional results by leveraging their credibility. Our efforts together to sell information products to their house list of less than 300 customers resulted in sales of over \$175,000 last year – the first full year they were in business!

Take my word for it. A high degree of credibility with your house list is worth far more than anything else you could possibly imagine.

I'll show you everything you need to know to get, use, and maximize credibility in all your ads, sales letters, and web marketing later in this section. Throughout the examples, you'll see me leverage credibility over and over again. When we're done, you'll have everything you need to cash in by leveraging your own credibility.

## **Major Selling Principle #4:**

### **The Offer Is Everything.**

In today’s marketplace, your offer is the most important component of your advertising. Or, put another way, the deal is everything.

I attribute the majority of the success I’ve had to my ability to craft an extremely potent offer. In the past two years, I’ve taken a very different approach than most experts recommend. It’s this simple:

**I always develop, refine, and perfect my offer before I do anything else with my ads, sales letters, or web marketing.**

In fact, I’ll take it one step further. I know this might sound overly simplistic – even too good to be true – but I’ll let you in on the greatest marketing secret you could ever hope to learn:

**You can virtually write your own ticket by becoming  
an expert at creating powerful, compelling offers.**

Here’s why. In today’s marketplace, prospects and customers are saturated with advertising material. Television, radio, magazines, newspapers, the Internet, billboards, movie theaters, grocery stores, and many other sources bombard you on a daily basis with more advertising than you can possibly absorb.

What this means is your customers are almost numb to advertising. It barely registers anymore.

The way to cut through this saturation layer and overcome your prospects’ disinterest is to make an offer that is (1) so compelling, and (2) so believable, that it stops them in their tracks.

As I said, when I sit down to create copy for myself or my clients, I slave over the offer. I usually work up a frenzy, almost getting angry – or at least completely pumped up with high voltage energy – and pace around the room, bouncing in and out of my seat while creating the offer on my computer screen. I get so stimulated (by the offer, not any artificial substance – okay, a little chocolate) I can hardly sit still.

Once I’ve come up with the offer I feel will be most successful, I put it aside for a few hours. Then I edit it and re-edit it. Then I put it aside until the following day. The following day, I edit and re-edit my offer again.

Once I’ve got it as finely tuned as possible, I run my offer by two or three of my peers whose opinions I highly respect. I know these people will be mercilessly honest with me – and that’s precisely what I want.

The object of this entire process is to come up with an offer that’s so exciting, few people who have even a mild interest in the topic could resist reading my promotional piece.

Your offer can’t leave anything to the imagination. Every aspect of it should be spread out in complete detail. It should be impeccably clear.

My offers are typically quite long, 4 to 6 paragraphs in length. I often work them into a block immediately following the headline. In fact, many times my headline is merely a lead-in to the offer.

After clearly defining a blockbuster offer, I find the rest of the copy nearly writes itself. Creating the remaining copy is just a process of elaborating on and giving factual and emotional support to my offer. This makes the entire copywriting process extremely easy.

I rarely sweat over creating the supporting copy – but I sweat bullets over creating my offer – my deal. Write this down and tape it over your desk:

*“The deal is everything.”*

What do I mean by everything? Nothing short of being the key to huge immediate profits and ongoing long term success!

### **An Example Of A Blockbuster Offer**

One point I want to make is that your offer should be extremely simple. I’ve already told you that your offer needs to be impeccably clear, but there’s a distinct difference between clarity and simplicity.

Don’t complicate your offer. Keep it as simple as possible or you’ll risk losing a substantial segment of your market.

Take a look at the offer in the sales letter in Example 1 at the end of this section. The offer is on the first page of the sales letter. This is the offer I used to sell my seminar, *The Direct Marketing Power Summit*.

The offer starts with the first word on page 1 of the sales letter. It continues through the end of the copy block before Dear Friend. Take a couple of minutes to read it now, then return back to here.

Before I take you on a blow-by-blow tour of this offer, I want to give you even more information on what a great offer is composed of.

There are two components to a powerful offer:

**1. Immense promise.**

An offer that breaks through the haze of a complacent audience is built on immense promise. You have to promise something absolutely remarkable – something that stretches your reader’s realistic expectations.

**2. Complete believability.**

At the same time, you can’t stretch expectations beyond the boundary of what’s believable. Your goal is to lead your prospect right up to the boundary of believability – but stop slightly short of that boundary. Then, offer an irrefutable argument that forces the reader to believe the promise you’ve just made.

Let’s take a closer look at my seminar offer and see how I accomplish these goals.

**Component #1:**

**Immense promise.**

The promise begins with the slug line above the headline, “If you’re serious about making truly staggering profits on all your direct marketing projects...”

Doesn’t leave much to the imagination does it? But at the same time, it plants a seed of curiosity. Anyone who is involved in direct marketing will probably want to find out more.

Where does this promise come from? The most inspirational promise you can offer is a promise of the major benefit your customer wants to achieve.

Why fool around with anything else? Remember, you have only a few seconds to cut through the fog and seize your reader’s attention. The most forceful fog cutter you can use is that one thing your reader covets the most.

In the example, the promise is clearly laid out in point number 1, “What you’ll gain.” The device used is what I call a reality check. It starts by stating an undisputed fact that anyone with any experience in direct marketing knows is true, “For most projects, returns of 2 to 3 times costs are considered extremely profitable.”

Next, that point is followed up with another fact (actually, the promise) that there are proven techniques that can produce astounding levels of profit.

## **Component #2:**

### **Complete believability.**

At this point, the reader’s acceptance of the promised returns has been stretched nearly to the breaking point. So it must be followed with an equally powerful proof that this can actually be accomplished.

That’s where point number 2 comes in. Point 2 guarantees a powerful result. The reader is promised a minimum return of 10 times their investment in the seminar – or their entire tuition will be refunded.

The component of believability is further amplified by quantifying the precise minimum return that’s promised, at least \$27,770 extra profit you never would have seen without these techniques.

Putting your business on the line like this takes a nearly unbelievable promise and makes it completely believable.

### **Sweetening the pot.**

Of course, there’s one final component of a powerful offer... It’s what I call the sweetener. This is some sort of bonus that will add even more appeal to the offer.

But please take a closer look at the bonus I offer. This is an idea I originated that a lot of marketers are now starting to copy. My ultimate sweetener is the ability to resell a version of the exact product the customer is buying to recoup their investment.

Gary Halbert has consulted with me on how to use it in his business. I’ve also seen Dr. Gary North and Ted Nicholas both using it in recent marketing campaigns.

Again, the idea is to offer a sweetener that’s more than just the typical bonus most other programs offer. You want to offer a high-powered sweetener worth more than the customer’s entire investment. You want to offer an industrial strength fog cutter!

Here’s my final piece of advice on the subject of offers. Practice writing dozens of deals. Take ads you see in magazines, sales letters you get in the mail, or e-mail or web marketing you see and improve their offers. Create powerful offers with immense promise, complete believability, and ultimate sweeteners.

Do this in writing. Try to do a minimum of three each week for at least a month. Ten per week would be even better. You might think this sounds tedious, and to a certain extent, it is. But I guarantee you it’s worth every second you devote to it. If you invest the time to do this now, it will pay you back hundreds of thousands of dollars over the next few years.

## **Serling’s Copywriting Power Formula**

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In the introduction, I told you I’d share the exact formula I use to create ads, sales letters, and web marketing pieces that have sold millions of dollars worth of products and services. Using this formula will make your life a lot easier. It’s a powerful recipe you can follow to make sure all your sales pieces are flat out winners.

Here then, is the exact formula I’ve used to produce the results I just told you about:

**Powerful Offer + Impeccable Credibility + Scarcity = Maximum Profits**

Let’s take some time now to go over each component of this formula in complete detail.

### **Powerful Offer**

Without a doubt, the finest tool for cutting through the fog that’s accumulated in the minds of your customers is a powerful offer. What we’re dealing with here is a massively impacted mental logjam.

It’s crucial to realize that your prospects and customers are in a near information saturation coma. They’ve been bombarded with so much information, their brains have nearly seized, allowing almost nothing to get through. Information overload and skepticism from being exposed to far too much advertising have built a powerful barrier in your customer’s mind.

This calls for drastic measures. You need the equivalent of a marketing concussion grenade to blow through this barrier. The right tool for the job, your very own marketing concussion grenade, is an extremely Powerful Offer.

I’ve already covered the details of how to create a powerful offer. At this point, I just want to remind you that a powerful offer is the key component that drives your marketing piece.

### **Impeccable Credibility**

One of the pitfalls of using a truly Powerful Offer is that it pushes the envelope of believability. It actually creates some level of doubt in your customer’s mind. However, this is a necessary evil. Because it’s absolutely imperative that the first thing you do is blast through the mental logjam that exists in your customer’s mind.

The next thing you have to do – and you have to do it as quickly as possible – is to erase any trace of doubt you might have created. Part of this can be accomplished in the offer itself, but to make sure you don’t lose any sales, you have to take it a step further.

You do this by establishing *Impeccable Credibility*. By this, I mean credibility that simply can't be challenged.

There are a number of ways to establish credibility. You can cite figures from surveys or studies. Car manufacturers use this technique a lot. They cite figures from the latest J.D. Powers study or Consumer Reports to support their claims.

Independent reviews are also an excellent credibility-building tool. If your product has received high marks in a trade journal or consumer magazine, you should take advantage of the review to make more sales.

Your guarantee also works to establish a measure of credibility. If you guarantee your product for 7 days, it makes people feel rushed to determine its value. This implicitly says that you lack confidence in your product.

However, when you offer a full 12-month guarantee, the message you're sending is that you believe so strongly in your product, you will remove the risk of doing business from your customer and shift it squarely onto you. This is the type of guarantee that builds credibility.

But by far, the finest credibility-building tool you can employ – the tool that will give you *Impeccable Credibility*, is the satisfied customer testimonial.

You see, the advantage that satisfied customer testimonials give you that you can't get anywhere else, is a purely objective statement of how valuable your product is. Even reviewers opinions are questioned by some prospects. Was the reviewer paid off? Does the reviewer even know what he/she is talking about?

But satisfied customer testimonials are never questioned. For one thing, if you present three or more testimonials, your prospects accept that you aren't out there bribing people.

Also, testimonials have a powerful ring of truth to them. They aren't polished like reviewers' comments. They're straightforward, down to earth statements about how your product has helped your customers. This is the critical factor. Because your customers identify with other people just like them who share the same problems, dreams, and opportunities, satisfied customer testimonials deliver *Impeccable Credibility*.

Let's take a look at some satisfied customer testimonials in action. In the sales letter for the Direct Marketing Power Summit, Example 1 at the end of this section, the testimonials start on the bottom of page 3. You'll find them under the header, “Here's How Profitable These Techniques Have Been For My Clients – In Hard Dollars And Cents!” Please take a minute to read the testimonials now.

There's one more thing you need to know about using testimonials. Every marketing consultant and every marketing book I've ever seen make a critical error when it comes to using testimonials.

While they do advise you to use testimonials, the point at which they recommend using them is absolutely wrong. They tell you to put your testimonials at the end of your sales piece. Some sources even advise putting your testimonials on a separate sheet. This is sheer lunacy – it defies common sense!

If you want to get the most mileage out of your testimonials you must place them as close to the beginning of your sales piece as possible. I call this technique Preemptive Strike Credibility.

There are two key reasons for making this preemptive strike. First, you want to overcome any lingering doubt that your Powerful Offer may have stimulated.

Secondly, you want to set the stage for every sales point you are about to make to your prospect. By solidly establishing your credibility with your prospect up front, you create a situation where almost nothing you do after that point will be challenged.

If you wait until the end of your piece to establish your Impeccable Credibility, it may be too late. You will already have lost certain prospects. Some will have already tossed your sales piece in the trash. Others will have built such a solid wall of doubt that it will be nearly impossible to break it down.

Don't make the mistake of parking your satisfied customer testimonials at the back of your sales piece. That's a very lazy technique. Instead, feature them right up front where you can get the most mileage out of them.

### **Scarcity – The Key Motivation To Act Before It's Too Late**

Scarcity is a key element in the maximum profit model. As with everything else in marketing, it's vital that the scarcity you present be actual. Remember, if it isn't believable, it will end up working against you.

Why do you want to use scarcity in your marketing piece? To overcome the final hurdle in the buying decision.

Many prospects will put off buying until later. They'll set your sales piece aside planning to return to it later. Maybe they want a little more time to think about it, or maybe they want to show it to someone else.

The problem is, later rarely comes for most prospects. Once they've put your sales piece aside, that's it. It's as good as dead. Even with the best of intentions, few prospects ever get back to your sales piece.

So you want to grab them right now. You can't wait and you can't give them an opportunity to delay. To make as many sales as you possibly can, it's imperative that you motivate your prospects to order right while they have your sales piece in their hands.

Here’s an example of scarcity in action. In the sales letter for the Direct Marketing Power Summit, Example 1 at the back of this section, take a look at “If You Want To Get In On This Profit-Boosting Opportunity, You’d Better Act Fast!”

The element of scarcity used here is limiting the seminar attendance to just 30 participants. I tell the reader that I can only hold their seat for 5 days. If they don’t get their payment in by 5 days after I’ve taken their reservation, their seat will be given to someone else.

How well did this example work in the real world? I mailed the sales letter on Monday – and began getting reservations on Tuesday, the next day! That’s how powerful a motivator scarcity is.

There are many other ways you can convey scarcity to your prospects. Let’s take a look at some. For our example, we’ll assume that your product is a book.

One technique I’ve used that’s worked extremely well is to tell my prospects that the print run is extremely limited. And to reprint another edition is time consuming. If they don’t want to miss out, they should order now, before I’m out of stock.

The beauty of this technique is you never have to set a specific limit – like 30 participants in the seminar example. Your reason why – another print run is time consuming – gives your scarcity component the ring of authenticity. Almost everyone has ordered some item that was on back order and had to wait months to receive their goods.

Another excellent strategy is to put a powerful time limit on your bonus items. You offer a number of highly valuable bonuses – available only if the prospect orders within 7 days. After that, the bonuses won’t be sent.

Here’s an important piece of information about this technique. You want your time limit to be reasonable, but extremely short. I find 7 days to be ideal.

Most people will order right away because they don’t want to forget during the 7-day period. But if you extend the period – say to 14 days, you run the risk of encouraging your prospects to postpone ordering.

Another technique is to offer special prices or special discounts for ordering within a specified time. I personally don’t use this technique. It doesn’t fit in with the way I operate my business. But many businesses use this technique quite effectively.

Similarly, you can use an impending price increase as your scarcity component – only so many left at this low price. However, one caution is in order. If you aren’t really going to be raising your prices, don’t use this technique. It’s both unethical and illegal. If you get caught, you could be put out of business.

## **Refining The Process:**

### **A Complete Model For The Ideal Marketing Piece**

What you’ve just seen is my maximum profit power formula. It’s the foundation for creating a sales piece that will get optimum results.

While these elements alone will allow you to create a powerful ad, sales letter, or web marketing piece, I’ve taken it even further. After having used this formula dozens of times with exceptional results, I expanded it further to include additional support elements.

Here is an expanded recipe for creating an exceptionally powerful sales piece:

- |                           |  |
|---------------------------|--|
| 1. Powerful Offer         | 8. More benefits                           |
| 2. Problem/pain           | 9. Price                                   |
| 3. Solution               | 10. Guarantee                              |
| 4. Impeccable Credibility | 11. Scarcity                               |
| 5. Details                | 12. Benefits summary                       |
| 6. Benefits list          | 13. Close (sell, sell, sell)               |
| 7. Limited offer          | 14. P.S. (if your piece is a sales letter) |

Let’s take a detailed tour of this formula in action. Again, I’ll refer to the sales letter for the **Direct Marketing Power Summit** in Example 1 at the end of this section to demonstrate each point of the formula in action.

#### **1. Powerful Offer**

No need to review this point. We’ve already covered it in comprehensive detail.

#### **2. Problem/pain**

Remember I told you that one of the key components of a powerful offer is immense promise? This is the counterpoint to that component.

For almost any product you can imagine, there’s an element of pain you can use to strengthen your sales argument. Before you conclude that I’m some sort of sadist, let me explain.

I’m not asking you to manufacture pain for your prospects. The fact is, they already feel pain of some sort. In the example sales letter, anyone who is involved in direct marketing has first-hand knowledge of the pain of a failed marketing campaign.

I’m not creating this pain – I’m simply reminding the prospect of its existence. Also, by touching on this horrendous problem that causes the reader to lose sleep at night, I’m demonstrating that I really understand them and the terrible predicament they’re in.

Please look at the sales letter for the **Direct Marketing Power Summit**. I elicit the reader’s pain under the header, “The Costly Truth About Direct Marketing.”

Once I’ve elicited the pain, I push it even further. I explain that the reason for their pain is a judgment error – the error of still relying on techniques that worked years ago but fail miserably now.

### **3. Solution**

Here’s where I get to prove once and for all that I’m not really a sadist. For every element of pain you bring out, you have to offer a practical, powerful solution.

I’ve already mentioned that demonstrating an understanding of the pain your customer is in can build your credibility. But that’s not enough. The most important reason to elicit pain is to open up the opportunity to deliver a powerful solution.

If your prospect truly identifies with the pain you’ve touched on, a convincing demonstration of your ability to cure that pain is almost an automatic sale.

In my sales letter, there are many items that offer a cure for the pain the prospect is in. In fact, almost the entire remainder of the letter serves to offer a solution.

But I want you to pay particular attention to the first paragraph in the section, “Here’s What You Need To Start Cashing In On All Your Direct Marketing Projects.” The six paragraphs that follow, down to the next header, specifically promise a powerful, unique solution to what ails the reader.

### **4. Impeccable Credibility**

This is another point that we’ve already covered, so I won’t go over it again in great detail. Just keep in mind that you want to establish your credibility as early in the game as you can.

### **5. Details**

Sometimes there is information that isn’t really a benefit, but it needs to be clearly stated. An example in this letter would be the dates and place where the seminar is being held.

Of all the points that need to be included in your sales piece, this is the one component that doesn't have to be presented in any set order. It can be early in your piece, in the middle, at the end – anywhere where it's most convenient.

## **6. Benefits list**

Benefits are what sell any product or service. You have to show your prospects what's in it for them. You have to show them clearly and precisely. You have to elaborate on how much easier your product will make their life. How much they'll gain. What they'll regain or keep from losing. How much better off they'll be with your product than without it.

The tool for achieving all these goals is benefits. I've already covered your major benefit – that's the one you must focus on in your offer.

There are always more secondary benefits. Some of them are crucial to your sales pitch. Others are icing on the cake.

When you have a lot of benefits, one of the best ways to handle them is to display them using a benefits list. There are two basic ways to organize your benefits list. The first is by numbering each benefit. The second is by using a bullet to start each benefit.

I don't have a preference for one method over the other. They both work just fine. In Example 1, I've used numbers to organize my benefits list.

Please take a couple of minutes to read through the benefits now. Pay particular attention to how tight each item is – no wasted space. Also, become aware of how much gain they promise the reader.

## **7. Limited offer**

We've already covered how critical it is to use a limited offer to create a sense of scarcity. The only thing I want to add here is that your limited offer can be placed at different points in your sales piece.

While most marketing experts advise placing it at the end of your sales piece, I don't agree. I've placed it in the heading block, toward the beginning of the sales piece, toward the end of the sales piece, and in the P.S. of a sales letter. All positions have worked well for me.

## **8. More benefits**

One thing a sales piece can never have is too many benefits. Of course, each benefit must contribute actual value to the piece. They can't just be a bunch of filler thrown in for effect.

In the sales letter in Example 1, you’ll notice that I elaborate on additional benefits after the benefits list. Important benefits that require more space should be in a section of their own – not on a benefits list.

## **9. Price**

What I’m going to tell you next may sound extraordinarily simple, but you wouldn’t believe how many marketers fail to heed this advice.

Your sales piece must always tell the prospect the price of your product or service. Sounds obvious, right? Well, it isn’t.

I’ve seen direct mail packages where the price is only on the order form. What happens if the order form is accidentally left out of the envelope? What happens if someone orders your product, then passes your sales piece on to a friend?

I’ve seen ads (and sales letters) where the price is never mentioned at all! Incredibly, I’ve seen more examples of this idiotic practice than I can keep track of.

Make sure your price is in your ad. Make sure your price is in your sales letter. Make sure your price is in your web-marketing piece. Make sure your price is on your order form.

## **10. Guarantee**

Strong guarantees are an absolute necessity in today’s marketplace. The basics of a powerful guarantee are:

- a) Removing all of the risk from your customer’s shoulders and putting it squarely on your own.
- b) Generous time limits.

Take a look at the guarantee in Example 1 that starts under the header, “It Gets Better Still – Your Success Is Completely Guaranteed.”

First of all, the copy in this guarantee removes all of the risk from the customer. They are told specifically what to expect – a minimum return of 10 times their investment in the seminar – or they’re entitled to a complete refund.

In this particular guarantee, there is no time limit. It’s stated that they can get their money back after attending the seminar. But the guarantee isn’t limited to just that period.

Quite frankly, I think the guarantee could have been improved by stating a specific, generous time limit. Something along the lines of: “Not only must you be satisfied after the seminar, you must also realize actual profits of at least \$27,770 within the next 12 months. If you don’t, I want you to ask for, and get, your money back!”

The question that continually comes up on this subject is, “Won’t people take advantage of this long guarantee period?” The answer is usually “no.” Some unscrupulous individuals will always cheat you, but they would have cheated you anyway.

If you actually deliver what you promised, customers would be stupid to ask for a refund. They know from your follow-up offers that you have a lot of other great things to offer them.

Also, shorter guarantee periods force people to make hasty decisions. I’ve never understood why book clubs offer a 15-day free trial. It has the effect of rushing the customer to decide.

A lot of people will return a product because of a short guarantee period. They don’t have enough time to make an informed decision – so they send it back. Also, buyer’s remorse is heaviest immediately after the customer has taken delivery of a product. So encouraging them to make a return decision at this time is marketing insanity.

It’s been proven in test after test that the longer the time period of a guarantee, the fewer returns you can expect. There are two main reasons for this. First, longer examination periods give the customer more time to get familiar with and use your product. Familiarity breeds ownership!

Second, longer guarantees convey that you strongly believe the quality of your product. If not, you wouldn’t be willing to put yourself at financial risk for so long. This obviously works in your favor.

So remember, have a powerful, risk-removing guarantee and offer it for the longest time possible – a minimum of 90 days, preferably one full year.

## **11. Scarcity**

Scarcity and a limited offer are sometimes the same. But often, they aren’t.

For example, I could have offered a special price to the first 10 people who register for my seminar. That’s a limited offer. The scarcity comes from the seminar being limited to a maximum of 30 attendees.

I’m not trying to split hairs here, just to show you an additional factor you can use to add more selling power to your marketing piece.

## **12. Benefits summary**

Right before you close your sales piece, you need to remind your prospect of everything they will be getting. There’s an old direct marketing formula that goes like this:

Tell your prospects what they’ll be getting; tell them again; then tell them once more.

If you’ve read the body copy in the sales letter for the **Direct Marketing Power Summit**, you can see that I repeatedly tell the prospects what they’ll be getting. I deliver the same message in a number of different ways.

Finally, I sum up the entire letter right before I move to close the sale. My summary is in the second paragraph on page 10 of the letter, following the header, **Take Control Of How Profitable Your Business Can Be – Starting Today!**

The summary paragraph itself starts, “If you want to secure your financial future...” As you can see, it summarizes the benefits the customer will be getting. They’re all laid out in a sentence or two – direct and to the point.

Right before you close for the sale, you want to get your prospect’s blood pumping. You want them to remember exactly what excited them about your offer. You do this by pushing the honest hot buttons!

### **13. Close (sell, sell, sell)**

There’s only one purpose for your close – to make the sale. If your close isn’t doing this, you’re wasting precious space.

Look at the close in Example 1 that starts “To get out of the old rut and breathe new life into your sales...” It continues through the final paragraph.

Again, it doesn’t leave anything to the imagination. The close tells the prospect exactly what they’ll be getting and exactly what they need to do to get it.

Believe it or not, this is the point where many marketers chicken out. They get timid and either don’t tell the prospect exactly what to do, or water it down so much, it’s completely ineffective.

Do you notice the structure of my close? It’s a direct command:

“Pick up the phone. Enroll in this seminar right now. Dial (818) 761-2952 and ask for me personally.”

There is no way the prospect can make any mistake about exactly what I want them to do.

Remember, you have only one chance to make the sale. And that chance comes right now. If you don’t tell your prospects precisely what you want them to do, they won’t do anything.

So sell hard in your close. That’s the best way to make sure you maximize your sales and profits.

#### 14. P.S. (if your piece is a sales letter)

Every sales letter must have a P.S. There is absolutely no exception to this rule.

Here’s why. Often people will glance at your first paragraph, then skip to the end of the letter to see who sent it. Or they’ll just skim the headers until they get to the P.S. But exhaustive tests have proven that almost no one skips the P.S. So you can use the P.S. to restate a major point and possibly capture more readers.

Conventional marketing wisdom says you should always restate your major benefit in your P.S. That’s certainly not a bad way to go, but I don’t agree with it completely. In my sales letter in Example 1, my P.S. does not restate the major benefit. It restates the element of scarcity.

If you examine it closely, you’ll see that this P.S. does two jobs. First, if someone were to skip right to the end and read just the P.S., they’d probably be quite curious about the sense of urgency the P.S. has created. Which means they would probably dig into the letter to find out what’s going on.

Secondly, and more importantly, this P.S. was specifically designed to reinforce that the reader must act now. The fact is, \$2,777 is a lot of money to spend on anything. I need to strike while the iron is hot – to motivate my prospects to call me at the peak of their interest. If I don’t, I’ll probably be out of luck.

So I’m much more concerned with the majority of prospects who have read the entire letter as opposed to the few who might skip right to the P.S. Anyone who has read every word of my letter is a strong candidate to purchase a seminar seat. I use my P.S. to do everything in my power to close the sale with my hottest prospects.

By the way, that’s not the only way to go with your P.S. I’ve used mine to do a number of things. Sometimes I’ll introduce a special bonus in my P.S. – again to motivate the prospect to place their order right now.

I’ve also used the P.S. to introduce an upsell item. This is a special offer of a second item at a bargain price if the prospect orders the main item. Again, conventional marketing wisdom strongly advises against this concept. But I like to experiment a little.

Want a little insight on results? In one case, I offered an upsell of an audiotape on a hot topic directly related to the main product. I discounted the price from \$25 to \$17 as long as the customer ordered the upsell item along with the main item.

A full 70% of the buyers took advantage of the upsell offer! That’s an additional \$16 profit per order with no additional cost to send my marketing message.

Conventional wisdom is usually a good guideline to follow when you’re starting out. But no rule applies to every situation. Once you have a few successful marketing campaigns

under your belt, it's both exciting and extremely profitable to start prudently bending the rules.

### **A Final Piece Of Advice About This Formula**

If you look at any of my ads or sales letters, you'll see this formula in action. I might not follow the precise order in every piece, but all of the elements are there.

With web marketing pieces, the components are there, but they have to be used differently because of the unique nature of marketing on the web. Primarily, web marketing must be toned down and more indirect than offline marketing. I'll give you very clear and specific examples later in this section. And you'll get even more examples in Section 3 from other marketing experts.

For the time being, I advise you to stick to the formula in the order it's laid out. Once you've created a few highly profitable winners, you can start to alter where you use each element of the formula.

## Space Ad For Copywriting Services

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The object of this ad was to get qualified prospects to inquire about my copywriting services. You’ll find it in Example 2 at the end of this section.

There were two hooks. The major hook was a powerful gain – increasing your income by as much as 917% on a direct marketing project.

The second hook was a fear of loss. The message is reinforced that I’m busy and will only accept a few clients – if you want to get in on this, act fast or you’ll lose out.

The ad focuses on one benefit only – increased sales and profits. Because it’s a lead generation ad, you don’t want to give away too much at this point. The entire purpose of the ad is simple: get the prospect to call me. This is accomplished by giving just enough useful information to compel the reader to want to find out more.

The headline is driven by the major benefit I offer. I did this for two reasons. First, you can never go wrong by featuring the major benefit the customer gets in your headline. Fire your biggest gun first.

Second, this benefit is the theme the entire ad is built around. So it was a natural fit to start with, elaborate on, and close with it.

My back end strategy was simple, yet aggressive. The best source of future business is satisfied clients. In fact, the ad itself is built on a satisfied client testimonial. So it’s actually part of the back end from a previous sale.

For my back end, I aggressively seek referrals and testimonials from all clients. I also keep in constant contact with my existing clients. I mail them my newsletter (they get a free subscription), articles they might be interested in, and recommendations I have for further improving their sales. Repeat business and referrals are the real bread and butter of any service business.

### **1. Headline**

The headline focuses on the promise of a major benefit: increasing your sales with no risk. In order to cut through the fog created by people being saturated with advertising, you’ve got to hit them right between the eyes. You need something absolutely riveting to capture their attention.

### **2. Sub-header**

The sub-header’s purpose is to give immediate credibility to the claim made in the headline. It does this by introducing a satisfied client’s testimonial. Also, the promise

made in the headline is elaborated on with specific details of what might be expected –increased income of as much as 917%.

This type of claim made by an independent third party gives the promise significant credibility. Quite different than my saying, “Believe me, I can increase your sales by 917%.”

### **3. Repeat the promise**

This paragraph repeats the promise and amplifies it a bit – you can get these results right now.

### **4. Identify the product**

This block puts a name and real person to the testimonial. It also introduces me by name. And, it establishes a personal, yet authoritative tone.

### **5. Scarcity**

This block introduces the concept of scarcity. It also implies that you already know who I am.

### **6. Proof**

This block provides further testimonial to results – the same kind of results you can expect on your project.

### **7. More proof**

Here, I underscore the fact that my copy increased Phil’s profits immediately.

### **8. More benefits**

This block expands upon the previous point and answers one of the reader’s key concerns: the copy works well for prospects as well as for existing customers.

### **9. Instruct the reader to take action**

This paragraph issues the call to action. It specifically instructs the prospect on the action I want him/her to take.

## 10. Repeat the call to action

This block repeats the call to action and links it to a powerful reason why the reader should take that action – you don’t want to miss this chance to increase your sales and profits.

There’s one last factor I want to talk about that caused this ad to be so successful. In my opinion, this factor is even more important than the copy itself.

The most critical decision you can make in a marketing campaign is selecting the media your ad will run in or the list your direct mail piece will be sent to. A good deal of the reason why this ad worked so well is that it was placed in *DM News*, a trade magazine for the direct marketing industry.

This might seem obvious, but I guarantee you it isn’t. Every week, I see copywriters place ads in the business section of my daily newspaper. And it’s always a different ad by a different writer. Why? Because daily newspapers don’t get results for this type of service.

Direct marketing clients, marketing managers, and advertising agency creative directors read trade journals for the purpose of finding out more about improving their results. This means they’re in a receptive state of mind when they see my ad.

On the other hand, the purpose of a daily newspaper is to present news. So your targeted prospect isn’t nearly as receptive to your message in this medium.

My experience has proven that these professionals prefer to be approached through their industry trade journals. There’s a much stronger sense of security in buying creative services through an industry trade publication than there is through a daily newspaper.

Think about it from the client’s perspective. Would you rather tell your boss you just hired a professional from a highly respected trade journal or someone whose ad you saw in your daily paper?

Again, the lesson is: you have to clearly understand the mindset of your prospect. Then contact them through the media that appeals most to that mindset.

## Space Ad For Consulting Services

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This is one of my favorite ads. Its power comes from a **Reverse Marketing** technique I call **Customer-Sells-Customer**.

One of the fundamentals of my Reverse Marketing method states that:

**Restructuring advertising copy using methods that focus on your current customers selling your products or services to new prospects is far more profitable than traditional methods.**

You see, satisfied customers can say things about you that you'd never get away with saying yourself. For example, if I told you, I'm the most effective marketing consultant you could ever hope to hire, I'd sound like a pompous jerk.

But let's say someone who has the same problems and goals you have tells you, Bob Serling is the most effective marketing consultant you could ever hope to find. He increased my profits substantially where all other consultants failed. That's something you'd sit up and take notice of, and want to find out if I could do the same for your business.

Which brings us to a key point: the driving factor that makes **Customer-Sells-Customer** copy so effective is that your product or services has produced bonafide results. You can't manufacture these results – that's both unethical and illegal.

When you have produced results with your product or service, you can leverage it to the hilt with this technique.

Let's take a look at the ad and discover how **Customer-Sells-Customer** copy packs real selling power into your advertising.

### 1. The Headline

The headline in this ad, which looks like a one-page letter, is fairly subdued. It promises a very substantial benefit, but it doesn't scream it out.

There are two reasons for doing this. First, I'm trying to attract large corporations that do a significant amount of direct marketing. So I want the tone of the piece to match the type of client I'm trying to attract.

Also, one of the keys ways to make Customer-Sells-Customer copy be very effective is to use subdued tones. The claims that your satisfied client is going to make should be spectacular. I've found that subdued, straightforward copy makes these claims far more believable.

## **2. The Opening: Paragraphs 1-4**

The opening gets right to the point. My endorser, Derek D’Angiolini, is immediately identified and then he lays out a list of my accomplishments.

Again, the claims are fantastic, but the tone is subdued. Do you see how this combination works to establish a powerful foundation?

## **3. Proof: Paragraphs 5-6**

By now, Derek has made some tremendous claims – almost to the point of pushing believability. This is good. What I want to do is actually build up some doubt in the prospect’s mind. Because I’m actually setting them up to accept every last word of all the claims that have been made.

Now the prospect is hit squarely with proof that, in fact, every claim that has been made is absolutely true. And, the results I’ve produced, one company I know of documented a 917% increase in sales, actually surpass the claim of merely doubling your profits.

## **4. Qualifying The Prospect**

Quite frankly, I’m not looking for nickel-and-dime clients. My fees are substantial. But paying a substantial fee to get outstanding results is a far better bargain than paying a bargain-basement fee for poor results.

Prospects are told that my services aren’t cheap. This serves to qualify the prospect. In essence, it says, If you aren’t serious about increasing your profits and you aren’t willing to invest in making that increase happen, don’t call me.

## **5. Close For The Sale**

In the final two paragraphs, I close for the sale. In this case, the action I’m selling the prospect on taking is calling me to set up a consultation.

I also establish a sense of urgency by mentioning that I have only two available openings per month (actually it’s a lot less these days). This urgency is compounded by raising the fear of a prospect’s worst nightmare – that their competition may beat them to the punch and leave them in the dust.

## **6. The P.S.**

I wait until the P.S. to expose a major weakness – that I’m unwilling to travel. If I stated this earlier in the ad, I’d probably lose a few more prospects.

I’ve delayed telling prospects this until the end, until I’ve built a strong desire to work with me. However, I soften the bad news by clearly explaining that it really isn’t a

problem since the results I produced for Derek were all done without us ever having met in person.

## **Conclusion**

I hope this ad illustrates the potency of the **Customer-Sells-Customer** copy strategy. Derek makes a very compelling case for customers to use my consulting services. He can do this in a way that I'd never be able to do if the ad was written in my own voice.

If you have proven results for your product or service, I strongly recommend that you test this copy strategy. I know you'll be extremely pleased with the results.

Also, it's important to note that you need to get your customer's permission to quote them in your copy. And I always give my clients the right to review the copy and make any corrections they might feel are necessary.

## **Postcard Mailing For The Marketing Advantage**

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This postcard mailing could actually be used a number of ways: as a postcard, a card deck card, or even as a small space ad. You'll find it in Example 1-4 at the end of this section.

I created it to generate leads for my newsletter **The Marketing Advantage** (which is no longer published). The object of this postcard was to get prospects to request a free one-year subscription to the newsletter.

Did it work? Amazingly so! The postcard pulled over 2,000 leads and continued to generate response for over two years. A high percentage of inquirers converted to paying subscribers and buyers of my other products.

There are two hooks working in this copy. The major hook is the offer of a **free** one-year subscription to my newsletter. Free is an almost magical word. When you truly deliver something for free, it melts the resistance of even the most hardened cynics. Free overcomes the hurdle of skepticism better than any other strategy or technique.

The second hook is the promise of increased sales and profits. As powerful a hook as Free is, it won't work if what you're giving away doesn't hold a powerful benefit for the prospect. In fact, the hook of increased sales and profits is so powerful, it's repeated in every block of copy throughout the postcard.

All of the copy on this postcard focuses on this one benefit only – increased sales and profits. Remember though, with a lead generation piece, you don't want to give away too much. All you want to do is get your prospect to take the action you want, which in this case is to get them to send in the card and request a free subscription.

Getting the prospect to respond is accomplished by giving just enough tantalizing information to make the reader want to find out more. Then, the sample issues will convince the reader to subscribe later at the full price.

The headline is driven by the major benefit I offer. I did this for a simple reason: I want to focus on and pound home this benefit as many times as I can in the limited space I have. So I go right for the kill. There isn't enough space to fool around here. You have to hit the prospect right between the eyes with both barrels.

Second, as I've already mentioned, increased sales and profits is the theme the entire copy platform is built around. So it's a natural to start, amplify, and close with.

My back end strategy drives the entire campaign. Quite simply, there is no profit whatsoever in the front end. In fact, the front end is a complete loss. I'm counting on the fact that prospects will like my newsletter so much; they'll subscribe later at the full rate.

Of course, there are also many opportunities to recover my investment long before the free year’s subscription is up. With every issue of my newsletter, the reader gets an insert offering my other products or services. These inserts are extremely profitable.

This technique of offering something for free with the hope of convening the prospect to a paying customer is called sampling. This simply means that you give the prospect a sample of your wares with the belief that they’ll like it so much, they’ll gladly pay full price for your product.

It’s really no different than walking through a mall and having a clerk give you a free sample of a chocolate chip cookie. The storeowner knows that a significant number of people will like the sample enough to come into the store and buy some cookies.

Sampling is a simple yet highly effective technique that can be used with almost any product or service.

## **1. Headline**

The headline focuses on the promise of a major benefit: increasing your sales and profits. With small ad space, you have only a fraction of a second to catch your prospect’s attention.

You can’t be subtle here. You have to figure out what the biggest benefit is your prospect wants. Then hammer it home as simply and directly as you possibly can.

You won’t get another chance. So you have to make your headline as clear and appealing as possible. If you don’t, you’ve lost the prospect forever.

## **2. Sub-header**

The sub-header’s purpose is to summarize the benefits and the offer immediately. There are two reasons for this. Again, you won’t command your prospect’s attention for long with this small amount of space. So you have to do everything you can to make a compelling presentation in a very limited space.

Secondly, this block actually qualifies the prospect. If they are the type of person who a newsletter appeals to, this block will hook them instantly. If they’re not, I want them to move on. I don’t want to waste their time or my own.

This short summary tells my prospects exactly what’s in it for them. What they’ll get and how it’s delivered.

### **3. Elaborate On The Promise**

The remainder of the copy focuses on six bullet points that repeatedly amplify the benefit promised in the headline. Each bullet elaborates on how the newsletter will increase the prospect’s sales and profits.

Each point presents a way to either save money or make more money. If you are at all interested in marketing, the promises made are so compelling – and the free offer has so little risk – you can hardly help but return the card.

### **4. Instruct The Prospect On What Action To Take**

You can’t leave anything to chance. If you don’t tell your prospects precisely what you want them to do, a high percentage of them won’t do anything. This block gives the prospect a clear and simple instruction to fill in the reverse side and send the card in.  
Side Two

### **5. Response Block**

This block provides the prospect with space to fill in the information to get their free subscription. It also repeats what they’ll be getting: a free one-year subscription.

### **6. Return Address**

The postcard is self-addressed. Again, you don’t want to leave anything to chance. The simpler you can make it for the prospect, the less chance there is of something going wrong.

### **7. Postage**

Finally, this side of the postcard acts to further qualify the prospect. Studies have proven that making your prospect jump through a small hoop will separate a high percentage of the lookers from the buyers.

In this case, the small hoop I use is making the prospect pay the postage. If this were a postage-paid reply card, the number of prospects who responded would be higher. But a much higher percentage of them would be lookers – people who will respond to any free offer they see.

Lookers can be eliminated by forcing them to perform in some small way. It’s amazing how making them go through the act of paying for the postage will eliminate the majority of lookers.

So as unassuming as it looks, the backside of my postcard performs three vital functions. Every aspect of the entire postcard is carefully designed to pull it’s own weight.

## **How To Use Indirect Marketing To Make More Sales Online**

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Marketing online is extremely different than traditional marketing. In most cases, people are offended by hard sales copy. And because the Internet is anonymous, offended parties can hurt your business quickly. A flood of flames (online hate mail) can tie up your service provider’s system and get you booted off the system fast.

So many of the most effective methods of online marketing are indirect methods. In terms of style and language, you can compare this to the difference between the tone of copy in a press release versus the tone in a typical ad or sales letter. In a press release, to be most effective, you have to offer a benefit to the reader in a very indirect way, without any hard sales copy.

One of the best ways to win new sales online is to participate in moderated discussion lists. There are topic-specific discussion lists for almost any area imaginable – search <http://www.groups.google.com>, and you’ll see what I mean.

Since I’m a marketing consultant and copywriter, I participate in 5 or 6 discussion lists on marketing. In order to convert participation to sales, you have to post information the majority of the participants will find valuable. This can be done by posting a message of your own or by responding to someone else’s post.

My preferred method is to respond to someone else’s post. It gives you the opportunity to present meaningful information without looking like you’re blatantly prospecting for business. The post I’m going to show you uses this format of responding to a previously posted message.

### **The Original Post**

I’ve reprinted the original post exactly as it appeared. The only thing that I changed was the author’s name. This post was so incredibly misdirected, I’ve chosen to protect the author’s identity.

Here’s the post:

From: Hal Smith  
Subject: Quick poll of offensive/deceiving banner ads

I've been intrigued by a lot of comments recently concerning the reactions that people have from some non-standard acting banner ads that are beginning to appear on the Web.

My company uses some derivative banner ad forms that I would love to see subscribers' reaction to. The following link will take you to a single-page survey that provides a demo of the ad banners, and a way to quickly cast your vote on whether you feel the ads are offensive or deceptive.

In this post, the author states that his company is in the business of selling banner advertising. Then he proudly admits that he'd like help deciding which deceptive banners the readers like best.

By the way, the current batch of deceptive banners use phony surveys or phony multiple-choice options. There really is no survey and there are no multiple choices. Whatever you click always takes you directly to the sponsor's ad.

### **My Response – An Example Of Indirect Marketing**

Now, here's my response to that post, exactly how it was printed:

Whoa, this one is really a loaded gun. And any time you wave a loaded gun, there's no telling who might get hurt. As presented, the point seems to be, Please take a look at some deceptive and potentially deceptive banners. If enough people agree that they're wonderful, we'll probably run with them.

My advice is to run FROM them. A simple marketing basic and common sense are the real answer. If something is shady, hints of being shady, or could possibly be perceived as shady, forget about it. You have only a few brief seconds to make an impression with a prospect or customer. If their initial impression is that they were tricked into responding to your banner, how inclined do you think they'll be to actually do business with you?

A lot of the studies of banners are based on incomplete analysis. While the concern about how many prospects click your banner is certainly important, I'm more concerned with what they do as a result of having clicked the banner. I don't care how many thousands you can get to click through, if they're offended by having been deceived, those click-throughs are worthless.

How about testing banners based on a clear message offering a powerful benefit that stops prospects in their tracks? Those are the kind of results you can take to the bank.

Bob Serling, Publisher  
Reverse Marketing Hotline  
Free subscription at  
<http://www.bobserling.com/subscription/index.html>  
e-mail: bob@bobserling.com

## How To Use Indirect Marketing To Win More Business

As you can see in my post, the overall tone of my response is the helpful expert. BUT – I do not mention my credentials or plug myself or my products in any way. I let the content of the reply establish that I know what I’m talking about.

My approach has three key components:

1. Identify a potent, hidden problem in the original post
2. Clearly explain why it is a problem and the negative results that it will surely produce
3. Offer an immediately useable alternative

Finally, I sign the response and give my contact information. This is the only place where I plug my services at all, with the offer of a free subscription to my online newsletter.

You don’t have to publish a newsletter or e-zine to make this technique work. Instead, you can have a series of articles available on your web site, or even in print, that are made available to potential customers.

If you use a print newsletter or report, you don’t even need a web site. Instead, you offer a free trial copy of your newsletter or a free copy of your report and direct people to call your 800 number.

## How To Make Your Indirect Marketing Message As Successful As Possible

The key point to note here is that in my post, I’m not directly selling my product. Instead, I establish my credibility through the content of my message, then gently pitch my product as part of my signature. If people agree with my message, they’re probably going to want to see more.

How well did this work?

Within one hour of the post, I started receiving new subscriptions. This continued for four days, producing a total of 67 new subscribers. Two of those subscribers have already converted to consulting clients. All for ten minutes of effort.

Give this technique a try. You’ll find that indirect marketing is a potent weapon for your online marketing arsenal.

## **A Few Last Words**

You’re now well on your way to being able to create the kind of copy that sells like crazy.

You understand the Four Major Selling Principles that must be embodied in every piece of copy you create. You understand that you must have a quality product. You know how to create and use your Ideal Customer Profile.

You understand how to get credibility, and more importantly, how to ethically use it to substantially increase your sales. And finally, you have a powerful advantage over all your competition because you realize that drafting a powerful offer will shoot your sales right off the charts.

You have a powerful, 14-step formula you can use to write exceptional ads and sales letters. And you have five detailed examples of how to create highly successful sales copy.

I hope you’ll refer to these examples whenever you get ready to create advertising copy. Re-read the formula. Study the annotated ads, sales letters, and web marketing pieces for strategies and techniques to include in your own sales pieces. Use them for inspiration to push your copy to a higher level.

Come back to the examples when you get stuck. Review the ideas to further ground yourself in the techniques of creating high profit sales copy.

If you follow the steps I’ve shown you in this section, it won’t be long before you’re writing like a pro.

*Example 1:*

**Sales Letter For The Direct Marketing Power Summit**

If you're serious about making truly staggering profits on all your direct marketing projects, this seminar is an absolute must...

## Direct Marketing Power Summit

### Insider's Strategies And Techniques For Maximum Profits

Here's why this seminar is absolutely crucial:

1. **What you'll gain.** For most projects, returns of 2 to 3 times costs are considered extremely profitable. The heart of this seminar focuses on proven, step-by-step techniques that regularly produce eye-popping returns of 114 times cost and more!
2. **Our powerful guarantee – unequalled anywhere in the industry.** Quite simply, you're guaranteed a minimum return of 10 times the seminar fee in extra profits.

The fee for this seminar is \$2,777. If after attending this breakthrough seminar, you aren't completely convinced that you'll gain at least 10 times your investment – at least \$27,770 extra profit you never would have seen without these techniques – we'll refund your entire tuition on the spot.

3. **An extremely valuable bonus that can easily pay back more than double your enrollment fee.** When you attend, you'll be granted the rights to sell the audiotapes from this seminar – at an 85% commission! With your profits of \$1170 per sale, just 5 sales pay out more than double your investment in this seminar.

Dear Friend,

I realize I've made an extremely bold promise, but I assure you it's absolutely true. You can easily turn your lukewarm direct marketing projects into powerful cash generators. You can quickly and easily start enjoying staggering returns of 114 times cost or more.

I know this sounds a bit mind-boggling. And, quite frankly, when I first sat down to write 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 not to believe it?

That's my problem all right. 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 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.

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

That's where the Direct Marketing Power Summit comes in. This seminar 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.

This seminar will be presented twice in Studio City, California. Studio City gets its name from the large number of television and motion picture studios there (yes -- at our previous seminars, many movie stars were spotted!).

The dates for the first seminar are Thursday, January 13, through Saturday, January 15th. The second seminar will be held from Thursday, January 27, through Saturday, January 29th.

The strategies in the Direct Marketing Power Summit are unbelievably effective yet extremely simple to put into action. As you'll see from the three detailed, step-by-step case studies presented in the seminar, they can make you so much money so quickly, your head will spin!

One more thing. The strategies in this seminar are new and completely different. They are not being written about by anyone else or taught in any other seminar on the market.

Now I realize that I'm making some awfully big promises here. And I certainly don't expect you to just blindly take my word for it. Instead, I'm going to let a

few of my clients show you just how well these strategies have worked time and time again in the trenches.

**Here's How Profitable These Techniques  
Have Been For My Clients -- In Hard Dollars And Cents!**

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

**Phil Kratzer, President  
National Response Corporation**

"I'm in awe! I've attended a lot of seminars, given a lot of seminars, and spoken at a lot of seminars, but 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. And I know the rest of the participants did also, because everyone was taking notes so furiously."

**Raleigh Pinsky, 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**

"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!"

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

"These techniques increased our sales by a whopping 328%!"

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

You could be getting similar or even better results. The Direct Marketing Power Summit will give you the new tools you need to get ahead and stay ahead. Right now and in the future.

**What Makes This Seminar So Different - So Much More  
Profitable - Than Anything Else You've Ever Seen?**

As I've already mentioned, this seminar is unlike anything you've ever seen.

Over the past few years, I've become painfully aware of how poorly direct marketing has been performing. Both my own and my clients.

Since my consulting and training business relies completely on direct marketing I was forced to grow or die, as the saying goes.

I've spent well over two years and tens of thousands of dollars to develop, test, and finely hone these new strategies into consistently powerful winners that produce maximum sales and maximum profits.

I promise to reveal, in step-by-step detail, every cutting edge strategy and technique I've perfected to sell literally millions of dollars worth of products and services. Nothing will be held back!

When you're done with this seminar, you'll bring home a powerful new understanding of what it really takes to make maximum profits through direct marketing.

**Here Are The Powerful Advantages  
You'll Gain From This Unique Seminar**

**1. The single greatest money-making secret for a changing market, changing times, and a changing economy.**

This is the heart of the seminar. What you'll learn will open your eyes to an entirely new approach to direct marketing.

Want specifics? Here are the detailed results of one of my recent mailings.

Mailing costs were \$560 (printing and postage). Revenue from sales was \$64,200 - in just ten days. If you divide sales by costs ( $\$64,200/\$560$ ), the result is 114 times costs.

Plus, I've done two other mailings since perfecting these techniques. The results? One produced 36 times costs. And the other brought in a walloping 102 times costs.

I think you're beginning to see why I'm so excited!

It gets even better. These mailings were all done one after another. Which means I had three winners in a row.

Now, if you know anything about direct marketing, most experts agree that you can get fat and happy if just one out of every 3 or 4 projects is a success. But 3 out of 3? That's almost unheard of!

**2. Insider's secrets on qualifying customers and markets for maximum profits.**

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 attended my last seminar were shocked to find out how little they actually knew about high profit qualifying processes. Some told me this one point alone was the catalyst for major restructuring of their businesses and marketing procedures.

**3. Four key secrets for pumping real selling power into your advertising copy.**

Most advertising copy is lucky if it even generates lukewarm results. That doesn't have to be the case. These powerful techniques will put real teeth in your advertising copy and make it pay out substantial dividends.

**4. Boost your profits with Opportunity Cycle Selling.**

A unique method for making sure you're in front of your customer when they want to buy not when you want to sell.

**5. Maximizing profits through Precision Marketing Systems.**

Complete step-by-step procedures for 5 proven, money-making systems that take all the guess work out of making big profits.

**6. My maximum profit power-formula.**

Most people 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.

Includes a case study of how the first 100 sales of one of my products. The Marketing Master Course resulted in \$74,259 in sales.

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. You'll get the inside scoop on how this highly successful case study grew directly out of a costly, dismal failure.

#### **7. The 4-Step Marketing Turn-Around.**

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.

#### **8. 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.

All eight of these key strategies -- and much more -- will be covered in the first two days of this seminar. But that's just the beginning.

### **Here's Yet Another Powerful Advantage You'll Get For Increasing Your Profits**

You see, one of the most critical aspects of benefiting from any new information is the ability to apply it. I've noticed that at most seminars, you leave with a bundle of new ideas, but very little understanding of how to make use of them in the real world.

So for the third day of the seminar, I've arranged to bring in some of the top marketing experts in the country to personally help you nail down your most profitable strategy and marketing plan.

The entire third day will be devoted to honing your marketing into a finely tuned, practical plan you can apply easily and inexpensively. With as much detail as humanly possible, your strategy will be developed and laid out by me and my team of experts.

And we won't quit until I'm personally satisfied that you've soaked up everything we have to give you. And you yourself can do it backwards without blinking an eye!

Here's the bottom line. When you leave this seminar, you'll be fully prepared to hit the ground running and start racking up staggering profits the minute you get back to your office.

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? And rather than worrying about making payroll, having to scramble to hire more employees when everyone else seems to be laying their best people off?

This is precisely what you'll gain from this seminar. In this very real sense, the **Direct Marketing Power Summit** will change your life and your employees' lives forever.

**Plus, You Get This Powerful BONUS  
For Quickly Earning Back Every Cent Of Your Tuition**

At the end of the seminar, I'll give you a package that can make you an immediate \$5,850! That's more than double your tuition for the seminar.

Here's how this works. A professional sound crew will record the entire seminar on audiotape. These tapes will be packaged to sell for \$1,377. I'll provide you with the sales letter and detailed instructions for producing maximum sales.

And here's the kicker. This package is available only to you and the other seminar members. It won't be available to anyone else for at least one year.

All you have to do is sell 5 of these packages. Your share of each sale is 85% -- that's \$1,170! So 5 sales pays you back \$5,850.

I don't have to tell you that 5 sales is a piece of cake. Anyone with an existing customer list should be able to sell 5 sets in a week or two. You'll probably sell much, much more.

So you see, I'm pulling out all the stops to pack every possible way of boosting your profits into this seminar.

**Now That You Know What To Expect - Here's How  
To Lock In Your Slot**

The tuition for this seminar is \$2,777. This includes the seminar, an extremely detailed workbook, and your personal strategy and game plan.

Plus, you get my powerful bonus of being able to sell the tapes from this seminar. This alone can quickly and easily pay back much more than the entire cost of the seminar.

But the actual value you get is almost impossible to calculate. What's it worth to you (in both profits and peace of mind) to know with dead certainty that you'll be able to consistently produce direct marketing that will perform beyond your most optimistic expectations?

Can you even begin to measure this? Is it worth a second home -- a getaway at the beach or in the mountains? Or worth having the necessary funds to actually buy out your fiercest competitor? Or fully fund your children's college education? Or realize any other dream or financial goal you may have set for yourself?

I can't measure this for you. Only you can accurately determine how much this insider's marketing know-how is worth. But, I'll give you this hint: the sky's the limit!

**It Gets Better Still - Your Success  
Is Completely Guaranteed**

I'm completely committed to your success.

My personal goal is to have this seminar overflow with so much vital, specific information for increasing your sales and profits, you'll wish you had known about it ten years ago.

In fact, I'm more than just committed to your success. You see, I absolutely guarantee it! I've already mentioned my unique guarantee in the opening of this letter. But I'd like to take a moment to repeat it again:

**Our powerful guarantee is unequalled anywhere in the industry. Quite simply, you're guaranteed a minimum return of 10 times the seminar fee in extra profits.**

**If after attending this breakthrough seminar, you aren't completely convinced that you'll gain at least 10 times your investment -- at least \$27,770 extra profit you never would have seen without these techniques -- I'll refund your entire tuition on the spot.**

You couldn't possibly ask for anything more. All of the risk has been taken off your shoulders and placed squarely on mine. If for any reason you don't feel this information will kick your sales and profits into high gear, you'll get back every cent of your tuition.

**If You Want To Get In On This Profit-Boosting Opportunity  
You'd Better Act Fast!**

This seminar is strictly limited to a maximum of 30 people. Which means it's going to fill up fast. Probably in just a couple of days.

If you want to make sure you nail down the opportunity to substantially increase your profits right now -- and for the future -- you'd better act now.

You'd better get on the phone and call me right away at (818) 761-2952 to reserve your spot. If you don't, you're sure to miss out.

Here's how this works. If you want to get in on the Direct Marketing Power Summit you have to be the kind of person who can take immediate action.

I'll be accepting 36 reservations only for each of the two seminars. Just enough to fill the 30 slots and 6 alternates.

If you're one of those 30 people, you'll be given about 5 days to get your check in. If necessary, I'll also be happy to work out comfortable payment terms with you.

If you miss your 5-day deadline, an alternate immediately gets your slot. Sorry, but that's the only way to give everyone an equal chance at attending this breakthrough event.

**Take Control Of How Profitable  
Your Business Can Be - Starting Today!**

The time to act is now. You and I already know that if you've read this far, you have a driving interest in making your business as profitable as possible. All that's left is to take the action to do it.

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 your business can be, you owe it to yourself to take advantage of this risk-free offer.

To get out of the old rut and breathe new life into your sales and profits, you need to act now. Pick up the phone. Enroll in this seminar right now. **Dial (604) 730-2833 and ask for me personally.**

The Direct Marketing Power Summit will give you the crucial edge you need to kick your sales into high gear right now. And year after year for as long as you're in business!

Sincerely,

Bob Serling, President  
Stratford Marketing Group

P.S. One last thing. The last seminar I gave sold out almost instantly. Which meant I had to turn a number of people away. If you want to get in on this one-of-a-kind seminar, I urge you to act quickly.

Don't risk being disappointed. Call me today to reserve your spot. If for some reason I'm not available, leave a message that you want to enroll. I'll prioritize your reservation and lock in a slot for you.

*Example 2:*

**Space Ad For Copywriting Services**

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**How To Get A Master Copywriter  
To Kick Your Sales Into High Gear—Risk Free!**

**...I should know. His concepts and copy  
increased my income on one project by 917%!**

If you'd like to kick your sales and profits into high gear right now, I've got good news for you.

His concept and copy for this project immediately shot our profit straight through the roof. He increased our income by a whopping 917%!

My name is Phil Kratzer and I'm president of National Response Corporation in Dallas, Texas. Last year I had the good fortune of meeting a master copywriter named Bob Serling.

Now, his copy worked great with our established customers. But the best part is, it also worked like wildfire with our previously unconverted prospects.

Like me, you may have heard of Bob but haven't worked with him yet because of his tight schedule. Let me tell you, you should do whatever you can to make sure you start working with him as soon as possible.

Bob is now available to work with a handful of new clients. And all of his work is completely guaranteed. To find out how you can start selling more right away, call Bob Serling at the Stratford Marketing Group at (818) 761-2952.

Here's why. Bob had an idea that he thought would be quite profitable for my company. Boy, was he ever on target!

Call him right now. After all, good news travels fast. And you don't want to miss this limited opportunity to give your company a powerful selling advantage!

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*Example 3:*

**Space Ad For Consulting Services**

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**An Open Letter To Anyone Who Wants To  
Double Their Direct Marketing Profits**

**1**

Dear Friend,

My name is Derek D'Angiolini and if you'd like to increase your direct marketing profits exponentially, there's a man you should know about.

**2**

I recently hired the most remarkable direct marketing consultant I've ever met. In fact, I don't even know how to describe Bob Serling except to tell you that his ability to shoot your profits straight off the charts is uncanny.

Bob seems to see things differently than you and I do. His strategies, copy ideas, and overall approach to direct marketing are a quantum leap ahead of the rest of us.

At the same time, his recommendations are so grounded and practical you nearly kick yourself for not having seen these opportunities yourself. But you soon get over it when you experience the tremendous growth he produces in your sales and profits.

**3**

Here's an example. Bob recently consulted with me on how to beat my control package. One simple strategy alone - that took me all of five minutes to apply - increased my day-to-day profits by a hefty 38%. Other strategies and copy changes Bob made have kept my business in a continuing growth cycle, to the point where my profits have more than doubled.

He's done the same for many other businesses. In fact, one company I know of documented a 917% increase in sales from having followed Bob Serling's advice.

Now with results like this, Bob's consulting services don't come cheap. But the fact is, they're an exceptional value when you consider how much money he really can make for you.

**4**

So if you're tired of lukewarm response and slipping sales, do yourself a favor. Call Bob Serling for a marketing consultation today. His phone number is (760) 944-5646.

**5**

But don't put it off. Bob only accepts a maximum of two new consulting clients each month. If you wait, your competition may hire Bob right out from under you. Call him today at (760) 944-5646 and get on a fast track to substantial increases in your sales and profits.

Sincerely,

Derek D'Angiolini, President  
Ashland Equities, Inc.

P.S. There's just one caveat - Bob doesn't travel. If you want to double your profits, you'll either have to come to San Diego or work by phone and fax. But I assure you that's no problem. Bob's been making me money for many years and I've never actually met him in person.

**6**

*Example 4:*

**Postcard Mailer**

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## Increase Your Sales And Profits With This FREE Newsletter!

Would you like to get better results from all of your marketing—and cut your costs at the same time? A FREE one-year subscription to Bob Serling's *The Marketing Advantage* will show you how. It's the newsletter dedicated to helping you get the most profit for the least amount of time, effort and expense.

Here are just some of the money-making advantages you'll find packed into every issue:

- Find out what's really working to get better results. Increase the profitability of every ad or promotion you create.
- Learn about new ways to save money without compromising the power of your marketing pieces.
- Discover new tips and techniques to outwit your competitors and seize a larger share of your market.
- Keep abreast of the breaking trends and marketing innovations that can shoot your sales and profits through the roof.
- Find out which crucial marketing mistakes to avoid. You'll save vital time, effort, and money.
- In short, get the edge you need to win more new customers, sell more to your existing customers, and increase the dollar amount of every sale you make.

Just fill in the reverse side for your FREE One-Year Subscription.

1

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### FREE One-Year Subscription

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, ST, Zip \_\_\_\_\_

Please  
place  
postage  
here

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**The Marketing Advantage**  
11684 Ventura Boulevard  
Suite 360  
Studio City, California 91604

*Section 2:*

**The Headline Clinic**

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# **How To Write Powerful Headlines And Increase The Selling Power Of All Your Ads, Sales Letters, And Web Marketing Pieces**

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Headlines are always one of the hottest topics when it comes to making your marketing more effective. Everyone is always looking for another angle, another way to pack even more selling power into their headlines.

Why? Because for many decades, test after test has conclusively proven that a good headline can increase your response by as much as 1,800%! With gains of that magnitude available, it makes sense to devote as much time as it takes to create and test headlines until you’ve come up with a hands-down winner.

In this section, I’m joined by eight marketing experts who will show you what it takes to create powerful headlines that get maximum results: Bob Bly, T. Harv Eker, Gary Halbert, Dan Kennedy, Ted Nicholas, Brad Petersen, Joe Vitale, and Brian Keith Voiles will all share their inside secrets of creating blockbuster headlines.

Plus, I’ll show you how to use your “swipe file” to ethically borrow someone else’s headline and turn it into a gold mine of your own. You’ll see the step-by-step process of how I “swiped” another company’s idea and turned it into a unique headline of my own that was enormously successful. This will give you a simple model you can use anytime you want to create powerful headlines for all your own ads and sales letters.

Let’s get right to it!

## **Real World Examples Of Pathetic, Money-Losing Headlines**

Before we get into what you should be doing to create successful headlines, let’s take a look at what you should not be doing. Fundamentally, your headline should convey a clear message that entices your prospect to read more of your ad, sales letter, or web marketing piece.

A simple test of this is to read any headline and see if you can tell exactly what the key benefit is to you. If you can’t, there’s something drastically wrong with the headline.

Unfortunately, few advertisers understand how to do this. As proof, I offer the following headlines, taken randomly from magazines and sales letters I received in the mail this week.

For each headline, try to guess what the benefit is or what the product is. The answer to each headline will be given in the list immediately following the headlines themselves.

## Sample Headlines:

### Headline 1:

*30 Days 'til the Class Revolution*

If you have any idea what benefit this headline offers, or what product or service it's for, you must be clairvoyant.

### Headline 2:

*Bratwurst. Knockwurst. Sauerkraut. Sauerbraten. Kuchen. Wiener Schnitzel and PINKELWURST? Okay, so the Germans don't cook in the kitchen.*

I defy you to name the benefits or the product this headline is touting. It's amazing how by just turning the pages of any magazine, you can come up with example after example of headlines that completely sabotage the selling process.

### Headline 3:

*Work With Joe Jones As An Internet Consultant*

That's the headline from a direct mail letter I received last week. See the answer below for an explanation of why this offer is as attractive as eating rat poison.

### Headline 4:

*From The Desk Of Susan Johnson  
Editor: Investment Today*

*Dear Friend,*

*A copywriter once wrote that I "made more money for more people than anyone else in history."*

Obviously, you have a fairly good idea of what the product is this company is trying to sell you. But see below for an explanation of why this has got to be one of the limpest openings to a sales letter I've seen in a long time.

## Answers To The Sample Headlines:

### Headline 1:

*30 Days 'til the Class Revolution*

This is absolutely one of the worst headlines I've ever seen. Used by the United States Postal Service in a space ad to announce a reclassification of mail and how you can use it to save money. It doesn't give the reader any hint of what's going on. And with no hint of what kind of benefits you can expect, what do you do 99 out of 100 times? Turn the page and ignore the ad!

### Headline 2:

*Bratwurst. Knockwurst. Sauerkraut. Sauerbraten. Kuchen. Wiener Schnitzel and Pinkelwurst? Okay, so the Germans don't cook in the kitchen.*

This pathetic example of a headline is a horrendous attempt at trying to be clever or cute. The problem is, the reaction to this type of cleverness is a resounding, “So what?” Who could possibly care or work up any interest over this kind of tripe?

What's the headline for? A new V-8 powered Mercedes-Benz! The copy tries to build a bridge from the Germans being lousy cooks to “cooking up” a hot new car. This is a double-truck spread that cost at least \$30,000 to run. I'll bet it didn't return a dime.

### Headline 3:

*Work With Joe Jones As An Internet Consultant*

This example came from a man who claims to be one of the most successful direct marketers in the US. What's my response to this feeble offer? As my nine-year-old son would say, “Big whoop.”

Who in the world cares about this enough to do anything but ball it up and try for two points in the wastebasket? While it does tell you what the offer is about, the way it conveys the message is so boring and counter-productive, it completely defeats the purpose.

First of all, regardless of how well known you might be, few prospects relish the idea of “Work.” Second, and most important, there's absolutely no benefit in it for the prospect.

Instead of what the prospect gets, like instant access to a small fortune, this “marketing expert” is hoping that people will be so taken by the chance to rub shoulders with him, they'll keep reading.

I know what I did with it. I shot and scored two points!

**Headline 4:**

*From The Desk Of Susan Johnson  
Editor: Investment Today*

*Dear Friend,*

*A copywriter once wrote that I “made more money for more people than anyone else in history.”*

First, let me tell you that I’ve changed the names to protect the guilty. Neither Susan Jones nor *Investment Today* are the real names that appear in this copy. I’m not out to slam individuals, only to show you critical mistakes you should avoid.

The big problem here is that the headline (which is stated in the form of the opening to the letter) has no content, no value for the reader. It’s just an egotistical puff piece for the newsletter editor. Using “From The Desk Of Susan Johnson” as an opening to a sales letter is as close as you can get to begging the prospect to throw your letter in the trash.

Who cares? There is absolutely nothing of any value whatsoever to the customer. If you want to identify yourself, do it in the body copy of your letter – don’t waste valuable headline space with fluff like this.

Secondly, the supposed benefit comes in the opening paragraph, which is the single sentence:

*A copywriter once wrote that I “made more money for more people than anyone else in history.”*

Again, I ask you, who cares? That has to be one of the flimsiest testimonials I’ve ever seen. Anyone with half a brain knows that you can pay a copywriter to say anything!

How about some real, blood-and-guts testimonials from subscribers our illustrious expert has actually made money for? That would impress me. That would tell me that people who know as little about investing as I do have used these strategies to cash in – and so can I.

This copy is boring and serves no other purpose than to stroke the editor’s ego. Sorry, but this kind of copy doesn’t make me want to buy, it makes me want to take a nap.

Now that you’ve seen what not to do, here’s precisely what you should do to create headlines that will put a lot more money in your bank account. Nine of the most successful direct marketers in the world will now show you how they create headlines that sell millions of dollars worth of products and services.

## Bob Bly

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In today’s environment of “information overload,” you must work harder than ever to get your ad or commercial noticed. Wherever you turn – magazines, television, radio, the World Wide Web, today’s paper, or the in-basket of a busy executive – there are just too many things competing for your reader’s attention.

In all forms of advertising, the “first impression” – the first thing the reader sees, reads, or hears – can mean the difference between success and failure. If the first impression is boring or irrelevant, the ad will not attract your prospect. If it offers news or helpful information or promises a reward for reading the ad, the first impression will win the reader’s attention. And this is the first step in persuading the reader to buy your product.

What, specifically, is this “first impression”? In a print advertisement, it is the headline and the visual. In a brochure, it’s the cover. In a radio or TV commercial, it’s the first few seconds of the commercial.

In a direct-mail package, it’s the copy on the outer envelope or the first few sentences in the letter. In a press release, it’s the lead paragraph.

For newsletters, it’s the masthead and the headline of the cover story. And in sales presentations, it’s the first few slides or flip charts, or the first few words you say.

The headline, or “first impression,” is the part of the ad that gets attention. And getting attention is the first step in persuading your reader to buy your product. Here are some tips for making your headlines more effective and compelling.

### **1. Appeal to the reader’s self interest.**

When you shop, you want products that satisfy your needs – and your budget. Good copywriters recognize this fact, and put sales appeals – not cute, irrelevant gimmicks and wordplay – in their headlines.

They know that when readers browse ad headlines, they want to know: “What’s in it for me? The effective headline tells the reader: “Hey, stop a minute! This is something that you’ll want!” As mail-order copywriter John Caples explains, “The best headlines appeal to people’s self-interest or give news.”

A classic appeal to self-interest is the headline “How to Win Friends and Influence People,” from an ad for the Dale Carnegie book of the same name. The headline promises that you will make friends and be able to persuade others if you read the ad and order the book.

A recent ad for Kraft Foods appeals to the homemaker with the headline, “How to Eat

Well for Nickels and Dimes.” If you are interested in good nutrition for your family but must watch your budget carefully, this ad speaks directly to your needs.

The headline for a Hellmann’s Real Mayonnaise ad hooks us with the questions, “Know the Secret to Moist, Richer Cake?” We are promised a reward – the secret to great cake – in return for reading the copy.

Each of these headlines offers a benefit to the consumer, a reward for reading the copy. And each promises to give you specific, helpful information in return for the time you invest in reading the ad and the money you spend to buy the product.

## **2. Get your reader’s attention.**

We’ve already seen how headlines get attention by appealing to the reader’s self-interest. Here are a few more examples of this type of headline:

***“Give Your Kids a Fighting Chance”***

(Crest)

***“Why Swelter Through Another Hot Summer?”***

(GE air conditioners)

***“For Deep-Clean, Oil Free Skin, Noxzema Has the Solution”***

(Noxzema moisturizer)

Another effective attention-getting gambit is to give the reader news. Headlines that give news often use words such as “new,” “discover,” “introducing,” “announcing,” “now,” “it’s here,” “at last” and “just arrived.”

***“New Sensational Video Can Give You Thin Thighs Starting Now!”***

(Exercise videotape)

***“Discover Our New Rich-Roasted Taste”***

(Brim decaffeinated coffee)

***“Introducing New Come ‘N Get It. Bursting With New Exciting 4-Flavor Taste.’***

(Come ‘N Get It dog food)

If you can legitimately use the word free in your headline, do so. Free is the most powerful word in the copywriter’s vocabulary. Everybody wants to get something for free. For example, the headline of a *TV Guide* insert for Silhouette Romance novels reads:

***“Take 4 Silhouette Romance Novels FREE (A \$9.80 Value)... And Experience The Love You’ve Always Dreamed Of.”***

In addition, the word FREE is used 23 times in the body copy and on the reply card.

Other powerful attention-getting words include: “how to,” “why,” “sale,” “quick,” “easy,” “bargain,” “last chance,” “guarantee,” “results,” “proven,” and “save.” Do not avoid these words because other copywriters use them with such frequency. Other copywriters use these words because they work.

Headlines that offer the reader useful information are also attention-getters. The information promised in the headline can be given in the copy or in a free booklet the reader can send for. Some examples:

***“Free New Report on 67 Emerging Growth Stocks”***  
(Merrill Lynch)

***“Three Easy Steps to Fine Wood Finishing”***  
(Miniwax Wood Finish)

### **3. Use appropriate appeals.**

Many advertisers try to get attention with headlines and gimmicks that don’t promise the reader a benefit or are not related to the product. One industrial manufacturer featured a photo of a bikini-clad woman in several of his ads, with an offer to send a reprint of the photo to readers who clip the coupon and write in for a brochure on the manufacturer’s equipment.

Does this type of gambit get attention? Yes, but not attention that leads to a sale or to real interest in the product. Attention getting for attention-getting’s sake attracts a lot of curious bystanders but precious few serious customers.

When you write a headline, get attention by picking out an important customer benefit and presenting it in a clear, bold, dramatic fashion. Avoid headlines and concepts that are cute, clever, and titillating but irrelevant. They may generate some hoopla, but they do not sell.

Here are some headlines that generate interest and lure the reader in an appropriate, relevant fashion designed to generate readership and response:

- ***Now save thousands of dollars on stationery printing costs... With Instant Stationery, you’ll never buy costly printed stationery again!***
- ***WALT DISNEY’S MAID built a \$9 million stock portfolio using the simple technique inside this envelope!***
- ***Now get business and accounting software equivalent to the systems run by multi-billion dollar conglomerates...  
... at a tiny fraction of the cost Fortune 500 companies have paid.***

#### **4. Speak directly to your audience.**

Use your headline to identify your audience and appeal to your target market. This will increase readership and response while cutting down on “tire-kicker” type inquiries.

For instance, if you are selling life insurance to people over 65, there is no point in writing an ad that generates inquiries from younger people. In the same way, an ad for a \$55,000 sports car should say, *“This is for rich folks only!”* You don’t want to waste time answering inquiries from people who cannot afford the product.

The headline can select the right audience for the life insurance ad and screen out those readers who are not potential customers. A good headline for the life insurance ad might read, *“To Men and Women Over 65 Who Need Affordable Life Insurance Coverage.”* One possible headline for the sports car ad is, *“If You Have to Ask How Many Miles to the Gallon It Gets, You Can’t Afford to Buy One.”*

Here are a few more headlines that do a good job of selecting the right audience for the product:

***“We’re Looking for People to Write Children’s Books”***  
(The Institute of to Write Children’s Books” Children’s Literature)

***“A Message to All Charter Security Life Policyholders of Single Premium Deferred Annuities”***  
(Charter Security Life Insurance)

***“Is Your Electric Bill Too High?”***  
(Utility ad)

#### **5. Deliver a meaningful message.**

According to David Ogilvy, author of *Ogilvy on Advertising*, four out of five readers will read the headline and skip the rest of the ad.

If this is the case, it pays to make a complete statement in your headline. That way, the ad can do some selling to those 80 percent of readers who read headlines only. Here are a few headlines that deliver complete messages:

***“Caught Soon Enough, Tooth Decay Can Actually Be Repaired by Colgate!”***  
(Colgate Early Toothpaste)

***“Gas Energy Inc. Cuts Cooling and Heating Costs Up to 50%”***  
(Hitachi chiller-heaters)

***“You Can Make Big Money in Real Estate Right Now”***

(Century 21)

Ogilvy recommends you include the selling promise and the brand name in the headline. Many effective headlines don't include the product name. But put it in if you suspect most of your prospects won't bother to read the copy underneath.

**6. Draw the reader into your body copy.**

A few product categories – liquor, soft drinks, and fashion, for example – can be sold with an attractive photo, a powerful headline, and a minimum of words. But most items – automobiles, computers, books, records, telephones – require that the reader be given a lot of information. That information appears in the body copy, and for the ad to be effective, the headline must compel the reader to read this copy.

To draw the reader into the body copy, you must arouse his or her curiosity. You can do this with humor, or intrigue, or mystery. You can ask a question or make a provocative statement. You can promise a reward, news, or useful information.

A sales letter offering motivational pamphlets was mailed to business managers. The headline of the letter was:

***“What Do Japanese Managers Have That American Managers Sometimes Lack?”***

Naturally, American managers wanted to read on and find out about the techniques the Japanese use to manage effectively.

A headline for an ad offering a facial lotion reads:

***“The \$5 Alternative to Costly Plastic Surgery”***

The reader is lured into the ad to satisfy her curiosity about what this inexpensive alternative might be. The headline would not have been as successful if it said: “\$5 Bottle of Lotion is an Inexpensive Alternative to Costly Plastic Surgery.”

PFS Software begins its ad with the headline:

***“If You're Confused About Buying a Personal Computer, Here's Some Help”***

If you are confused about computers, you will want to read the ad to get the advice offered in the headline.

## **7. Use direct headlines when writing about straightforward offers and high-interest products.**

Direct headlines state the selling proposition directly, with no wordplay, hidden meanings, or puns. “Pure Silk Blouses – 30 Percent Off” is a headline that’s about as direct as you can get. Most retailers use newspaper ads with direct headlines to announce sales and bring customers into the stores.

Direct headlines work best when the offer is simple and attractive and the product is in demand. For example, people know what silk blouses are, and 30 percent off is a clear, understandable offer.

Another example: A pet store in New York City was losing business because of the manager’s disagreeable personality. The owner found out and fired him. The next day, employees put up a sign in the window that read, “The Nasty Old Man is Gone.” The new manager reported an immediate increase in business.

## **8. Express your sales proposition in a fresh and compelling way.**

With products that are unfamiliar, not in demand, or are not inherently desirable or fascinating, you must work even harder to capture the imagination. This can be done with a headline that expresses the main thought with a twist or in a fresh or compelling way.

Such a headline makes its point in a roundabout way. It arouses curiosity, and the questions it raises are answered in the body copy.

The headline for an ad for an industrial mixing device reads, “*Ten Million to One, We Can Mix It.*” At first, this sounds like a wager – the company is betting ten million to one that its mixer can handle your mixing applications. But when you read the copy, you discover that the real significance of “ten million to one” is the mixer’s ability to mix two fluids where one fluid is as much as ten million times thicker than the other. The headline has a double meaning, and you have to read the copy to get the real message.

## **9. Inject news into your headline.**

If you have news about your product, announce it in the headline. This news can be the introduction of a new product, an improvement of an existing product (“new, improved Bounty”), or a new application for an old product. Some example of headlines that contain news:

***“The first transportable computer worth taking anywhere”***  
(Apple IIc)

***“Introducing the New Citation II”***  
(Chevrolet)

***“Finally, a Caribbean Cruise as Good as Its Brochure”***

(Norwegian American Line)

The Norwegian American headline, in addition to containing news, has added appeal because it empathizes with the reader’s situation. We’ve all been disappointed by fancy travel brochures that promise better than they deliver. Norwegian American gains credibility in our eyes by calling attention to this well-known fact.

**10. Offer to teach the reader something useful.**

The words “How to” are pure magic in advertising headlines, magazine articles, and book titles. (There are more than 7,000 books in print with the words “how to” in their titles.) Many advertising writers claim if you begin with the words how to you can’t write a bad headline. They may be right.

“How to” headlines offer the promise of solid information, sound advice, and solutions to problems:

***“How to Turn a Simple Party Into a Royal Ball.”***

***“How to Write Better and Faster.”***

***“How to Stop Smoking in 30 Days . . . Or Your Money Back”***

Whenever we’re stuck for a headline, we type “How to” on our keyboard, and what follows those words is always a decent, hard-working headline “ good enough to use until something better comes along.

**11. Ask a provocative question.**

To be effective, the headline must ask a question that the reader can empathize with or would like to see answered. Some examples:

***“When an Employee Gets Sick, How Long Does it Take Your Company to Recover?”***

(Pilot Life Insurance)

***“Is Your Pump Costing You More to Operate than it Should?”***

(Gorman-Rupp pumps)

***“Do You Close the Bathroom Door Even When You’re the Only One Home?”***

(From a letter selling subscriptions to *Psychology Today*.)

***“Have You Any of These Decorating Problems?”***

(Bigelow carpets)

Question headlines should always focus on the reader’s self-interest, curiosity, and needs – and not on the advertiser’s. A typical self-serving question headline used by many companies reads something like, “Do You Know What the XYZ Company Is Up to These Days?” The reader’s response is “Who cares?” and a turn of the page.

## **12. Tell customers what you want them to do.**

Headlines that directly tell prospects to buy a product, visit a dealer, or take other action are called “command headlines.” Command headlines generate sales by calling for immediate action. Here are a few command headlines:

***“Try Burning This Coupon”***  
(Harshaw Chemical Company)

***“Put a Tiger in Your Tank”***  
(Esso)

***“Aim High. Reach for New Horizons.”***  
(Air Force recruitment)

Note that the first word in the command headline is a strong verb demanding action on the part of the reader.

## **13. Use the “reason why” approach.**

One easy and effective way of writing body copy is to list the sales features of your product in simple 1-2-3 fashion. If you write your ad this way, you can use a reason-why headline to introduce the list. Examples of reason-why headlines include:

***“Seven Reasons Why You Should Join the American Institute  
of Aeronautics and Astronautics”***

***“120 to 4,000 Reasons Why You Should Buy Your Fur  
During the Next Four Days.”***

Reason-why headlines need not contain the phrase “reasons why.” Other introductory phrases such as “6 ways,” “7 steps,” and “here’s how” can do just as well.

## **14. Put the headline in quotation marks.**

In a testimonial advertisement, your customers do your selling for you. An example of a testimonial is the Publishers Clearing House commercial in which past winners tell us how they won big prize money in the sweepstakes.

Testimonials work because they offer proof that a business satisfies its customers. In print-ad testimonials, the copy is written as if spoken by the customer, who is usually

pictured in the ad. Quotation marks around the headline and the body copy signal the reader that the ad is a testimonial.

When writing testimonial copy, use the customer’s own words as much as possible. Don’t polish his statements; a natural, conversational tone adds believability to the testimonial.

The most important part of the testimonial ad is the headline. Make the headline a direct quote from the customer, and put the headline in quotation marks. Headlines in quotation marks get much greater readership than those without.

Quotation marks increase readership so sharply that it is desirable to use them even if the headline is not a direct quotation and the ad is not a testimonial ad. Simply put quotations around the headline. For example, instead of:

*Get all the money you need for your business – guaranteed*

Use:

*“Get all the money you need for your business – guaranteed”*

Placing headlines or body copy in quotation marks when they are not actual quotes is a technique known as the “unattributed testimonial.” It is the advertisers, not their clients, who are saying the phrases in quotation marks... and they are, in effect, quoting themselves in their own copy. Tricky, but perfectly ethical. And perfectly legal.

## **15. Make headlines and visuals work together.**

To rely on words alone to do your selling is to use only half the tools at your disposal. Pictures can work with headlines to create a unified sales concept more powerful than either words or pictures alone.

The visual should work with the headline. The ad should be illustrated with a photograph or drawing that visually communicates the main idea in the headline. Advertising agency professionals often refer to the combination of headline and visual as the ad “concept.”

Together, the headline and visual should get the gist of your sales pitch across to the reader. “Every good ad should be able to stand as a poster,” writes Alastair Crompton in his book *The Craft Copywriting*, “The reader should never have to dip into the body copy – if the concept is sufficiently compelling.

But Crompton’s point is that, even if the reader never looks at the body copy, the headline and visual should communicate the basic selling message on their own. An example is an ad for diapers. The visual is a baby sitting, pictured from the rear, with her bottom diapered. The headline: *“To Be a Great Parent, You’ve Got to Start at the Bottom.”*

Often, simple visuals are the best visuals.

“We tested two different mail order ads selling a collector’s reproduction of a watch originally manufactured in the 1920’s,” said Will Stone, of the Hamilton Watch Company. “One ad used a large, dramatic photo showing the watch against a plain background. The other visual had less emphasis on the product and focused on a scene depicting the “roaring twenties” period during which the watch was originally made. It showed flappers and a 1920’s car. The ad with the straight product photo – product as hero – generated three times as many sales as the other version.”

Even in today’s highly visual world of MTV, CD-ROMs, and Sega Genesis, simple visuals that show the product – or illustrate some aspect of its use – are often more effective than unusual, creative concepts that can actually hide what you are selling, thus reducing the ad’s persuasiveness.

Avoid “borrowed interest” visuals. These are visuals that have nothing to do with your product, and therefore must be linked to the copy with a transition headline that artificially ties in the subject of the picture with the subject of the ad. A typical example:

A corporate ad for a large steel-maker featuring a Leroy Nieman-like drawing of a quarterback throwing a football. Headline: *“In Manufacturing, XYZ Steel Helps You Win the Game.”*

Use visuals your reader can relate to. Mothers like pictures of babies. Cat owners are attracted to pictures of cats. Gourmets like to see color photos of sumptuous meals, nicely presented. Ads for vitamins, nutritional supplements, and other products for bodybuilders, when run in bodybuilder magazines, always feature photos of well-muscled bodybuilders posing or working out. Visuals should appeal to the reader’s interests. Coin collectors want to look at coins; stamp collectors, at stamps. You get the idea.

The best visuals complement the theme of the headline and catch the reader’s eye. The headline of an ad for RCA Communications reads: “Announcing a painless cut in defense spending.” It’s a simple, effective statement that stands on its own. But by adding the visual – a shrinking army telephone photographed against a backdrop of an American flag – we immediately learn that lower phone bills are the cause of the cut in defense spending.

The headline in Crown Royal’s ad, *“How to turn a simple party into a royal ball,”* promises to tell us how to add a touch of class to an ordinary get-together. But instead of having to read copy to find the answer, a picture of the product tells us immediately that Crown Royal Whisky makes parties special. Color photography showing the whisky in glasses of fine crystal emphasizes the product’s quality.

Ciba-Geigy uses a clever concept in its ad for a new low-temperature dye. The photo shows a group of white stuffed animals, and the headline tells us that “If these animals are exposed to 105 degree temperature, they’ll dye,” The body copy explains that the

benefit of dyeing at low temperature is energy savings. Ciba’s ad stops us with a headline/visual combination that arouses curiosity and leads us logically to an explanation of the benefits of using the product.

In an ad for Diamond Walnuts, the main photo shows a luscious piece of walnut cherry cake; the headline asks, “What Nut Did This?”

For a second, you wonder why the advertiser would call anyone a nut for baking a cake; when you look at the secondary photo (a bag of Diamond Walnuts) and the body copy underneath, you see that the “nut” that makes the cake look so good is the Diamond shelled walnut.

The copy is simply the recipe for the cake. This concept is a nice blend of an arresting headline and visual combined with informative body copy. Again, the headline is a pun, but it works because the pun is relevant to the sales message.

By now, you get the picture: A headline and visual working together can greatly increase an ad’s attention-getting powers. British copywriter Alastair Crompton says that good headlines “should always work with the picture. Every good ad should be able to stand as a poster; the reader should never have to dip into the small print to understand the point of the story.”

## **16. Avoid being clever for the sake of being clever.**

Creativity should be used to gain attention and interest in a manner that promotes the product. Avoid being creative for creativity’s sake. Your goal is to sell something. If you entertain while doing it, fine. But entertainment is a means to an end, not the end itself.

Showmanship, clever phrases, and ballyhoo do not, by themselves, make for a good headlines. Creating headlines that are wonderfully clever is worthwhile only if the cleverness enhances the selling message and makes it more memorable. Unfortunately, many copywriters engage in creativity for creativity’s sake, and the result is cleverness that obscures the selling message.

If you have to choose between being clever and obscure or simple and straightforward, we advise you to be simple and straightforward. You won’t win any advertising awards. But at least you’ll sell some merchandise.

Jim Alexander, president of Alexander Marketing Services, a Michigan-based ad agency, also believes that headlines should sell. Here are a few of Jim’s thoughts on the subject:

“We believe in dramatizing a product’s selling message with flair and excitement. Those are important ingredients of good salesmanship in print. But simple statements and plain Jane graphics often make powerful ads.”

For example, the headline “Handling Sulfuric Acid” might sound dull or uncreative to

you. To a chemical engineer who’s forever battling costly corrosion, that simple headline implies volumes. And makes him want to read every word of the problem-solving copy that follows.

So before we let our clients pronounce an ad dull, we first ask them, “Dull to whom?” Dull to you, the advertiser? Or dull to the reader, our potential customer? It’s easy to forget that the real purpose of an ad is to communicate ideas and information about a product. Too many ads are approved because of their entertainment value. That’s a waste of money.

**About Bob Bly:**

Bob Bly is an independent copywriter and consultant with more than 17 years experience in direct marketing. He is also the author of 35 books including the classic, *The Copywriter’s Handbook*.

A winner of the Direct Marketing Association’s Gold Echo award, Bob has written copy for ITT Fluid Technology, Samsung, Sony, AT&T, IBM, Value Rent-a-Car, and hundreds of other clients. He is also an in-demand speaker as well as an instructor of copywriting and technical writing at New York University.

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## T. Harv Eker

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While I’m sure you’ve already got the goods on benefits, specificity, and the other standards, I’m going to focus on...

### “Telling the Truth”

Here are some headlines that have done extremely well for me.

1. **“The Amazing Story of the Treadmill that Couldn’t Fly.”**
2. **“Sorry, I Hope I Didn’t ‘Blow It’ For You!”**
3. **“Why Would Anyone Want to Take a Business Course From Someone Who Failed Miserably With His First 5 Start-ups? Because Once He Discovered This ‘Secret,’ He Made A Million Dollars In Only 2 1/2 Years. That Secret Is...”**
4. **“How a ‘Hobo’ Became A Millionaire In Only 2 1/2 Years. And How You Can Do It Too.”**
5. **“If You’re Going to Work Hard Anyway, You Might As Well Get Rich... And The Quicker The Better.”**

Let’s look at the inside scoop on these headlines.

### 1. **“The Amazing Story of the Treadmill that Couldn’t Fly.”**

This was an ad that promoted a 1-day warehouse sale for my fitness equipment retail chain. First, the headline creates curiosity. Second people like love stories, especially “amazing” stories. Third, it leads to “trust” which is key to success in marketing and business.

In the ad copy, the reader learns that I dropped a \$6,500 treadmill while trying to unload it from a truck to the warehouse dock. To relieve the shock I blurted out “Well, we just found out for sure that treadmills can’t fly.”

When I checked the condition of the treadmill, the top casing had a big dent in it, but otherwise it was working fine. I had other equipment with a similar situation, so I decided to hold this huge “scratch and dent” sale whereby if people could handle a slight or large imperfection they could save 50% to 90% off the regular price. This ended up being our biggest sale day in the history of the company.

We ran out of “imperfect” equipment way too early and were in the back actually making slight scratches and dents in what “were” perfect pieces to handle the demand!

## 2. “Sorry, I Hope I Didn’t “Blow It” For You!”

This is a headline for a cover letter that accompanied a sales letter for a seminar.

“The enclosed letter, notifying you of my new SpeedWealth Bootcamp, should have been sent to you 3 weeks ago. Unfortunately I’ve been so busy giving SpeedWealth talks all across the U.S. and Canada that it just didn’t get done. I apologize. I realize that I didn’t give you much time to make room for it on your calendar and that you may have already made other arrangements for the dates of April 24<sup>th</sup> to the 27<sup>th</sup>.

I hope I didn’t “blow it” for you by sending this information too late for you to attend. I know that some of you will simply find a way to be there. Yet, I understand if you’ve already made other plans and need to keep your prior commitments. Either way, I should have let you know about the workshop sooner...

Here’s what I’m willing to do to make amends for my tardiness. If you can somehow rearrange your schedule and make it to the SpeedWealth Bootcamp, I will give you an extra incentive; call it a “late notice” bonus.

... Because of my “boo-boo,” I’m going to assist you even further by allowing you to DEDUCT ANOTHER \$300 off the tuition price for yourself and ANOTHER \$200 off the tuition for each of your guests.”

Again, here’s a lesson in telling the truth and turning a negative into a positive. Everyone’s heard of an “early bird” bonus but who’s heard of a “late” bonus?

Claude Hopkins calls this “reasons why” advertising. I agree it’s essential to tell people the reason they’re getting the deal. Otherwise they don’t believe it’s for real.

## 3. “Why Would Anyone Want to Take a Business Course From Someone Who Failed Miserably With His First 5 Start-ups? Because Once He Discovered This ‘Secret,’ He Made A Million Dollars In Only 2 1/2 Years. That Secret Is...”

This headline shows I’m real, truthful and vulnerable. Again, by being upfront on my “failures” my “success” seems that much more credible.

It’s an offshoot of Howard Ruffs dynamite headline, which I’ll paraphrase here:

*“Who Would Take Financial Advice From A Cantankerous, Brash Man Who Trained To Be An Opera Singer? Some 600,000 Smart People Who’ve Made Big Money Because Of It.”*

#### **4. How a “Hobo” Became A Millionaire In Only 2 1/2 Years. And How You Can Do It Too.**

This headline again evokes curiosity and the feeling that “Hey, if a hobo can do it, maybe I can do it too!”

In the copy I explain that I’d gone through 28 jobs and 17 businesses in living in 7 different cities. Consequently my parents introduced me as, “My son the hobo” to all their friends. The nickname kind of stuck with that group and when I finally “made it,” I was known to them as “the hobo who became a millionaire.”

It’s important to note there are quotation marks around the word “hobo” in the headline. This gives some “literary” license or leeway.

#### **5. “If You’re Going to Work Hard Anyway, You Might As Well Get Rich... And The Quicker The Better.”**

This is used either as a headline or subhead for my SpeedWealth Bootcamp. I saw the line’s effect on my audiences (they would nod their head dramatically when I used it in my talks).

The key again is telling the truth; turning a negative of “working hard” into a positive. The philosophy makes sense. People “know” that “get rich quick the lazy way” is B.S. By not hiding the “work hard” factor, again, the entire letter/talk becomes more credible and believable.

The big lesson with all of this is that people intuitively know when they’re being hoodwinked. If you’re one of the few people who is honest, who tells the truth, who is open, vulnerable, and admits your shortcomings, instead of being seen as full of “hot air,” you’ll be seen as a breath of “fresh air.” And people will want to do business with you!

##### **About T. Harv Eker**

T. Harv Eker is widely known as the “Biz Wiz” because of his uncanny ability to take a start-up business from zero to millions at warp speed. For example, he started one business with just \$2,000, took it to seven million dollars in revenue, and cashed out for 1.6 million – all in just two and a half years!

Harv offers a variety of products and services for business development and personal growth. To find out about how his products and services can make you more successful, write to Peak Potential, 1945 Russet Way, W. Vancouver, BC, CANADA V7V 3B3. Or call (604) 913-2222.

## Gary Halbert

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For Gary’s contribution, we’re going to do something a little bit different. After all, it wouldn’t be pure Halbert if it weren’t a little bit different!

For those of you who aren’t yet familiar with Gary Halbert, you’re in for a treat. And possibly for something of a shock. You see, Gary is brash, outspoken, unconventional and recognized as one of the most brilliant direct response copywriters in the world.

Essentially, there are no sacred cows to Gary. He will do whatever it takes to sell a product, whether it’s his own or his client’s. This has created both good and bad consequences for Gary. He’s had his fair share of run-ins with the legal system. And he’s also produced some of the most successful sales letters of the past 40 years.

Gary is well known for many famous, highly successful direct marketing campaigns including having created the most widely-mailed sales letter in history – a letter that has been mailed over half a billion times.

Gary has also created million-dollar campaigns for Tova Borgnine, Howard Ruff, *Personal Finance Newsletter*, *Tax Avoidance Digest*, best-selling author Robert Alien, and hundreds of more clients.

So as I said, you’re in for a treat. What you’re about to read is an issue of Gary’s newsletter that lays out Gary’s approach to creating blockbuster headlines. I hope you learn as much from it as I have from Gary over the years.

Immediately following the issue of Gary’s newsletter is an offer to subscribe to the newsletter. Each issue is packed with the unique Halbert approach to direct marketing that can make you a lot of money.

THE GARY HALBERT LETTER  
3706 NORTH ROOSEVELT BOULEVARD  
SUITE A, SECOND FLOOR  
KEY WEST, FL 3304

Phone (305) 294-8425  
Fax (305) 296-2296

From:  
Key West, Florida  
Wednesday, 2:10 p.m.  
September 30, 2001

Dear Friend & Subscriber,

Let's get right to the subject of this month's letter, which is...

**How To Write Copy  
That Can Make You Rich!**

You know, more often than not, in this newsletter, I discuss concepts and strategies rather than the art of writing copy. There's a reason for that. You see, a strong concept can often overcome weak copy. But, good copy, no matter how brilliantly written, can almost never overcome the handicap of a weak concept and "off target" strategy. Still and all, the ability to write "killer" copy is a vital ingredient in almost any direct marketing effort.

And what's the most important part of any copywriting effort? I'm sure you already know the answer. It is, of course, the writing of a good headline. How much difference is there in "pulling power" between a bad headline and a good one? Well, my friend, Ted Nicholas is probably the biggest mail order magazine advertiser of all time and he says he has seen a change in headline (with no change in body copy) make as much as...

**An 1,800% Difference!**

Think on that for a moment. Let's say you're running a full-page ad in *Success* magazine (that'll cost you about \$11,500) and the orders you get back generate just enough money to cover your ad cost. That means, after the costs of filling your orders you will have lost, perhaps, somewhere between \$2,000 and \$5,000 on your \$11,500 investment.

However, let's say you're a persistent cuss and you test another ad with a different headline and, like Ted, you jack up your results by 1,800%. That means, in this case, your gross is gonna jump from \$11,500 to \$207,000 and your bottom line profit is going to go from a loss of a few thousand dollars to a gain of \$159,953. By the way, in this illustration, I'm assuming we're selling a book for \$19.00 plus \$3.00 shipping and handling (total \$22.00) and we have fulfillment costs of \$5.00 per book.

Anyway, I'm not going to bother asking you which you'd rather have, a \$2,000 to \$5,000 loss or an almost \$160,000 profit... the answer is obvious and therefore, maybe you'd better learn a little something about this business of writing headlines.

You know, for some crazy reason, it seems to me the best books on advertising were written many years ago and it is to those books I go most often rather than the current ones on the market and, one of the "best-of-the-best" is **TESTED ADVERTISING METHODS** by **John Caples**. I urge you to get this book; it will be one of the most valuable resources you will ever possess in your quest for marketing success.

Want proof? In Chapter Five, Mr. Caples reveals 29 formulas for writing headlines and I'm going to list them here with a few comments of my own as to why each of these formulas is so effective. Here goes:

1. Begin your headline with the word "Announcing." This works so well because an announcement means news and news is the single most important reason people read newspapers and magazines.

2. Use words that have an "Announcement Quality." Words like "Introducing" and "Presenting" and "Just Published" and so forth. The reason this works is the same as formula #1: By using these words, we're promising news. Incidentally, concerning announcement copy, John Caples wrote this: "It is interesting to note that announcement copy is not a recent invention. The ancients used it. Many ancient advertisements were announcements in the form of proclamations."

3. Begin your headline with the word "New." Same rationale: It gives a news flavor to your advertising.

4. Begin your headline with the word "Now." You're getting the idea by now, aren't you?

5. Begin your headline with the words "At Last!" Same ol' story.

6. Put a date into your headline. A date in your headline makes it more specific and... specifics make your advertising more believable which, in turn, generates more sales.

7. Write your headline in news style. Like: "*The Wines You Loved In Paris Are Here!*" Or: "*Discovered - Amazing Way To Grow Hair.*" Caples points out that two excellent phrases that give news flavor are "Just Invented!" and "Just Off The Press!" Then he reprinted what he considers a truly remarkable news headline that appeared at the top of an advertisement selling courses by mail. Here 'tis:

*"Just Published  
a new booklet announcing  
a new series of Business Courses"*

As Caples points out, the above headline uses the news formula no less than four times: (1) Just Published, (2) New Booklet, (3) Announcing, and (4) New Business Courses.

Okay, enough of that. The next three formulas are devoted to price. One of the most important facts in the sale of almost anything is price. It is not often desirable to feature price in your headline but, when you're offering a super bargain, let 'em know right up front like this:

8. Feature the price in your headline. An example would be "*Guaranteed 17 jewel quality watches... only \$16.95!*"

9. Feature REDUCED price. Here's a couple examples: "*Pigskin Executive File Case \$19.80 (Reg. \$35!)*" or "*Kacey Fine Furniture Lowers Price On All Furniture By 51.3% During Special 12-Hour VIP Sale On Saturday, September 12, 1992!*"

Hey, I got a lot into that one, didn't I? I got news; I got reduced price; I got three specifics. Gee, it's too bad ol' Sam Fishbein is too dense to come up with stuff like this himself. Oh well, I guess he can always fall back on his lovely wife Leslie who really does have a great deal of marketing expertise.

I wonder how someone like that dork got someone like her to marry him. Hey, does it sound like I'm being a little hard on Sam? Well, you can't blame me. You know what that worthless S.O.B. did?

**He Went Out And Got Skinny  
And Fit And Now He's Even  
Better Looking Than Me!**

Damn! The world's just full of slime, ain't it?

10. Feature a special merchandising offer. As Caples says, "In this type of headline, you often make an offer which causes you to lose money." You do this in order to get a customer started using your product. What he's talking about of course, is featuring a "loss leader" in your advertising. But, I don't know if that term was part of our language yet way back when he wrote his book.

11. Feature an easy payment plan. Caples says (and he's right) that, "Sales tests show that the offer to sell merchandising on the installment plan creates many sales which otherwise would be lost."

You know, that's true more than ever in hard times like the recession we're mired in now. Watch some of the TV infomercials that keep running and running. It seems to me, almost all the successful ones feature payment plans.

12. Feature a free offer. "Free" is the most powerful word in advertising. Always has been and always will be. The free offer may take several forms and three of them, which Mr. Caples points out, are: (1) A sample of the product; (2) A booklet about the product; (3) A premium which requires the purchase of the product.

13. Offer information of value. It's like Caples has been reading my mind. He says, "People buy newspapers and magazines to read articles that give them information. Therefore it is possible to get high readership by writing your ad in the form of a helpful article. The copy usually consists of three parts, as

follows: Part 1. Information without sales talk. Part 2. Information interwoven with sales talk. Part 3. All sales talk.

Wasn't he clever to be able to figure all this out before I was even born and around to explain things to him? Hmm? It seems more likely I've been reading his mind than vice versa. (Actually, it's his books I've been reading.)

Anyway, here's a copy of headlines taken from his book that are examples of headlines of ads of this kind:

*"Do You Make These Mistakes In English?"*

or

*"Straight Facts On When To Take Profits"*

14. Tell a story. You can get humungously high readership by writing headlines that offer the reader a story. In addition to high readership, Caples says (and he's right) this method offers the following advantages: (1) A good story makes your message clear; (2) A good story makes your message compelling.

The effectiveness of stories was utilized long ago in the Bible. Here are some of Caples' examples of story headlines. He says some of the following headlines not only sold merchandise or services but also became famous!

*"How I Improved My Memory In One Evening!"*

*"They Laughed When I Sat Down At The Piano"*

*"The Diary Of A Lonesome Girl"*

*"How I Became Popular Overnight"*

OK, the next eight formulas deal with key words.

15. Begin your headline with the words "How To." "How to" is the all-time champion when it comes to writing a headline or titling a book. We live in a how-to hungry world. I seldom, if ever, meet someone who doesn't want to learn "how-to" do something like:

*"How To Write Copy That Can Make You Rich!"*

*"How To End Money Worries"*

*"How To Read A Whiskey Label"*

*"How To Keep Your Husband Home And Happy"*

Want to do something that will astonish you? Go to your local bookstore and ask the person behind the sales desk if you can look at their copy of *Books In Print* by titles from "G" to "0." When she hands you the book, open it up to where

the titles start with “How To.” I’ve got that reference book in front of me right now and there are...

**Over 1,300 Books In Print**  
**Whose Titles Start With The**  
**Words “How To”!**

Do this little exercise and not only look at the titles, **READ THEM!** Doing this will turbocharge your mind like you wouldn’t believe.

16. Begin your headline with the word “How.” This is another version of “How To” except the “To” is replaced with the word “I” or other words like the following examples illustrate.

*“How I Started A New Life With \$7.00!”*

*“How I Earn My Living In 4 Hours A Day!”*

*“How Your Energy Curve Responds To The World’s Quickest Hot Breakfast!”*

*“How The Amazing Tova-9 ‘Cactus Formula’ Can Help You Keep That Radiant Look!”*

17. Begin your message with the word “Why.” Here are some examples:

*“Why Senator Johnson Reads The Readers Digest.”*

*“Why Some People Always Make Money In The Stock Market.”*

*“Why 20,000,000 Families Save S&H Green Stamps.”*

The word “Why” promises to clear up a mystery and, if it’s a mystery you’d like cleared up like why you never make money in the stock market... you’ll be eager to read a message explaining why someone else almost always does.

18. Begin your headline with the word “Which.” “Which” is a very powerful word in advertising. Headlines like *“Which Is The Best Value For Your Car?”* or *“Which Of These Five Skin Troubles Would You Like To End?”* Pinpoint their target audience and appeal to the reader’s keen interest in himself. As Caples says, “The mentioning of as many as five skin troubles enables the copywriter to cover much ground. Almost every reader is likely to have at least one of these troubles.”

19. Begin your headline with the words “Who Else.” Two of the most powerful advertising words. Headlines like *“Who Else Wants To Look 12 Years Younger Almost Overnight?”* or *“Who Else Wants To Earn An Extra \$50.00 Per Day Without Leaving His Current Job?”* pinpoint their target audience and arouse great curiosity which, strangely enough, is one of the strongest forces in advertising.

20. Begin your headline with the word “Wanted.” As Caples says, “Wanted” is a compelling word because it makes the reader curious to know what is wanted. And, if the headline should happen to pinpoint you, like *“How To Become Rich In Mall*

*Order Without Doing Any Of The Work Yourself*” it is nearly certain you will read it.

21. Begin your headline with the word “This.” Using a headline beginning with the word “This” makes your headline specific and thus increasing believability, which thus increases readership, and in turn sales. An example would be *“This Secret Ingredient In ‘Young Again’ Skin Cream Is Why It Gives You The Look Of A Teenager... Almost Overnight!”*

22. Begin your headline with the word “Advice.” Actually, I think your headline should start with the words “Advice To.” This way you get much of the affect of the words “How To” plus, you immediately pinpoint your audience and make them crazy with curiosity... if you do it right! Here’s an example: *“Advice To Copywriters Who Seriously Want To Earn More Than A Million Dollars Per Year!”*

23. Use a testimonial-style headline. Testimonials come in all shapes, sizes and form. Probably the best use is to incorporate a celebrity name with “marquee value” and also, whom people admire. Here’s an example: *“Howard Ruff Finally Reveals Why He’d Be Broke If It Wasn’t For Gary Halbert!”*

(Relax Howard. Just having a little fun and making sure you’re still awake.)

24. Offer the reader a **test** in your headline. For some loony reason, people just love to take tests... after they get out of school. And, you can use this fact to suck them into your ad copy. Examples: *“Here’s A Test Of Your Ability To Write A Good Ad!”* or *“Can You Pass This Manhood Test?”*

25. Use a one-word headline. If the single word is meaningful and selects the right audience, it can be very successful. One big advantage of this method that is often overlooked (it was overlooked by me until Caples explained it) is that the single word can be printed in big type and this gives big display value to a small ad. Here are examples: “Corns?” “Nervous?” “Overweight?” “Copywriters!” “Sex” etc.

26. Use a two-word headline. Caples says sometimes it’s impossible to use or find a single word that will do the job, but often this can be remedied by using a two-word headline. Examples: *“Public Speaking,” “Diaper Rash?,” “Aches & Pains?,” “Sex City!,” “Fast Reducing!,”* etc.

27. Warn the reader to delay buying. Caples says, “Most headlines urge you to buy something.” Therefore a headline that says “Don’t Buy” is an effective stopper. Examples: *“Don’t Even Think About Hiring A Copywriter Until You Talk To Gary Halbert!”* *“Read This Before You Spend Another Penny On Car Insurance!”*

28. Let the manufacturer speak directly to the reader. *“Lee Iacocca Urges You To Look At A Cadillac And A Mercedes Before You Test Drive The New Chrysler!”* or *“Ed McMahon says... ‘Use Me As Your Spokesperson And Your Profits Will Skyrocket!’”*

As far as I know, Ed McMahon never ran an ad with the above headline because I just now made it up. However, it does illustrate the point. It also illustrates

something else: For our purposes here, the term "manufacturer" has a much broader connotation than it does in conventional usage.

29. Address your headline to a specific person or group. Examples: *"Advice To Men Over 35 Who Are Making \$30,000 Per Year And Would Like To Be Making \$50,000!", "An Open Letter To Any Of My Subscribers Who Would Like To Make Mucho Fungolas With As Little Effort As Humanly Possible!", "Advice For Men Who Think They're Too Old To Have Sex Every Day"*

Here are some direct quotes from Caples that are so "on target" I want to share them with you without altering a single word:

**"WARNING"**

"A final word of warning: Formulas should not be used as a substitute for original thinking. They are merely a guide to get your mind working in channels that have proved profitable. You should not use formulas every time you write a headline. If you do, you will never invent anything new. Perhaps the best service the formulas can render is to help you when you have to bat out an advertisement quickly.

**"Headline formulas are selling ideas which have worked again and again in the past and which can reasonably be expected to get results in the future.**

"For example, the formula 'Begin your headline with the words 'How To' will probably last as long as advertising lasts. Unless human nature changes radically, people will never tire of learning how to do the things they want to do and *how to* get the things they want to get.

"Another form of headline which will probably never wear out is the announcement. As long as human beings inhabit this earth they will be looking for something new, something different, something better.

"Just as the physician uses the same prescription many times with beneficial effect, just as the civil engineer uses the same formulas again and again for building bridges, so can the advertising copywriter use formulas which have worked successfully in the past."

Well, that's it. A portion of the wisdom from just one chapter of this invaluable book. And there are 17 more chapters just as good. Want to know something truly amazing?

**This Book Was Originally  
Copyrighted In 1932!**

If you don't read this book you will miss out on a terribly important element (a vital element!) of your advertising education. It was published by Harper & Row, Publishers in New York but it may be out of print now. If your local bookstore says they can't get it for you, see if you can get a copy from your library or on the Internet.

Want to know why I devoted this newsletter to sharing someone else's wisdom with you? I was motivated to do it by the *Results Report*, which is an excellent marketing newsletter published in Australia. In their lead column in Issue #75, they talk about "Overcoming the 'NIH' (Not Invented Here) Syndrome." The gist of the advice in this article is a good idea does not have to be an original idea or your idea. And, if you can overcome any silly ego problems you may have about this you can open yourself up to a whole new world of ideas both past and present.

I wish I had known John Caples. He is one of my heroes.

I guess you've read and seen all the news about the devastation left behind by Hurricane Andrew. Even though we weren't directly hit by it here in the Florida Keys, it has affected us nonetheless. We've been operating under primitive conditions. Often times there's a lack of electricity, a lack of water, and a lack of telephone communications. Makes it kinda difficult to work efficiently without the "niceties" of electricity, telephones, faxes, computers, flushing toilets, and so forth.

Because of all this, we're a little behind in our correspondence, returning phone calls, fulfillment, etc. But, we've got full-time power now and things here have almost returned to normal. Which means, I believe, within the next 10-working days we'll be completely up-to-date.

The one thing I'm the most behind on is the September edition of my "Hot Stuff" newsletter. Due to my Hurricane Relief Seminar, and all our other problems, it won't go out until early October.

So, please... bear with me just a teensy bit longer and thank you so much for your patience and understanding of what's been happening down here.

Sincerely,

Gary C. Halbert  
a.k.a. "Somewhat Winded"

P.S. One of the joys of my life is putting the screws to Jay Abraham whenever I can and... I've done it again! Check out the enclosed 12-page letter and you'll see what I mean.

# How To Make People Line Up And Beg You To Take Their Money!

Dear Friend,

If you are interested in creating a huge (and immediate) cash flow for yourself or your business, this is going to be the most exciting message you will ever read.

Here is why. My name is Gary C. Halbert and I host seminars where the attendees pay almost \$7,000 each to attend. But wait, that's not the amazing part. The amazing part is... these people often take what they learn at my seminars and go home... and... start making huge wads of money.

For example: A California businessman named Rick Neiswonger listened to me for no longer than an hour, yet used what he learned to triple his income into millions over the next 12 months!

And Phil Kratzer who was working two jobs in Dallas and had to scrape together the \$67.50 he needed to start his first project using one of my systems pulled in over a million dollars in sales his first year! (He now owns his own thriving business.)

And then there's Bill Myers. He quit a great job in Washington, D.C. and started a new business in Hot Springs, Arkansas. Following my specific advice, he earned over \$700,000 in sales in two years and now has international recognition.

You see, I don't just teach marketing. No. I teach what I like to call "Killer Advertising" which is so powerful... it almost forces people to buy whatever you are selling!

My fees are astronomical and my clients are often famous. I've been paid as much as \$600,000 for writing a single ad and my clients have included Ernest and Tova Borgnine, Robert G. Allen (the author of *Nothing Down*), Geoff Scott of Dynasty and many others of equal fame.

Unfortunately, most people can't afford to hire me, and even with my sky-high fees, I am still forced to turn down 9 out of 10 people who want to work with me. However, I publish a newsletter appropriately entitled *The Gary Halbert Letter* which probably reveals more valid inside secrets than any other publication on earth. Here are just a few of the unique inside secrets revealed in this rather amazing newsletter:

- ☛ **How to write all of your advertising all by yourself... and... do it far better than anyone you could ever hire!**
- ☛ **The amazing secret of the best attention grabbers in the world!**
- ☛ **How to write "killer headlines" that nobody can ignore!**
- ☛ **How to take the barest glimmer of greed and desire and turn it into an absolute lust for your product or service!**
- ☛ **17 words you must never use in any advertising... unless you are deliberately**

**looking for a flop!**

- ☛ 6 other words you should always use if you want to rake in the really big money!
- ☛ **How to use dirt-cheap "low tech" research to find out the real reason people buy your product or service!**
- ☛ Why you never get a second chance to make a first impression... and... a remarkable technique that will "hook" everybody who even glances at your advertising!
- ☛ **How and when to send \$1.00 bills to people and get them to send you up to \$100.00 in return!**
- ☛ How your subconscious "comfort zone" can prevent you from developing a killer instinct... and... how to re-zone your ghetto mindset!
- ☛ **How to make sure your message is believed!**

I could go on and on. What you've just read is only a small sample of the exciting information you will get when you subscribe to *The Gary Halbert Letter*. You need this kind of hard-nosed info. It is not a luxury. If you truly want to make some fast, serious money, this kind of information is crucial!

And as an extra bonus... when you subscribe to *The Gary Halbert Letter*... you will immediately receive FREE (via First-Class, Priority Mail) my amazing book, *How To Make Maximum Money In Minimum Time*.

It's quite simple to order. All you have to do is complete the Order Coupon that follows and fax or mail it to us. To make it easy for you to spend your money... we even accept credit card orders! You can contact us at:

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P.S. You can cancel your subscription at any time for an immediate pro-rata refund on all issues you have not received... and... *you can still keep the free book!*

## Here Is What Subscribers Say About The Amazing Inside Secrets Revealed In The Gary Halbert Newsletter!

*"I don't care if you are a housewife, a ditch digger or president of General Motors - this info is so good that anybody can use it and really make a bundle!"*

**Chase Revel**  
founder of "Entrepreneur  
Magazine"  
Los Angeles, California

*"I earned over \$11,000 in less than one week using something Gary explained to me in 30 seconds in his newsletter."*

**Steve Barwick**  
Barstow, California

*"One of the first ideas brought in over \$40,000!"*

**Mike Chantry**  
Dartford, Kent, England

*"I made over \$23,500 in pure profit just from reading one single issue of Gary Halbert's newsletter!"*

**Jay Reiss**  
Goleta, California

*"Overwhelming in terms of ideas and strategies and new ways to make money!"*

**Ted Nicholas**  
author of "How To Form Your  
Own Corporation Without A  
Lawyer For Less Than \$50"  
Wilmington, Delaware

*"I hired Mark Spitz, the Olympic swimming champion, as my national spokesperson after learning from 'The Gary Halbert Letter' celebrities were available at reasonable prices. Gary was right on target!"*

**Judy A. Gorran**  
Chairman, Solar Industries  
Wellington, Florida

*"I got my money back a hundred times over!"*

**Robert Allen**  
author of "Nothing Down," the  
best-selling real estate book of all  
time  
Carlsbad, California

*"I made over \$164,000 last year from just one of his ideas!"*

**Blade Thomas**  
Los Angeles, California

*"The advantage Gary Halbert gave us is almost unfair!"*

**Sam Fishbein**  
owner of Kacey Fine Furniture  
Denver, Colorado

*"The monthly education I get from the newsletter is more valuable than a year of college!"*

**John J. Webb**  
Milwaukee, Wisconsin

*"Just one idea explained in 2-1/2 pages of 'The Gary Halbert Letter' generated \$75,352!"*

**Jim Bramlett**  
Herndon, Virginia

*"If we could clone Gary Halberts and scatter them across the USA, we would not be in a recession today... or ever!"*

**Nancy Jones**  
Largo, Florida

*"If I had to recommend just one source of information for start-up operations... it would be 'The Gary Halbert Letter!'"*

**John B. Lounsbury**  
Billing, New York

*"'The Gary Halbert Letter' is a must!"*

**Joseph Sugarman**  
President, JS&A, Inc.  
Las Vegas, Nevada

*"'The Gary Halbert Letter' is the main reason I earned \$180,000!"*

**Don Alm**  
Roseburg, Oregon

*"After studying my first newsletter from you, I got on the phone and earned \$5,000 in about 5 minutes!"*

**John Maxwell**  
Pasadena, California

*"I used your info on how to obtain free advertising with excellent results!"*

**Eula Arbogast**  
Pittsburgh, Pennsylvania

*"'The Gary Halbert Letter' is the single most rewarding investment I have ever made!"*

**William A. Royall, Jr.**  
Richmond, Virginia

*"Just one idea from 'The Gary Halbert Letter' has made me over \$150,000 in the last 8 months!"*

**Lawrence E. Nelson**  
Palos Park, Illinois

*"Thank heaven I found it ['The Gary Halbert Letter'] before college left me brain dead!"*

**Frank E. Stevenson**  
Gilbert, Arizona

*"Gary's ideas helped me to sell over \$25 million in gemstones!"*

**Fred Rowe**  
Greenville, Kentucky

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Serling/Headline Clinic

## Dan Kennedy

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In response to your request for my best tips on creating powerful headlines, let me first say that I believe the headline and the subheads used throughout the ad or sales letter are, together, THE most important factor in the success and failure of most marketing materials.

So I think you are doing a great service here, with your headline clinic. With that said, here are some of the most significant things about how I personally approach the Grafting of headlines and subheads for my materials as well as my clients' materials:

1. I absolutely understand and acknowledge their importance.
2. I rely heavily on resources like my accumulated swipe files, books of classic ads, the list of the 100 greatest headlines in Schwab's "How To Write A Great Advertisement," back issues of magazines matched to product categories, etc.

I believe in gathering a lot of relevant, raw materials, sorting through it, and then letting it roll around in my subconscious for a while. Frankly, if pressed, I can often pull a winner out of my mind in a matter of hours without going through this raw material assimilation process – and that's because I've been doing this every day of my life for 18 years.

But given time, my preference is to go through the whole process.

3. Unless there is a compelling reason or grand creative idea to do otherwise, I stick to basics. For example, reliable sales words and phrases ... "Free," "New," "How To," "Announcing." Melvin Powers told me one of the smartest things I've heard about book titles (which should always be headlines). He said, "When in doubt, stick 'how to' in front of it. You instantly improve its pulling power." He's right.
4. With all due respect to Ted Nicholas, I do not limit my headlines to a prescribed word limit. I try to be telegraphic. But I'm willing to make them as long as is necessary to get the job done. And some of my most successful ARE "too long" by most standards, including Ted's. He and I agree on most things about copy, but if we agreed on everything, one of us would be unnecessary.
5. I have a "headline test": if you took the headline away from everything else and ran it, alone, by itself, as a classified ad, with nothing else but a response instruction (Headline. Write P.O. Box 3 for more info) – would it draw response? If the headline cannot stand alone, you have to seriously question its value.
6. I ask myself: does this headline do its #1 job? Does it COMPEL readership of the ad or letter? There are other jobs it CAN also do: targeting certain prospects, for example. But first and foremost, does it reach out, grab the person by the throat and virtually force him to start reading?

7. I try to NEVER be dull.

Now, you’ve asked for some examples. Here are a few:

First, for “information products,” one of my favorite categories:

**How A Completely Different Approach To “Mail-Order”  
Took Me From Broke To \$4,000.00 A Day Working  
From Home, In Only A Few Months — And I’m  
Convinced Anybody Can Copy What I’m Doing,  
Once They Understand It.**

This is the headline I wrote for a full-page ad, selling Jeff Paul’s book *How You Can Make \$4,000.00 A Day, Sitting At Your Kitchen Table, In Your Underwear* (I also wrote the title).

This ad with this headline has now run in dozens of national magazines every month for going on three consecutive years and has sold millions of dollars worth of books. It is, quite literally, a “million dollar headline”! This is the most fundamental approach to a headline there is: telegraph and summarize the best promises for the offer.

**Here it is: My “I Know I’ll Get Ripped Off By A Few Scumbags But I Don’t Care, Super-Fair, Super-Generous, 100% Risk Reversal, Satisfaction Guarantee”**

This is a sub-head I used in a very successful 16-page sales letter for one of my own products. It illustrates something I often do; jazz up the way a basic satisfaction guarantee is worded and said. I’ve been heavily influenced in this by the famous Nancy Kwan skin care guarantee: “If your friends don’t actually accuse you of having had a face lift...”

**NO B.S.**

**An Open Letter & Free Offer To Anybody  
Struggling To Sort Out The Truth From Myth And  
Hype For Reality About Infomercials**

**My Wife Asked Me NOT To Run This Ad,  
And It’ll Undoubtedly Annoy Some Of My Peers.**

This is the headline, with pre-head and sub-head, I wrote promoting my own services in a trade publication. It uses several old (tried and true) devices, such as “An Open Letter To” and the “my wife asked me not to” gimmick.

**For other types of products:**

**If You Suffer From Chronic Headaches, Face Pain or  
Achy Jaws... and have been told “It’s all in your mind” ...or  
“you just have to live with it” – STOP!**

**Breakthrough Treatment Techniques for a little-known yet commonly endured  
health problem could free you from pain, once and for all!**

This is a headline from both a Yellow Pages and newspaper ad, and Val-Pak or Money Mailer coupon for a dentist specializing in TMJ treatment. As you can see, it “flags” the person being sought first, presents the “product” second.

**“They Laughed When I Said I Was Making 22% On My Money As  
Safely As If I Had It In The Bank – Until I Showed Them My Checks!”**

**Amazing Free Report Reveals how “the little guy” can finally participate  
in the world’s highest yield) fully secured investments, in planned community  
and specialty real estate development**

If you don’t recognize where this headline came from, you’re just not much of a student of direct-response. So, I “stole” this one. And the sub-head puts the “free report” offer right up top, which I prefer doing more often than not.

**And for industrial situations:**

**“I Just Proved To A Business Neighbor Of Yours That His Computers  
Were Sleeping On The Job. His Letter Is Attached.”**

This is a headline from a direct-mail piece for a computer consulting company. The mailing targets only a small number of companies near a satisfied client. It relies heavily on curiosity. And it assumes (correctly, I think) that most business owners are frustrated with their computer systems and expenditures on the same.

It is an interesting example in that it violates a lot of basics i.e. it doesn’t use “how to,” “free,” etc., it doesn’t telegraph an offer and in doing so, frankly, it’s risky. It relies on the curiosity of “which neighbor? Do I know him?” much like the classic “Only her hairdresser knows for sure” relied on the curiosity of what she confided to her hairdresser. It’s one you’d definitely want to split-test against a more straightforward approach. Nevertheless, it works just fine.

## **WARNING: To Plant Managers And Engineers Modernizing Existing Frozen Food Processing Plants**

I didn't write this one; one of my Inner Circle Members and students did. It is a very good example of a simple and effective headline for lead generating purposes. It headlines an ad run in a very targeted trade magazine. Its job is to “flag” the attention of only those people the advertiser wants to address. And it uses Warning” to grab attention.

The “warning” gambit works most of the time it's used, by the way – invalidating the sometimes taught idea that you should only use “positives” and never “negatives” in advertising.

That wraps up the examples I have for you. Now, a “plug.” There are formulaic, fill-in-the-blank headline models in my book THE ULTIMATE SALES LETTER, and not only ready-to-use headlines but complete ads, sales letters, letter sequences, etc. in my MAGNETIC MARKETING SYSTEM TOOL KIT.

And in my COPYWRITING CLINIC, we teach and demonstrate the 97 best copywriting tricks I know. To get a free catalog of my products, your readers can call 1-800-223-7180 or FAX 602/269-3113.

### **About Dan Kennedy**

Dan Kennedy has been a direct-response copywriter, consultant and marketer for 25 years, and his clients span hundreds of product categories and industries, and range in size from billion dollar, brand name corporations to small, entrepreneurial businesses. 85% of all clients who use Dan as a consultant and/or copywriter once, do so repeatedly.

Dan is also in his 20th year of professional speaking, addresses over 200,000 people a year, and frequently appears on programs with former U.S. Presidents, Olympic and professional athletes and coaches, broadcasters and entertainers, and other famous business speakers including Zig Ziglar, Brian Tracy, Jim Rohn, and Tom Hopkins. He is also the author of seven books simultaneously available in bookstores (or amazon.com) including – directly relevant to this information “The Ultimate Sales Letter.”

To contact Dan, request a catalog of publications, information about consulting or speaking services, or to subscribe to his newsletter:

Fax to (602) 269.3113 or visit his website at <http://www.inner-circle.com>

## Ted Nicholas

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I devote a lot of energy to creating headlines. Reason? No ad or sales letter can succeed without a powerful headline. Nothing is more important to a successful direct marketer.

### **A few tips I use on headlines:**

1. Create as many as possible. I often write several hundred after studying the product.
2. Look for the strongest possible benefit of the product to the prospective buyer.
3. Find a single “big idea.” This can become your best headline. Often I find 3 to 5 big ideas to test against each other.

### **A few of my favorite successful headlines I’ve written include:**

**Headline:** “The Ultimate Tax Shelter”

**Product:** Book: *How to Form Your Own Corporation Without a Lawyer for Under \$75*

**Headline:** “How to See or Be a Lovebird this Weekend”

**Product:** Bed and Breakfast

**Headline:** “Learn to Speak English in 30 Days Guaranteed”

**Product:** Language School

**Headline:** “Magic Words That Turn Your Business Into a Gold Mine”

**Product:** Seminar

**Headline:** “It Amazed My Friends...I Said Two Simple Words and Got the Best Table in the Restaurant!”

**Product:** Book, *Magic Words that Bring You Riches*

**Headline:** “How to Get Rich While You Sleep”

**Product:** Real Estate Directory

**Headline:** “How To Get Enthusiastic Applause... Even a Standing Ovation Every Time You Speak!”

**Product:** Book

**About Ted Nicholas**

Ted Nicholas’ services include business and marketing consulting, copywriting, and seminars. He may be contacted at his London Office:

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## **Brad Petersen**

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The headline is the most important part of your ad or sales letter. That’s because it’s the first thing your prospect sees. You’ve got about two seconds for your headline to instantly grab your prospect’s attention and interest. If it does, *maybe* they’ll read your ad. If it doesn’t, your *entire* ad has gone to waste.

No wonder headlines are said to be 50%-80% of your ad. They’re the ad for the ad.

But despite their importance, many marketers don’t give their headlines anywhere near the attention they should. They treat it as an afterthought. Or if they do spend extra time, it’s usually to come up with something clever or cute.

Copywriting legend John Caples advised spending hours – even days – writing headlines. So be sure to block off ample time to write headlines. However, don’t wait until you’ve got a great headline to start writing your copy. The perfect headline may not come to you until you’re in the midst of writing your copy.

As you go through the process of writing a headline, keep a stack of index cards at your side. Write every headline idea that occurs to you – including silly, funny, and ludicrous ones – on an index card. Loosen up, get creative. You’ll have plenty of time to narrow it down later. For now, just let the ideas flow and get them down on the index cards. Ultimately, you want to end up with 50-100 headlines.

Later, You’ll shuffle through them occasionally as part of your thinking process.

Another useful tool is a stack of index cards with successful headlines already written on them. I have written down hundreds of headlines on index cards and I thumb through them whenever I’m looking for a headline idea. I’ve collected them from books, magazines, ads, and sales letters. You should do the same.

### **Stop and Think About Your Prospect**

Before you start writing headlines or copy, you need to remember where your prospect is coming from. He’s buried in information. More than likely he has a stack of mail and a pile of magazines to go through every day. And somewhere in that mess is your ad or sales letter.

Your prospect simply doesn’t have time to wade through every ad, article, and mail piece. That’s why the headline of your ad or sales letter must bust through the clutter, grab the prospect by the throat, and get him to read the rest of the ad. In these circumstances boring or irrelevant just won’t cut it.

Here’s how to write a headline that will get your ad read.

## 1. Find the Main Benefit

One of the best ways to get your ad or sales letter to leap from the pile is to appeal to your prospect’s self-interest. Your headline must instantly telegraph the idea that reading your ad will be a profitable experience for the prospect.

So study your product and pull out the biggest, best benefit there is. Promise them a higher income, whiter teeth, better looks, bigger muscles, better sex, more profitable investments, or whatever.

But don’t limit yourself to the obvious. Look for indirect benefits as well. For example, your product may get rid of acne. Having a nicer looking face is an obvious benefit. But what if your prospect’s more interested in attracting and meeting members of the opposite sex? That’s a better benefit.

Or, perhaps you’ve written a book on how anyone can be more productive. That’s great, but being more productive might just lead to a big promotion and a raise. So promise that – it’s a better benefit.

By the way, in your hunt for benefits make sure you don’t confuse *features* with *benefits*. The fact that you’re the biggest insurance company in the world is a feature. You can turn that feature into a benefit by convincing your customer that bigger means safer.

The fact that your copier makes fifty copies a minute is a feature. The benefit is that you’re more productive and that you’ll get more done in less time.

One more thing to keep in mind when writing benefit headlines is that putting the words “How to” or “How you can” before your benefit have proven time and time again to add pulling power to your ad. For example, “*How to Make Money With Your Computer*” is far more powerful than “*Make Money With Your Computer.*”

Here are a few examples of benefit-oriented headlines:

For a money manager:

### **How to Get Safe, Profitable, Professional Management for Your Investment Portfolio**

It’s not the most dramatic headline in the world, but it gets the job done.

For a publisher of Catholic tapes:

### **Can a Former Protestant Minister Help You Become a Better Catholic?**

This headline could have simply read “How to Become a Better Catholic.” But introducing the paradox of a Protestant minister makes it a lot more interesting.

A number of classic headlines have taken advantage of this kind of paradox with great success. For example, “*How a Fool Stunt Made Me a Star Salesman.*”

For a manufacturer of pool cues who wants players to attach his shaft to their present cue:

**How to Supercharge the Accuracy and  
Power of Your Favorite Cue**

For an investment newsletter:

**“I’m revealing my time-proven, proprietary no-load mutual fund investing secret that helped my subscribers earn 85.1% in the last 3 years – without the risk and without intense trading”**

Though not directly stated, the benefit is crystal clear. Another technique for writing great headlines is...

**2. Make Your Headline Newsworthy.**

Your prospects wouldn’t be reading newspapers or magazines if they weren’t interested in the news. So if you can add a news twist to your headline, all the better.

You’ll recognize these headlines because they often start with: “Introducing”... “Announcing”... “Now”... or “At Last!”

For example here’s one for my pool cue client...

**Announcing... The First Scientifically Engineered Pool Cue – Tested and Proven  
More Accurate and More Powerful Than Any Pool Cue Ever Made**

For a coin distributor...

**Introducing the First silver Panda with the Valuable “P” Mint Mark**

Here’s one I wrote for the publisher of a financial book:

**Now You Can Obtain a Pre-Publication Copy of *Chaos in America* –  
the Amazing Blockbuster Dr. John L. King Finished Writing  
Just 60 Days Before His Unexpected Death**

This sales letter was originally written for readers of Dr. King’s newsletter, who were interested in everything Dr. King had to say. Amazingly, it worked spectacularly to outside lists as well.

And here’s one final technique:

### **3. Introduce an Element of Curiosity.**

By itself curiosity usually won’t work. But if you can combine it with news or self-interest you may have a winner. Famous ads of this genre include “Do You Make These Mistakes in English?” and “How a Strange Accident Saved Me From Baldness.”

My own contribution...

#### **What Do 100,000 Players Know About Our Cues That *You* Don’t?**

### **A Potpourri Of Valuable Techniques**

There are an unlimited number of ways to state your benefit. Here are a few ideas to get you started:

#### **1. Take advantage of the bandwagon effect.**

For example, “Who Else Wants Whiter Wash” Or “Why 4 Out of 5 Dentists Recommend Trident Gum for Their Patients Who Chew Gum.”

#### **2. Ask a question.**

For example, “Do You Make These Mistakes in English?”

#### **3. Offer free information.**

For example, “What You Should Know About This Stock and Bond Business” or “Advice to Wives Whose Husbands Don’t Save Money,”

#### **4. Target your prospects.**

“An Open Letter to Every Dentist In Seattle” or “Busy Executives: How to Add an Hour to Every Work Day and Still Go Home Early” or “Back Pain?”

#### **5. Put your offer or guarantee in the headline.**

#### **6. Use a testimonial**

## **The Sales-Killing Mistake Ad Writers Love to Make**

Millions of dollars in advertising are completely wasted by companies that allow their ad writers to get cute and clever. These writers love to use humor or puns in their headlines. Don't make that mistake.

Why? Well, first of all, the world is full of people who just won't get the joke. Secondly, even if they get the joke, just because something entertains you or makes you laugh doesn't mean it will sell product. A solid benefit headline is almost always better.

If you have a great pun that you absolutely must try, then test it against a benefit-oriented headline. Once the results come in I doubt you'll ever use a pun again, no matter how funny or clever.

## **Test, Test, Test**

One last word of advice: Let the market decide which is the best headline for your ad by continuously testing headlines. The results can be astounding. Simple changes can increase your response geometrically, sometimes getting you ten times or better response for the same ad cost.

### **About Brad Petersen**

Brad Petersen is a California-based direct response copywriter and marketing consultant. He has written successful ads and sales letters for a wide variety of products and services, including newsletters, books, pool cues, money management, investment products, video surveillance systems, nutritional supplements, and many others.

Brad regularly appears as a speaker at both Jay Abraham's and Bob Serling's marketing seminars.

Brad will be happy to send you a free copy of the latest issue of his newsletter. Marketing Profit Bulletin. Just call or write: Brad Petersen, Petersen Direct, 4916 Reynolds Road, Torrance, CA 90505; Voice: (310) 540-9829 Fax: (310) 540-6928 e-mail: BradPAK@aol.com

## Joe Vitale

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### “30 Ways To Write A Headline That Stops People Dead”

*“A good advertisement must necessarily be one that will get attention, but some kinds of attention are not desirable.”*

– Charles Austin Bates, 1896

Headlines will make or break your ads.

If you’re just opening a clothing store and you run an ad without a headline, you will probably not generate any business. Your ad will flop.

If you’re an entrepreneur and you run an advertisement with a headline that few people can relate to, you’ll also lose business. No one will respond.

If you run any ad with a headline that doesn’t interest your own particular prospective customers, your ad will not be read.

Legendary copywriter John Caples said a good headline can pull up to 19 times better results for the same ad.

Advertising pioneer James Webb Young said a top headline can bring in as much as 50% more inquiries and sales!

Ad genius David Ogilvy said five times more people will read your headlines than will read your whole ad.

“We pick out what we wish to read by headlines,” wrote Claude Hopkins, arguably the greatest advertising man in history, in his famous book *Scientific Advertising*.

Often a headline is all a reader will glance at – and I do mean glance at – before rushing through the rest of his newspaper or magazine. On average, most people spend only four seconds per page!

If your headline doesn’t catch him, trip him, and stop him, you’ve lost him. And you’ve lost a sale! So here are 30 sure-fire ways to create a terrific headline (or improve an existing one):

## 1. Lead with these words

“At Last!”

“Announcing!”

“New!”

Note the hint of excitement and “news” in the above words. Other good opening words include “Introducing” and “Finally.” Legally you can only use the word “New” if your product has been developed or improved within the last six months. If you’ve just invented a new device, certainly let the world know.

## 2. Round up your audience

“Plumbers!”

“Housewives!”

“Sore Feet?”

This type of headline is “calling in” your target audience. If you are selling a book for lawyers, you might open by saying “Attention Lawyers!” With this approach you’re certain to get the ear of the exact crowd you want.

## 3. Promise a benefit

“Free From Back Ache In 10 Minutes!”

“Buy One Shirt – Get The Second FREE!”

“Land A Job In 2 Days With New Method!”

Benefits are why people buy. Decaffeinated coffee is a feature; “Lets you sleep better” is a benefit. If people have a back problem, they don’t want to buy a pill, they want to buy relief from their pain.

“Free From Back Ache In 10 Minutes” tells them a cure is available. Sell the relief, not the remedy. Sell the cure, not the prevention.

## 4. Make It Newsworthy

“Major Breakthrough In Car Safety”

“New Formula Restores Hair”

“Seven ‘Lost Secrets’ Discovered”

People devour news. Reveal the newsworthiness of your product or service and you’ll get attention. A new product is news. An old product with new uses is news. Arm & Hammer baking soda (which also started as a small business) has been around for decades, but they keep thinking of new ways for us to use it – from brushing our teeth with it to putting it in the fridge to get rid of odors – and that’s news.

## 5. Offer Something Free

“FREE To Writers!”

“FREE Report Explains Tax Loopholes”

“FREE Book On Car Repairs”

Your free item has to be appropriate to the audience you are after. It may be free, but if they aren’t interested in it, they won’t write or call you. Also, your free item has to be really free – with no catches or conditions – for you to be legally safe. Any small business can create a free item that is relevant.

## 6. Ask An Intriguing Question

“What Are The Seven Secrets To Success?”

“Do You Make These Mistakes In English?”

“Which Gas Filter Will Boost Your Car’s Performance?”

Questions are a powerful way to involve readers. But your question has to be an open-ended one that hints of a benefit. If you ask a question that can be easily answered with a “yes” or “no,” you run the risk that your readers will not look beyond the question. But if your question is intriguing, it will pull readers into your copy to learn the answer.

## 7. Lead With A Testimonial

*“This is the most powerful weapon I’ve ever seen!”*

— Clint Eastwood

*“These two books made me the wealthiest man alive.”*

— Malcolm Forbes

*“Here’s why my race cars beat all others.”*

— Mark Weisser

There’s something about quotation marks that captures people’s eyes. If your quote is intriguing (as are the fictional ones above), they will force readers to read your copy. (Always use real testimonials from real people and always get their permission first. More on this in a later section.)

Anyone who has ever used your product or service can give you a testimonial. TIP: Any headline put in quotes will get more attention. Dialogue has life and that attracts people.

## 8. Create A “How To” headline

“How To Get Your Kids To Listen”

“How To Tell When Your Car Needs A Tune-Up”

“How To Win Friends And Influence People”

Because people want information, they are easily drawn to “how to” headlines that promise a benefit they are interested in. If you are selling washing machines, you might conjure up a headline such as, “How To Pick The Right Washing Machine For Your Needs.”

You can add sparkle to virtually any headline by adding the word “how.” For example, “I Cut Hair” is a weak headline, but “How I Cut Hair” is more interesting.

## 9. Quiz Your Readers

“How Smart Are You? Take This Quiz And See!”

“What Is Your Networking IQ?”

“Are You Qualified For Success?”

People love quizzes. Use a question headline and then let the body of your ad be a quiz. For the ad to work, of course, it all has to tie in to what you are selling. The ad about your networking IQ, for example, is selling a book called Power Networking. If you’re running a mechanic’s shop, you might ask, “Is Your Car Healthy? Take This Quiz And See!” Your whole attempt is to somehow involve readers with your ad. A quiz is one way to do that.

## 10. Use the words “These” and “Why” in your headline

“These Boats Never Sink”

“Why Our Dogs Cost More”

“Why These Skis Are Called *Perfect*”

When you use the words “these” and “why” in your headline, you tend to create an attention grabbing statement that will draw readers into the rest of your ad. If you just said, “*Our Skis are perfect*” few would be interested. But when you say, “WHY these skis are called perfect,” you generate curiosity – one of the most powerful motivators around. Example: “Why People Prefer Shopping Here.”

**TIP:** Simply add the word “Why” to an existing headline to make it more engaging. “Buy Plumbing Supplies Here” is boring but “Why People Buy Plumbing Supplies Here” is interesting.

## 11. Use “I” and “Me” Headlines

“They Laughed When I Sat Down At The Piano – But When I Started To Play!”

“I Finally Discovered The Secret To Easy Writing!”

“Everywhere I Stick Out My Nose I Make Money”

First person headlines will work if they generate enough curiosity and hold a benefit. Everyone interested in playing the piano, for example, will be drawn to the first headline (one of the most successful headlines in history).

**NOTE:** Despite the rumors, “You” and “Yours” in a headline don’t always work because they signal a selling message and people become defensive. However, “I” and “me” in a headline can deliver a selling message in a palatable way. Example: “I Wanted To Help People So Here’s Why I Opened My Own Insurance Agency!”

## 12. Put Your Product Name In Your Headline

“How Gymco Vitamins Make Runners Lightning Fast”

“The Fiskin Ladder Saved My Husband’s Life”

“Thoughtline Helped Me Discover The Secret To Easy Writing”

“How To Cure Warts” is good, but “How Vitalism Cures Warts” is better. Since not everyone will stop and read your ad, putting your company name in the headline helps deliver some of your message.

**WARNING:** Don’t make your company name the focus of your headline. Instead, write a riveting headline and slip your name in it.

### 13. Use The Word “Wanted”

“Wanted—Nervous People”

“Wanted—Safe Men For Dangerous Times”

“Wanted—Executives Ready For Sudden Profits”

“Wanted” is a word loaded with curiosity. Lead with it and people are compelled to find out why you want nervous people (maybe for a seminar on overcoming fear) or why you want executives (maybe to offer them your new investment program).

**TIP:** Be sure to ask for the target audience you want. If you’re offering something to attorneys, you might write a headline that begins “Wanted—Attorneys.”

### 14. Use the word “breakthrough” in your headline

“A Breakthrough In Alarm Systems”

“Doctor Offers Breakthrough Hair Loss Formula”

“Wanted—Attorneys Ready For Breakthrough Success”

“Breakthrough” implies news. It suggests that your product or service beats all other existing systems. A similar impact can be obtained with “record breaking” or “revolutionary.” Example: “Breakthrough Dry Cleaning!”

### 15. Set Your Headline In Upper And Lower Case

HEADLINES IN ALL CAPS ARE HARD TO READ

Headlines In Upper And Lower Case Are Easy To Read. Got it?

### 16. Use As Many Words As You Need

“It Floats!”

“How Often Do You Hear Yourself Saying: *No, I haven’t read it; I’ve been meaning to!*”

“Who Else Wants Beautiful Furniture?”

Headlines can be long or short. As long as they get the attention of your appropriate audience, arouse curiosity and encourage people to read your ad, any length goes. You don’t want to waste words, of course. But you don’t need to limit yourself, either.

## 17. Feature your offer

“Arrow Shirts At 50% Off”

“Oil Change Special”

“Join For Six Months—Get Next Six Months Free”

You have to be clear about the uniqueness of what you are selling for this to work. What are you offering that is head and shoulders above your competition? Focus on that.

## 18. Ask “Who Else”

“Who Else Wants To Write A Book?”

“Who Else Used To Say Singing Was Hard?”

“Who Else Wants A Fail-Safe Burglar Alarm?”

“Who else” is an involving set of words. It suggests that someone else got what you are offering and that it’s possible for the reader to achieve or have, too.

## 19. Use a Guarantee

“Guaranteed No Stains Ever Rug!”

“Guaranteed To Go Thru Ice, Mud, Or Snow—Or We Pay The Tow!”

We live in the Age of Skepticism. Your ad should always run with a guarantee (more about that later). But if you can say your offer is guaranteed in the headline, it will help to convince readers to look at your entire ad.

## 20. Admit A Weakness

“We’re Number Two. We Try Harder.”

“This Chef Makes Everything Except Salads!”

You’ll gain credibility if you confess you’re not perfect. Too many ads claim to be the magic bullet to all your ills. That’s not believable. If you say you’re almost a magic bullet, people will tend to believe the rest of all your claims.

## 21. Focus on Positive End Results

“Whiter Teeth In 10 Days”

“35 Pounds Slimmer In 30 Days”

Don't paint a negative picture thinking you'll make a sale. People buy hopes and dreams. Don't sell “fat loss,” instead sell “Perfect Health!” Don't try to scare people into buying toothpaste by yelling “Yellow Teeth Are Ugly,” but instead sell the end result people want: “Whiter Teeth!” Again, people buy cures.

**CAUTION:** Be believable. If your headline sounds like a stretch, people won't trust you. “35 pounds slimmer in 30 days” is believable; “35 pounds slimmer overnight” is not.

## 22. WARN Your Audience

“WARNING to Doctors!”

“Warning: Do Your Kids Play This Stereo?”

“Small Business Owners Be Warned!”

You can grab your target audience with a warning to them. A warning promises information and invokes curiosity.

## 23. TIP: Be careful with humor

Not everyone has a sense of humor, not everyone agrees on what is funny, and few people buy because of a joke. A slogan in advertising is, “People don't buy from clowns.” Small businesses that attempt to sell people with their humor usually flop. Why? You're not selling humor; you're selling your product or service. Do you want people to laugh or buy?

**TIP:** If you insist on trying humor, try to make the punch line the same as your sales message. Here's an example: “Used Car Prices So Low It Hertz.”

## 24. Make it EASY

“Plumbing Problems Cured EASY”

“Easy Way To Solve Roof Leaks”

People want results fast and easy. If you or your product can make their life easier, say so.

## 25. Be careful with Reverse Type

You can use reverse type (white letters on a black background) for your headline but DO NOT use reverse type for the rest of your ad. Too much reverse type is far too difficult for people to read. Using it in a headline, however, can increase the number of people who will see the ad.

## 26. Dramatize the benefit

“Stop Sleeping Like A Sardine! — Now Sleep Like A King!”

“*Sound Pillow Lets You Sleep With Neil Diamond!*”

People want action. They crave it. Show the excitement your product or service can give by dramatizing the benefits. A headline for large beds that reads “King Size Beds Are Roomy” is boring, but “Stop Sleeping Like A Sardine! – Now Sleep Like A King!” is almost impossible to avoid.

## 27. Use Proven Clichés

“JUST ARRIVED – New Accounting Method!”

“ADVICE TO Homeowners!”

“THE TRUTH ABOUT Shoe Repair”

David Ogilvy, in *Confessions Of An Advertising Man*, lists the following as proven headline clichés:

“Free, New, How To, Suddenly, Now, Announcing, Introducing, It’s Here, Just Arrived, Important Development, Improvement, Amazing, Sensational, Remarkable, Revolutionary, Startling, Miracle, Magic, Offer, Quick, Easy, Wanted, Challenge, Advice To, The Truth About, Compare, Bargain, Hurry, Last Chance.”

Ogilvy also says you can strengthen a headline by adding emotional words, such as: “Darling, Love, Fear, Proud, Friend, and Baby.”

## 28. Reveal a hidden benefit

“How to Get Enthusiastic Applause—Even a Standing Ovation—Every Time You Speak!”

The above headline by Ted Nicholas sold a publication for speakers. One of the hidden or side benefits of reading the publication is learning how to get a standing ovation—something every speaker wants. Try to reveal the hidden benefit in your small business. Ask yourself: “What will people get as a result of using my product or service?”

## 29. Give reasons

“Three Reasons Why You Should Write A Book”

“Seven Reasons To Call This Doctor Today”

“Nine Reasons To Use This Maid Service”

Reasons involve readers with your ad. To learn more, they have to read the rest of your copy. The trick to making this work is in targeting your prospects. If you are an accountant, give reasons that tie in to your service. If you’re a baker, give reasons why your food is better.

## 30. Use a “before and after” statement

“The Wrong Way and The Right Way To Buy A Used Car”

This is a common way to show how your business can make a difference. If you own a gardening service, you might use a headline that suggests you transform gardens from jungles to parks. What you are doing here is comparing what people have (their problem) with what you can give them (the solution).

### **About Joe Vitale**

Joe “Mr. Fire!” Vitale has written eight books on sales and marketing, including “The Seven Lost Secrets of Success,” “There’s a Customer Born Every Minute: P.T. Barnum’s Secrets to Business Success” and “CyberWriting: How to Promote Your Product or Service Online (without being flamed).” He is also the creator of the new marketing course, “Project Phineas: How to Get Rich, Famous and Live Forever!”

He runs The Copy Writing Profit Center at <http://www.mrfire.com>. You can reach Joe by phone at (281) 999-1110, FAX (281) 999-1313, or e-mail at [joe@mrfire.com](mailto:joe@mrfire.com).

## Brian Keith Voiles

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### How To Start Your Ads & Sales Letters To Get Your Prospects To Buy or Respond Now!

Selling starts from the first word your prospect sees. If you don't grab his attention right off the bat, then chances are you've lost him for good. That's why I've written this tutorial. In here you'll find the basic true and steadfast rules for opening your ads with powerful words that will grab your prospect and throw them into the document. Opening your documents properly is one of the most important things you can do to successfully sell your products and services.

The headline to an ad is the most important element in a document, and in this tutorial you'll learn the four most powerful openings and you'll learn some of the basic headlines that you can use.

Realize that your prospect is only interested in what you have to offer to the degree that you can solve his problems and give him the benefits that he desires.

If this is true, then why don't marketers focus their sales materials on the prospect? Most every document that hits my mailbox daily opens up talking about the company, who they are, what the features are that make them so great.

I don't care who they are or what their features are... I want to know one thing right from the beginning: What's in this for me, and why should I keep reading? And this is exactly what your prospect wants to know too.

You must answer this question clearly right off the bat. You see,

- Winning advertisements are **about prospects and their desires**, not about sellers and their products and services.
- Winning advertisements **are always focused on buyer benefits**, rather than seller features.
- Winning advertisements are **packed with excitement**, they are interesting and must be easily understood by the prospect.
- Winning advertisements must **open strongly and offer enough of a reason to buy** so that the prospect will want to keep reading and then ACT NOW!

If your documents don't do this then you need to master the techniques of The Magical Opening: ways to open your documents so that your prospect will buy what you're selling.

## The Magical Openings That Work

Openings that will work for you include these four basics and their variations:

- 1) An Offer
- 2) A Strong Testimonial
- 3) Focusing On Your Prospects Major Pain
- 4) Focusing On Your Prospects Major Benefits

Let's start with...

### 1. An Offer

We all know that offers work. Don't you? Tell me, have you ever gone into a store and bought something just because it was on sale? Of course you have.... we all have. And if you bought it because it was on sale, you bought it because of an offer, a special condition that induces you to buy NOW, RIGHT AWAY!

Open your advertisements by giving your prospect a special reason for buying now. The offer, as much as (if not more than) the product or service you're selling is what gets your prospect to buy.

Consider the following reasons for your prospects to buy NOW:

- Free demonstration
- Free video demo tape
- Extra product or consulting time for paying with cash
- Money back guarantee
- Free phone consultation
- Seasonal sale

A couple of things should be obvious from reading over this list:

- a. There isn't a business in the world that couldn't make some kind of special offer to induce your prospect to buy now.
- b. People buy all the time because of the offer, rather than the product or service it's attached to.

Consider starting your advertisements with an offer. Don't just mention the offer once and expect your prospect to remember it. Beat them over the head with it time and time again... gently.

Put the offer in the postscript of your letter. Highlight it again in the body text. Put it in a call-out box on the side or in a starburst.

Don't forget too, that your offer is much more important to your prospect than your company name or logo. Offers sell, features don't... your company name or logo is a feature.

## 2. Opening With A Strong Testimonial

It's true that people buy from you because you've done a good job for others, similar to your prospect. That's why you should consider opening your advertisements with a proper, strong testimonial.

In just a few pages, we'll talk more about testimonials in detail. For now, let me tell you that:

- a. You should **never use a general, vague testimonial**. The strongest testimonials are not general, but specific, and talk about specific benefits.
- b. You should always use a testimonial that **tells the prospect specifically what the satisfied buyer has achieved** by buying from you.
- c. Your testimonial should **be from a person that is like the prospect** that you are approaching, with the same desires, passions and fears.
- d. Your testimonial should **include the person's name, title**, and how to get in touch with them.

## 3. Opening By Focusing On Your Prospects Major Pain

Focusing on your prospect's pain is a major motivator. Pain, or the fear of loss is always stronger than the hope for gain.

Hitting your prospect square in the eyes by opening with their strongest fear, or their worse pain makes for a powerful opening.

A good opening is a pain opening, because pain and the desire to get rid of it SELLS!

People that are in pain are desperate for help. They want to know what you can do for them. They are interested in having you get rid of their pain.

The power with which you open with the prospects pain is the power to which you've gained his attention and begun to persuade him to solve his problem by buying from you!

## 4. Opening By Focusing On Your Prospects Major Benefits

Focus on prospect benefits, not on seller features. This is fundamental to successful advertising. If you’ve read this far into this report you know this is true.

Then why do so many companies focus on themselves in their ads?

Remember: A feature is a fact about your product or service. A benefit is what the buyer derives from your features. Knowing this, what do you think is more likely to get your prospect to buy: a fact about what you’re selling, or a clear indication to what he’ll get when he buys from you? Put like this, the answer is obvious isn’t it?

Thus, open with a benefit!

You should lead with the strongest benefit that your market wants. If several benefits are equally important, don’t hesitate to use them all.

To introduce them use short, action-oriented sentences that capture your prospects attention. Let your prospect know that buying from you will give him benefits that are meaningful to him.

### Different Types Of Headlines

You can create powerful openings by combining any of the above:

Try an offer + pain + benefit.

Try testimonial + pain + offer + benefit.

Or try using some of the different types of headlines. Headlines must draw attention. A headline fails unless it captures the attention of your prospect.

Your headline must scream to your prospect. “HEY... I’M, TALKING TO YOU!”  
Your headline must pull the prospect into the copy and must compel him to read on. Here are the basic types of headlines that you should consider using.

- 1) Direct
- 2) Indirect
- 3) Command
- 4) Question
- 5) How-To
- 6) News
- 7) Reason-Why

### **1. The Direct Headline**

Direct headlines aren't subtle at all. They tell your prospect “Save \$25 on the best curtains you'll ever have if you call by June 1!”

### **2. The Indirect Headline**

This is also known as the “Curiosity” headline. It creates intrigue. It makes the prospect want to read more to find out what the headline means exactly.

I must caution you to avoid this headline. Unless you have a certain understanding of your market and your prospect, you can really blow-it with this headline. Too many people use this, and try to be clever.... it doesn't work! (Voice of wasted money & experience!)

### **3. The Command Headline**

This headline tells the prospect exactly what to do. Here you leave nothing to the imagination. You command them to take the action that is in their best interest.

### **4. The Question Headline**

One of my favorites to use. But it can be easily misused. To make this headline work for you you've got to focus on the prospect by asking a question that interests him sufficiently to read the answer, which is in the body copy, or on a payoff panel elsewhere in the brochure, etc.

The best type of question headlines are involvement-headlines. By answering your headline question the prospect gets involved with you advertisement and is on his way to calling you! A good opening question for me has been:

“Do you make these mistakes when writing an ad?”

Stay away from self-centered questions like “Do you know what President Bush said about my product?” Who cares? You must always focus on the prospect.

### **5. The How-To Headline**

This is the real workhorse of headlines. This is a good one, to be sure. Any time you are stuck on trying to come up with a headline, the “How-To” headline is one of the easiest to come up with, and will get your creative juices flowing.

This headline engages the prospects interest by promising to reveal important information he can use to get the benefit he's after. Some examples:

“How to guarantee your next trade show is the most memorable one ever!”

“How to eat like a pig and still lose weight!”

If your prospects want what the headline promises, then they’ll read the rest of the copy. But you’d better deliver!

## **6. The News Headline**

This type of headline should present the prospect with something new – something that will make his life better than other things he can get.

Too often this headline is misused by focusing on the seller and not the prospect.

But you know better than that, don’t you?

With this type of headline remember to lead with the benefits and follow with the feature. This headline can be another tough one to put together just right.

“Attention! Hot New Diet Pill Melts Body Fat While you Sleep!”

## **7. The Reason-Why Headline**

Another easy one to write, (as long as you’re focusing on the prospects interests FIRST). Here you are telling your prospect specific reasons why he should act NOW to buy your product or service:

“Three reasons why you should schedule your most successful holiday party ever before April 15.”

You don’t have to use the words “reason why.” “7 Reasons To Get Your Copy of Money Magazine NOW”

Reason why headlines are very good and effective because they are packed with facts: specific numbers and dates. They suggest that you know what you are talking about and that your prospect had better “listen up” or they’ll miss out.

It’s one of my favorite types of headlines to use.

These are the basic types of headlines. They can be combined to make effective hybrids, but are good on their own.

Some key questions to ask yourself every time you go to write a headline are:

- What do I want to communicate to my designated prospect? What is the strongest benefit I have to offer? What is the strongest offer I can make?
- Have I written a headline that will motivate my prospect to act?
- Am I focusing on my prospect and his wants desires, fears or anxieties? Or am I being selfish and talking about myself?
- Am I really talking to my prospect, or is the headline so unspecific that any marketer could use it?
- Will my headline be interesting to my prospect, or does it bore him?
- Have I thought about the headline, what I want to say and what I wish it to accomplish, or have I just written something because I had to?

Answer these questions each and every time you write an opening headline and you'll stay focused on writing powerful headlines that will work.

The extent to which you open your documents in a way that gives your prospect an immediate reason to take action (offer), reassures them about the results you offer based on what other people like them have achieved (testimonial), reminds them of the pain they are in and the fact that they hurt (pain), and excites them with what they'll get by buying from you (benefit), is the extent to which your documents will be read and your business will succeed.

### **About Brian Keith Voiles**

Brian owns Brian Keith Publishing and is involved in teaching direct marketers how to build their businesses with unique training products and advanced one-on-one training and coaching programs.

Brian is also the author of “Ad Magic: The Complete Guide To Creating Hot Ads & Sales Letters That Work.” And he publishes the Ad Magic Newsletter.

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## **Bob Serling**

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### **How To Ethically “Swipe” A Headline And Turn It Into Your Own Personal Gold Mine**

Recently a subscriber to my newsletter called me and was upset that a leading direct marketing consultant had sent him a cease-and-desist letter threatening legal action if my subscriber didn't quit using the consultant's headline on his sales letter. After all, my subscriber explained, “I'm just swiping his headline like his newsletter said you should.”

This subscriber isn't alone. Plenty of well-meaning people have copied a headline (or body copy) word-for-word and thought there was nothing wrong with it, since they've been taught that it's perfectly acceptable to “swipe” ideas from other marketers.

Let me make a simple distinction and clarify this issue once and for all. The operative phrase here is “swipe ideas,” not copy them verbatim. Ethical swiping means using someone else's idea as inspiration for a headline or copy block of your own.

But to accomplish this, you have to add your own unique twist to that idea. You may not copy the headline, idea, or body copy word-for-word.

All right, now that you're completely clear on what “swiping” really means, let's take a look at how you do this. What follows is an actual example of a headline idea I “swiped” from a very successful marketing campaign.

My friend, John Cummuta, offers a product that teaches people how to get out and stay out of debt. There's a tremendous amount of misinformation on this subject. John focused on people's wariness with the following headline:

#### **People are Lying to you, and... It's Costing You a Fortune**

This headline, with it's powerful curiosity factor, and implied promise of how to stop losing a fortune, worked exceptionally well. In fact, John built a company on the power of this headline that made the Inc. 500 list.

Being extremely impressed with the results this headline produced, I decided to “swipe” it for one of my own products, the “Electronic Marketing Power Summit.” With this product, I was facing a problem similar to John's, that people had been previously sold a bunch of lies and hype about electronic marketing. Because of this, most of them were extremely reluctant to buy anything else on the subject.

I had put together a powerful electronic marketing course that featured the finest experts in the field. And by experts, I don't mean academics, I mean people who developed proven techniques that were producing profits day-in and day-out.

But as good as this product was, I still had to overcome people’s skepticism because they had been burned by so many hype artists. If you look at John Cummuta’s headline again, you’ll see that instead of trying to avoid the fact that people are skeptical, it turns that negative into a powerful strength. It acknowledges that people have been cheated and promises a way to avoid the costly results.

That’s the *idea* I wanted to “swipe.” Not the word-for-word expression of the idea, but the essence of it, restated in my own words. Here’s the exact sequence of how I swiped John’s headline and created a headline of my own that produced enormous profits.

### **1. People Have Been Lying To You!**

**...Here’s The Truth On How You Can Really  
Make Big Money With Electronic Marketing**

I started with John’s actual first statement followed by a statement that offered a compelling benefit to my prospects. What you need to understand though, is that I knew this was just the first step in a multi-step process to come up with the finished headline. I never intended to use the word-for-word phrasing that John uses.

### **2. The Electronic Marketing Fast Buck Artists Are Lying To You!**

**... Here’s The Truth On How You Can Really  
Make Big Money With Electronic Marketing**

The second version changes the word “People” to “The Electronic Marketing Fast Buck Artists.” By doing so, the headline is now distinctly different. It’s now my own unique version. While I’ve copied the idea, I’m no longer copying the headline word-for-word.

### **3. The Electronic Marketing Scam Artists Are Lying To You!**

**...Here’s The Truth On How You Can Really  
Make Big Money With Electronic Marketing**

This version refines the opening statement. I prefer the power and visual image of “Scam Artists” to “Fast Buck Artists.”

### **4. Warning:**

**Don’t Let The Electronic  
Marketing Scam Artists  
Rip You Off!**

**...Here’s The Truth On How You Can Really Make Big Money  
With Electronic Marketing**

This is the final version of my headline. As you can see, it’s radically different than any of the previous versions. It’s more direct, more immediate, and sounds a more powerful warning in the first block. While it’s completely different than John Cummuta’s headline that I swiped it from, it’s clear that I’ve modeled my message on John’s core idea.

How well did this “swiped” headline do? It generated tremendous response. It touched a very sensitive nerve in people who had been ripped off but still realized there was tremendous potential in electronic marketing. This headline produced sales second only to one other product I’ve ever offered!

### **About Bob Serling**

For over 15 years. Bob Serling has been helping businesses of all sizes increase their sales and profits with his innovative Reverse Marketing strategies, techniques, and copy.

Reverse Marketing is a powerful new method that doubles your sales by “reversing” much of the conventional marketing wisdom that really isn’t very productive. It can be summarized into four fundamental concepts:

1. You can sell a lot more of your products or services by using methods that get prospects to come to you instead of you seeking them out. Converting these warm prospects to paying customers is a breeze compared to convincing cold prospects to even give you the time of day.
2. A system of multiple contacts to qualified prospects can reduce your expenses dramatically and increase your profits by 100% or more.
3. The real money in any business is in repeat sales to customers who already know you. This type of marketing is easily 10 times as profitable as selling to new customers.
4. Restructuring advertising copy using methods that focus on your current customers selling your products or services to new prospects is far more profitable than traditional methods.

To find out more about how Reverse Marketing can increase your sales and profits, you can contact Bob at:

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## Conclusion

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You're now well on your way to creating powerful headlines that will boost your sales and profits. All it takes is applying the powerful concepts and techniques you've just learned.

When you do, I know you'll be extremely satisfied. Because a great headline can increase your response by as much as 1,800%. And even just a fraction of that can put a lot more money in your pocket!

*Section 3:*

**20 Leading Experts Take You On A  
Step-By-Step Tour Of Some Of Their  
Most Profitable Marketing Pieces**

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## Introduction

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Earlier in this course, I told you that what made this material so different than what you find in other books on copywriting or marketing is this:

**It focuses on what clients have told me would help them the most.**

In my research, clients told me overwhelmingly that they wanted to have a copywriter dissect an ad, or sales letter, or web marketing piece and show precisely what they were thinking when they wrote every component. They wanted the complete, inside scoop with nothing held back.

That’s what I’ve concentrated on doing throughout this course, and especially in this section. Only, instead of having just one copywriter dissect their sales piece, I’ve raised the bar.

In this section, you’ll get an in-depth tour of ads, sales letters, and web marketing pieces by 20 leading copywriters. And let me remind you, every piece represents some of their most successful work. And, combined, these pieces have sold billions of dollars worth of products and services.

So get ready for a thrilling ride. You’re about to have 20 of the most sought-after marketing experts in the world take you on a guided tour of some of the best ads, sales letters, and web marketing pieces ever created!

## Karen Anderson

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### **Selling on the Web: The Challenges of Indirect Direct Marketing**

As many seasoned direct marketers have discovered, marketing on the Internet is not the same as in traditional DM methods. While it is true that there are many people making money on the Internet today, making money requires new strategies and perspectives.

A guiding axiom of the web is that people want and expect free information – and there are many sources of free information that create trust on the part of the reader/buyer. The challenge in giving free information is how to work the back end. One of the ways this is done is by creating a e-zine, or a free electronic newsletter.

When people sign up for the free e-zine you, in essence, create a “house” list. This house list is quite different from your traditional direct mail house list in that it is a combination of a free newsletter *and* a vehicle to carry your message to people who have indicated they are interested in what you have to say.

In this example, Audri and Jim Lanford have a zine called “Scambusters.” The purpose of the e-zine is to alert readers to Internet scams so their readers can protect themselves from getting ripped off Here’s the challenge: in this publication, they intentionally do not promote or sell anything.

My goal then was to not only give helpful information to their readers but get them to come to my site for more information and to possibly buy my products. When people come to my site, they can either buy immediately off the site itself or they can sign up for my free e-zine, giving me multiple opportunities to sell other products (either my own or from other joint ventures) while giving them useful information).

Did this strategy work? I can’t say for sure since I don’t have specific numbers. This is one of the most difficult questions in doing any kind of strategic indirect selling on the Internet.

However, when Audri’s e-zine was sent out I made sure I didn’t have any promotions directly competing with it. Her subscriber base at the time was about 25,000. My sales were flat and right after sending out her e-zine, I had a spike in my sales. My only cost was my time in writing the piece. So in my estimation, this strategy worked. (I would also add that Audri’s e-zine is great! I highly recommend that you sign up for it!)

Here are my comments on the interview I wrote for Audri. Following my comments on my writing and positioning strategy, you’ll find the complete text of the e-zine.

### **Paragraphs 1-4: Set up and Endorsement**

In the first paragraphs, the reader is told that this is a person who can be trusted. The framework on this is a little different because the focus of the issues up to this point has been on particular scams to watch out for. In this issue, the reader is asked to look at the big picture since much of Y2K information sounds like Chicken Little squawking. The endorsement comes from Audri pointing out that they (Scambusters) are committed to only giving the finest sources of information and then the “expert” is introduced.

### **Paragraphs 6-11: Presenting of the Problem**

As with a direct mail package, there has to be a problem articulated so it can be solved. In this case, I try to weave information defining the problem in with my experience and introducing myself so I begin to build rapport with the reader so they can identify with me.

### **Paragraph 12: Credibility and Credentials**

Since I am not a computer expert, I need to present my credentials early to be able to show why I am a credible expert when talking to them about this issue. In fact, the reason it works is that I’m not really talking about a computer problem, but how people are going to respond because of the problem.

### **Paragraph 13-15: Defining My Market**

Although I believe in the fundamental direct marketing principle that your target market should not be “everyone” this was fun because I end up with both men and women as my market, even though you would think my market is only women. On the contrary, I set it up so men need to buy my products because the information will help the women in their lives that they care about.

### **Paragraphs 16-22: Reframing of the Problem**

By refraining the focus from Y2K to emergency preparedness, I’m able to avoid some of the problems that tend to polarize people into “is not...,” “is too...” camps. Then it becomes a problem that everybody has. By discussing insurance as an example, people realize they are already doing something and they can easily identify with other things they should be doing.

### **Paragraphs 23-26: Giving Helpful Information**

Here's where I try to give a rationale for being prepared and specific things they can do.

### **Paragraphs 27-36: Specific Scams To Look Out For And Risks To Avoid**

Now since they need to be doing things to protect themselves, I can now point out where the potholes are in the road, the vendors cropping up all over the Internet who are selling Y2K products.

### **Paragraphs 37-39: Ways To Protect Yourself From Scams**

Here, I wanted to come up with an innovative way to check out various sites and I did this by reminding the reader to look at who is recommending that site. As a way to make the site look credible, it may list links to experts so that it looks like an implicit endorsement when in fact, there is no linkage back to that site.

### **Paragraphs 40-42: Opportunity To Describe My Site**

Now I can describe the benefits of going to my site and what they'll learn from going there.

### **Paragraph 44: Closing Advice and Comments**

Here I can remind them to become well educated on the subject before they make decisions. As Marci Syms once said, “An educated consumer is our best customer.”

### **Paragraphs 47-50: Other Good Sites To Go To**

Listing other sites continues to support the reader's trust by giving both sides to help them in their evaluation.

### **Paragraph 51: Recommendation And Subtle Plug**

Here Audri closes by recommending my site and adds a statement about my “interesting Y2K special report.” Then, she shifts the focus to encourage people to subscribe to my free zine, another marketing tool that can be used as a sell through opportunity.

Here is the actual text of the complete issue of Internet Scambusters:

## "How To Write Million Dollar Ads"

Your address has been added to the list of "Internet Scambusters" subscribers.

Welcome.

Internet ScamBusters

By Audri and Jim Lanford, NETragedious Inc.  
Copyright © 1998 NETragedious Inc.

Issue #26 October 7, 1998

1. This month we're going to do something very different. There has been so much talk -- and hype -- about the Y2K (or year 2000) problem, that we decided to devote this issue to it. In other words, we're not looking at an individual scam, but at a potentially huge area ripe for scams.
2. We'd like to provide a more level-headed approach than most of what you read today about Y2K. Most of the current information either is designed to create panic... or to say there is no problem whatsoever. We believe both approaches are irresponsible.
3. Our goal is to offer you good advice and resources - and an honest, open perspective to the problem. We'll point you to some of the finest sources of information available on the Net, so you can investigate the issues for yourself and come to your own conclusions.
4. We've invited Karen Anderson, a long time friend and colleague, to discuss some of the areas people should watch out for.
5. **The Y2K Problem - An Interview with Karen Anderson**
6. **Audri:** Welcome, Karen. Before we get going, why don't you tell us a little bit about yourself, your background and how you are involved in Y2K?
7. **Karen:** Sure. I first heard about the computer date problem over two years ago, before people were even using the popular term "Y2K."

While we were having dinner with a friend one night, my husband Steve, who is a technology consultant in the commercial insurance industry, starting talking about Y2K and the broad-based havoc it would cause in the insurance industry. When he started discussing the

system-wide impact Y2K could have, I thought he was Looney Tunes - I didn't believe it.

8. In fact, it was around the time Microsoft came out with Windows 95, so there was big media hoopla touting how incredible Windows 95 was, and I figured Bill Gates could fix Y2K.

When I asked Steve, he said Y2K was very different and Bill Gates wasn't going to fix it because he couldn't fix it (even if Bill thought he could make a ton of money off of it!).

9. Our friend then started doing a lot of research on Y2K and, along with my husband, kept me current on Y2K progress (or lack thereof). When I understood the scope and magnitude of the problem - the issues of embedded chips and the systemic impact of Y2K - I got very concerned.

10. **Jim:** Your background is certainly unique when looking at Y2K.

11. How does it relate?

12. **Karen:** By training, I'm a Marriage and Family Therapist. As Y2K issues became better known, I realized that many people were arguing over Y2K and what to do about it. At first, it seemed that men who understood Y2K would go home and say, "Honey, Y2K is coming so I want to put the house on the market, liquidate all of our assets and move to the boonies." Their wives looked at them (with a shocked expression!) and more often than not, told them where they could go to get psychiatric treatment!

13. More recently, I am getting mail from women who understand how dependent our world is on technology, who want to make plans to protect their families, and whose husband are taking the "Ostrich Approach" to Y2K - they don't want to think or talk about it and they stick their head in the sand.

14. I also realized that there was a huge void since there are many women who don't use computers for various reasons (like my mom who got rid of the Mac we bought her because she was tired of dusting it!) and don't have any comprehension of how Y2K could impact their lives. After looking around to see if anybody else had something helpful for women and not finding anything, I decided to do it myself.

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15. **Audri:** How is your approach to Y2K different than much of what you read, and do you have any advice on what people should do?
16. **Karen:** Most everybody out there seems bent on arguing whether Y2K is real or not and what degree of impact we will have from the fallout. In my opinion, this is ridiculous at best and distracting at worst. The real issue behind Y2K is how prepared are we in case of an emergency - any emergency. If Y2K serves as a motivator, great! But there are common sense things we need to do anyway, regardless of the validity of Y2K.
17. There have been so many natural disasters occurring: hurricanes in Florida, earthquakes in California, floods in Wisconsin and North Dakota, drought in Texas, ice storms in New England, and the list goes on. There are natural disasters that are happening pretty much everywhere, and what I'm suggesting to people is that even if they don't buy into Y2K 100%, the things that they can do to protect themselves from Y2K are the same things that they should be doing to protect themselves and their family in case of a natural disaster.
18. **Jim:** So do you think Y2K is really as big a deal as the "head for the hills" types think it is?
19. **Karen:** Well, I think the real question is: Is it crazy to take any precaution at all? Whether you store water or head for the hills, each person needs to do what is right for them.
20. But think of it this way: is it crazy to have life insurance, is it crazy to have health insurance, is it crazy to have auto insurance or homeowners insurance? No, because we all buy insurance predicated on the fact that something may happen. You don't cancel your health insurance because you've had a healthy year. You know just one catastrophic illness or injury could wipe you out. So month after month you pay your premium. It's all about risk.
21. With Y2K or a natural disaster, in terms of tangible things like having food, having water, or having a place to go, it's also predicated on the fact that something may happen. Like with insurance, how seriously to take the risk is what people have to evaluate for themselves.
22. During the drought this summer in Ft. Worth, we had a water line burst and people didn't have water for a

while. Since I've been storing water, I knew that my family had water, which was a nice comfort. The same is true with food. The worst thing that can happen if you have some food stored is that you eat it.

23. **Audri:** What things do you recommend people do?
24. **Karen:** I am simply recommending to people that they do some common sense things to protect themselves in an emergency: have food, water, power or energy, medical necessities and money.
25. One of the good things that is happening is people are really starting to begin to think in terms of community and networking because they realize they can't survive on their own, so they're starting to get to know their neighbors. They're starting to talk to people and starting to plan together. Those small community groups are popping up all over and are going to continue to do that.
26. The whole intent is to communicate what the problem is and how we can prepare to really avoid panic and help people to be able to sleep better at night knowing that their family is protected. I try not to be too extreme.
27. **Jim:** Tell us about the scams related to Y2K. What should people be cautious about when they read about Y2K (so they don't get ripped off or misled)?
28. **Karen:** This is where the road gets muddy and I'll tell you where I think some of the potholes may be.
29. There have been people selling and involved in "survival" products and information around for many years. They range from people who have built bomb shelters in their backyards for protection from a nuclear holocaust to Mormons who have been practicing emergency food storage as part of their religious beliefs in preparing for possible emergencies. Now, Y2K has developed into a swelling "survival" market practically overnight.
30. **Jim:** What exactly do you mean by "survival" market?
31. **Karen:** Well, the biggest concern by and large is the power grid. If the electricity should go out for any significant length of time - and the millennium change is in the middle of winter - there could be potentially devastating results.

32. Given that, many people want to prepare for the possibility of being without electricity and are looking for all sorts of products and information both for their homes and for other possible ramifications.

For example, if there isn't any electricity and you can't pay for food at the grocery store with your credit card, then many people want to have food on hand so they won't get caught in this situation. That means people selling food specifically designed for long term storage are being flooded with new business.

33. Obviously, you can buy bulk food from your local grocery store or Sam's Club, but there is a lot to be said for the convenience of buying pre-packaged "food storage." Right now there is price competition on the positive side, but there is a lot of confusion on the negative side.
34. **Audri:** Is this happening on the Internet?
35. **Karen:** Absolutely. Most of the people on the Internet are more up to date on what's needed because they've been reading. That's the upside: the best way to prevent getting scammed is education. Don't spend tons of money buying food storage on the Internet until you've done your homework.
36. There's tons of information out there and people need to find out everything possible and price compare before they purchase, should they decide that buying food storage is right for them.
37. **Audri:** What else should people be aware of?
38. **Karen:** Y2K information is an exploding market. As in any other area, there are always some bad apples in the barrel. In this case, one of the best ways to check out a site is to look at where their links are coming from. That is, who is linking to them? Do they have links from reputable sites by credible Y2K "experts"? They may link to the experts to look like they have an implicit endorsement when, in fact, they just have a page of links.
39. Mind you, my experience with the vast majority of Y2K sites out there is that they are done by good folks giving good information. But the map is changing daily. With Y2K, there is a definite hockey stick curve on awareness and information and we are just now on the up swing of the curve. More and more sites are

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popping up daily with many people wanting to jump on the Y2K bandwagon.

40. **Jim:** Tell us a little about your Web site.
41. **Karen:** I created a Web site called [www.y2kwomen.com](http://www.y2kwomen.com). I found that most of the Y2K Web sites and information was not exactly “user friendly” to women. By that I mean, most of it was concerned with the technical or business side of Y2K and was often hard to understand if you didn’t live in that world.
42. My site was designed to give women, many of whom have little or no computer experience, information on what Y2K is and what they can do to protect themselves and their families, particularly since most women (single, married, young or old!) are still the ones that have primary responsibility for their homes.
43. **Audri:** Is there any other advice you want to give?
44. **Karen:** I would only reiterate that as Y2K awareness grows, and the millennium change gets closer, that people should not panic and take the necessary time to get the most accurate information possible before making any purchases. And don’t just read the commentaries - go to the source documents and see for yourself. Most people believe there will be problems from Y2K. The big question is: how long and how bad? Do your homework (the Internet makes it pretty easy and takes much less time) and then make your decisions for yourself. If you choose to prepare, prepare wisely by being well informed.
45. **Audri:** As you know, Jim and I are much more skeptical about how big an impact there will be than you are. What would you say to people like us, who recognize there is a problem - and are taking precautions - but who have problems with all the doomsday stuff?
46. **Karen:** Well, I think every person has to evaluate their own situation. For example, my sister-in-law works for a major bank and lives in Manhattan on the 43rd floor of an apartment building. Her needs, if there are problems from Y2K, are going to be very different than mine since I live in suburbia and have kids. (She has told me she plans to not be in New York City around the millennium change!) If you have children, your concerns are going to be different - you certainly can’t be as flexible when you have young children and are in any kind of emergency situation.

47. **Jim:** One last question. Where do you recommend people find good resources to learn more about the Y2K problem so they can make informed decisions for themselves?
48. **Karen:** There is a lot of good information available on the Internet. Two sites referencing the government are Heath's Exhaustive Y2K Congressional Testimony Links at <http://home.swbell.net/adheath/testimony.htm> and the President's Council and Y2K Conversion <http://y2k.gov>. Yahoo also has one of the most exhaustive sets of reference links and daily updates. My personal recommendations are listed at <http://www.y2kwomen.com/recommend.html>.
49. **Jim:** Good. And some non-alarmist articles that I found interesting are at Cnet.
50. <http://www.cnet.com/Content/Repons/Special/Y2K/index.html>
51. **Audri:** Thanks, Karen. I'd like to suggest that subscribers visit Karen's site at <http://www.y2kwomen.com>. Not only does Karen provide a lot of excellent information on the Y2K problem (and it's not just for women <g>), but you'll also find the latest information and resources Karen has discovered, as well as her interesting Y2K special report. And, people can subscribe to her excellent, free e-zine, "Dear Karen...", at the site.

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#### **About Internet ScamBusters**

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The disclaimer located at <http://www.scambusters.org/disclaimer.html> applies to this e-zine.

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### **About Karen Andersen**

Karen Anderson is president of KSA & Company, a direct marketing company located in the Dallas/Ft. Worth area. She is considered one of the premier copy analysts in the business.

She provides copy and package evaluations for many of the highest-paid copywriters and largest mailers and publishers in the business including Phillips Publishing, Agora Publishing, and Boardroom Reports. She's trained and worked with such notable copywriters as Jay Abraham, David Deutsch, Gary Halbert, Gary North, Mac Ross, Jim Rutz, Bob Serling and many, many others.

Karen's background makes her uniquely qualified to evaluate copy. Before getting into direct response, Karen had a private practice for ten years providing Marriage and Family Therapy from a strategic, short-term perspective. Her expertise in communication has helped her to be able to assess, critique, and recommend appropriate ways to improve the overall readability and effectiveness of copy.

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## **Don Bice**

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### **Example #1 – Sales Letter That’s Been Running For 10 Consecutive Years**

This sales letter was one in a series of multiple mailings for a mail order course on training parrots. The course was targeted at pet bird owners who had responded to a small space ad. The purpose of this letter was to close a \$300 sale.

I selected this letter for this collection not because it is the best letter I’ve written, but because it illustrates how an understanding of your target audience is central to the success of a letter.

If you truly understand and address the interests and concerns of your reader, your writing skills are not the major determining factor of success.

When I wrote this letter, I was green. I knew much more about my hobby of training birds than I did about writing sales letters. But my profit advantage came from a total understanding of my potential customer and from my ability to address those interests and fears. Proof of that is this letter, one of the first I had ever written, still earns money month after month, more than 10 years after it was first written.

Yes, this letter isn’t as perfect as it is profitable. So while I’ll show you some of the things that make this letter work, I’ll also mention some changes that might make it even more persuasive and profitable.

First, I disagree with the notion that a letter must be written in courier type and appear to have been a personal letter written on a typewriter. One very well known expert took one look at this letter and proclaimed it could NEVER work because it wasn’t written in courier type. He was dead wrong. It was working then, and still does.

I don’t believe any letter that starts with a screaming headline is ever going to be taken as a piece of personal correspondence by a reader.

Remember, it’s not the typeface selection that will sell your product. A winning letter is one with a headline that grabs attention, compelling copy to lead the reader through the letter, and the ability of the letter to urge the reader to action. And when you know your product and target market, it’s really quite logical and easy to create.

#### **(1) Headline**

The target buyer for this home study course is the owner of a large parrot. These owners spent from \$700 to \$ 3,000 for their pet and most have a hidden motive for selecting a large bird that is hard to house and manage. They want to use their bird to get attention.

They love to parade in public with the bird on their shoulder and they want people to gaze and gasp at their companion. This headline makes that promise.

## **(2) Sub-headers**

These sub-headers amplify the appeal of the headline. They show exactly what actions your bird will be doing to get the gasps from family and friends. I don't take the chance readers will come up with these images on their own. I list the tricks to force those images into their mind.

And I add a promise to challenge their existing beliefs. They believe it takes months and months to train a bird or any animal. They also believe that they don't have the time or patience. Unless I can overcome this idea and prove to them they DO have the time to train, I can never sell the course.

## **(3) Attention Getting Photograph**

Most sales letters don't require a photograph. But in the case of this product, a photograph of performing parrots attracts the reader's attention, helps them visualize the benefits and in some way proves I've trained birds. They can see this bird on it's back drinking from a baby bottle.

Later I determined that most of my customers were women. I could improve this letter by changing this photograph to a woman holding the bird on her lap as it drank from a bottle.

## **(4) Unusual Lead In**

The other letters in this series all have a personalized salutation to lead into the letter. This one does not. After being told they can accomplish this training in only 15 minutes they can't believe it, so I didn't want to delay my explanation even a second. A simple “Here's how” seemed to be a perfect device for moving them instantly from their disbelief into the first paragraph of the letter. And your primary goal here is to keep the reader moving into the letter.

## **(5) An Opening Paragraph That Challenges**

The reader thinks there is a secret to training they don't know about, and as I've mentioned, they believe training takes a lot of time. I tell them again, it doesn't take a lot of time, and there are no secrets. They want to believe I'm right, so they read on for proof.

## **(6) Create Believability and A New Interest**

I begin here to explain that the 15 minutes is a daily time. Almost anyone can find 15 minutes several days a week. I’ve started to destroy the obstacle that they don’t have time to train.

And although I told them there were no secrets, I’ve really backtracked and created a new and believable secret – you need to know how to break the trick behavior down into simple steps your bird can learn. This is true. The most frequent question I’m asked is “How do you get the bird to do the trick the first time?” The answer is easy simple steps.

## **(7) Create Exclusivity**

Here I point out to the reader that an explanation of this step- by-step process doesn’t exist in a book or videotape at pet shops or bookstores, and I give them a believable reason why professional trainers won’t reveal this information.

## **(8) Introduce the Product and Guarantee**

This is where I introduce the product for the first time. I name it, tell what it is, what it does and then introduce the guarantee. They have learned a lot in the first page. They know it doesn’t take the time to train they imagined, the secret of training is in breaking the trick into simple steps and they can’t get that information elsewhere except in this fully guaranteed product.

## **(9) The Bridge**

Always build a bridge to the next page. If the reader has read to the bottom of this page and my offer of guaranteed results, this bridge offers a explanation of why I can teach them to train and guarantee it, with “Here’s why.”

## **(10) Answering the Readers Question**

By now I have made the point that this information isn’t available elsewhere, so the reader wants to know how I have gotten my skills. I told the entire story about the retired trainer in a previous letter, so I only referred to it here. I explain how I turned this knowledge into material that is simple for the student to follow.

Notice here that I also again cataloged some of the tricks to refresh and keep alive the images in their mind of their own trained parrot.

### **(11) Make It Easy To Accomplish**

With all this talk of “course” and “instruction” I thought it was time to remind the reader that this was fun, not work. I wanted to erase images of school and replace them with images of fun.

So I said they would be “playing with their bird” in a particular way. Doesn’t sound difficult at all, does it? And I remind them that it just takes “short play sessions of 15 minutes or less.”

### **(12) Eliminate the Fear of Cruelty**

Parrot owners are animal lovers. They don’t want to do anything to harm or injure their pets. So here I remind them this training method only rewards and their dear pet is never punished.

### **(13) The Delivery Mechanism**

Here is the section that explains how the learning process works and the mechanism for delivering the benefits I’ve promised. The delivery mechanism has to be believable. If I just promised a book or tape, it wouldn’t be credible. These people have bought books and tapes that didn’t deliver. They have been burned and are skeptical.

To accent the difference between this and other products, I emphasize the personal nature of the course. Notice how I picture them as a “class of one” and let them visualize the process of becoming a trainer. They know they won’t get that with a book or tape.

### **(14) Limited Offer**

In earlier letters I’ve mentioned limited space. Enrollment was first come, first serve. I introduce this again here. However, because of space limitations, I never return to this in this letter. I should have. The enrollment form explains how their money will be refunded if I have more students than available time. A true and credible reason for acting now or getting left out.

### **(15) Restate the Guarantee**

You can’t repeat your guarantee too often. Especially with a market that has bought and been burned. However this 14-day guarantee is too short. I didn’t understand that when this was written. I was timid. Current literature offers students a 90-day guarantee. I can’t offer the unlimited guarantee I offer with my marketing and information seller publications because of the amount of time I spend with student lessons. This will be automated soon and then I can extend the guarantee.

### **(16) The Warning Bridge**

“Oh, here comes the catch! I knew this was too good to be true.” But then when the reader turns the page we are in the home stretch and they are warned it’s going to be so much fun, they will be tempted to extend the training sessions. But they must hold the sessions to just 15 minutes. Another blow at the problem of not having the time to train. Who can’t find 15 minutes to play?

### **(17) The Home Stretch Benefits**

This is the most powerful pan of the letter in my opinion. I pour on the benefits, but with a twist. The first three bullets are benefits for the bird as well as the owner!

Now I’m telling the reader how good this is for your bird. How this will improve your bird’s health, both mental and physical. How it can increase the bond between the two of you. In effect I ask, “How can you deny these benefits to this creature you so love so much?”

And I finish with the original appeal of using your bird to get attention and approval.

### **(18) Fantasy Justification**

This little paragraph is a powerful one. One possible objection that hasn’t been addressed is the cost. Can the reader afford the product?

I know that NONE of the purchasers see this as a business opportunity. So why do I suggest this as an income producer? By suggesting here that they can make extra money by training for friends and pet stores, they can imagine a way to pay for their fantasy and justify the expense. It works.

### **(19) The P.S.**

This P.S. might appear to you to be weak. Previous letters in the series offered bonus items. This letter does not. It should, since the bonus items are still included but detailed on the enrollment form.

But this was addressing price. The reader most likely knew of the \$300 cost, wanted it but might need help in affording it.

Conventional experience says that you must have a payment plan on a \$300 consumer product. However, my suggestion for the customer to design their own payment plan with extended credit card payments was very effective.

So effective I eventually dropped my own three-payment schedule. It was used by less than one-half of one percent of our customers.

## **Additional Comments**

You might have noticed that price wasn't mentioned in this letter. Some would disagree with this. However, this was a two-color printed letter and I wanted to be able to price test. When selling to a small market you must consider production costs when testing and compare those to the potential increase in profits a successful test can produce.

The price was on the order form, which is always the first place readers look. They knew the price while reading the letter.

You might have also noticed that testimonials might have improved the letter. They are on a separate sheet, which is normally not the best place for testimonials. But for this particular product, a testimonial has much more power if it is accompanied with photographs of a bird doing a trick. Then you have proof the testimonial is true. The letter format doesn't do this as well.

This letter by a green writer has over 10 years under its belt, and still produces a good return while I devote my interests to new projects and publications. But the real reason for the profitability of the letter is it very carefully addresses the dreams of the prospect and systematically blasts away at the myths and misconceptions that stand in the way of the parrot owner having their dream pet.

Most important, it gives wonderful logical justification for their emotional purchase. They get to improve the bond, health and value of their bird as they get what they really want. Attention and approval.

## **Example #2 – Sales Letter For Manual Explaining Techniques of Making Money With Reprint Rights**

This letter was targeted at customers and known buyers of reprint rights packages. A reprint right package gives the buyer the right to print and distribute copies of a printed or recorded product without paying additional fees to the author or original publisher.

In recent years reprint rights have become very popular with many people wanting to get started in the information selling business, but there has been no publication to guide them in the purchase of reprint rights, and enable them to extract maximum profits from the rights they acquire. The manual offered in this letter fills this information gap.

The intended reader of this letter is someone who has purchased rights in the past or has expressed interest in becoming an information publisher. The letter assumes the reader has some knowledge of these offers, and it is not targeted at the typical business opportunity buyer.

## **(1) Headline**

This headline, or rather a group of headlines, appeals to a group of known wants and hot buttons for the target reader. The small lead in headline uses the proven lure of “little-known secrets” and the promise of profits.

The headline offers to reveal “4 Hard Truths The Ads Will Never Tell You About Reprint Rights.” The promise is very measurable.

If the letter delivers on the four truths, credibility will be high.

The heading also raises curiosity. This headline implies there is something the reader might not know, and hints someone is keeping this information from them. It also promises the reader can use this information to make money. This is a powerful combination, even though the size of the headline is somewhat awkward and cluttered.

## **(2) Sub-headers**

The sub-headers reach out to several types of readers. Many of the readers have purchased reprint rights to dozens of small two and three page reports, which they have never sold. The target prospect may have correctly determined there was little likelihood of earning money on a two or three dollar sale. So this letter offers to show them how to change those products into more substantial products with a realistic opportunity to profit.

The next subhead addresses a fear of reprint buyers. They fear competition from other sellers. So an offer to “torpedo” their competition is appealing.

I follow by introducing a strong new benefit. The ability to predict in advance the possibility of success before you spend a dime! Who wouldn't like to have this information? The manual contains a unique form, based upon a mathematical model by direct mail expert Marty Chenard that forces the entrepreneur to face the real world chances for success. I wanted to mention this early, as some readers will immediately realize this information alone is worth more than the cost of the manual.

The last sub-head introduces a free bonus, the reprint rights to 270+ reports and manuals. These are included not only to increase perceived value, but because they will enable the purchaser to start using the suggestions in the manual immediately without making additional purchases.

## **(3) Opening Promise and Agreement**

Since I promised to tell the reader four truths the ads don't mention, I wanted to immediately start with copy that further identified the ads the reader had seen. The language of “almost a license to print money... legally!” is used by almost all reprint rights offers.

I then raise the question of truth, and promise a straight answer, but set the hook with a warning. They must read the next paragraph if they have read this far, and that’s the function of this opening.

The copy then gives the answer the reader wants to hear. I also explain the concept of reprint rights so I can make sure we are talking about the same idea, then state my belief that the reader can make money with these rights if they use them correctly.

#### **(4) Credibility Building**

At this point in the communication, I want to build credibility. In the past, the reader has been promised instant wealth by some sellers and been burned. I want the reader to know they can make money, but making money is not as automatic as they have been led to believe. They may want to believe they can make instant profits, but they already know this promise isn’t true. My admission that this belief is false increases my credibility.

And I want the reader to know that I’m very much like they are. I’ve made the same mistakes, but eventually I’ve learned to profit. They can learn from my experience at much less cost, without making the same costly mistakes.

#### **(5) The Bridge To The Next Page**

I just can’t take a chance on the reader not turning the page, so I always try to conclude with a statement that forces the page turn. I find this preferable to “please turn the page.”

#### **(6) Revealing The Truths**

This section is designed to answer the question raised by the letter’s headline. It details four very real problems with reprint rights. Admitting to these obstacles to making money increases my credibility in this letter. Depending upon the sophistication and experience of the reader, these truths might include problems they never have even thought about.

Why would I want to raise obstacles to buying reprint rights they haven’t imagined? Because I’m not selling reprint rights here. I’m selling a product offering simple credible solutions to people who own or buy these rights. The more solutions I offer, the more valuable and desirable my product becomes.

#### **(7) Introducing the Product**

Now that I’ve elaborated upon the obstacles to making money they face, I offer the details of my manual and explain how it can solve the obstacles to profits I’ve just outlined.

The paragraphs of copy that follow systematically use the features of the manual to overcome each obstacle to profits that I so carefully explained in the preceding paragraphs.

### **(8) Dealing With Fears**

Every purchase has a fear attached. Because there are no established yardsticks for prices, a common fear of reprint buyers is that they will be cheated. They fear being taken for a sucker.

I deal with the fear of purchase of my product by offering a strong guarantee. But I can add value to my product by giving the buyer information that will reduce their fear of buying reprint rights from someone else.

### **(9) Page Turner**

Another way to get the page turned. Tell the reader to “look at” something that’s on the next page. They must turn the page. Other effective page turners are:

Here’s how...

And here’s something you must know...

But consider this...

And you get the idea. Sometimes this doesn’t work out for your page layout. When it doesn’t, you can do as I’ve done in this letter, just break a sentence between the pages.

### **(10) Feature Bullets**

Nothing sells like bullets. Nothing. I think that bullets are my favorite part of any sales letter. Usually, I write the bullets first, even before I write the sales letter. I go through the publication and create as many bullets as I can. Next I rewrite and edit them to make them stronger. Finally, I select the best for the letter.

I think bullets are most effective when a reader has some knowledge of the subject of the letter. Why? Because the bullet is a form of tease. The bullet says, “I know something you don’t know about this subject.” That’s a challenge. And as a reader, if you can’t answer the questions raised by most of the bullets, then your vanity and curiosity compel you to order.

To verify this theory, look at the bullets in this letter. How many of the eighteen can you honestly say you know the answer to? Your interest in owning the product, providing you are in the target market, will be in direct proportion to number of bullets you can’t answer.

Another important advantage of bullets is they prove the depth of your content. Bullets show how much material or different subjects your publication covers, and in doing so increases the opportunity of hitting hot buttons of individual readers.

### **(11) Increase The Value**

In this section I begin what Bob Serling calls the “pile on” technique – the stacking of one free bonus on top of another free bonus to increase the value of the package and diminish the actual selling price. The bonuses offered will total more than the price asked for this manual and give the reader a reason for ordering now.

### **(12) Back To Benefits**

After so much talk about benefits, it’s time to come back and remind the reader of the real basic benefit of getting all these bonuses and techniques. It’s to profit from reprint rights they already own or plan to buy. And to do that, they need my experience. I can now contrast all these benefits to the price. I take no chances on the reader not realizing my price is low in comparison to the delivered value. I tell them the price is low.

### **(13) Here’s What You Get**

One disadvantage of the stack of bonuses approach is that it does sometimes get confusing for the reader. It’s very confusing in an offer like this one. So I’m clear. Here is what you get. Each bonus is briefly explained again, with an emphasis on the value/cost comparisons.

### **(14) Guarantee**

When possible, make the guarantee as simple as you can make it and extend it for the longest possible time. Most readers don’t really believe your guarantee, but without it they just won’t buy.

This particular guarantee says they must profit, or I buy it back. Somehow, an offer to buy it back seems to have more credibility with many customers than refunding their money. It makes no sense, but it can make a difference. The ten times profit concept is one I learned from Bob Serling.

### **(15) Additional Sale in the P.S.**

I’ve included an upsell in the P. S. Unfortunately, this makes a very large and crowded P.S. I offer a CD of 750 reports here as an upsell, at a very low price. This gives the reader more material to use in the ways outlined in the manual, and adds additional profits at almost no cost.

Because this CD has been widely offered, another bonus is included which can serve as a template for creating new products. This makes the upsell stronger and might have appeal to someone who already had the CD-ROM.

The final P.P.S. restates the central offer and reminds the reader how much they get in the total package.

### **About Don Bice**

Don Bice is a creative consultant, writer, and producer who now devotes most of his time to producing direct marketing information to help entrepreneurs and those who want to package and sell their own knowledge and experience as books and tapes.

Don has created and produced a vast array of creative projects ranging from amusement park shows and dark rides, to a SuperBowl half-time show. In between his creativity has been applied to museum projects, touring educational shows, trade shows and even a comic book or two.

His clients include Walt Disney Imagineering, Atlantic Richfield, Sony Computer Entertainment, Universal Studios, ABC television, and scores of other companies from Fortune 1000's to high-tech startups.

A small business owner and publisher himself, his educational publications have sold as many as one million copies in a single year.

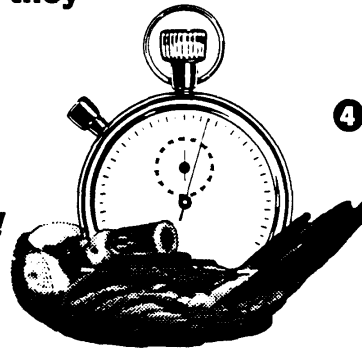
Don is offering readers of this publication a special free report, “Secrets of Creating Your Own Information Product For People Who Can't, Won't, or Hate To Write A Single Word.”

You can get your copy of the free report by contacting Don at the Direct Marketing Training Center, 647 West Harvard Street, Glendale, CA 91204. (818) 246-5321. Fax (818) 246-1672. E-mail at [creativedon@earthlink.net](mailto:creativedon@earthlink.net).

**1 Just imagine the gasps of amazement from family and friends when they watch your pet parrot —**

- 2**
- roll over and play dead like a dog
  - raise a flag up a toy flagpole
  - deposit coins into a toy bank
  - ride a scooter across the floor
  - *and even more amazing tricks!*

**and you can teach your bird these tricks in only 15 minutes!**



**3 Here's how:**

- 5** Teaching a parrot **doesn't** require secret knowledge or huge amounts of time!
- 6** Teaching a parrot to roll over, ride a scooter, play dead, raise a flag, etc. requires **short training sessions of about 15 minutes each** several times a week. **THAT'S ALL.**
- 4** Oh yes—and one other piece of information. That's this:

You have to know how to break those tricks down into easy steps and **EXACTLY HOW AND WHEN** to reward your bird with a treat during the training process. **That's all there is to learn!** But let me be truthful. There is one more important fact you need to be told —

- 7** You aren't going to find a trainer or book that tells you how to do this step-by-step. And here's why:

**WHY PROFESSIONAL TRAINERS DON'T REVEAL THEIR METHODS**

Professional trainers don't spend time teaching others how to train, because trainers **make good money training pets** for those who can afford it. **And trainers don't talk about the details of their methods—even to each other!** Would you?

And you can forget about checking the pet store, bookshop or library.

That's because there hasn't been a book, tape or publication that takes you by the hand and leads you through the step-by-step process of learning to train. And **THAT'S WHAT IT TAKES FOR YOU TO GET RESULTS!** But now that's changed.

**TEACH YOUR PARROT TO BE A PERFORMER — AND RIGHT AT HOME, TOO!**

- 8** Now there's a new way to learn the exact and proven methods of parrot trick training in a new home study course called **PARROT TRICK TRAINING**. While the title might not be too innovative, the contents of the home study course certainly are!

In fact, this is the first time the exact detailed methods used by trainers to train those bird shows you've seen in parks, zoos and on television, have **EVER BEEN DESCRIBED** in detailed easy to understand lessons.

And these lessons make it so easy to understand how to train parrots that I make this **IRON CLAD GUARANTEE**: I guarantee you will learn to train parrots by following these methods—period! **OR YOUR MONEY BACK!**

- 9** Here's why—

You'll learn to train because PARROT TRICK TRAINING teaches you professional methods!

You'll discover methods that get results time and time again in professional shows...and even more important... **methods proven to work for our students — people just like you** who came to this course with only an interest in learning to train and a willingness to follow the step-by-step instruction exactly!

**How You Benefit From My Search For Step-By-Step Instruction**

⑩ When I decided to learn to train parrots, there wasn't a single book, seminar or tape that really was much help. Sure, they all promised results, but none delivered on their promise. Why?

Because most of the writers had little—if any—experience with trick training. Yes, they knew some of the buzz words like "conditioning" and "rewards" but their "course" was filled with vague instructions and trial and error approaches.

So when I prepared Parrot Trick Training, I took every single step and described in exact detail. I included every tip I could extract from the experience of the retired trainer who taught me, as well as tips I had learned on my own. **And in most cases, I included an illustration with each and every training step so you won't get confused!**

In short, I combined all the experience I could beg borrow and...yes, maybe even steal, (it's called research when you're an author) and packed that experience into this program.

The result is a home study program of never-before published detailed techniques used by the world's foremost bird and animal trainers. You get complete instruction —nothing is held back— so you can learn to trick train parrots...Period!

**In fact, I'll teach you to train 20 PROFESSIONAL TRICK BEHAVIORS**

Teach your bird the same tricks you've seen on television, including:

- Rolling over like a dog
- Racing across the table on a scooter
- Talking on command
- Raising a toy flag up a pole
- Placing coins in a piggybank
- Skating —and many other tricks!

And because you'll learn the "whys" as well as the "how to's," you'll be able to take what you learn and apply it to the teaching of any behavior you want to train!

But just because you'll learn the "whys," don't think for a minute that this course is dull or difficult. Nothing could be further from the truth. You'll spend most of your time playing with your bird, not with the books. That's what makes the entire process fun!

⑪

But the real secret is HOW you are going to be playing with your pet.

You're going to spend time on several days each week playing with your bird as outlined in the course—short play sessions of 15 minutes or less.

But there is one thing your training must never do...NEVER! You must never

**12** punish your bird during your training sessions! Our training is based on the "reward" system. There is never any punishment!

But HOW you apply your rewards is critically important. So I'll tell you how to play with your bird and the exact and precise methods of applying the "reward" system so you get results.

And I'm so certain you'll learn to train that **I'll guarantee it it writing!!** Here's why—

**PERSONAL HELP AND GUIDANCE WITH YOUR TRAINING**

**13** With PARROT TRICK TRAINING you become a class of one, progressing at your own speed. Spend as little or as much time as you and your bird are comfortable with. We never press you for lessons or push you to proceed.

But as your instructor, I'm available to check on your progress, answer your questions and guide you with individual attention to success.

**Yes, you and I are going to work together to see that you learn to train.  
We're going to correspond back and forth, and get to know each other personally.**

Here's how it works: When you receive your first package of lesson materials, open the package and begin to study the first group of lessons.

At the end of each assignment, you'll find a short quiz. Now don't get worried. There's no grade. It will just make sure that you're learning what you need to know to be successful. Return the quiz, along with any questions you have. I'll return your corrected exam, a model set of answers, additional mini lectures, training tips and answers to your questions.

To be honest, that personal touch often surprises students!

"I was very pleasantly surprised when I received my lesson back. You not only graded but commented on and cared about my quiz! I appreciate the time and thought you took in returning my lesson with your comments. I feel that with a friend like you I will be able to train my bird to do everything I could ever want him to do."

V.H., Gainesville, Florida

Yes, you'll receive all the attention you need to succeed. But that's also why I have to put a limit on the number of students I can handle at any given time. So enroll now.

**14** Once I receive your enrollment (and if there's still space available), I'll rush you a custom three-ring binder and the first group of lessons, and a training aid. Look over these lessons. See the quality, and the take-you-by-the-hand explanations. Then, you be the judge and jury.

**OUR IRON-CLAD MONEY BACK GUARANTEE!**

**15** If you don't find the lessons to be everything you expect, just return them by insured mail to me within 14 days, and your **money will be refunded — absolutely no questions asked!** How's that for a guarantee?

I'm happy to offer this guarantee because these lessons work. They have taught others with little or no experience — and they will teach you to trick train parrots as well!

But there is something I feel I should warn you about...a caution to be observed.

And it's this...

(over)

**16**

Parrot trick training is fun! Why warn you about that? Because like anything that's fun, you'll find those short 15 minute training sessions tend to get longer because you and your bird are enjoying them.

So just remember...15 minute sessions are all that's required!

But the most important thing about learning to train is to get started. Sometimes that's also the most difficult part of all. So get started now by reading the enclosed material. Read what enthusiastic students say about the quality, the amount of personal attention, and the value they received from this instruction.

Prove to your own satisfaction that if you're serious about wanting to learn to trick train parrots — PARROT TRICK TRAINING — together with my personal assistance — will positively teach you how to train!!

Then, return the enclosed enrollment form today. I'll send you your first group of lessons by return mail. You risk ABSOLUTELY NOTHING!

Examine these illustrated step-by-step lessons in your own home. Page through the attractive type-set easy-to-read pages. Look at the clear illustrations for the first group of tricks. Then...and only then make up your own mind. And...

IF YOU'RE NOT COMPLETELY SATISFIED...RETURN THE LESSONS  
FOR A MONEY-BACK GUARANTEE...No questions asked!

But once you start your lessons, you'll see your training skills and your bird's performing ability grow day by day. Like most students, you'll:

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- Feel the bond between you and your talented pet strengthen as you and your pet work together.
- Know that not only is the time you spend with your bird enjoyable, but that you're increasing the health and value of your bird, even as you play together.
- Watch the quickness of your pet's mind as it learns to respond to your commands, and enjoys the benefits of new mental and physical activity.
- Then, before you know it, the lessons will be over, and you'll be the proud owner of a talented "star" parrot performer!

18

You'll be anxious to show off its performing ability for the surprise and amazement of your family and friends. And, because you have an in-depth understanding of the training process, you'll be able to train other birds — even those of friends or pet stores, for extra cash or fun.

So don't wait another day! Mail your enrollment form — or call today. I'll rush your course by return mail for your evaluation. Remember, you have my guarantee! So fill out your application and mail it today...right now while you're thinking about it.

Sincerely,



Don Bice  
The Training Center

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P.S. You can charge your training on your Visa or MasterCard! You get our cash price, yet you can spread the cost over several months with your regular credit card payment. **Call us at (818) 243-8512 to order by credit card or if you have any questions. I'll ship the same day!**

*At last...little-known secrets of buying and profiting from reprint rights...*

## Here's How To Really Use Reprint Rights to Make Money!

### ① **4 Hard Truths The Ads Will Never Tell You...and How To Turn Them Into A Big Money Making Advantage!**

**Discover the secrets of turning \$2 reports into new \$10, \$24, even \$100 information products, and...**

- ② • How to torpedo the competition, *even when they offer the same products to your customers!*
  - How a new test predicts your success with mathematical precision – *before you spend a cent!*
- PLUS get the reprint rights to 270+ reports and manuals...ABSOLUTELY FREE!**

Dear Friend,

- ③ You've probably read the ads that say reprint rights are almost a license to print money...legally! But is it true? Here's a straight answer and a warning that's critical to your success—

Yes, *it is true*. Reprints rights can make you rich. Why? Because they entitle you make copies of information products for pennies that you sell for dollars, *sometimes for hundreds of dollars!* Reports you don't have to write, research or sweat over. Reports you'll *never* pay the author another cent for *no matter how many copies you print and sell!* **It is almost like printing money, *except it's legal!***

**And believe me, turning pennies into dollars is profitable! Really profitable!**

How do I know? Because I'm doing it. And *you can turn pennies into dollars too!*  
But be warned—

- ④ **Despite What The Ads Say, The Hard Truth Is: Your Profits Aren't Automatic!**

Yes, I know what the advertisements and TV sales pitches claim. But **profits aren't automatic!** You can't buy rights to a product, run an ad and retire to the pool or golf course. At least not in the beginning.

I should know. I've bought a ton of reprint rights!

My name is Don Bice, and if I told you how much money I've spent buying reprint rights, it would be embarrassing. Honest. I've made big bucks with some rights, and I'll admit, I've dropped a bundle on others. I've made many mistakes, some stupid, some not. But I've learned and earned a ton along the way.

And you can too! But there's a lot to know about selecting *profitable* reprint rights, and applying all those little tricks and techniques that help you get the most money from the rights you do buy.

**But maybe you've already made this discovery, the hard way—like I did!**

Maybe you've purchased reprint rights and *haven't made the money you anticipated*. Or perhaps you've been sitting on the fence, trying to decide *if* reprint rights can really earn you money. In either case, this letter is great news for you!

**Because Reprint Rights *Can Be* Your Source of Astounding Profits...  
But Only If...You Understand This:**

Even though it all *sounds* and *is* easy, without a good understanding of *how to buy, use and profit from reprint rights*, you'll probably end up printing copies destined for the trash can. **Because success isn't automatic—except in the ads.** Today, to make serious money, you need new profit strategies.

- ⑤ And here's something I've discovered that may surprise you—

There are ways to make lots of money with “big ticket” reprint packages—those that cost you about \$1000 for the rights—and just as many ways to make money with those collections of \$2 and \$5 reports. But here are facts —hard truths—you must face that are crucial to making money:

**6** **4 Hard Truths Reprint Ads Don’t Talk About That You Must Know... and Problems You Absolutely Must Solve If You Want To Make Big Money!**

**Truth #1.** You won’t make your fortune selling \$2 -\$5 reports in tiny classified ads. Let’s face facts. Even if you don’t have to pay for anything other than the cost of copies, you won’t make money this way. Unless you’re just out to get leads, you’ll be lucky to recover your ad costs. Maybe this worked in the past, but times have changed! **Problem:** How to find other ways to make money from your reports?

**Truth #2.** The sales letters provided with your rights package usually don’t work. And neither can you run the ads provided with your package, and sit back and rake in the cash. Not even with the “big ticket” packages. Why? Because *from thirty to hundreds of other people will run the same ads*. **Problem:** How do you make your sales material different and position yourself to grab the big bucks?

**Truth #3.** You will face competition with your products. Chances are good someone will be selling the same product to your market. **Problem:** How will you differentiate your product or offer and leave your competition in the dust, *without reducing your price?*

**Truth #4.** Size is important. You absolutely must identify a market large enough to support success. Your market can be existing customers, another niche market or a group of mailing lists. But it takes many more prospects than you probably imagine *or you don’t stand a chance*. **Problem:** Do you have enough accessible prospects to sustain your success? You want the answer before you spend a cent!

Lastly, to skyrocket your product’s appeal and torpedo the competition in the minds of your customers, you’ve got to know how to adjust your product *to deliver the solution your market wants*. And you do this by making simple changes in your product, offer or product grouping.

**An Easy Way To Do All This and Much More...**

All this sounds difficult to solve, but it’s not. There are some simple rules and principles to follow that make it quite easy. Most of the rules I’ve discovered by doing it wrong. Some, by careful observation of what works and what doesn’t in the marketplace. And other solutions, by simply putting on my creative hat and thinking the process through, so you don’t have to.

**7** To make it easy and profitable for you, I’ve put all this detailed information, creation techniques and solutions in a new manual, “**The Insider’s Guide to Making Money With Reprint Rights**.” It’s comprehensive, clear and it not only *can*, but *will* make you money if you sell information products.

**You’ll Discover Profitable Solutions To The 4 Problem Areas We’ve Just Identified**

For example, I’ll show you other uses for your reports and manuals without selling them through tiny classified ads. Almost a dozen uses you’ve probably never dreamed of. Even ways retail and service businesses can use reports to build customers and profits.

And you won’t need to use those look-a-like ads, sellers supply. You’ll see techniques to create new small space ads that out-pull and outperform the copycat ads of your competitors. I’ll show you step-by-step how I create a small space ad from individual components, so you can construct your own attention-grabber, lead generating ads.

With “**The Insider’s Guide To Making Money With Reprint Rights**,” you’ll understand how to repackage and combine offers into seemingly new combinations that destroy the competition and make your product appear so superior *you might even raise the price!*. And you get a tool to help you intelligently and safely evaluate the size of the market you need and *predict your profit potential even before you spend a cent!* Here’s how:

**You Get A New Technique by Marty Chenard  
For Predicting Your Chances For Success—With Mathematical Precision!**

No one can be absolutely sure of success in advance. However there is a calculation by direct mail expert Marty Chenard, that predicts success or failure with *mathematical precision*. It calculates whether or not there's a universe of prospects large enough to give you a real shot at success. I've used it. It's simple, and Marty has allowed me to completely explain it in this manual. I've also devised a form that leads you through the calculation, *even if you don't understand the process or math*. Like I said, it's simple...but deadly accurate! This tool alone is worth the cost of the entire manual.

**Information You'll Use To Keep From Being “Suckered”**

“**The Insider's Guide to Making Money With Reprint Rights,**” the first manual on getting the most uses and money from reprint rights, begins by focusing on all the ways you can get information to publish without doing any writing yourself. It's a “must-have” gold mine for people who want to create products, but hate to write. It identifies the ways you can uncover reprint material, including public domain documents.

It even reveals precisely how you can acquire rights to republish and sell major publisher out-of-print books that may still be extremely profitable and in-demand in your target market. And you'll discover the exact simple procedure to follow to get rights to best-sellers with *almost no up front money!*

This new manual covers all kinds of reprint packages. The entire first half is devoted to the “big ticket” packages. You'll see how to evaluate the price, and judge if a product is right for you. You'll recognize how cheaper “resale” rights can in some cases, be more profitable for you than the more expensive “reprint” rights.

- 8** You'll know the conditions that say *buy*, and become alert to the *danger signals* that warn you to stop dead in your tracks and *walk away from the deal*.

**Creative Techniques That Give Old Products New Uses, New Markets and New Profits!**

The real eye-opener for you will most likely be the sections devoted to techniques for creating new products from old ones, with a focus on those inexpensive collections of \$2 to \$5 reports covering almost every subject imaginable. Reports that have been around forever—and nobody does much with.

Now, for the first time, you'll see just how *useful and profitable those little reports can be*. You'll see how you can **turn those \$2 reports into new, creative major products that can be hot-sellers or tremendous lead generators.**

**How To Profit From the “Leggos” Of The Publishing Industry**

You'll discover how to combine, reconstruct and refocus these little report gems into new products that not only are more valuable, but appeal to an entirely new and different market. You'll give them new life, new appeal and most of all **new profitability**. You'll see how they become “building blocks” for new products. You'll transform them from simple reports, to desirable in-demand products and free bonuses to boost your sales. Often without writing a word!

**Turn \$2 Reports Into New Exclusive Products That Earn \$10, \$24...even \$100 Or More!**

You'll discover one technique alone, that transforms these simple reports into a complete new product category with tremendous new market potential, where they have never been used before. And you'll discover how *adding one new component* turns these “been around forever” reports into serious start-up manuals. Best of all, you'll learn where to get that new component absolutely free!

- 9** In short, this new manual is an absolute gold mine of techniques, ideas, tips and resources that turn reprint packages into money makers. Just look at some of the topics covered in detail:

**Just A Few Of The Profitable Ideas, Techniques And Strategies You'll Get:**

- The kinds of reprint package to avoid like the plague-and how to identify them easily!
  - How to safeguard yourself against competitors, even if they sell the same reprint package!
  - The dirty little secret about reprint rights that nobody ever talks about, and how it affects your profits!
  - Three product elements you absolutely must control if you are to succeed.
  - ⑩ • Copy this simple change in copyright notice and enhance your credibility and retain customers.
  - Three techniques that make “comparison shopping” of your products absolutely impossible.
  - How to use a liberal interpretation of your license to generate even greater opportunity and profits.
  - Three ways to create the illusion of exclusivity in increase sales...even when it doesn't exist!
  - The secret of creating an entire line of in-demand business start-up manuals in just a couple of weekends.
  - Discover a simple innocent legal mistake you can easily make with government publications that can get you into plenty of hot water.
  - A simple instant format change that keeps your information product from looking old and out of date year after year – so it keeps on selling!
  - How to price your reprint products higher than the competition– and sell even more of them!
  - How to link, stick together, combine and refocus reports that have been 'making the rounds' for years, to transform them into saleable in-demand products aimed at hot targeted markets.
  - A little-known but absolutely legal dry testing secret that lets you know the profitability of a product before you even spend time and money creating it!
  - How to stack powerful, but simple, ad building block elements into profit-pulling small space ads.
  - A question no book, guru, or seminar ever mentions, NEVER! And you absolutely must answer 'yes' to it, if you intend to maximize your success !
  - A clever little trick –a simple format change – that boosts profits by a whopping 500%.
  - The reprint evaluation strategy that cost me \$61,000.00 to learn that can save you a bundle.
- And much more!

Yes, “The Insider’s Guide To Making Money With Reprint Rights” is jam-packed with information that you simply can't afford to be without if you own reprint rights now or ever *intend* to purchase reprint rights. It's really the *only information available* from someone who as **been there and bought that!**

And there's more. Let me tell you about the slew of FREE Bonuses you get...



**FREE Bonus #1**  
**Audio Tape Interview of Don Bice by Tony Blake**  
**“How To Make Money Selling Information By Mail For People Who Hate To Write!”**

**FREE BONUS #1- “How To Make Money Selling Information By Mail For People Who Hate To Write!”** In this interview Tony Blake, a well-known direct mail expert, turns the tables and *interviews me*. Tony is a knowledgeable straight shooter who's known for his *tell-it-like-it-is blunt style*. He publishes a newsletter and has one of the most popular marketing discussion boards on the Web. He's also inquisitive!

## “How To Write Million Dollar Ads”

*He asks the hard questions!* On this new audio tape he interviews me about making money with information products, with a focus on how people who hate to write can still make money creating and selling information products *without becoming a writer*. Sometimes without writing a word!

And, it will come as no surprise, if you know Tony, that he can't possibly sit still without adding some original and powerful money-making ideas from his own experience. What you get is a tape that's packed with ideas you'll use to kick your own plans into high gear to turn reprints into profits.

And this **FREE Bonus**, a **\$24.00** value is yours when you purchase my new manual. But that's not all.

### **Order In The Next 7 Days and Discover How You Can Earn \$20,000.00 Or MORE From Your Own Information Product**

**FREE Bonus #2 “How To Make At Least \$20,000.00 In The Next 30 Days With Your Own Information Product!”** If you really want to make some *fast cash* from your own quality information product, then you'll want to read this special report from cover to cover. It takes you on the other side of selling reprint rights, and it will open your eyes to the profits from selling rights to your own products.

This report covers previously undiscussed subjects such as: the pricing of rights, what makes a salable package, how to find hungry buyers, and the true impact of selling reprint rights on your personal sales and bottom line profits. **But Free Bonus #2, “How To Make At Least \$20,000.00 In The Next 30 Days With Your Own Information Product”** is only available if you order in the next 7 days! *It's not for sale at any price*, but a FREE Bonus only if you act immediately. And you get...

### **Free Bonus #3 82 Reports and Manuals on Computer Diskette With License to Reprint and Sell Them!**

Look, to actually put the techniques and information contained in the second section of this manual into profitable practice, you'll need to collect a large number of different “Leggo” reports to transform into new products. So I'm going to give you a collection of the sort you'll use to jump start your profits.

Yes, these are the same reports that have been around for years, but that's the point. *After reading this manual your brain is going to explode with new ideas and applications for these reports*. You'll want to have as many as you can get your hands on. So here is a collection you can start to use immediately.

Best of all, this collection of reports sells for **\$99.00**, but it's yours absolutely **FREE** with my **reprint manual**. Here's a partial list of the reports/manuals contained in this FREE Bonus package:

How To Start Your Own Video Tape Rental Store	How To Get Free Radio Advertising
How To Start Your Own Resume Writing Service	The Lazy Person's Secrets To Overnight Wealth
How To Start Your Own Firewood Supply Business	How To Achieve Excellence In Sales
How To Start Your Own Auto Tune-up Shop	Secrets Of Getting Free Advertising
How To Start Your Own Day Care Center	How To Set Up A Tax-saving Bookkeeping System
How To Start Your Own Paper Recycling Service	Questions To Answer Before You Buy A Franchise
How To Start Your Own Temporary Help Service	How To Start A Money Brokerage Business
How To Start Your Own Mobile Locksmithing Service	Make Big Money With A Newspaper Clipping Service
How To Start Your Own Carpet Cleaning Business	Find Authoritative Background On Any Subject
How To Start A House/Apartment Cleaning Service	Garage Sale Promotion For Quick Easy Money
Start Your Own Credit And Debit Counseling Service	Paper Recycling An Easy Source Of Income
Make \$5000 A Month Or More - With Garage Sales	Party-plan Sales Programs
	How To Start Your Own Telephone Service

**Plus reprint rights to 40 additional reports and manuals.** Anyway, you get the idea. You can see what a head start this collection gives you. But there's more.

**FREE BONUS #4**  
**196 Business Reports On Computer Disc**  
**With A License To Reprint and Sell Them!**

Yes, more reports. Another collection *with reprint rights* you'll use, following the instructions in the manual, to build your own new products instantly. **You get another \$99.00 value bonus—absolutely FREE!** To give you a general idea of the reports, here are just some of the titles you get:

**You Get All These Titles and More**

How To Make Your Classified Ads Work	Business Ideas For Beginners
Making Money With Homemade Booklets	How To Make Money With Gourmet Gift Baskets
How To Get All The Grocery Coupons You Need	Cleaning Up Profits
How To Start An Inventory Video Service	Advertising Maps: The Road To Big Profits
How To Make Money Making Discount Cards	The Utility Auditing Business
Producing Restaurant Placemats As An Ad Medium	How To Avoid Depression
Bookkeeping For Dummies	Contest and Sweepstakes Secrets
Selling Products On Floppy Discs	Directory of Children's Products & Services
How To Increase Your Cash Flow	Ad-Related Business Opportunities
How Pawnshops Work	How To Get A Merchant Account
	Producing Powerful Ad Layouts

And more...much more. You get the rights to 196 reports in this FREE Bonus #4.

**12**

**Finally, Another Truth You'll Be Glad To Hear!**

**Reprint rights, if used smartly, are profitable! Very profitable!** They can offer you the fastest and easiest way to get started in the information publishing business. Some wonderful packages are available that can launch your business with a very low investment...low risk, *and a sure shot at profits!*

But here's where you need to be very very careful...You must accurately *identify the reprint package opportunities* and reject the *losers that have no chance for success.*

And to do that you need experience. Or a *guide and road map.* Well, I've traveled much of that road, made the detours, been in the trenches, even survived the crashes and come through with my pockets stuffed *full!* And what I've learned about making money from reprint rights—the tricks and techniques—is *worth a fortune!*

Certainly, worth more than \$137, the low price of my manual. Let's face it, this information isn't available anywhere else. And consider this. Not only do you get my illustrated and comprehensive publication, but you get **Free Bonuses worth about twice the cost of the manual!**

**13**

**Here's What All You Get**

You get my revealing manual, “**The Insider's Guide To Making Money With Reprint Rights,**” which makes you a street smart buyer. It teaches precisely how to create new targeted niche market products from inexpensive \$2 reports and how to use the market size calculator to predict success *before you sink a lot of money into a real dud.* Imagine the money that will save! **Plus these valuable bonus items:**

**Free Bonus #1** “**How To Make Money Selling Information By Mail For People Who Hate To Write!**” An audio tape interview of me by Tony Blake. A tell-it-like-it-is discussion in which we look at how reprint rights can be used profitably, and blow the lid on the myths and detail the potential of this business. **Worth \$24.00—but it's yours FREE.**

**And If You Order In The Next 7 Days...You'll Get 3 More Free Bonuses!**

**Free Bonus #2** “**How To Make \$20,000.00 In 30 Days With Your Own Information Product.**” This report reveals how to extract *extra profits* from your own products. in a way you've probably never considered, how to package your product to sell rights, and how to find hungry buyers! This special report is *not for sale*, but it's certainly **worth more than \$47.00. But you get this FREE Bonus only if you order in 7 days!** And you get...

**Free Bonus #3** A starter collection of **82 Reports** on computer disc *with full reprint rights*. You can use these in ways outlined in the book to create new products or bonuses. The reports come on computer disc so they're easy to layout and print. **This \$97.00 value is yours as a FREE bonus —only in your order in the next 7 days! Plus you get...**

**Free Bonus #4** Another but even larger collection of **196 Business Reports**, with *full reprint rights*. This collection is also on floppy disc, and is a **\$99.00 value...but it's also your's FREE!**

Totaled, you get a bargain. “**The Insider's Guide To Making Money With Reprint Rights,**” the special audio tape interview, my special report and the two reprint rights packages with the rights to **270 reports—\$274.00 in Free Bonuses** all for only \$137.

**14** Plus You Get My Iron-Clad 365 Day “**You Profit Or I Buy-It-Back**” Guarantee!

Listen. If for *any reason* you are unhappy with your order—if you don't feel that I've delivered on my promise—if you don't make at least ten times the cost of this product, **I'll buy the package back** anytime up to a full year. *There's absolutely NO RISK!* So order now. Use the enclosed form, or call our 24-hour order desk at **(800) 214-7500**. If you prefer, fax your order to **(818) 246-1672**. **But call now to be sure and get all the free bonuses.**

Sincerely,

Don Bice  
Direct Marketing Training Center

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**P.S. Here's how to save yourself another \$99.00...and get yourself an additional free bonus!**

When you order the Deluxe Package you get an additional fast track tool for product creation, **The Instant Publisher 750 Manuals and Reports CD-ROM with reprint rights**. This larger collection makes new product creation easier by giving you more options for profitable combinations. It's great for research! The collection of report titles alone is worth the price of the CD, because each title is a *proven* headline that pulls orders. The CD sells for up to \$149, But with your order for my reprint manual, *you get to take \$99 off the price* of the **Instant Publisher CD-ROM**. You own it for only **\$50.00**. (Save \$99.00) Yes, I know this CD isn't new, but it's perfect for your purpose, and honestly, some of the reports I will be giving you are duplicated on this CD. That's why you get the \$99.00 discount. Only \$50.00 and you get a valuable tool *that's available nowhere else*.

**FREE BONUS#5-Instant Publisher Product Toolkit** -A complete product put together from the raw material on this disc. It's a complete product, ready to sell and incorporates many of the pointers and suggestions I've mentioned in the book. You get to see the total effect of using inexpensive reprint packages to *boost profits and get started fast!* It's a template for you to follow to make it *even easier* to get started. **It's not for sale, but you can get it absolutely FREE** when you order the Deluxe Package with the Instant Publisher CD.

With this Deluxe Package you get (1) “**Insiders's Guide To Making Money With Reprint Rights,**” (2) Audio tape “**How To Make Money Selling Information By Mail For People Who Hate To Write!**” (3) *Reprint rights to 82 Reports*, (4) *Reprint rights to 196 Reports*, (5) Special bonus report “**How To Make \$20,000.00 In 30 Days With Your Information Product,**” and (6) the **Instant Publisher 750 Reports and Manuals CD-ROM** including reprint rights, and (7) **Instant Publisher Product Toolkit** —all 7 components for only \$187.

**P.P.S.**

Remember, the Standard Package is only \$137 *without* the CD. You still get the audio tape, two collections totaling **270 reports—with reprint rights, my manual** and the special bonus report “**Make \$20,000.00 In 30 Days With Your Own Information Product**”. **But to get all the Free Bonuses, you must ORDER NOW! Call (800) 214-7500 today.**

## **Bob Bly**

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### **Lead Generation Letter For A Seminar**

This sales letter was done for The Communication Workshop, a training firm that does on-site workshops for corporations. The letter was testing a new workshop on interpersonal skills for Information Systems (IS) professionals.

IS professionals must work harmoniously with end users to satisfy these customers and create systems that enhance business processes and meet business objectives.

But the relationship between IS and users is often adversarial. Since the users are the “customers” and the systems professionals the “vendors,” IS staff needs to develop and practice good interpersonal and customer service skills with their internal customers, the end-users. That’s what the seminar teaches.

192 of these letters were mailed first class to IS managers at a cost of less than \$200 in postage and printing. 8 responded requesting information on the seminar. Two companies booked a total of 3 one-day seminars at \$2,600 per day.

### **Analysis Of The Letter**

#### **1. Headline**

This was what made the letter work. It hits on an emotional level. Once telephone lead said, “As soon as I read that, I had to call you.”

#### **2. Salutation**

Identifies the audience.

#### **3. First paragraph**

“It’s ironic” – engages interest and gets you to read the next paragraph.

#### **4. Second paragraph**

“Today’s users” and third paragraph “Yet many” state the problem directly; the obvious truth of it hits them in the face. They agree.

#### **5. Fourth paragraph**

Introduces the product (seminar) as the solution to the problem.

**6. Fifth paragraph**

“Presented jointly” gives benefits.

**7. Sixth paragraph**

“Many leading companies” establishes credibility.

**8. Last paragraph Asks for the inquiry.**

**9. P.S.**

Offers a premium.

**About Bob Bly:**

Bob Bly is an independent copywriter and consultant with more than 17 years experience in direct marketing. He is also the author of 35 books including the classic, *The Copywriter's Handbook*.

A winner of the Direct Marketing Association's Gold Echo award, Bob has written copy for ITT Fluid Technology, Samsung, Sony, AT&T, IBM, Value Rent-a-Car, and hundreds of other clients. He is also an in-demand speaker as well as an instructor of copywriting and technical writing at New York University.

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**Important news for every systems professional who has ever felt like telling an end-user, “Go to hell....”**

Dear IS Manager:

It’s ironic.

Today’s users demand to be treated as customers of IS.

Yet many systems professionals don’t have the customer service skills to make the relationship work.

Our training program, “Interpersonal Skills for IS Professionals,” solves that problem ... by giving IS staff the skills they need to deal effectively with end-users and top management in today’s service-oriented corporate environment.

Presented jointly by The Center for Technical Communication and The Communication Workshop – two leaders in teaching “soft skills” to technical professionals – “Interpersonal Skills for IS Professionals” quickly brings your team to a new level in listening, negotiating, team work, customer service, and other vital skills for communicating complex systems ideas and technical processes to managers and end users.

Many leading companies ... including IBM, AT&T, Symbol Technologies, Price Waterhouse, Cigna, American Airlines, Lever Brothers, Barnett Technologies, First Union, and Turner Broadcasting ... count on us to help their technical professionals communicate more effectively and work more productively. You can too.

For more information, including an outline of our “Interpersonal Skills for IS Professionals” program, just complete and mail the enclosed reply card. Or call (516) 767-9590. You’ll be glad you did.

Sincerely,

Gary Blake, Ph.D., Director

P.S. Reply now and we’ll also send you a FREE copy of our new tip sheet, “The IS Professional’s Guide to Improving Listening Skills.” It will help everyone in your department gain a quicker, more accurate understanding of what users want, while helping to transform your customers from uninitiated “end users” into “educated consumers” who are easier and more reasonable to deal with.

## Larry Chase

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### Online and Offline Publicity

This piece is a bit different from the others you’ll find in this course. Rather than label each section and give a block-by-block commentary, Larry reveals his successful techniques in a short interview I did with him. The interview appears first, followed by Larry’s press release.

**Bob:** Why do you include keywords? How do you select your keywords?

**Larry:** I include keywords because there are many filtering agents out there that look for the importance of words, based on where they sit in a document. When keywords appear high up in a document, it is then rated high by what I call the “filter-bots.” I select the keywords based on the industries I’m targeted and on the keywords they would use in a search engine or in filling out preferences for their news filtering agents.

**Bob:** Why did you inject an element of humor in your headline?

**Larry:** Journalists like humor. It shows that you’re not taking yourself 100% too seriously, as most press releases do. In this way, you stand out above all of the other self-absorbed bombastic press releases that go right into the round file.

**Bob:** How did you decide on the “hook” you based the release on?

**Larry:** Like Web Digest For Marketers itself, I decided to establish and promote the dumb little CPM calculators because I needed them. Some of my best product and marketing ideas come from my own needs. This is one such example.

**Bob:** You quote yourself frequently within the text of the release, giving it a very personal feel. Is this by design?

**Larry:** (Laughing) It’s been occasionally pointed out to me that I quote myself – and maybe a little more than occasionally! The audacity factor makes people sit up and take notice.

I also do it on the postcards that promote my book. I quote myself saying, “It’s not just a how-to book; it’s a why-bother book.” The other day at a trade show, someone from Intel came up to me who had seen the postcard and said, “You’re quoting yourself!”

And I answered, “Who better?” I know exactly what the book is about better than anybody and this type of quote, weirdly enough, brings a certain type objectivity to the material.

It could have been a quote from someone else. And probably the best thing you can do is live in the shoes of a skeptical journalist who is harried, over worked, on deadlines and

has entirely too much work coming at him and create that objectivity for him.

**Bob:** How did you distribute the release, both online and offline?

**Larry:** Offline I used PR Newswire. Instead of buying the national wire you can buy a local circuit for much less money. You get the local circuit, and if you ask for them, two vertical markets. I usually take advertising/marketing and high tech/Internet.

Online I use Internet News Bureau and Eric Ward for very high end offers. Eric Ward is the Mercedes of online publicity because each is personalized.

**Editors Note – Resource Information:**

PR Newswire: <http://www.prnewswire.com>

Internet News Bureau: <http://www.newsbureau.com>

Eric Ward: <http://www.urlwire.com>

**Bob:** When you’re trying to get national coverage, why would you use a local circuit?

**Larry:** You have to start somewhere! Especially if you’re a local business. Even on a national level, it can make sense. For example, I market to meeting planners and speaker’s bureaus. Most of the associations for these groups come out of two markets, Washington and Chicago. So I’m out to buy those cities. It gets down to targeting every step of the way.

**Bob:** Can you quantify the results? How much media coverage did you get and how many subscribers as a result of the coverage?

**Larry:** The cost of acquisition for a subscriber fell below six cents because I got so many. They came for the calculators, then signed up for a subscription. It drew in tens of thousands.

When you’re doing it right, you can get the cost of acquisition for a new customer down to a dime or less.

**Bob:** How big a role does publicity play in your overall marketing mix?

**Larry:** Major. It’s a major piece of it. We’re in a many-to-many universe. We’re not just getting more information thrown at us; we’re getting more information thrown at us from more directions. You’re not just fighting for your web site, you’re fighting like, “Me, me – come see me! Online. You’ve got to get online. Then come see me!” You want to give them five dollars once they get here! (Laughing.)

### **About Larry Chase**

Larry Chase is an internationally recognized Internet expert and author of the best-selling “Essential Business Tactics for the Net.” He founded the first online ad agency and is the publisher of the online “Web Digest For Marketers” (<http://www.wdfm.com>), which is also syndicated to *Advertising Age* and *Business Marketing*.

His insights on the Internet are sought after by media giants such as the *New York Times*, *Business Week*, *USA Today*, *Inc. magazine*, CBS, CNN, and CNBC. Larry’s consulting clients include New York Life, 3Com, NASDAQ, Con Edison, EDS, 1-800-FLOWERS and dozens of other corporations.

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**KEYWORDS: ADVERTISING, INTERNET, MARKETING, MEDIA,  
WEB, NEWS, ONLINE, ADVERTISER, NET**

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Head: Mind-Numbingly Simple Web Site Helps Marketers Calculate Media Buys.

New York: Larry Chase, Publisher of Web Digest For Marketers at <http://wdfm.com>, introduces WDFM's Online Media Tools. The new area debuts by featuring three calculators that help advertisers figure out their cost per thousand, that common denominator that sets the tone for media negotiations. These “CPM” calculators are specifically at <http://wdfm.com/advertising>.

“While these tools deliver high value utility, the technology behind them is not at all breakthrough. In fact, it's rather elementary,” Chase observed. “That scripting was so basic the programmer. Matt Lederman, pleaded with me not to credit him publicly,” Chase wryly concluded.

Larry Chase's Web Digest For Marketers is the original Net marketing publication that is currently read by over 70,000 readers. Over 50,000 people now read highlights of WDFM in Net Marketing, a monthly publication sent to all subscribers of Business Marketing Magazine, as well as the high tech crowd reading Ad Age. Chase is fond of saying, “... more people read Web Digest For Marketers offline than online.”

WDFM is a bi-weekly summary of the latest marketing-oriented web sites, from Chase Online Marketing Strategies. The analogy that Chase insists on using is that of a three-legged stool, whereby one leg represents Publishing (as in WDFM and his book, “Essential Business Tactics for the Net”), while the second leg is Consulting in Online Marketing, and the third leg is Seminars.

In fact, Mr. Chase will be giving seminars in New York and Holland this Fall on six different aspects of Net Marketing. Chase's favorite seminar of the week is “How to Sell Your Net Project to Upper Management.” Others include examinations of the Net from a financial, retail, and sales perspective. Chase says, “Employing technology that is easily

accessible to millions for practical purposes is the thread that runs through good web marketing sites, each in their respective niche.”

Chase neatly refers back to his plain vanilla CPM calculators when he says, “These calculators are very handy for people who buy media. Those are the sorts of people who would want a free subscription to WDFM. And anyone who subscribes to WDFM is someone we want to know ourselves.”

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## Marty Chenard

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### The Marketing Power Of Postcards

This example is a bit different from the others you’ll find in this course. As you’ll see, this is an issue of Marty’s newsletter that lays out all the details of a very successful postcard marketing campaign that was used to bring in new subscribers.

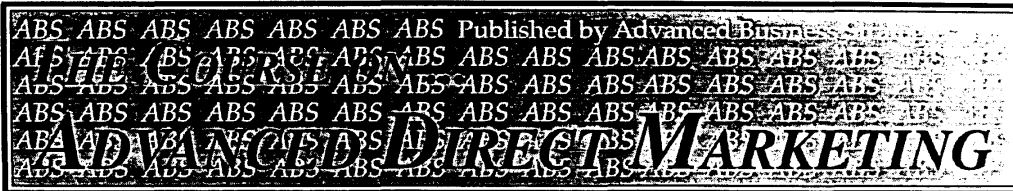
#### **About Marty Chenard**

Marty Chenard is a 25-year veteran of Direct Marketing. He is the Past Vice President of The New England Direct Marketing Association, past President of two Boston Direct Marketing Advertising Agencies, and the 1st Place Winner of the New England Direct Marketing Association’s “Order Generation Award.”

Over the past thirteen years, Marty’s direct marketing campaigns and joint ventures have generated nearly 2 billion dollars in sales for his clients. His client list includes: John Hancock Insurance Company, Ivy Mutual Funds, The United States Department of Commerce, The Potomac Group, Inc., Analog Devices, Midwest Systems, Inc., The Trappist Monastery, The Regulatory Assistance Center, Inc. and a host of other direct marketing clients.

He is also publisher of the newsletter, “The Course on... Advanced Direct Marketing,” a powerful tool that reveals the analytical tools and software Marty has developed that has been so beneficial for his clients.

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CHAPTER NINE of *The How-To-Course on the High-Profit Marketing Strategies and Techniques that We Have Used to Generate Nearly 2 Billion Dollars in Revenues For Ourselves and Clients in the Last 13 Years.*

**THE MARKETING POWER OF POSTCARDS ...**

Few people really understand all the advantages of using postcards, and how powerful they can be. You can go to your local post office, pay 20¢ each for postage, and get the postcard for free. Your only cost to mail is the printing or laser cost for running them through your printer.

Average response rates for postcards is 4% to 6%, and the typical closing ratios run from 8% to 12%. There is probably no cheaper and better way to test new lists than to use postcards. You can mail a test quantity of 5,000 pieces for \$1,000, instead of the \$4,000 necessary for a standard mail package. Because the response rates are normally high for postcards, a 5% response when testing a list of 5,000 will only have a response variance of approximately ± .5% on your second mailing to the same list. (Response should fall between 4.5% and 5.5%.)

Assume that you decided to test three different lists, and rented 5,000 names from each. You could easily mail 2,000 from each list and get a great analysis of which list pulled best and how much better it was when compared to the others. If you did this, you would have 3,000 names leftover from each list. If two of the lists performed poorly, you saved yourself a lot of money by not mailing all 5,000 a Standard Package\* costing 80¢ each. What do you do with the 6,000 leftovers from the poor performing lists? Throw them away! And at this point, you would realize that only the remaining 3,000 on the winning list was worth mailing. But now ... you have an option. You can mail the postcard to the remaining 3,000 on the winning list, or spend the money and mail a Standard Package with a much higher probability of succeeding or at least breaking even. (\*Standard Package: Business env., sales letter, brochure, order form and BRE.)

Response Rate	4%	6%
Mail Qty	1000	1000
Responses	40	60
Closes @ 10% (Sales)	4	6
Cost to Mail 1,000 Postcards	\$ 200	\$ 200
Cost to Mail a \$3.00, Follow-up Package	\$ 120	\$ 180
Total Costs of Leads	\$ 320	\$ 380
Real Cost Per Lead	\$ 8.00	\$ 6.33
Closes @ 10% (Sales)	4	6
Cost Per Order @ 10% Closes	\$ 80	\$ 63

Postcards are a very efficient and inexpensive way to test lists! It is an efficient way to have excellent prospects self identify themselves on a list. As seen in the chart on the left, The normal Cost-Per-Lead can range from \$6.33 to \$8.00, and the Cost-Per-Sale can range from \$63 to \$80 (for a follow-up package costing \$3). However, if your cost of goods is 10% of your product's selling price, then you must sell only products over \$90. This is because at \$90

and a 4% response with a 10% closing ratio, you just break-even. If you are selling a \$299 product, postcards can be very profitable as you will see in our case history. What if your response turns out to be only 1% or 2%? If this happens, something is wrong with your copy, layout, offer or maybe you are testing a poor quality list.

On the upcoming pages, we will present our 2-Step control package that has been doing extremely well. Pages two and three show the actual postcard that we are using in a 2-Step sale. Remember the last

Chapter's "Dinner For Two Contest"? This was the Contest Question: On a two-step postcard mailing, we mailed an A/B split of equal quantities in the same month (actually within 2 days of each other) promoting *The Course on ... Advanced Direct Marketing*. We used the same list ... which we created by merging three lists that we bought from competitors. In both cases, we mailed ResponseDoubler™ segments 1 and 2. Both, the postcards and follow up packages were exactly the same ... BUT, split B had a response rate 60.5% higher than split A. For every 20¢ postcard we mailed to split A, we grossed \$4.08, and for every postcard we mailed to split B we grossed \$8.11.

**The question was: "What did we do different with split B that caused it to have a response rate 60.5% higher than split A?"**

The answer is: After we merged the lists together, we deduped the list and separated all the dups from the list. Split A came from the remainder of the list. Split B were all the names that came up as duplicates. We deduped it down to a single set of names and called it our "Dup List" Dups are much better prospects because they are repeat buyers. Whenever you find dups between lists, segregate them out and code them because they are the "filet mignon" of your list.

	Split A	Split B	Split A vs. B
	No Dups In List	All Dups	Increase
Test Quantities	2000	2000	
Response rate on postcard	6.50%	10.43%	60.5%
Number of Responses Received	130	209	60.5%
Average Sale Amount	299	299	
Number of Leads Closed	27	54	
Closing Ratio	21%	26%	23.8%
% Of Original 2,000 Sold	1.4%	2.7%	98.7%
Gross Revenue	8163	16217	8054
Gross Dollars Per Postcard Mailed	4.08	8.11	4.03


The chart on the left shows the results for our A/B split test. Split A received 6.5% response, and the dups received 10.43%, or an increase of 60.5%. Our average sale was \$299. About 98% took advantage of our 2 year offer, and nearly a dozen bought additional products that we told them about when they called. Our strategy was to prove to our prospect's that our Course was the best direct marketing information available anywhere. Our follow-up package

consisted of the first three Chapters of *The Course on ... Advanced Direct Marketing* and a four page sales letter. We felt that the strong first hand proof of actually seeing samples that verified our claims about the course was crucial for receiving the highest possible closing ratios. And so they were ... as you will note in the chart, Split A had a closing ratio of 21% and Split B had a 26% closing ratio. That is double the average closing ratio. More importantly, it cost us the same amount to mail postcards to each split, yet split B produced almost *twice the gross revenue*. (List B had a Cost-Per-Lead of \$1.91 and a Cost-Per-Sale of only \$10.40.)

Our actual postcard that we send out is shown below and on page three.

ADVANCED BUSINESS STRATEGIES, INC.  
P.O. Box 63 • WHITMAN, MA 02382

**WHAT POWER MARKETING  
SECRET DO THESE PEOPLE  
HAVE THAT YOU DON'T?**



☛ Bob Serling, Brian Keith Voiles,  
Karen Anderson, Dr. Audri Lanford,  
Dr. Paul Hartunian, & Millard Grubb.

**THE ANSWER:** They all subscribe to *The Course On ... Advanced Direct Marketing*. See what you are missing by accepting our **FREE GIFT OF 3 ISSUES** packed with Marketing ideas, strategies, and techniques. The same powerful Marketing information that we have used to generate nearly 2 Billion Dollars in Direct Marketing sales during the last 13 years. (Please see other side for more details.)

Mr. Robert Jones  
69 Sachem Avenue  
Worcester, MA 01606

If you use the preprinted postage postcards from the Post Office, choose stamps that are interesting and exciting. It may seem odd, but the "American Clipper Ship" stamp outpulled the "San Francisco Bridge" stamp in a subsequent test.

Headlines that are questions, often pull the reader into reading further.

Note that we immediately made our offer on the front of the postcard.

If you read our postcard, you will notice that we are not only providing strong teaser copy, but also overcoming objections that the prospect might have. Research told us that many of our subscribers were tired of the same old marketing ideas being repeated by everybody else, and hadn't seen anything new and powerful in a long time. If they could believe that something was truly different, they would at least take a look at it. We purposely sent 3 free issues versus one because we need to show enough solid proof of the Course's value for people to be confident in taking action to purchase.

**3 FREE ISSUES!**

**JUST OUR WAY OF INTRODUCING YOU TO:  
THE COURSE ON ... ADVANCED DIRECT MARKETING!**  
- NO COST. NO OBLIGATION. NO COMMITMENT. -

*"The Course On ... Advanced Direct Marketing" ... it is regarded as "the source" for today's newest and most powerful Marketing and Direct Marketing Ideas, Strategies and Tactics. Information so powerful, that we guarantee you will find it more valuable than any \$1,000+ Seminar.*

*The Course On ... Advanced Direct Marketing will teach you the never before revealed Marketing Methods and Strategies that we used to generate nearly 2 Billion Dollars in sales. This is new, powerful marketing information that isn't being taught by Gary Halbert, Ted Nicholas, or even Jay Abraham.*

Along with your 3 Free Issues, we will send you information on how you can sign up for the Course ... only if you want to. **It's your decision.** Your 3 Free Issues is our investment to prove to you that there is no Newsletter or Marketing Seminar on the market today with information that is as powerful and life changing as *The Course On ... Advanced Direct Marketing.*

**This Free Offer is being made available for a limited time only ...** so please send in your request today. To receive your 3 Free Issues, you can: 1.) Call us at 508-350-9770, 2.) Write "Yes" on the front of this post card and fax it to us at 508-350-9880, 3.) Mail it to our address on the front of this post card, or 4.) email us at [abscorp@concentric.net](mailto:abscorp@concentric.net).

**Do it today,** and we will **rush your 3 Free Issues** of *The Course On ... Advanced Direct Marketing* to you by First Class Mail.

*Notice how we get right to the point in the headline. "3 Free Issues", and "No Cost - No Obligation - No Commitment."*

*Our strong promise really differentiates our Newsletter from all the others.*

*This statement drove home the fact that our information is truly different from what others are offering.*

*Of the three order options, 34% called in, 49% faxed, and 17% emailed their request.*

Most people use postcards differently, and *only* send a sales letter when following up with a request. If there is a way that you can send a sample, and if your product is clearly superior, then you are very likely to see abnormal closing ratios like we are experiencing. Most marketing gurus will not share their winning direct mail packages with you, but we promised you we would. We only ask that you observe our copyrights to personal packages that we share with you.

You will find our complete follow-up package on pages 4 through 7. Notice the uniqueness of the layout and use of grey background bars to break up the copy. You will also see that we use a "hand and finger" pointing to the headline questions. There is a psychological basis for using this rather than bullets. If you want to see the power of a pointing hand, stand on a busy sidewalk, look up to the sky and point your hand and finger over your head. You won't have to say a word ... most people will look up. We have been conditioned since childhood to react to a hand and pointing finger.

One of our favorite formats for the order form is the one we use on page 7. Having the testimonials on the *same page as the order form* can be very powerful. Immediately after reading the testimonials, they are faced with the order form and decision to purchase.

We get a lot of mileage out of the postcard we presented. We have also done joint ventures where the other party would put a "one page insert" of the front and back of our postcard and mentioning to their customers that they should take advantage of our free offer. In a recent joint venture, the other party spent \$67 to have less than 1,000 inserts printed. The result? \$6,567 in revenue ... that meant that we generated \$7.80 *per insert*. The cost of each insert was less than 8¢ each ... so each 8¢ insert generated 97.5 times the investment. (\$7.80 ÷ \$0.08 equals a 97.5 return on investment.)

We regard postcards as a low risk testing and marketing tool. Our average (non dup mailings) gross slightly above \$4 per post card. For a 20¢ investment, our return is 20 times on each postcard. Where

(Copy continues on page 8) 3

THANK YOU FOR YOUR REQUEST  
FOR OUR 3 FREE GIFT ISSUES TO  
**THE COURSE ON ... ADVANCED DIRECT MARKETING.**

Dear Fellow Marketer,

We hope that the 3 Free enclosed chapters on *The Course on ... Advanced Direct Marketing* gives you a chance to personally see why others have been calling it the *hottest direct marketing newsletter* available today. We have offered you 3 free issues because we feel it is the only way for you to *see for yourself* why marketing professionals and consultants such as Bob Serling, Karen Anderson, Brian Keith Voiles, Dr. Audri Lanford, Dr. Paul Hartunian, & Millard Grubb all subscribe to *The Course*.

This course is based on our proprietary Marketing Strategies and Techniques that have generated an average of \$153,000,000 per year for our marketing and joint venture clients. This represents a total of nearly 2 Billion Dollars over the last 13 years alone.

This is a full How-To Course on our confidential Marketing Process. Each Chapter is the equivalent of attending one of our Seminar Sessions each month and you will be among the first to learn our "never-before-revealed" Strategies and Techniques. *This is new, and powerful marketing information not taught by Gary Halbert, Ted Nicholas, or even Jay Abraham.*

We hope that you accept our invitation and become a subscriber to *The Course on ... Advanced Direct Marketing*. Whether you are just starting off, or are a seasoned marketing professional, we promise that the information presented to you will be many times more valuable than any \$1,000\* seminar you have ever attended.

What we will be sharing with you is so powerful and accurate that we offer a risk free subscription. Try it for a full year, and if you don't agree that it is worth more than all your other newsletter subscriptions combined, call us and we will send you a 100% refund.

**WHAT YOU CAN LOOK FORWARD TO IN YOUR NEXT ISSUES OF THE COURSE ...**

**ISSUE FOUR: "THE MOST POWERFUL AND VALUABLE DIRECT MAIL TOOL OF THE CENTURY"**

Can't find lists that work? Are you spending hundreds of dollars on SRDS (Standard Rate and Data Services) only to waste hours looking for lists and then *waiting days to get the data cards*? Chapter four will save you the \$300+ per year you may be spending on a subscription to SRDS. Better yet, you will learn how to gain instant access to over 30,000 searchable lists. After reading this Chapter, you will be able to get on the Internet and do instant searches on any prospect criteria, and then immediately download and *print the exact data cards of each list you want*. What used to take at least 6 to 8 hours to do can now be done *in less than 30 minutes ... and the service is free!*

**ISSUE FIVE: "A STEP-BY-STEP CASE HISTORY ON HOW TO LAUNCH A NEW PRODUCT"**

It's one thing to learn new and powerful strategies, but often it is more important to see a step-by-step example of *exactly how it is done*. This case history shows you precisely what we did to generate a 15.8% response on a new product. We mailed under 3,000 pieces and grossed over \$38,000 in 6 weeks. Without using the customer profiling strategies we illustrate, the response would have been a mere 3.2%.

Over, please ...

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 **ISSUE SIX:**

**"HOW TO RE-STRATEGIZE & RE-POSITION A PRODUCT AND TURN IT FROM A LOSER TO A WINNER"**

This Chapter has easy to use charts that let you analyze 5 *key areas* that are often responsible for reducing your sales, response rates, and profits. Re-position and re-strategize these areas and then *watch your profits increase dramatically*.

**WHAT YOU WILL LEARN IN FUTURE ISSUES OF THE COURSE ...**

 **Do you rent lists that only break-even or lose money?**

Almost *every list* can be divided into high and low response segments. We divide lists into 11 profit segments. If you mail an *n<sup>th</sup>* select (a "random selection") of the whole list you will be getting a cross segment of the poor sections as well as the winning sections. *There are two segments that you can ask for that outperform the other segments 80% of the time ...* many times the response is 200% better than the rest of the list. When you test this portion of a list and the response rate is high, you can go down to the next segment and safely make a profit. If you only break even on this special segment, then going down to lower segments will create tremendous losses. So you protect your hard earned capital and move on to another list. *The Course will teach you how to do it, and tell you the name of the only list broker in the country that can easily give you that segment.*

 **Do you think compiled lists don't work as well as direct response lists?**

Learn from a case history on how we took a list of 24,000 company names and cut it down to a magical 3,000 companies. It took nearly 2 weeks of hard work, but the payoff was \$4,700,000 in revenue ... and we didn't even have the name of the person to mail to. We forced in a title slug after creating our own super powerful mailing list.

 **Do you waste your money mailing the wrong months?**

Learn what months are the best, which earn the most, and which months aren't worth mailing. We will tell you what we do in those "off months" that puts us in a winning position before the good months come. We will share our "December/January Technique" with you. We did this special mailing on December 11th last year - nine business days before Christmas (normally a terrible time to mail). By December 31st, we had already received a 8.3% response. *In January, when response was hot, we converted them into sales.* At last count we closed 38% on one list, 32.2% on our second list, and 22.6% on a third list at \$299 each.

 **Have you ever heard of GAP Marketing™?**

You are in for a surprise! This whole new way of looking at, and evaluating opportunities will quickly take you to the expert level ... a level that most marketing professionals take years or forever to reach. This incredible process will allow you to choose products with exceptional potential, evaluate magazines to place advertising in, and critique your own advertisements or direct mail packages like an expert. We have never told anyone about GAP Marketing™ before ... but we will be revealing it in one of our 1998 issues.

Upcoming issues of *The Course On ... Advanced Direct Marketing* will be loaded with new, breakthrough strategies, techniques, case histories, and never revealed how-to information that will turn you into a Power Marketer. They will reveal information on our unique and powerful marketing strategies that we developed while marketing for software clients, information marketers, high-tech companies, consultants, mutual funds, insurance, fund raising and publishing businesses.

Next Page, please ...

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**GUARANTEED TO MAKE YOU A MORE POWERFUL DIRECT MARKETER ...**

For only \$169/yr., you will receive an eight to twelve page, power-packed issue every month (except December) that will turn your marketing efforts around. We guarantee the information presented to you will be *many times more valuable than any \$1,000\* seminar* you have ever attended.

What we will be sharing with you is so powerful and accurate, that we will take all of the risk for your subscription. Try it for a full year, and if you don't agree that it is worth more than all your other newsletter subscriptions combined, call us and we will send you a 100% refund.

**Get These Valuable Free Bonuses With Your Subscription ...**

If you order now, along with your one year subscription, you will receive two free bonuses.

☛ **Bonus #1:** The first is a Special Report on "**The Master Formula for Evaluating and Selecting High-Response Direct Mail Lists**" This report is worth its weight in gold. Until now, marketers had to rely on the traditional RFM formula (recency, frequency, and monetary value) for selecting lists. As good as it sounded, it produced a dismal failure rate of 66%. There is nothing scientific about losing on two out of every three lists you rent! This Special Report will teach you the CPU Index™. By applying this process, you will eliminate 50% to 70% of the lists that you would have fell prey to.

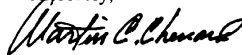
☛ **Bonus #2** is the Mail Order Analyzer™ spreadsheet diskette. With it you can perform every analysis shown on the enclosed Chapter One of your free issues. Simply open the Microsoft Excel file, enter your basic product and direct mail costs, and every analysis is automatically calculated for you. This powerful information will help you reduce your risks, and make better and more profitable decisions.

But ... if you would like a two year subscription to *The Course On ... Advanced Direct Marketing*, we will give you a \$39 discount on your second year **plus a free copy of PowerMarketing Analyzer™ Software**. PowerMarketing Analyzer™ Software sells for \$169 and is one of our secret marketing weapons. This Marketing Software will take you through our Step-by-Step process of "how to" analyze prospect motivation, product positioning and marketing strategy development. It is a *comprehensive and intensive process that helps you to objectively analyze your product or service*.

When you're finished, you will have all the ideas you need for your *Headlines, Powerful Offers, Power Moving Benefits, Buyer Justification, Strategies, Competitive Advantages* and handling *Objections and Barriers to purchasing*. By automatically printing a report when you're finished, you're ready to create *truly powerful and compelling ads or direct marketing packages*. By using this software, we personally produce direct mail packages and ads in *one third the time*. (Do you ever get *writer's block*? We guarantee that you will have so many *hot copy ideas* to write about that you *will never get writer's block!*)

To place your order simply call us at 508-350-9770 between 9 A.M. and 5 P.M. Eastern Standard Time. You may also fax or mail your order on the order form provided. (MasterCard, Visa or American Express accepted). This bonus offer may not be repeated in the future, so please call your order in today.

Sincerely,



Marty Chénard  
Director of Marketing

P.S. The bottom line is that you will be receiving our most powerful marketing techniques, strategies and case histories that you can use to produce winning marketing campaigns. Your subscription will come with a 100%, one year guarantee. If you don't feel that it has done more for you than all your other newsletters combined, just call and ask for a "no questions asked" refund. And since this is a business deduction, you can let the I.R.S. pay one third of your subscription fee as a business write-off!

**WHAT SUBSCRIBERS ARE SAYING ABOUT  
THE COURSE ON ... ADVANCED DIRECT MARKETING**

"Before we were introduced to Marty Chénard, our response rate on direct response mail marketing was under 1%. Using Marty's methods, we expected a return of 10 - 11%. We were stunned by an initial response of 25.5%! This is the most cost-effective and productive mail marketing method we've found."  
**Frances T. Riggs, Banker's Compliance Group, Inc.**

"Marty is the most scientific marketing guru I've met in over 20 years of attending seminars. He's the only one who tells you the "facts of your life" in profiting from direct marketing. While others use philosophy, Marty uses facts and figures to decide "who will buy and why". If profitability in direct marketing is your game then Marty is the name you need to know!"  
**John Iams, SuperSpine, Inc.**

"I can't let another day go by without sending you a little note to THANK YOU for putting together such a downright phenomenal newsletter. I pay up to \$200 a year for several newsletters that don't even come close to delivering in one year what you deliver every single month! Your newsletter has more new, eye-opening information that actually puts money in the bank than literally any publication I've seen."  
**Jason Peery, Peery Publications**

"A thousand thanks for the information you shared in chapter two of the "How To Course". The sub-head "19 Entrepreneurs...and 11 Unknowingly Heading For Failure" really caught my attention as I've been working on a new marketing promotion. I stopped copy writing and followed the simple formula you outlined on page 3. What a revelation! I was well on my way to becoming one of the "11 Unknowingly heading for failure." As a result of this information you have just saved me thousands of dollars. I cannot remember investing in any course or program that paid for itself a hundred fold within the first 2 chapters. I am deeply indebted to you and would urge anyone who is involved with any type of marketing to subscribe to your program immediately. They will never receive a greater return on their money as they will with "Advanced Direct Marketing." Again, many, many thanks and I'm looking forward to Chapter 3."  
**Edward G. Starr, Star Marketing & Publishing**

"Marty, I wish we had met you one month earlier, it would have saved us \$41,329! Why? Because right before we met you,

we did a mailing that cost us \$79,000. It was very profitable, but when we analyzed our results according to your approach, we discovered that two thirds of the list barely broke even (and some segments lost money), whereas the remaining one third of the list was exceptionally profitable. Had we known this before we did the mailing, we could have saved the \$41,329 and achieved the same results at less than half the cost. The good news is that we're now doing an even larger mailing, and your approach should save us even more. Based on these results, we'll never mail again without using ResponseDoubler™. Thanks!"  
**Audri G. Lanford, Ph.D., CEO, NETrageous Inc.**

"I have flown to Los Angeles for one of Jay Abraham's seminars and own practically every direct response book, video or audio I can get my hands on. The first time I was introduced to these powerful marketing principals, I felt like the guy who discovered the automobile after years in a horse and buggy, very enlightened and enthusiastic."

"Although I have personally succeeded using these principals, listening to your presentation made me feel like the guy on the horse and buggy again. Your information and perspective on direct marketing is a no-hype, down and dirty, guide to really using direct marketing effectively. Most of the people I have studied in the past, place their emphasis on the "emotional-end" of direct response marketing. After listening to you, I know the only place for emotions is in the message to the intended beneficiary. The tools and techniques you shared will allow me to leave my personal feelings, biases and emotions out of the decision making process. I now have the missing link to make all of my direct marketing projects winners. In fact, I won't make the mistake of starting until it has passed the Chénard Test. Marty, thank you for the valuable information. I look forward to hitting all home runs." **Michael Attias**

"As a direct response copywriter with over 25 years experience in advertising, I was utterly flabbergasted by Marty Chénard's system. You'd be crazy to launch any direct mail campaign without taking advantage of it." **Robert Scheer, Cedar Cottage Media, Inc.**

"Marty, your presentation made me sick! Sick to realize how much money I've been leaving on the table. Your powerful strategies and products will easily add hundreds of thousands to my profits."  
**Bob Serling, Stratford Marketing Group, Inc.**

**THE COURSE ON ... ADVANCED DIRECT MARKETING ORDER FORM**

Yes, Please enter my 100% satisfaction, money back guaranteed order for *The Course on ... Advanced Direct Marketing*. I understand that I will receive an eight to twelve page power packed issue every month (except December) filled with your never-before revealed Marketing Techniques & Strategies.

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Visa  MasterCard  American Express  Check Enclosed  
 Card # \_\_\_\_\_ Exp: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**PLEASE ENTER MY ORDER FOR THE FOLLOWING: (PLEASE CIRCLE ONE)**

1. *The Course On ... Advanced Direct Marketing* for 1 year: \$ 169.00  
 Also, please send me my 2 Free Bonuses:  
 The Mail Order Analyzer™ Spreadsheet Diskette. FREE  
 The Special Report on: "The Master Formula for Evaluating & Selecting High-Response Direct Mail Lists." FREE

2. *The Course On ... Advanced Direct Marketing* for 2 years: \$ 299.00  
 Also, please send me the 2 Free Bonuses above, and:  
 The PowerMarketing™ Analyzer Software Bonus FREE

3. Sales Tax (Massachusetts residents only) 5% \$ \_\_\_\_\_  
 (Please Check:  PC - Windows  Macintosh) Total: \$ \_\_\_\_\_

**PLEASE MAIL ORDERS TO: ADVANCED BUSINESS STRATEGIES, INC. • P.O. BOX 63 • WHITMAN, MA 02382  
 FOR TELEPHONE ORDERS PLEASE CALL: 1-508-350-9770, OR FAX YOUR ORDER TO: 1-508-350-9880.**

else can you get those kind of returns? If we had received "normal" responses (4%) and got "normal" closing ratios (10%) we still would have grossed about \$2.00 for each 20¢ postcard mailed out.

When you do postcard mailings, expect the norm for response. We presented our package so you could study it and see why we are getting such high response rates. We feel that we can best teach what we do different by showing you "how we did it".

If you perfected the art of high performing postcards and a good follow-up package you could turn it into a business machine. As the chart shows below, if you had a \$297 product to sell and your cost-of-goods was 10%, then by mailing an average of 20,000 postcards per month you could generate \$179,000 to \$293,000 in income per year. Twenty thousand postcards a month would only cost \$4,000 plus a nominal printing cost.

	4%	6%
Mail Qty	20000	20000
Responses	800	1200
Closes @ 10% (Sales)	80	120
Cost to Mail 1,000 Postcards	\$ 4,000	\$ 4,000
Cost to Mail Pkg. To Responses	\$ 2,400	\$ 3,600
Total Costs of Leads	\$ 6,400	\$ 7,600
Real Cost Per Lead	\$ 8.00	\$ 6.33
Closes @ 10% (Sales)	80	120
Cost Per Order @ 10% Closes	\$ 80	\$ 63
Hypothetical Selling Price:	\$ 297	\$ 297
Assume 10% Cost of Goods:	\$ 29.70	\$ 29.70
Net after Costs of Goods	\$ 267	\$ 267
Cost Per Order @ 10% Closes	\$ 80.00	\$ 63.33
Net Profit After Expenses	\$ 187.30	\$ 203.97
Total Sales per 10,000 Postcards	80	120
Times Net Profit Equals Total Net Revenue	\$ 14,984	\$ 24,476
Total Income Per Year	\$ 179,808	\$ 293,712

However, to only mail ResponseDoubler™ segments 1 and 2, and mail a total of 240,000 per year (20,000/mth times 12 months) you would need access to a list with approximately 500,000 names. You could have multiple lists with that many as long as you were getting the 4% to 6% response. And as stated in Chapter 8, you would have to strategically mail more in the best response months and less or none in the poor months. Before you think it is easy, realize that you will be mailing 14,400 follow-up response packages to the above scenario ... a lot of labor! If you figure it out, allowing 10 minutes to fulfill each package times 14,400 packages equals 60 forty hour work weeks. You now have to factor in the cost of two employees into the equation or prepare to work yourself to death. Good direct marketers look at all aspects of their business thereby eliminating such surprises. The smart way to solve this problem is to email your list of respondees to your mail house and let them fulfill the packages for \$1.00 each.

We hope that we are helping make a major impact as you make your journey into direct marketing. Again, as always, we wish you the best ... your editors.

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## Declan Dunn

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### Sales Letter For Increasing Sales Of Web Sites

With the rapid growth of the Internet came a huge demand for Web Sites and services. Web Sites have become online business properties with the possibility of gaining an international audience, of adding mail order capabilities to a business, and of putting things on autopilot.

Two types of prospects were interested in this opportunity:

- A. Techies who knew how to build sites but not how to sell
- B. Salespeople who did not know how to sell or explain Web Sites in simple English

This sales letter was targeted towards both prospects. The goal was to get them to buy the Internet sales training system through two main appeals. The first was to cash in on the gold rush fever of the Internet, as everyone from teenagers to established businesses were quickly generating money for their services.

The second appeal was towards the two main fears of the prospects; fear of selling and fear of technology. If you have ever heard a techie try to explain why to buy a Web Site, you know how hard it is for them to ask for a sale. And if you have ever heard someone try to sell a Web Site who has no idea of what they are really offering, you know how confusing they can make it.

As one of the only people on the Internet who can both create a great Web Site and sell it by quickly and clearly explaining the benefits, the message was to start working with the only system created by someone who could both walk the walk AND talk the talk.

Access to my system and to my assistance with their efforts is crucial here. Beneath the entire sales letter is the immediacy of an opportunity that is quickly slipping away if they don't act now. The purpose of the sales letter was to get them to buy this course immediately.

My strategy was to create a sales force that could offer Web Sites throughout the United States and Canada, The sales letter revolves around the initial testimonial, a client who generated \$100,000 within three months without any computer knowledge. He didn't even own a computer.

By training them on how to sell, I could then match them up with the technological people who could deliver the services. Techies who bought this course and had difficulty selling could be matched with salespeople who didn't want to touch the technical aspects.

The matchmaking between sales and production is crucial here; notice how the benefit chains I outline do exactly what I claim, putting all this confusion into simple terms

anyone can understand. Keep it simple and direct is the message, and is reinforced by the sales letter itself.

## **1. The Introductory Headline**

The headline sets the stage by providing the key to the locks, the secret formula that no one else knows. Immense earnings are almost implied with anything related to the Internet, but few people really know how to get the ball rolling. The Internet is so new, that everyone – even the techies – gets confused. The perceived barriers are tremendous, and the headline shows that these barriers can be unlocked. It also reinforces the message that almost everyone is making the same mistakes, so to be the one who isn't, you have to get this course now.

## **2. Opening Hook: A Breakthrough Discovery**

The letter immediately addresses the fact that other people are making tons of money. The lucrative appeal of the Internet is overwhelming, but notice how I refer to newspapers. People want to be featured in the newspaper, and many Internet companies are there. This removes the Internet from a “cyber” reality to something in their own world.

The message is reinforced by the second paragraph, that average people with no special knowledge are making the sales. It is neither the mysterious understanding of the Internet nor the technical aspects that matters; you just need to know exactly what to do. Finally, I set a believable (\$4,000) earnings goal and sum the problem up into one key phrase; all you need to understand is what people want to buy, not the computer systems that go into creating it.

## **3. Immediate Proof and USP**

This testimonial shows the possibilities and created instant credibility. If this guy, with no computer, can generate \$100,000 in three months, why can't you? This training system is the reason why he succeeded, putting it all in simple terms.

## **4. First Benefit Chain**

The immediacy of the Internet and simplifying the sales process expands the message further. These are the secrets you will get with this course.

## **5. The Untold Secret**

I introduced the second benefit chain by taking the prospect's confusion and explaining the same confusion through the eyes of their target customers. This allowed them to acknowledge their own challenges without feeling bad, followed by more benefits.

## **6. Introducing the Product**

The product is introduced by identifying the two types of prospects for this letter and showing the formula in action, the third benefit chain.

## **7. The End Result: Lifestyle Appeal**

The appeal to the entrepreneur, of being in control and running your own life, is a lifestyle appeal. Living where you want to live and making as much money as you want is the appeal of the Internet, and one of the few times that this lifestyle can actually happen. I was living in Paradise, California, which made the address on my order form a benefit as well!

## **8. More Credibility Building**

More testimonials back up the message, with one showing how he overcame his fear. Making money and overcoming fear are crucial to this sales letter.

## **9. The Special Offer**

Finally I outline the way they can take advantage by buying my sales training course now. I held off describing it until the end, and make it as succinct and direct as I can.

## **10. Internet Bonuses**

I add tremendous value to the package by offering a slew of Internet bonuses, free reports, reseller rights, and support for an entire year. The value of the package is dramatically increased with little added hard costs. The closing repeats the message to act now.

## **11. Act Now: Guarantee and More Bonuses**

The PS's are crucial here. Close with a guarantee, add more bonuses, and get them going before it is too late.

Direct response marketing is based on a simple appeal. Then why do so many people throw away traditional principles when dealing with the Internet?

The Internet provides such a valuable opportunity for businesses. It is amazing to me how unappealing most sales letters and advertising are for this medium. So many people fall for the gloss and tricks of marketing, trying to impress with cutting edge computer lingo and the appeal of the Information Superhighway.

In all my marketing, I continually focus on making the Internet understandable to anyone. From experts to beginners, the reception for this message has been tremendous. The goal of online marketing, as of any marketing, is to get the customer to act now.

On the Internet, there are live customers visiting Web Sites. You wouldn't know it by the way most people design their ad copy and Web Sites. Many seem to be screaming out like a magazine ad, but there's no competition around them. So they are simply screaming at their customers!

This sales letter was used on the Internet, targeted towards people who had taken the first step and been given absolutely poor advice. The Internet is one of the most traditional marketing mediums there is; you have to quickly and simply get your targeted message across. Most of the “gurus” teach you how to appear like some superior being with Internet knowledge, trying to hypnotize people with techie phrases.

Meanwhile, those making the most money from the Internet opportunity take a traditional direct response approach. Give them a free offer, outline the benefits, and get them to act now. With the Internet, act now means an immediate online order, as well as alternative routes like 800 numbers.

This sales letter was targeted towards two types of prospects and delivered via a Web Page and an autoresponder, an email that is automatically delivered when requested by the prospect in 30-60 seconds. The power of these direct marketing tools cannot be underestimated.

For two years people have ordered this product online, often deciding within 10 minutes to buy. I know, because the Internet lets me track them from entry point to final buying decision. It all centers on direct marketing principles that have been in place for hundreds of years.

## About Declan Dunn

Declan Dunn began consulting and creating Web Sites back when a little company named Netscape came to prominence in 1994. Since then, he has created winning sales strategies for clients like ABC, PBS, BonusMail, USWeb, First Security Capital, and many small businesses.

Declan combines direct response marketing techniques with his Internet expertise to generate immediate results. He is the author of two training systems:

1. The E-Business Maximum Cash Flow System, showing businesses how to go from start up to generating sales online within 60 days or less; and
2. The Director of Sales training program, teaching businesses how to sell Web Sites, advertising, and related services.

Visit <http://webletter.net/impact/> for more information and 3 free newsletters.

Declan is in demand as a speaker and consultant nationwide. Before the Internet came along, he consulted with companies in the Bay Area and Silicon Valley, setting up sales teams and networks to service corporate clients. Now he applies this experience and marketing to turn the Internet into a lead generating system.

Most importantly, he knows how to quickly and easily save money using a Web Site. Declan takes the seemingly complex Internet and puts it into terms anyone can understand.

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## What You Absolutely Must Know to Open Locked Doors of Profits and Make Money Selling Web Sites

①

### **Discover the Web Selling Formula To Success By Avoiding the Mistakes Almost Everyone Makes**

Dear Friend,

How many times have you picked up a newspaper and seen other people making tons of cash selling Web sites?

Thousands of Web sites are sold every month by people who are no smarter than you are, no more experienced, but who seem to know exactly what to do. If your Web business isn't generating significant income (and I mean at least \$4,000 a month), here's the reason why.

②

You probably don't understand what people really want to buy.

I've discovered what it is that people really want when they're buying a Web site. And just understanding what they want to buy makes all the difference. Listen to what Spiller Anderson says:

"Dear Declan,

③

Using your common sense approach to online business solutions totally changed our lives and the way we do business. We didn't even own a computer when we began. In only 90 days after receiving your course, we were able to get our new business online.

**Numbers tell the story...phenomenal results...\$35,000 our first month \$60,000 our second month...and over \$100,000 our third month...**

We have found the benefits to be immeasurable. Any company that is given the opportunity to use a program such as yours should consider themselves fortunate. I can not thank you enough."

Sincerely,

Spiller V. Anderson -- President, Hometown Marketplace Inc.

Spiller's results are exceptional and show the power of this proven system. You can discover the same secrets that have turned the business around for Spiller. I've put together a step by step, very simple, easy to understand course that tells you what to say, what to do, who to talk to, how to contact them, how to present your ideas, and how to walk away with the check in your hand. I boiled it all down into very practical terms that anyone can understand and act on.

Let me share my secrets with you, unlocking the doors to customers who want to find that one person who can explain what is going on, so they can buy. You can be that person if you learn how to simplify, define, and sell a Web site.

4

- Taking all the hype and jargon out of your sales presentation so that any client can sit down with you and understand within 5 minutes why they have to buy a now!
- Developing a sales process to double your current sales based on building long term referral work with clients, so that they keep coming to buy Web sites from the resource...YOU.
- Expanding your business and profits by adding services like Writing, Graphic Design, Marketing, and Web Publishing (and having others do the work), creating more ways to make money.
- Launching a Lead Generating System that flows with customers whom you never have to cold call or solicit (Yes, it's possible and people do it all the time! Make your customers your salespeople!)
- Showing how a Web site as a long term investment that can gain value each year, closing the deal by providing eight tested ways to make and save money with a Web site.
- Building new sales contacts and leads by delivering "free" workshops, using a series of products and Web site special offers to close 20% of the "free" audience.

The most important reasons for a business to go online are to make and save money. If you don't show them how, they'll go to someone who will. It's that easy. And it is happening right now. But it won't last forever.

#### **Techies Without a Clue and the Glassy Eyed Stare: How the Competition Helps You Close the Sale**

5

Understanding how to sell Web sites begins with understanding your customer.

Imagine you are the owner of a business looking to go on-line. You need to find someone you can work with, who can explain how the Web will help your business. But all you find are techies spouting jargon about FTP, HTML, megabytes of storage, bandwidth, and trying to get you to understand what is going on in their terms.

I've found the greatest selling opportunity in this mistake.

My competition sends them running to their dictionaries. I send them running to their

wallets, selling Web sites based on results such as:

- Testing Headlines, Generating leads, and gathering mailing lists on-line so that they don't think of a Web site as just an advertisement, but as an important tool with many different ways to increase their market share, save money on their print advertising, and gain more customers.
- Providing customer service and support on-line to create an automated marketing tool (a Web site is a salesperson, clerk, and public relations tool all wrapped up in one) with the customer paying the printing costs.
- Reducing overhead by having an on-line storefront open 24 hours a day 7 days a week without added employees, paperwork, or expense.
- Inventing incentive programs based on shared advertising, barter, and funding sites through sales of Web pages while creating more profitable traffic.
- Building my network of contacts, clients, vendors, and related, non-competitive businesses which generate more sales.
- Taking advantage of the true promise of technology: on-line banking, where the impulse to buy is immediately followed by the order on-line.
- Expanding a business market from local to regional, national, and international customers, all a local phone call away.

Take a look at what everyone else is selling; techie tricks and get rich quick schemes abound. To stand out in this competitive market, you have to do what few are doing; explaining exactly what any business can do to profit from the online marketplace.

**They Want To Make Money With A Web Site....And They Want You To Show Them How**

**6**

Here's a huge market, dying to buy Web sites, interrupted by people trying to sell all kinds of strange solutions,

1. Like the techie spouting code and Java lingo, experts intimidating the customer who is afraid of computers and the Internet.
2. Or the beginner, memorizing a few key phrases and stumbling when it comes to the moment of decision, when the value of a Web site could be explained, understood, and sold.

If you fit either, or both of these scenarios, you are not alone. I give you step by step instructions, online coaching, and exercises to develop and refine your sales process. By taking this unique approach, you can make money selling Web sites by:

- Tapping into what a business wants to sell and showing them how to sell it on-line so that they realize if they don't buy a Web site now, they will lose money (and customers) to their competition.
- Using my secret trick to explaining a Web site in 1 minute or less, opening up a sale within 5 minutes of beginning an interview;
- Acting as a consultant with an answer to all their questions and objections, expanding your cash flow by developing multiple products/services.
- Setting up an exclusive, \$100 interview with prospective clients to get you into businesses you only dreamed of and increasing your closing ratio dramatically!
- Discovering the 10 Best Ways to Generate Leads and Keep Referrals Coming to Your Door, virtually eliminating cold calls and boosting repeat business!
- Creating a sales process that feeds off itself so you will never have to sit around waiting for the phone or fax to deliver an order.

#### How To Get To Paradise By Selling Web Sites

I live in Paradise, selling Web sites. Are you living in your Paradise?

7

You should be. Selling Web sites is easy when you know how to explain, show it, and help the customer understand exactly why they should only work with you.

My Paradise is in Northern California, a remote community nestled in the sloping foothills of the Sierra Nevada mountains. Up here life is quiet, you can see more stars than you ever imagined in the sky, and I can hike for hours with my dogs, then settle down to an evening of work on the computer.

Before the Web came along I was struggling. The local market had nothing to offer. I almost had to move back, until that magical year of 1994, the year the Web came alive. Now I can:

- Live where I want to live
- Double or triple my earnings year after year
- Work with people I want to work with, when I want to
- Earn more money than I could possibly imagine when living in the city

- Be my own boss
- Create an automated marketing process that works even when I'm gone for days camping or just out for the afternoon with my dogs.
- Build a business that looks like a huge corporation, run out of my home office.

Paradise is not a dream, it's not a place - it's a lifestyle you can choose. Whatever Paradise means to you - working for yourself, making more money, or just having more time to do what you want - you are holding the key to a lucrative door when selling Web sites.

Forrester Research estimates that 70 million people will be on-line by the end of this year. How many will be your customers? Can you afford to miss this opportunity?

**Listen to What Others Have to Say About This Cutting Edge Approach**

Dear Declan,

8

"I am great in sales, always have been. However I thought I'd sell the net like I had Real Estate (that's my background of six years). My entire message is the one I heard from you. I am writing and developing key spots locally and nailing every business in sight to do either a simple display ad for only \$675 or a web site starting at a mere \$1500 for 3 simple pages. I hired 3 salespeople, another tech to write code (I don't touch the stuff) and moved into a new office. Thanks for your GREAT insight to the exciting things I am now doing. I hated Real Estate and now I'm doing something I really enjoy."

Steve Nickerson, Detroit, MI.

Dear Declan:

"Although I had limited experience with the Internet before we met, it was just another forum of high tech confusion. Now, due to our association, the World Wide Web has become the ultimate business tool; helping me achieve both my business and personal goals.

...Every bit of information you shared was presented in an easy to follow format with visuals at every step...I would not have chosen a career in this industry if it were not for your instruction... I owe it all to you, Declan, because YOU TOOK ALL OF THE FEAR FROM 'GOING ON-LINE'."-- Matthew Birchfield

**A Special, Limited Time Only Home-Study Solution**

9

What You Absolutely Must Know To Open Locked Doors of Profits and Make Money Selling Web Sites, Volume I, will teach you the secrets that I've developed, plus much, much more. The two workbooks are filled with information, exercises, and coaching to build your business. Eight audiotapes give you the inside tips I use, the ways to develop your skills as a consultant, and a taped, live interview helping you:

## “How To Write Million Dollar Ads”

- Discover the secrets of using magazines and traditional media to make the Web easy to understand
- Become a consultant by understanding the customers' fears, then relieve them by showing how to generate results
- Triple Your Leads Using Proven, Lead Generating Methods
- Learn Why selling technology can ruin your business -- it's true yet everyone does it!
- Close sales by focusing on bonuses and not cutting your price
- Present interviews that define what the customer wants in half an hour
- Describe The 10 Key Benefits of a Web Site and how to use them as a sales tool
- Get your leads generating leads for you
- Learn how to barter and exchange with print/broadcast media to double your exposure
- Reverse the risk of buying a Web site by showing how many different ways it can generate and save money

If you were to hire me to teach you this personally, it would cost you thousands of dollars. I've turned my tested system into a workbook and audiotape instructional set, and for the next 30 days only, I will offer:

1. The two workbooks and exercises
2. The Special Report, How To Overcome The 7 Major Objections to a Web Site sale
3. The Lead Generating Step By Step Automated, Power Marketing System
4. Eight audiotapes where I teach you how to act as a consultant, including a special tape where I conduct the same interview process I teach you to use
5. Full transcripts of the audiotapes so you can see it and hear it
6. The Secrets of Using 10 Key Benefits to Sell Web Sites
7. Special Email access for one month to jump start your efforts, giving you expertise to accelerate your learning curve
8. A special Resource Guide to help you find the right people to work with, what tools to use, and a special Internet No Jargon Dictionary you can pass out to your customers.

Normally I sell this package for \$497 all by itself, but for this month only I'll give you six

special bonuses:

- A free year's subscription to The Web Letter (and a complete year worth of back issues), a \$394 value.
- Special email coaching from me personally for six months, a \$1500 value.
- Membership in my insider's list, where you receive weekly tips and secret information online to help you develop your business, a \$500 value.
- A special videotape I recorded at a workshop, sharing more of my approach to selling Web sites, a \$97 value.
- A secret Online Marketing Report from one of the nation's leading experts (at least \$100 in value)
- The Special Report, "Discover How To Generate the Seven Revenue Streams of A Web Site", and the reprint rights! (at least \$200 in value)
- Plus special reseller rights to lead generating, audiotape books that you can profit on to jump start your marketing! (at least \$500 in value)



You get the entire package, plus the three bonuses worth \$3,291, all for less than the price of the package alone; just \$497 backed by my one-year money back guarantee.

**Don't Miss the Opportunity of "Right Place, Right Time"**

The Web offers an incredible opportunity to get in on the groundfloor of a quickly growing marketplace. But even more importantly, it offers you the freedom to choose and control your own lifestyle.

The World Wide Web lets me live in Paradise. You can live in Paradise, too, wherever you call Paradise, if you take advantage of selling Web sites now.

Look forward to meeting you online,

Michael Declan Dunn

P.S. What You Absolutely Must Know To Open Locked Doors of Profits and Make Money Selling Web Sites, Volume I is backed by a one year money back Paradise guarantee. That's how much I believe in this program, and your Paradise.

P.P.S. As a special added bonus, I will give all a 25% discount voucher towards What You Absolutely Must Know To Open Locked Doors of Profits and Make Money Selling Web Sites, Volume II, which will keep you up to date with the changes in selling Web sites.

P.P.P.S. Be sure to mention Dept. M-1 when you order and I'll include a CD-ROM of Library of 593 Business Letters, a \$47 value, absolutely free.



## **Randy Gage**

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### **Space Ad for How To Build A Multilevel Money Machine**

A monster hit – the orders are still coming in from this campaign. This ad has pulled well in every publication from trade publications to *Success* magazine. You’ll notice the ad is laid out in an editorial style congruent with the magazines it runs in – most likely a great strategy for your ads as well. Now, let’s look at the critical elements.

#### **1. Headline**

An audacious statement, but one I was confident I could back up in the book. It has a strong implied benefit and it’s surrounded by quote marks – perfect for a headline of this type.

#### **2. Subhead**

This brings the headline home to “you.”

#### **3. The first paragraph**

This is the most critical part of the body copy – especially the first sentence. Now notice this may not be very relevant to the general reader. But to someone in Network Marketing – the target market – a book on “the science of becoming wealthy in Network Marketing” is compelling enough to get them to read further. This is the single most important role of your copy – to get you to the next paragraph – which should draw you to the next paragraph – and on through the entire ad.

#### **4. Call outs**

This is a very effective technique when selling books, reports, or similar products. By naming the exact information provided and then the specific chapters (or even page numbers), the prospect gains confidence in the value of the product.

#### **5. Establish credibility**

In all successful marketing we lead with benefits, then substantiate with features. In this case I’m substantiating my credentials to write the book – to give credence to the benefits promised.

#### **6. Contact information**

We make it easy to order – in this case with an 800 number.

## 7. Testimonials

Notice the two types here. The first is great – a specific tangible benefit gained, in this case the \$300,000 earned. The second one doesn't give a specific benefit, but coming from the editor of an industry publication, it adds credibility to the rest of the ad.

### **Mail out for Direct Marketing ProfitLetter**

This is an ongoing very successful campaign. The letter you are about to review is the current control package for one of our newsletters. It's 12 pages, printed on 3 11 x 17 sheets folded down. There's also a one-page sign-up form. We mail this in a #10 envelope.

The first thing you'll notice is we don't clutter up the top of the page with the address, phone numbers and web address. I don't want those things detracting from my headline. I simply put the tag “Business Development Consultant” under my name because that reinforces the message I want to send in the letter. Also, you'll probably notice the letter is in Times New Roman font, not Courier. After extensive testing in our market, we've discovered our prospects are more sophisticated than that. Now, let's break the letter down into some important components...

#### **1. Headline**

This headline doesn't give an exact benefit, but instead hints at the possibilities. It's an intrigue approach and intrigue approaches have always worked quite well for me.

Now, I have a theory about that; I believe it's “the bikini syndrome.” Here's what I mean:

Go to a beach and look at all the sexy people around you. There's a mysterious allure about what's under those almost-revealing swimsuits. Even a lady in a one-piece will catch your eye.

Now, go to a nude beach where everybody's in the buff. You'll find yourself surrounded by sagging breasts, shriveled up penises and dumpy, cottage-cheesy butts. After a short time there, you'll probably be ready to scream, “Can't you people please put some clothes on?”

The mystery of infinite possibility is much more enticing than the reality. Left to his own devices, the prospect's imagination is probably better than his actual reality.

By putting a specific benefit in your title, you risk the prospect saying, “OK, big deal. Sounds alright, but I've got other important things to do right now.”

If you use a headline that says, “Earn an extra \$100,000 this year,” no doubt many prospects will be impressed. Now if Bill Gates, Warren Buffet and Ross Perot are reading

your copy – they’ll probably shrug their shoulders, as they probably spend that much a year on loafers.

Now, what if you do a headline that says, “Will one of these techniques increase your income by three, six or even ten times?” All your previous prospects still are going to read the letter – and Gates has to read it to see if it contains a way for him to make 430 billion dollars. The more people you bring into the copy of your letter, the more products or services you’re going to sell.

This is not to say giving specific benefits in headline is bad, quite the contrary. Sometimes, however, it makes more sense to go with intrigue. I suggest you test both kind of headlines. In this case, we went with intrigue.

## **2. The first sentence**

Joe Sugarman says the first sentence of an ad or letter has one function only – to get the reader to read the second sentence. This first sentence does this by continuing the intrigue theme.

## **3. The second and third paragraphs – more mystery**

Now we get to some tangible benefits. Notice however, that I continue the mystery theme. The reader can’t stop here and assume she knows it all. I’ve talked about “a way” to make more money, and “a chance” to work with me, but these are alluded to, not really spelled out.

## **4. Substantiation**

In the next four paragraphs, I’m building up credibility. Even though the reader doesn’t know exactly what I’m about to offer him, he knows now I’m qualified to make the offer.

## **5. Turning the conversation to the prospect**

This is a technique you see in all my marketing, and one that separates me from many of the so-called marketing “gurus.”

They are content to beat their own chest, assuming that the more they tell their reader how great they are, the reader will just automatically buy their product. This approach of “I’m so awesomely magnificent that a groveling slob like you and the rest of the common folk should be happy for a chance to buy from me” does work to a degree. Jeffrey Lant, Dan Kennedy to a lesser extent, and others have been successful with this type of approach.

The danger with this approach is that it’s easy to drink your own bathwater and lost sight of serving your customers. Personally, I like to use an approach as I do here: I’m not shy about telling you I’m good. It’s not uncommon for my prospects to say, “Boy is this guy

cheeky.” Or as Bill Gove says about me, “Randy’s got more nerve than an abscessed tooth.” Yet I find I get away with it because:

- a) I can back up what I say, and
- b) I always turn the conversation around and let the prospect know in no uncertain terms the benefits that she can receive with whatever I’ve been beating my chest about.

## **6. The page turner**

This is the final sentence on page one. If the prospect got this far, he simply turns to the next page to answer the question posed. Now, I’ll tell you something here:

I’m not a fanatic about ending each page in the middle of a sentence like many copywriters are. I’m more concerned that my copy has a “bucket-brigade” style that’s going to pull the reader through the copy in any event or page placement. As with this letter, I’m most concerned with the first page. After that, I usually let the pages break where they may and count on my copy being compelling enough to keep the reader turning the pages.

## **7. The formula repeated**

Look what happens here – a mini repeat of my formula. I’m beating my chest about my publicity skills – then I back it up with facts – then I turn the conversation back to how the prospect will benefit.

## **8. The one-word sentence**

Another very effective technique. One that your English teacher wouldn’t let you use, but all great copywriters do. People often talk in one-word sentences, so it’s important that your copy does. Notice how the one word, “Really,” adds finality and certainty to the previous sentence.

## **9. “Bucket brigade” devices**

Much like the one-word sentence, these devices serve to pull the reader through the copy. Notice that many of these sentences are actually fragments. Again, something that the Nuns in your primary school would have rapped your knuckles with the ruler for – but a critical element to good copywriting.

I’m a big believer in lots of hyphens, m-dashes and ellipsis – liberally sprinkled among sentence fragments. The reason, of course, is that this is the way people really talk. If you want to really reach your prospect – you have to speak to her in the language she uses every day.

## **10. Implied testimonials**

This is what you do when you have a new offer with no testimonials. In this case, I was selling a newsletter that hadn't been published yet. By alluding to successful protégés from my other coaching methods, it builds credibility and is probably just as good or better than testimonials.

## **11. Painting the picture**

Or in other words, quantifying the benefit. It's one thing to tell a prospect he's going to save money with your product. But imagine how tangible it is when you point out he could buy a car with the money he's going to save. It's one thing to tell him he's going to make money – it's quite another to have him envisioning a wheelbarrow stuffed with currency.

## **12. The premiums and the incentive to act**

What I've done here is tie the two together. I offer some good value premiums, but I tell the prospect she has to act within five business days to get them. A powerful one-two punch, one I recommend you use.

## **13. Tell 'em why**

Are you offering your prospect a too-good-to-be-true offer? If you are – you better tell him why. Otherwise his skepticism intensifies and he might just refuse your can't-refuse-offer. Notice in this example I 'fess up to the fact that I'll be making money. A prospect who reads that is likely to say, “Hey if he's being up front about that, he's probably on the level about the other stuff as well.”

## **14. The internal message**

Like most of the other techniques I mentioned, this one is used throughout the letter. The internal message is supposed to give the critical benefit information to the prospect. The idea is that a quick skim through your letter will cause a prospect to go back and read it entirely – or even better – pick up the phone and order your product.

I've picked these two and a half pages to demonstrate how this works with the 10K Club. If the prospect scans this letter to find out about the Club he'll learn that he'll receive six copy critiques, six conference calls, 40% discount on seminars, two \$1,500 discount certificates, members-only updates and participation in a million-dollar Marketing Mastermind – all from the internal message.

His scan will also reveal that he'll get to attend “a members-only 100K Club Retreat” where we'll talk about “the most profitable idea you had this year.” He will also be warned that membership is “severely limited” and filled on a “first come-first served basis.”

### **15. The guarantee**

Notice my guarantee is better-than-risk-free. If the prospect cancels, she gets all her money back and gets to keep the premiums too.

### **16. Play it again, Sam**

As we get near the end, it’s good to restate the key elements of the offer. Always a solid strategy, but particularly good with longer letters.

### **17. The P.S.**

A final call to action. Act fast or you miss the boat.

### **18. Order information**

Tell ‘em how to order, and make it as easy as possible.

### **19. The acceptance**

Here I always like to use one of my favorite words – “yes!” “Yes, Randy, count me in. How can I resist such a spellbinding offer?” I find these type of reply forms much more effective than the usual official-looking boring ones.

#### **About Randy Gage**

As President and Creative Director of Gage Direct, Randy Gage helps clients generate more leads, close more sales and make more money. He has worked with clients from several continents – from start-ups to multi-billion dollar corporations – helping them to raise their sales through better marketing.

He is best known for his work in Network Marketing, copywriting and catalog design. He is the author of “How To Build A Multi-Level Money Machine” as well as numerous audio and video programs. He lives in Miami Beach, Florida with his cats Conan and Scruffy. He can be reached at (305) 531-9429 or by fax at(305) 531-9250.

# “The most important book on creating ① wealth since *Think and Grow Rich*”

② Discover how you can build your own multi-level money machine

③ **F**ive years in the writing, it's the first professional, indexed, hardcover book ever published on the science of how to become wealthy in Network Marketing. The only word to describe it is *stunning*. For the first time ever, Randy Gage lays bare his exact system for creating a multi-level money machine. You'll find more money-making tips on any two pages of this book than you'll find in the entire manuscripts of other so-called how-to books.

④ You will learn exactly how to: choose the right company for you (chapter 3); reduce drop-outs by over 80% (chapter 8); invite prospects so they show up to presentations (chapter 7); make effective one-on-one presentations (chapter 9); conduct powerful meetings (chapter 10); and leadership strategies that build depth and provide long term security (chapter 12). You'll discover exactly how to build a massive, exponentially-growing Network Marketing organization—even if you've never before been in MLM!

This is not a “rah-rah,” “motivational” book, or a collection of corny cliches and platitudes. *It's 15 chapters of marketing techniques, leadership strategies and organization-building methods to create walkaway, residual income for life.*

You'll learn exactly how to build a massive network. In 248 stimulating, information-dense pages, the world's preeminent Network Marketing coach will show you the exact actions necessary to build lifetime, residual income from your multi-level money machine.

An audacious statement perhaps—but a completely accurate promise nevertheless!

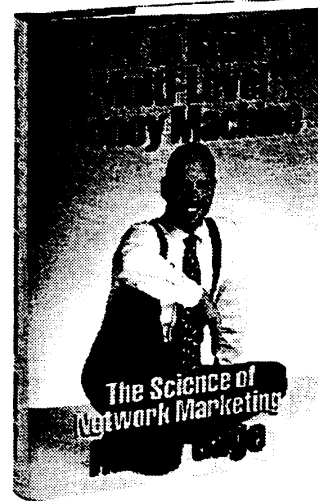
Quite simply, no one has ever revealed the exact, step-by-step process you take to reach complete financial independence in Network Marketing. It's all here from how to get started—to building depth for walkaway residual income. This is the definitive work on the subject. Period.

Nobody has ever written out the complete, step-by-step system to surefire wealth with such relentless detail—until now.

Network Marketing is the last bastion remaining in the free enterprise system where an average person without big money or degrees can become completely financially independent. And there's nobody better qualified to teach you than Randy.

⑤ He has arguably created more MLM millionaires than any person alive. His *How To Earn At Least \$100,000 A Year In Network Marketing* audiotape album is the #1 selling album in Network Marketing history. His *Escape The Rat Race* audiotape has sold more than a million copies. People have traveled from around the world to attend his three \$5,000-a-person MLM Bootcamps. He's helped launch startup success stories and consulted with billion-dollar companies. Along the way, he's introduced Network Marketing to such distant places as Slovenia, Croatia, Bulgaria and Macedonia. And now—for the first time ever—he's packed his million-dollar know-how into a book that you can be the first in your area to own.

Discover the exact actions you can take to build your own multi-level money machine. Please take advantage of this lucrative opportunity today.



## How To Build A Multi-Level Money Machine

282 pages

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(305) 531-7085

⑦ “The concepts in this book have helped us earn an additional \$300,000 in the past year alone....”

Gary & Vicki Morgan, Diamond Directors, Envion

“Do yourself, and everyone in your organization, a favor... get the book”

Michael S. Clouse, Senior Editor, Upline™

## Randy Gage

Business Development Consultant

**Which one of the following two offers will prove to be the most lucrative for you?**

①

Dear Colleague,

The type of individual you are — and how seriously you approach your business — will determine which of the two very lucrative offers I’m about to make is the right one for you.

②

The first one is a way to make more money in your business through better marketing. A monthly lesson on how to write copy, craft sales letters, design ads, initiate host/beneficiary relationships, find lists of the best prospects for you, and a multitude of other ways to grow your business bigger, better and faster.

③

The second offer is a chance to have me personally working with you — via conference calls, copy critiques and coaching — actually helping you plan and execute your marketing strategy. This second option will also allow you to join a select Marketing Mastermind Alliance of some of the most brilliant entrepreneurs in the world.

More about both of these two options in a minute. First, let me bring you up to date on how I’ve been making money most recently.

④

I made over 3½ million dollars in the last two years, primarily working off my balcony while watching the sailboats bobbing in Biscayne Bay. As a matter of fact, that business I was doing on that balcony actually generated the money to buy that condo, as well as the four exotic cars I have in the parking garage below.

Even better...

In addition to my fast three and a half million, these same business strategies provide me with several different streams of residual income — which allows me to rake in several hundred thousand dollars a year more of guaranteed cash.

Now, I want to teach these same proven business strategies to you. To give you the ability — if you choose to accept it — to earn millions of dollars in this same business.

⑤

Could you use a couple of hundred thousand or even a couple of million dollars extra a year? That’s exactly what’s possible in this amazing business.

What business?

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Marketing. Or, more specifically, *direct response marketing*. The business that made me wealthy — and can make you very wealthy as well. Now, of course, if you’re already rich — direct response marketing can multiply that for you. And I’ll teach you exactly how to do it — in my new newsletter of direct marketing strategies.

The *Direct Marketing ProfitLetter* will come to you each month packed with nothing but money-making methods, strategies and techniques. Now, in case you’ve never met me — let me clue in on a little about me and what you can expect in the *ProfitLetter*.

I don’t teach theories, or give “book reports” on textbooks published by college marketing professors who never make a dollar in their life really marketing a product. I have no degrees and was expelled in the 9th grade from West Senior High School in Madison, Wisconsin. So, I’ve never even been exposed to those university teachings. But, I do know how to make money marketing. Lots of it. And I’ll teach you exactly how I do it in the *Direct Marketing ProfitLetter*.

Here’s what you’ll get from a subscription to the newsletter:

First, just overall marketing knowledge. From solid fundamentals to new breakthrough techniques that my subscribers and I are using. You’ll be the first to learn the insider tips: who’s making money and how they’re doing it. How I’m making my money and how you can duplicate it.

Each issue, we’ll explore several aspects of how you can make more money with direct marketing.

A topic we’ll look at a lot is how you generate low-cost and no-cost publicity. I have easily received at least 15 to 20 million dollars worth of free publicity in my career. In the past four months alone, I’ve appeared on a Time Warner cable television show, eight radio shows, and have had full-page writeups in *SUCCESS*, *Work At Home* and *Network Marketing* magazines. During that same time my book’s been reviewed, profiled or mentioned in *Upline*, *Independent Publisher*, *Profit Now*, *SUCCESS*, *Mail Order Marketing News*, *The Miami Herald*, and *The White Mountain Independent* newspapers.

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Frankly, there’s not a business in the world that can’t benefit with free publicity. And the funny thing is, there are millions of dollars worth of free publicity, yours-for-the-taking, every week!

Yet, most entrepreneurs don’t know how to access this lucrative resource. I’ll show you exactly how to get your share. (I’ll even reveal how I got one of my protégées a nationwide television appearance on the Sally Jessie Raphael Show!) You’ll learn how to design press kits, write media releases, and pitch television and radio producers.

I’ll tell you what else we’ll spend a lot of time on — copywriting. More importantly, teach you exactly how to write gut-wrenching, benefit-driven, customer-centered, drop dead, “killer” copy that gets your prospect to pick up the phone and buy NOW!

It's really not hype, and not exaggeration when I tell you that copywriting is the single most lucrative business skill you can ever learn. Really. Yet, they don't even teach this in business school.

8

**For that reason, we'll devote a lot of issues to ways you can learn to write better copy.**

I'll analyze some of my most successful letters and brochures from a copywriting standpoint. These will include my all-time controls for newsletter subscription, fund-raising, seminars and distributor recruiting.

We'll totally dissect them, line by line, looking at critical components: headlines, internal message, postscripts, copy platform, the offer, call to action, risk reversal, and other critical elements that make copy successful.

**Then — you're going to put them into practice...**

9

I will be directing you in some exercises that will teach you to be a better copywriter. You will actually write copy.

More importantly, you will be actually writing the copy for a letter or brochure to promote your own business. The idea is for you to create actual marketing materials that you can immediately put into use to increase your sales!

As you're building on the copywriting skills you develop, I'll be devoting a lot of space to crafting “killer” sales letters. You'll learn how to create “grab 'em by the throat” headlines, compelling “internal messages,” post scripts that reinforce the sales message, and many response boosters, like “lift letters,” “Johnson boxes” and reader participation devices. Depending on what your product or service is, you can make a million dollars with the right sales letter. You'll learn exactly how to craft these kinds of sales letters in the *Direct Marketing ProfitLetter*.

I'll bet you could profit greatly by another topic you'll learn in the *ProfitLetter*: how to design brochures and flyers.

You know, there must be ten million trees a year hacked down, giving their lives to provide the paper for some of the most God-awful, ridiculous brochures I've ever seen. As a matter of fact, I'm writing this letter on the plane ride home from the National Speakers Association Convention. About 1,800 speakers there. About 1,750 of them with the dumbest, feature-oriented, poorly designed brochures you've ever seen.

And I'll guarantee you something else...

By the time I land, my mailbox will be stuffed with dozens more brochures promoting countless products and opportunities — that will seem as though they were designed by a brain-dead moron on crack.

## “How To Write Million Dollar Ads”

I don't want you wasting your money on garbage like that — or losing thousands of dollars in business because you don't know some simple techniques of designing effective brochures and flyers. You'll learn how to design effective brochures and flyers — ones that bring you business.

I'll tell you where else you learn to make more money...

On the Internet. Now, if you've read my past newsletter, you know that I think the Net is the most over-hyped thing to come along since new Coke. But I'll tell you what — it ain't gonna go away. The fact is, if you're in business today, you need to be on the Net. In the *ProfitLetter*, you'll learn how to get on the Net cheaply, how to drive traffic to your site, and how to actually sell products or services profitably.

Which leads us to another topic you'll get in the *Direct Marketing ProfitLetter*...

How to design catalogs, “magalogs” and “bookalogs.” This is one of the most profitable skills you can learn. My magalog brings me anywhere from \$40,000 to \$75,000 a month in residual income — every month — whether I work or not.

Chances are good that you should be publishing a catalog, “magalog” or “bookalog” in your business. If you're a professional speaker or seminar promoter — you need a catalog or “magalog.” If you're an information or mail order marketer — ditto. If you run a retail operation — you'll probably be amazed at how much extra income you can generate with a catalog or “magalog.” The right sales letter can bring you a million dollars in income. The right catalog can bring you even more. Even if you just have one or two products, I'll show you how you can make more money with a catalog.

Here's something else...

Even if you have a business that doesn't have products or services that would sell in a catalog — you may find a “magalog” or “bookalog” to be the most wildly profitable lead generation device you can use. You'll learn how to create each of these mediums — and which ones will make you money in your business.

Since many of the things we'll talk about each month involve selling information, you'll also get some articles on how to develop and sell information products. Since I've made millions of dollars publishing books, booklets, Special Reports, Study Guides audios and videos — you know that you'll get the real scoop, not some silly conjecture. Over the months ahead, I'll teach you exactly how to author these products; hire other people to author them for you; and sell them. Not only will I give you insider tips on publishing and production that will save you thousands of both dollars and hours — but I will even give you the names and contact information of agents, publishers, producers and audio/video production companies.

Which is something else you should know about the *ProfitLetter*...

I'll always provide you with the names and phone numbers where appropriate. Two areas come to mind right away — joint venture partners and investors.

Let's talk about that...

Lots of my subscribers and clients are always looking for joint ventures to be a part of. I'm actually doing more and more joint venture projects myself. If you have a viable idea or concept — but not the experience or confidence to go ahead alone — one of my subscribers or I just might want to jump into it with you.

Or, it could be that you have the know-how, but not the investment...

If so, it's highly possible that I, or one of my “players,” could pump a big cash infusion into your venture in exchange for a piece of the pie.

One of my protégées just made \$47,000 in a quick mail campaign. Another has already tested and rolled out a campaign, and he's dropping 100,000 letters a month. A speaker I coached has pulled in an extra \$78,000 in the last six months. One of the attendees of my Bootcamps just sold his business for \$5 million. Another made an extra \$7 million. Some of these people are flush with cash burning a hole in their pockets, looking to invest in a hot deal. Others may not want to invest, but they have unique talents or contacts and could be very interested in certain joint venture partnerships. In either case, the *ProfitLetter* will help put you in contact with the people right for you.

You'll also learn how to sell information another way. You'll learn how to set up and market your own seminars and conferences.

You'll discover how to price them, title them and you'll learn where to conduct them for maximum enrollment. As you probably know, I promote between forty and sixty programs a year — some of them Bootcamps and Institutes costing up to \$7,500 per person. I'll show you exactly how to cash in on this lucrative market. You'll discover what types of programs sell best, how to price them, the best places to conduct them, and finally — how to promote them so there are people in the seats.

I'll show you yet another market that can make you an extra two or three thousand dollars a month, or — if you want to get really serious, like I do — an extra forty to seventy thousand dollars a month. You can start this business from home for pennies, and do the business from your kitchen table or balcony, like I do.

I'm referring, of course, to consulting.

This is a business that you can get into right now and make big money doing it. Never give anyone a piece of your mind again — let them pay you for the value of the information.

I'll show you exactly how I get million-dollar-plus consulting contracts, without even having to make proposals! You'll learn how to position yourself as the definitive expert in your field — *and have potential clients standing in line, begging you to take them.*

And I'll go ahead and tell you another way you do that...

Display ads. Oftentimes, the ads you run for your books, tapes or seminars — will generate many inquiries for consulting or other services from you. The positioning value is incalculable. Even better though, display ads are a profit center unto themselves — a very lucrative one.

You'll learn the secrets to designing profitable ads, and how to test and track them. You'll discover how to select the best publications to run them in. You'll also learn how to get publisher, mail-order, test rate, in-house agency, and other discounts that allow you to buy ads for up to 80% off the regular price. I've got a full page ad running in a national business magazine right now. The regular price: \$50,000.00. The price they finally quoted me: ten grand! Understand something: most Madison Avenue ad agencies would be content to pay full price for that ad. I saved enough on it to buy a small Mercedes. That's the difference having inside information can make for you. A final thing about ads...

You'll also learn the secrets to creating small classified ads that bring HUGE responses. I'm using classifieds very profitably right now to drive traffic to bookstores and generate catalog requests. Chances are good that you can use classifieds in some way to boost your business.

For many of you, that will be using classifieds as “stage one” in a two-step campaign. You use classifieds to identify and bring forward qualified prospects cheaply — then, send out a more expensive packet to close the sale. In the *Direct Marketing ProfitLetter*, you'll learn exactly how to do this, as well as the little-known ways to save buckets of money when you place these ads. You'll also learn how to earn cash with...

#### **Host/Beneficiary relationships.**

This is where you link up your product or service with someone else's already existing market. (Or get new, profitable products for your existing pipeline.) I have a client right this minute who is doing this in the magazine market. He has parlayed this into the number one subscription agency in the world, selling more than 40 million subscriptions.

Host/beneficiary deals are fairly simple to set up once you understand them. In the *ProfitLetter*, you'll learn exactly what you do to set them up for your business. Or even better, simply put together the two sides for a piece of the action! Once you know how to do this, you can do it over and over again. Make it your personal money machine!

I'll tell you another very important feature you'll find in every issue of the *Direct Marketing ProfitLetter*: the customer lists of big spenders who buy products like yours.

The secret of making money in any business is getting your offer in front of the people who want what you have — have the money to buy it — and have a proven track record of buying products in the manner which you’re selling them.

No matter what product or service you sell, there’re probably lists of people who buy it. The problem is that most of these lists — even their very existence — are jealously guarded by insiders “in the know.”

In the *ProfitLetter*, I’ll reveal some of these lists each month. I’ll tell you what products these prospects buy, along with their key spending patterns and demographics.

Need a list of 140,000 Network Marketers? How about a list of one million people who just moved? Care for 15,988 entrepreneurs who are looking for a work-at-home business? Or how about 656,924 people who attended seminars to improve their financial standing? Maybe you could use a list of 45,000 women (completely direct-mail-generated) who are interested in health offers.

**These are all lists I’ll reveal just in Issue One.** And I’ll give you more sizzling hot lists every issue. I’ll even show you how to access 21,100 lists, at your fingertips, 24 hours a day. By the way, in one issue, I’ll even show you how to be a list broker. You can make an outrageous 20% profit simply by brokering these lists to people who need them.

Here’s what else...

I’ll also show you how to participate in alternative media programs. Want to ride along in the *BMG Jazz Club* mailing to their 300,000 members? Or be an insert in the *Pro Team* or other sports catalog reaching 12 million prospects a year? I’ll tell you how to get in these two programs in Issue One, and then many more, month after month.

I could go on, but I think you get the picture. The *Direct Marketing ProfitLetter* will be positively gushing over with cash-generating ideas in every single issue. Every month’s newsletter will feature enough insider tips, marketing advice and breakthrough strategies to fill a wheelbarrow with cash. And I’m not being glib; I really mean that. As I prepare every issue — if I don’t see how it can make you a wheelbarrow full of money — then I’ll go back and find more material to bring it up to par. I’m looking to create a resource that will more than justify a ten thousand-dollar-a-year investment to a select group of entrepreneurs.

Now, before you get hysterical over the prospect of paying ten grand a year for a newsletter, there is some good news. Two things you should know:

# 1) There’s an additional group of benefits available to the \$10,000 subscribers making the membership worth at least a hundred times that; and,

# 2) There’s a newsletter-only package shamelessly underpriced at only \$197 (which I’m going to offer you as a charter subscription special for only \$97).

I realize that many of you simply aren't advanced enough in your business development to drop a quick \$10,000 investment into improving your marketing skills and cash flow. (And of course, I realize that some of you are just too cheap on principle.) In any event, I've got a way you can get started with just the newsletter and begin making money. Here's the deal:

The regular price for the newsletter is only \$197 per year (12 issues). **Order now and you can get a charter subscription for \$97.** This will allow thousands of people who desperately need my money-making advice — but don't have the start-up capital for my \$1,500-an-hour consulting or \$5,000-a-person Institutes — a chance to build up some cash flow right away.

**I'll even make you an irresistible offer...**

By paying with an automatic debit to your credit card, you'll be guaranteed that annual price of only \$97 a year for as long as I publish the newsletter! (Of course, you may cancel your subscription at any time.) You'll get twelve issues a year absolutely overflowing with profit-making tips, breakthrough strategies and proven marketing techniques. If you order within five business days, I'll sweeten the deal with a new subscriber “goodie pack” worth much more than your subscription price. **Here's what you'll get:**

First, I'll tell you how to get a free subscription to one of the most respected, longest-running newspapers in direct marketing. This normally costs \$75, but I'll show you how to get it for nothing.

Second, I'll give you a coupon good for another subscription — this one's “the Bible” for catalog/magalog publishers. It's a “must read” if you're planning to do one of these. This goes for \$74 a year; you'll get it for free.

Next, I'll give you a source for translating your materials in foreign markets. What sells well here, often sells well overseas, as well. I'll give you a place that's been translating copy for more than 33 years.

I'll also give you a number to call to get a free Special Report on how to identify breakthrough premiums. Over the last two years, this company tested premium offers versus 360 “control” packages. The premium offers have won 278 times! That's an 87.9 % success record, so it's definitely worth your time to test some premiums. This Report will help you pick the right ones for your offer.

Here's what else you'll get in your new subscriber welcome packet: a source that guarantees you a credit card merchant status account. Frankly, you can't be in business today without this. I'll give you a place that guarantees to accept you — even if you're a new business, speaker, mail-order merchant, or other impossible-to-get status business. And no, you don't need a storefront, photos of your business, or any of that nonsense. Just call them, tell them I sent you — and you're in. Period.

In addition, as a Charter Subscriber, I'm going to make you a dealer of Gage Direct and waive the

\$100 set-up fee. As a dealer, you’ll have the rights to purchase materials from my catalog at wholesale, and resell them for lucrative profits. I have dealers who make tens of thousands of dollars a year simply with this program. It costs you nothing as a Charter Subscriber.

These premiums alone are worth four or five times the cost of your subscription investment. I’m doing everything I can to make this offer so ridiculously lopsided, you’d be crazy not to subscribe.

Why?

10

I want as many subscribers as possible. Obviously, it’s financially rewarding for me, but I’ve got some other reasons as well. The more regular subscribers I have, the more possibilities I’ll get for joint venture deals; there’ll be more people recommending my services, and a stronger network for deals, investing and host/beneficiary relationships among my readers. And, of course, the more charter subscribers we have, the more success stories we’ll generate. I’m counting on the fact that a lot of novices will go out and apply the strategies they’ve discovered in the *ProfitLetter*, build up their business, and, eventually, a select few will become members of...

**The 10K Club.**

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This is for the \$10,000-a-year subscribers. My goal is to make this the most select, lucrative and powerful marketing Mastermind group in the world. The 10K Club members will receive a package of benefits so lucrative that it’s never been offered anywhere before.

As a member of the 10K Club you’ll receive:

- **Six copy critiques a year.** These can be sales letters, display ads or brochures. The choice is up to you. Since I normally charge \$1,500.00 each for these, this is \$9,000.00 worth of consulting to you. Of course, the real value to you is impossible to quantify. How much more could you sell a year if I personally critiqued some of your ads and letters? And I do mean personally. Know that the critiques you receive will be done by me, and not by some intern or assistant.

Please be warned, however, that these critiques cannot be saved and carried over until the next year. Balance and personal time are important to me. I don’t want overwhelming obligations hanging over me. If you want your six critiques a year, you’ll have to submit them; I won’t be chasing after you.

- **Six live conference calls a year.** I will conduct these calls with you and up to nine other 10K Club members. (I’ll be selecting people from non-competing businesses, which will provide all participants with the most good.)

Use these calls to bounce headline ideas off the group; get joint venture partners; secure investors; or get any kind of marketing advice from me. This is your chance to ask questions and make sure you’re applying the strategies in the *ProfitLetter* to your

maximum advantage. The normal price for these calls would be \$9,000.00, as well, but what they will really be worth to you is incalculable. If you’ve ever participated in (or seen) one of my “hotseats” at the Bootcamps I conduct, then you know that I often throw off two or three ideas in ten minutes that are worth tens or even hundreds of thousands of dollars. Add in the Mastermind effect and venture possibilities with the other entrepreneurs on the call, and the potential value to you is simply mind-boggling.

- **50% discount on any of my regular seminars and workshops.** You’ll get half price on any regular workshops I conduct in your area. This means that you can save up to \$450.00 for each seminar you attend.
- **Two certificates good for \$1,500.00 off admission to my Bootcamps or Institutes** (which cost \$5,000.00 to \$7,500.00 a person) or \$500.00 off the Home Study versions of these. These are worth \$3,000.00 to you. (And, if you can’t make millions of dollars with the information you learn at one of these mega-powerful, super-intensive events — better blow your brains out.)
- **Members-only 10K Club Updates.** From time to time, you’ll receive Top Secret, members-only updates with your newsletter, or sent separately. These will range from special offers on products and services that can make or save you money, to hot tips that must be acted upon immediately, to investment or joint venture possibilities that would be out of reach of the average subscriber. Since some of this information is Top Secret, I’ll be counting on you to follow the Code of Honor to keep this information among 10K Club members only.

Finally, what I think is the single most important 10K Club member benefit...

- **The Million-Dollar Marketing Mastermind.** This is without a doubt the most powerful tool you can have in your business arsenal. The opportunity to Mastermind with other players — learning who’s making the really, really big money, and how are they doing it. Here’s how it will work...

Two to three times a year, I’m conducting Bootcamps or Institutes. These are very expensive, three- to five-day trainings, often going 15 hours a day. At each of these — I will be conducting a private reception in my hotel suite, only for 10K Club members who are attending the event. These will be informal with no presentations by me. I will simply be circulating, making introductions where appropriate and joining the discussion.

Also, once a year, we’ll hold a members-only 10K Club Retreat. This will be conducted at an ultra-exclusive international resort (places like Tahiti, Hawaii and the Caribbean), or might be held to coincide with another event (like the World Cup, Concours d’Elegance, or Super Bowl).

Members each pay their own expenses and attend at their own discretion. We'll do some Mastermind sessions in the mornings (though not ~~too~~ early in the morning). I'll talk about the projects I conducted in the year just completed. What worked big; what didn't; and what I learned from each. Then, we'll go around the room and get similar insights from the members present. We'll all answer questions like, “*What was the most profitable idea you had this year?*”

Then, we'll break up and go our separate ways in the afternoons (individuals or in small groups), so you can go scuba diving, snorkeling, golfing; get a massage or just lie in the sun and drink out of a coconut.

Then, in the evenings, we'll get back together for networking dinners and trips to the theater, shows or movies. Although the first retreat is set, I'm not publishing the information here. Obviously, there are lot of wannabes, salespeople, or even ne'er-do-wells who might want to crash a party like this. For that reason, the date and location is secret and will be sent to you along with your welcome packet.

Quite frankly, this membership has to be the single strongest marketing and business resource you have, after your own mind. The value is immeasurable. The power of networking with players like these is earth-shaking.

For proof, look no further than the last Institute I conducted (with Ted Nicholas in Bermuda). At least three authors got book-publishing deals, consultants got at least ten clients, the Americans made distribution deals with the Australians, the Australians made distribution deals with the English, the English made distribution deals with the Americans, and I don't know who else. I'll bet that there wasn't a meal function after the first day during which at least two or three deals didn't get made.


Take the Bermuda environment and multiply it by ten. Take your country club membership and multiply it by 100. Take your Chamber of Commerce network exchange program and multiply it by a million. Only then can you begin to grasp the power of Masterminding with individuals like these. Naturally, a select and highly exclusive membership like this carries some status and perks. You'll get preferred seating at Bootcamps and Institutes, a certificate suitable for framing, and recognition in the *Direct Marketing ProfitLetter*.


**However, it's only fair to warn you...**

Membership in the 10K Club is severely limited. I have sole discretion to limit the membership as I see fit. (Remember, I'm the one who will be conducting those conference calls and performing those critiques.) When I feel I'm working harder than I want to, I'll close the membership and put you on a waiting list 'til someone drops out or dies. So don't even think about suing me for discrimination, or crying if you don't make it in time. I'm taking membership on a first come, first served basis.

If you want to have the best chance of getting selected, drop this letter now, pick up the Charter Subscription form, and FAX it in. Otherwise, don't hoc me.

Having said all that, let's talk about the guarantee:

Now, this holds true for both the basic newsletter Charter Subscription offer and the 10K Club membership. *Try the subscription at no risk for 60 days. If, for any reason, you are not absolutely delighted — cancel for a 100% refund and keep all the free premiums for your trouble.* You and you alone are the judge. If you're not 100% satisfied with your subscription, I don't want your money. It's that simple. Really. 

So, let's restate the offer one last time... 

You can receive the *Direct Marketing ProfitLetter* for only \$97 a year. By paying with a credit card, you're guaranteed that special introductory rate for the life of your subscription. Of course, you may cancel at any time. Respond within five business days and receive all the premiums mentioned earlier. I promise you a newsletter that's packed with nothing but big-dollar sales-generating, cash profit-producing information. Every issue.

Or, you can apply for membership in the exclusive 10K Roundtable. You'll get everything Charter Subscribers mentioned above get, plus the copy critiques, conference calls, preferred mailing, seminar discounts, members-only updates, certificates for discounts on Bootcamps and invitations to the private 10K Club member only events.

Like the basic subscription, you are guaranteed the \$10,000-a-year rate for the life of your membership by paying with a credit card. And, like the basic subscription, you may cancel at any time.

I could go on for pages about what you'll get from the *ProfitLetter* each month and I could certainly write a book about the member benefits you'll reap in the 10K Club, but I think I'll stop here. I'm sure that you can make an executive decision, and I'm betting that you know a great deal when you see one. Get my private newsletter. And, if you're seriously serious — consider a membership in the 10K Club. I want you in our group.


Thanks, and a warm welcome aboard.

Sincerely,



Randy Gage

RG:lb


P.S. The Charter Subscription price will expire soon, and 10K Club memberships are severely limited. It's first come, first served. Why not FAX your subscription form right now to 1-888-350-4243? 


RANDY GAGE'S

# Direct Marketing ProfitLetter

## Charter Subscription Form

Here's how to register.

 **By Phone:**  
1-800-432-4243 or (305) 531-7085

 **By Fax:**  
1-888-350-4243 or (305) 531-9250

 **By Mail:** **gagedirect**  
1680 Michigan Avenue, Suite 1000, Miami Beach, FL 33139



### Basic Subscription

- Yes, Randy, count me in. I want to receive the Million-Dollar marketing strategies in the *Direct Marketing ProfitLetter* each month. Please reserve a Charter Subscription at the special introductory price of only \$97 (a \$100 savings). I understand if I am not absolutely delighted with my subscription, I may cancel within 60 days for a complete refund (and keep any free premiums I received). On that better-than-risk-free basis, please start my subscription as checked below.
- I have enclosed \$97 (\$127 foreign) for a one-year subscription. Check payable to Gage Research. Check # \_\_\_\_\_
- Please bill my credit card \$97 (\$127 foreign) for a one-year subscription. I understand that you will automatically renew my subscription and bill my credit card until I send you written notice of cancellation, which I may do at any time.
- I am responding within five business days. Please send my new subscriber "goodie pack" worth several times the subscription price.

### Exclusive 10K Club Membership

- Yes, Randy, I want the basic subscription above, and I'm also applying for membership in your select 10K Club. I understand that in addition to the newsletter, I will receive:
  - Six copy critiques a year.
  - Six live conference calls a year.
  - 50% discount off your regular seminar admission price.
  - Two certificates good for \$1,500 discount off admission to Bootcamps or Institutes.
  - Preferred mailing of my newsletter and members-only updates.
  - Invitation to exclusive 10K Club receptions and the Annual Retreat.
  - Membership certificate and recognition in the newsletter.
- I have enclosed \$10,000 for a one-year membership. Check payable to Gage Research. Check # \_\_\_\_\_
- Please charge my credit card four payments of \$2,500 for a one-year membership in the 10K Club. I understand that you will automatically renew this membership at this rate and bill my credit card until I send you written notice of cancellation, which I may do at any time.

- Visa     MasterCard     AMEX     Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

- Mr.    Mrs.    Ms.    Miss \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone Number (\_\_\_\_\_) \_\_\_\_\_ Nighttime Phone Number (\_\_\_\_\_) \_\_\_\_\_

FAX:(\_\_\_\_\_) \_\_\_\_\_

## **Dr. Paul Hartunian**

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### **Sales Letter For an Information Product**

Whenever I write a sales piece, I want it to be able to do a lot of work. I don't want to write just a sales letter. I want to be able to quickly adapt that letter into a full page ad, a postcard, a telephone script or whatever I need, I don't want to have to start all over each time I need a new sales piece.

When I put together this piece for our “*Building Wealth With Licensing*” package, I first wanted to use it as an insert in my monthly publicity newsletter. Since the newsletter is 8 pages (4 sheets of paper) I can only insert one more sheet and still keep my postage cost to 32 cents. I've got to be concise but thorough enough to make the sale.

The purpose of this sales piece was to directly make the \$37 sale. This is not a lead-generating ad. There is no more information to send to the people. They are told everything I have to tell about this \$37 package right in the ad.

#### **1. Headline**

The headline was written to arouse the curiosity of the reader -”What is “licensing” and how come I don't know about it? What am I missing?”

#### **2. The Subhead**

The subhead was designed to show the reader that they can learn all about this profit-producer in just one hour, making it easy to do. I also qualify this by telling the reader that this is the best cash generator I've found in years. So, not only are they going to learn about a terrific marketing technique, they are going to learn how to make money with it. No stuffy theory. Rather, easy and quick to learn information that can help them produce cash.

#### **3. Salutation**

I open this sales piece as I often do when I am talking to my subscribers – “Dear Friend and Subscriber.” When this piece is mailed to people who are not my subscribers, I start with “Dear Friend and Fellow Entrepreneur.” Or, if appropriate, “Dear Friend and Fellow Information Entrepreneur.” I want to make that bond right away – “*Fellow Entrepreneur.*”

#### **4. Opening Paragraph**

I then pose a question that I know plagues many people. I ask them if they have ever tried to create their own product. Lots of people have. Lots of people have failed.

One of the most commonly asked questions I get is “How do I get products? How can I make my own product?” I know that many, many people find the process difficult. I take advantage of that and ask them the question right away. I already know what their answer will be.

That’s a very important point to consider when asking a question in a sales piece – **be sure you already know what the answer will be.**

I learned that from a lawyer friend many years ago. Smart lawyers never ask a question of a witness in court unless they already know what the answer will be. That’s the very reason O.J. Simpson is walking the streets today. The lawyers who asked him questions did not know the answers. They were surprised by the answers they got and looked ridiculous.

## **5. Solve Their Problem**

I then start to solve their problem for them. In my solution, I identify with the reader. I talk about going to a talk by a well-known marketer which led me to discovering one of the most powerful, cash-producing marketing techniques I’d ever been exposed to. Most entrepreneurs have gone to lots of seminars.

## **6. Explanation Of The Product**

I then explain what licensing is. Remember, I only have two sides of the page to make the sale. So I can’t go into great detail. But I promise to make all of the information available to the reader. I close this section by giving concrete proof of how licensing has benefited me.

## **7. Benefits**

Here, I talk about how licensing can benefit the reader.

So, up to this point, the reader has been told that there is something they are missing – something that is making a lot of money for the people who know about it. They’ve been told what it is, how it works and they’ve been given proof of how it’s worked for me.

I then bring them right into the whole scenario by telling them what’s in it for them. I close that section with more proof of what it’s done for me and I ask them not to make the mistake I made by passing licensing up when it was first offered to me.

## **8. Bullet Points**

This section consists of a number of bullet points, each designed to arouse curiosity. I want the reader to look over that list of bullet points and ask himself “How do I do that?,” “I wonder what that is?,” “How do I find out about that?.”

## 9. Closing The Sale

I then start to close the sale in this section. I tell the reader that I’ve run out of space, but I want to get all the information to them. I introduce the offer and explain the bonuses.

## 10. Bring Them Back To Earth

This section is very important to me. This is a technique I call “Bringing them back to earth.” Up to this point, I’ve made a very strong case for learning about licensing. I know what licensing has done for me. I truly want to get this information into the hands of as many people as possible, because I know all about the power of licensing.

But, I don’t want a super-crazed hopeful entrepreneur buying this \$37 package, thinking that it will be the answer to all of their financial woes forever. So I do a reality check. I let them know that in all probability, they will not make a fortune with this product. *But*, this information can put them on the right road to earning a fortune.

Some marketers call this technique “finding fault with the product.” When you heap piles of praise on your product and don’t reveal the faults, the consumer becomes suspicious. When you admit a fault (i.e. “Will you get rich from these two products? Will you be able to retire by next Thursday? No.”), people are much more apt to believe the rest of what you have to say.

Do I lose some sales this way? Possibly, but I can sleep very well at night knowing I told them the truth.

## 11. Establish Value

In this section, I not only tell the reader the price of the package, I qualify the price. I tell them exactly why this package is worth their \$37 and why they should not overlook it simply because of the very reasonable price. I anticipate the question they will have about the quality of the information in such a reasonably priced package.

## 12. Close

I close with the risk-reversal guarantee and one final benefit.

## 13. Order Form

Finally, the order form. I *never* say something like “OK, send me your licensing package.” I want to reinforce the sale (i.e. “..I can tell there could be an enormous jackpot there for me.”)

I tell the reader exactly how much to send (or how much will be billed to their credit card).

I then tell them how to order. People want what they purchased *right now*. I want their orders *right now*. So, I want them to fax the order to me. Notice how the information about how to fax the order form to me is in much larger type than the phone number or address. In fact, the address is in the smallest typeface of all. I don't want people to mail the order form to me. It takes too long. Too many chances that it won't get done.

Instead, simply fill in your name, address and credit card information, stick the form into your fax machine and press the button. Within hours your package will be on its way to you.

## **Conclusion**

This sales piece has been one of my most successful. It continues to work over and over again to a variety of mailing lists. It combines good copy with a reasonable price with a high quality product. As I write this we have not had even one return of the product... and we don't expect any.

This sales piece also demonstrates one of my favorite copywriting formulas: create interest, pose a problem, solve the problem, give proof, explain benefits, arouse curiosity, make the offer, reverse the risk, make ordering very easy.

Perhaps one of the most important aspects of great copywriting has not been addressed yet. That is, believe in your product. If I don't believe in the product with every cell in my body, I can't write good copy.

I know that this licensing package is a great product. I truly believe that anyone who does not have it is at a very significant disadvantage. With that belief, it was easy to write the copy.

Sure, I make money on each sale, but I know in my heart that because of this product, the person who buys it has a great chances of earning hundreds of times the cost in additional profits they never would have seen.

Believe in your product.

### **About Dr. Paul Hartunian**

Dr. Paul Hartunian is one of the true masters of publicity. He’s been featured on the Phil Donahue Show, the Jenny Jones Show, To Tell the Truth, the Regis Philbin Show, the Tonight Show, CNN, Smart Money, and over 1,000 more radio and TV shows.

Paul excels at showing businesses how to get thousands of dollars worth of publicity for free, including how he made \$400,000 with just one hour of work, thanks to the media. He also holds five degrees in five different areas and is a professor at Montclair State University in Montclair, New Jersey.

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## “If You Don’t Know All About Licensing Reprint Rights, You Could Be Passing Up An Enormous Part Of Your Annual Income”

*In just one hour I can teach you all you need to know to get started in what I've found to be the best cash generator in years!*

Dear Friend and Subscriber, **3**

**4** Have you ever tried to create your own product? I mean any kind of product - an information product, some new kind of widget, whatever. It wasn't easy, was it? But you're probably always looking for more things to sell to your customers. The more quality products you have to sell, the more money you can make. So where do you get great products?

**5** I'm going to tell you how you can get a stack of great, profit-producing products instantly (yes, I mean instantly). Here's the story...

About three years ago I went to a talk given by a well-known marketer. He was talking about "licensing", which is also known as "buying reprint rights" or "buying resale rights". By the end of his talk, I understood a little bit about licensing, but I had no idea why I should be using it. I wound up doing nothing at all about licensing. What a mistake!

Then about a year ago, I finally realized what I'd been missing. It became so obvious! You know that old saying "When the student is ready, the master will appear?" Well, the master of licensing finally appeared to me.

**IS THIS A DREAM COME TRUE?**

**6** Very briefly, here's the idea behind licensing. You pay the owner of an information product (or any other product for that matter) a modest amount of money. In return, the owner of the information product allows you to make as many copies of the product as you'd like. You can then sell them at full retail price and keep all the money!

For example, one of the first licenses I bought was for Brian Voiles' superb copywriting course "Advertising Magic". (Unfortunately, all of the licenses have been bought up. Brian isn't selling any more.) Now that I've paid Brian for the license, I can make as many copies of his course as I'd like. I sell them at the full retail price of \$327 each. I keep every penny of that \$327. Brian doesn't get another dime.

Well then what's the benefit to Brian? He got the licensing fee up front. His

reputation also continues to grow because as I sell more and more of his courses, more and more people get to know how good he is at what he does.

**HERE'S THE HUGE BENEFIT**

For a very reasonable amount of money, I was able to get a superb information product, all ready to go. I got masters of the manual, the audio tapes and the video tape. I got the sales letter (which was written by Brian!), advertising material, marketing ideas - the works! The day I got the package from Brian, I was ready to go. I didn't have to do a thing.

It probably would have taken me years to put together that package - and I'm sure it wouldn't have been 1/10th as good. Plus, I made a bundle selling the course!

Licensing can be a great deal for both people.

**BUT HOW DO YOU BENEFIT?**

**7** Now that's just a very quick explanation. If you don't get the idea behind licensing - or you don't see how it can benefit you - you're not alone. Many, no probably most people don't understand it...and they don't take the small amount of time needed to learn about it. Without even knowing it, thousands and thousands of dollars pass them by every year.

Once I understood how important licensing could be to my business, I started sucking up licenses as quickly as I could. In fact, last year I spent over \$30,000 on various licenses (I bought a lot of them!)

Last year was also my biggest, most profitable year ever! Coincidence? I don't think so. I was able to prove to myself how valuable those licenses are. Just one license was able to return more money to me than I had paid for all the other licenses combined. That's right. My "Advertising Magic" license has returned more than \$32,700 so far (I paid Brian a tiny fraction of that for the license). And it's not over yet. Not by a long shot!

**DON'T MAKE THE SAME MISTAKE!**

I was foolish. I turned my back on the

whole idea of licensing for years, simply because I didn't understand it. I don't want you to make the same mistake.

I can explain licensing to you in no time...and I can make it very easy to understand. I'm certain that once you understand licensing, you'll be as enthusiastic about it as I am.

**PAUL TELLS ALL!**

Recently my assistant, Denise, interviewed me about licensing. She was able to get me to answer just about every possible question you would want answered. We got it all down on tape. I let you in on practically everything that's taken me years to learn, such as:

- exactly what licensing is and how it can become the most profitable part of your business

- the step-by-step process of licensing (it's a whole lot easier than it sounds)

- the best places to look for products to license

- precisely how I've used licensing to build my business into one of the largest publishing-on-demand businesses in the country (you can use this as an exact model for your business)

- how to get FREE marketing materials with your license

- how to decide which licenses are winners and which are dead losers

- what had better be in the license agreement...and what you definitely don't want in the agreement

- how to get FREE, high quality mailing lists to use to sell your products

- how to create an entire "back-end" for your business, using nothing but licensed products

- how to get your name known around the world with one simple licensing technique (this is probably the most exciting technique I've ever used)

- how to know if there's a market for a product before you license it

- how to have a brand new product produced for you at very little cost

- the dangerous licensing traps you can

fall into (don't worry, I'll show you how to avoid every one of them)

You've got to understand the power behind licensing. It can make an enormous difference in your bottom line. I don't care what business you're in, you've got to find out about licensing. I can't imagine a business that couldn't make money using licensing.

You may even own a product you want to license to others. You've decided that you don't want to sell your product one at a time. You'd rather make a fast bundle, up front, by selling licenses and then letting other people sell your product one at a time. (Be sure to let me know about your product. I'm always looking to buy good licenses.)

9 Look, I don't have enough room here to tell you all I know about licensing. So here's the deal.

On our tape you'll learn everything you need to know to get going very quickly. You'll learn all the ins and outs. Just one tip can save you hundreds of times the cost of the tape. I already took the lumps for you (not all of the licenses I bought were worth while - some were downright worthless. I don't want you to fall into that trap.)

**EVERYTHING YOU NEED**

But I don't want you to just have the information. I want you to have everything you need to get up and running. So, along with the tape, I'm going to give you lifetime reprint licenses for two excellent information products.

That means you'll have the right to print up as many copies of these products as you'd like. You can then sell them, use them as premiums, bonuses, lead generators, extra gifts for people who buy from you...whatever! They are yours to use any way you'd like.

The first is "Never Be Cheated Again! - Consumer Handbook of Credit Protection Laws". This is an outstanding 33 page manual that's packed with useful, how-to information that anyone can use.

The second is a report titled "An Insiders Guide to Successful Direct Marketing" which is packed with gems of information about copywriting, lead generation, graphic design, designing control packages, working with advertising professionals and lots more.

10 Will you get rich from these two products? Will you be able to retire by next Thursday? No. But they'll give you an excellent start in licensing. They'll be your first two products - the first two of many, I'm sure.

The price for this whole package - the tape that will teach you all you need to know about licensing PLUS lifetime reprint licenses for two great information products - is just \$37 plus \$3.00 shipping. That's it. You don't have to pay for anything else - except for the copies you make of the information products, of course. But the more copies you make, the more money you must be making, right?

How good can a \$37 license package be? Good question. Lots of time low

price means low quality. But sometime, you get incredible value for a little money. You've known me long enough. You know that I always over-deliver on my promises. This is no exception. 1

**A "100 TIMES" GUARANTEE**

Even a \$37 product should have a great guarantee. So here it is. If you don't make back at least 100 times the cost of this package, I want you to ask for a full refund PLUS you can keep the two lifetime reprint licenses.

Let me spell that out for you again. With the information in this package, you've got to make \$3,700 more than you would have made without the package or you get every penny back, PLUS you get to keep the reprint rights. Now you know how much confidence I have in this licensing package. 1

**ANOTHER HUGE BENEFIT**

I'm giving you a "100 times your investment" guarantee. But your return could be far, far greater than that. Once you find out how to use licensing, you'll be looking for more and more licenses, each one having the potential to bring back a huge return on your investment.

Fill out the form below and fax it right now. We'll get your licensing package out to you immediately. Licensing has opened up a whole new world for me. I want it to do the same for you and your business.

Don't miss out on the one marketing strategy that could make 1998 your biggest year ever! Fax in your order form **RIGHT NOW!**

1 Paul, you're right. I don't completely understand this licensing idea yet, but I can tell there could be an enormous jackpot there for me. You may have opened up an huge, new profit center for my business. I'm excited about finding out more about licensing and how I can use it to boost my bank deposits. Send me your licensing package. And don't forget to include the two lifetime reprint licenses, along with the masters on a PC or Mac disk in both MS Word and text formats.

Here's my \$40 (\$37 plus \$3 shipping)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**FOR FASTEST SERVICE FAX TO: (973)509-1833, 24 HRS/DAY  
or CALL (973)509-5244**

or send to: PAUL HARTUNIAN, 155 BELLEVUE AVE. UPPER MONTCLAIR, NJ 07043

## Don Hauptman

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### Space Ad For A Newsletter Subscription

#### Background

The *Moneypaper* is a monthly consumer financial newsletter. It covers all aspects of personal finance, but emphasizes dividend reinvestment plans – a technique for investing in stocks directly, thus bypassing brokers and avoiding the commissions they charge.

Not every investor is familiar with DRPs. Thus, the ad had a double challenge: to introduce and explain DRPs, then to sell them on The *Moneypaper* and the premium – a guide to all the plans and how to participate in them.

The ad appeared in financial and investment publications, such as *Worth* and *Kiplinger's Personal Finance*.

I wrote this ad in 1994. It is still running today, four years later.

#### 1. Headline

Unlike a direct-mail teaser, a space ad headline usually can't be lengthy or oblique. You have only seconds to grab the reader's attention before he turns the page. Thus, the benefit should be clear and immediate.

This headline targets the investor who wants to save money, “stops” him, and gives him an incentive to read the copy. It also contains a *curiosity* element. “How is that possible?” the prospect might ask. To find out, he must continue reading.

#### 2. Main subhead

The subhead expands on the promise of the headline, but still “holds back” on the full story, thus forcing the reader to continue into the body copy.

#### 3. Style

Note that the head is enclosed in quotation marks, has a byline, and is accompanied by a photo. Those were all deliberate decisions. The *Moneypaper* and the premium are heavily advertised in TV commercials, with editor Vita Nelson as the prominent spokesperson. I wanted to jog the prospect's memory. “Oh, yes, I've seen her in those commercials. Maybe I should try it.”

#### **4. Text subheads**

The first subhead is an intriguing statement • “secret” is a powerful word. All five subheads are large and bold, breaking up the body copy and making the ad inviting and easy to read. Also, even the reader who casually scans the subheads receives a complete selling message.

#### **5. First paragraph**

The first paragraph picks up the promise of the head and subhead and restates it in different words.

#### **6. Second paragraph**

The second paragraph starts to present the answer, introducing and explaining DRPs.

#### **7. Inform the reader**

For the skeptical reader who assumes that only a few obscure companies offer this method of buying their stocks, this subhead and paragraph inform him that hundreds of companies offer such plans, including the blue-chip names he knows.

#### **8. Body text**

The next few paragraphs present still more advantages of DRPs, mentioning benefits that the reader may find surprising and hard to resist.

#### **9. Transition to product**

Here we transition to the product. I suggest that you might have trouble finding information about DRPs on your own. Then I introduce the newsletter as the one resource with the answers.

#### **10. “Credentialize” the product**

These two paragraphs “credentialize” The Moneypaper, noting that it’s been around for a while and summarizing its accomplishments. This may assuage the doubts of the reader who wonders, “Who are these guys? Can I trust them?”

#### **11. Introduce the premium**

Now I introduce the premium – a complete guide to all the company plans, with everything you need to know to begin investing. (Note that the book is shown in the photo.)

## **12. Outline rewards**

Then I return to the newsletter and its many rewards to you as a subscriber, every month.

## **13. The alternation between the newsletter and guidebook is intended.**

Our objective is to sell both products as a set. Although we give the prospect the option of buying the book alone, we really want a subscriber, not a one-shot purchaser. Here, then, is the offer:

*Buy the guide outright – or get it as a free bonus with a subscription.*

## **14. Guarantee**

100% money-back guarantee. So even if the respondent chooses the higher-priced “upsell,” option, he knows he’s taking no risk.

## **15. Return to the topic**

I call this “closing the loop” – returning to the topic and benefit that originally hooked the reader. Call to action. Restatement of the guarantee.

## **16. Response area**

The response area lists a toll-free number, plus the option of responding by mail. Note in the coupon the two offers, and the handwritten “Best Deal” to persuade the reader to select the upsell option. (Most do.) The coupon restates the guarantee once again.

## **Credits**

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Graphic designer: Rob Davis

Copywriter: Don Hauptman

### **About Don Hauptman**

Don Hauptman is an award-winning independent direct-response copywriter and creative consultant, based in New York City.

He specializes in the marketing of information. He has created successful direct-mail packages, space ads and renewal campaigns for newsletters, magazines, books, conferences and seminars, software, electronically delivered news services, and spoken-word audiotapes.

Subscription packages he created won The Newsletter on Newsletters promotion award for nine years (seven consecutively), a feat unduplicated by any other writer. Don may be best known for his headline “Speak Spanish [French, German, etc.] Like a Diplomat!”

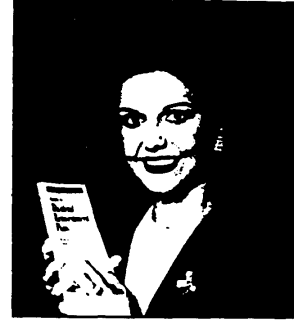
his familiar series of Audio-Forum advertisements has sold spectacular numbers of taped foreign language lessons, generating revenues that now total in the tens of millions of dollars. In the process, the ad has achieved the status of an industry classic.

Don Hauptman Inc.  
61 West 62<sup>nd</sup> Street  
New York, NY 10023  
(212) 246-8229 phone  
(212) 397-1964 fax  
[donhauptman@compuserve.com](mailto:donhauptman@compuserve.com)

1 **"NEVER PAY ANOTHER DIME in brokerage or mutual fund fees!"** 3

—says Vita Nelson, Editor, *The Moneypaper* 3

2 **"With this great way to invest directly in America's top companies, you can build a high-quality, diversified stock portfolio—and not get hit with high expenses."** 3



4 **Wall Street's Best-Kept Secret.**

5 Did you know that you can acquire a secure, well-diversified portfolio of top-quality stocks—and completely *avoid* the commissions, sales, and management fees that brokers and mutual funds charge?

6 How? Through company-sponsored *dividend reinvestment plans* ("DRPs" for short). With a DRP, you *bypass* all the middlemen and invest *directly* in America's top companies. Once you're in the plan, your investments are *free* of all expenses!

7 **871 Stocks to Choose!**

8 Which companies have such plans? The list ranges from *Abbott Labs* to *Zurn Industries*. From *BellSouth* to *Xerox*. To name just four of the 871 companies that have dividend reinvestment plans!

8 Forget the discount brokers' much-touted "low commissions." You can be paying *zero* commissions! *Every penny you invest, including money you are now paying to brokers and fund managers, can be working for you—buying shares, compounding, and building your wealth.*

DRPs give you both wide diversification and the ability to dollar-cost average—*economically.*

Wait. It gets even better. Amazingly, some companies *sell their shares at a discount!* Between 3% and 5% off the market price—*only* through their DRPs.

9 **Meet the Authority.**

9 But how can you find out *which* companies have DRPs? And what steps do you take to begin investing?

For a long time, few people knew the answers. Now that's all changed, thanks to *The Moneypaper.*

10 *The Moneypaper* is the monthly publication dedicated entirely to the *financial well-being of the independent investor.* Since 1981, it has guided tens of thousands

of Americans to prosperity.

*The Moneypaper* was among the *first* to identify the opportunities DRPs offer, and to explain to investors exactly how to seize them. Today, it is the *recognized authority* on the subject.

10 **All You Need to Know in One Handy Reference.**

Now, capitalizing on the benefits of DRPs is easy—with *The Moneypaper's Guide to Dividend Reinvestment Plans.*

The new edition of the *Guide* lists all 871 companies with DRPs that permit optional cash investments. Details, phone numbers, and complete instructions on how to invest. This valuable tool is available *exclusively* from *The Moneypaper.*

10 *The Moneypaper* also rates and selects the *best* DRPs. It keeps you up to date on new plans and changes in existing ones.

But *The Moneypaper* doesn't stop there. Each month, it shows you how to *make* more money, *save* more, and *keep* more.

*We're on your side!* The goal of *The Moneypaper* is to help you achieve wealth and independence—by becoming a self-reliant, self-directed investor.

**Buy the Guide— or Get It FREE!** 1 6

To obtain *The Moneypaper's Guide to Dividend Reinvestment Plans*, you have two options:

You may buy a copy for just \$25. Satisfaction guaranteed or your money back.

But we have an even *better* deal: Try an introductory one-year subscription to *The Moneypaper* at just \$45. That's a 38% discount off the regular annual price of \$72. You'll get the *Guide* as a *free bonus!*

1 4 If you are *ever* dissatisfied, just say you want to cancel and we'll send you a *full refund—every penny* you paid.

1 5 Find out why we call DRPs the *small investor's most powerful weapon.* Select the option you prefer, but respond today. The risk is all ours.

**FOR FASTEST SERVICE, CALL TOLL-FREE ANYTIME: 1 6**  
1-800-388-9993 OR CLIP AND MAIL THIS COUPON

YES—send me the *The Moneypaper's Guide to Dividend Reinvestment Plans* for \$25.

Enclosed is my check or money order for \$\_\_\_\_\_

Charge to my

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

YES—begin my no-risk Introductory Subscription to *The Moneypaper* for one year (12 monthly issues) at \$45—a 38% discount off the regular annual price of \$72. I'll receive the *Guide* absolutely FREE!

Whenever option I've selected, I'm protected by your full money-back guarantee

**THE MONEYPAPER**  
1010 Mamaroneck Avenue  
Mamaroneck, NY 10543

## Dan Kennedy

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### Sales Letter With A “Bribe-type” Offer To Sell Newsletter Subscriptions

What follows is a sample of a sales letter – a piece used to sell my own newsletter subscriptions (to qualified lists, with great success; average 15% order rate). It should be noted that this goes with a number of support enclosures which I have not sent along for reprint; and it should also be noted that this exact offer may vary with time and may not be available as-is to the readers of your book.

You will recognize this as a “classic” bribe-type offer, often used in the publishing and seminar fields. I certainly did NOT invent anything new or even unusual here, although I’ll immodestly say that I presented it very effectively. But much of its effectiveness lies less with the offer, format or copy than with the quality of the prospects sent the package – thus demonstrating that “selection” is at least as important as “creative.”

Now here is the analysis:

1. The “pre-headline” first immediately identifies that the letter is from me, as recipients already have a customer relationship with me, having seen me speak or bought one of my books, bought catalog products, etc. The pre-head also emphasizes part of the whole free gift offer here, something of very high perceived value based on an “apples-to-oranges comparison” (enrollment price of a live event now used to establish value for a different product).
2. The headline presents a “big bribe offer,” somewhat of a reliable staple in the marketing of newsletter subscriptions, but certainly applicable to many other products and services. The word “FREE” is, of course, one of the most compelling attention-grabbers of all. Then the headline lists or itemizes a lot of gifts. Finally, it teases the idea of getting the freebies... without even making a commitment... a “maybe” offer.
3. The first paragraph reveals how the person was chosen to get the letter and why I am writing to them. Often, one of the first questions people have pop into their minds when getting a sales letter is: “why am I getting this?” so I try to answer this early (and positively) when possible.
4. The 2nd and 3rd paragraphs reinforce the “maybe offer” and tease an especially generous guarantee.
5. The 4th paragraph returns to the free aspect of the offer, but focuses on benefits and outcomes rather than the actual “things.”

- I view the job of this entire first page as getting the reader into the letter. You might call this the “ATTENTION” step in a basic sales formula.
6. Beginning near the top of Page 2, begins a “format” of presenting each free gift in a big, bold headline (which will continue throughout the letter, for the gifts numbered 1, 2 and 3.)
  7. On this page, the subhead between the star (\*\*\*) lines has two purposes: one, to continue the story for the person reading in order, but, two, to grab the attention of someone “skimming,” to hopefully secure their readership. (Through, subheads, boldfacing and underlining are used as what I call “double readership path” to assist the reader but also to grab the “skimmer.”)
  8. Again, in selling this first gift, emphasis is heavy on an “apples to oranges comparison” – the price of the seminar to establish the value of the tapes.
  9. All of page 3 is devoted to describing the contents of the tapes that are the first gift. Throughout, there is colorful, interesting language used – for example: “...melting sales resistance away like the hot Phoenix sun melts a Milky Way left on the car dashboard.” This goes to the “INTEREST” part of selling; that you must keep stimulating the prospect’s interest; that buying (reading) must be interesting, even entertaining.
  10. There are “added bonuses” or “sub gifts” linked to the main gifts. For example, the last paragraph on page 3 adds the notes and hand-outs from the seminar.
  11. Page 4 continues to describe the contents of the tapes, moving from my presentation to guest speakers. Again, another “added bonus” – in the 5th paragraph: an extra Report about the Internet.
  12. The last, short paragraph on page 4 reminds the reader that this is a free gift linked to the “maybe offer.”
  13. Page 5 starts a presentation of the “Inner Circle Membership benefits” also positioned as a “gift.” Again, you can see that there are “sub gifts” within the gift.
  14. In the middle of this page, there is a reference to an “impending event,” to create urgency. (This does create a problem in using this letter as an ongoing control; this must either be changed with each printing, or supplemented with a sticker, Post-It Note or lift note of some kind.) However, creating “urgency” is extremely important – and you will see, later in the letter, that I devote a lot of effort to this task alone, “Direct response” might as well be called “instant response.”
  15. On page 6, we move onto the 3rd gift, which again actually consists of (6) “sub gifts.”

16. On page 7, at the bottom, we introduce the powerful guarantee • deliberately set to carry over onto the next page in mid-sentence. I view “risk reversal” or “risk reversal-plus” as one of the most important aspects of this offer, so I used the technique of ending the page in mid-sentence to make this stand out. Typically a reader will turn the page, finish this block of copy, then turn back and read it again from the beginning to be sure he has grasped its complete meaning. This gets it read twice.
17. The “double guarantee” provides an Unconditional warranty plus an added, conditional guarantee. (I do not believe in conditional guarantees only.)
18. It’s not until page 9 that we get to the actual product being sold; the newsletter subscription itself. There are a number of reasons for this. In this case, this a premium driven offer, a “bribe” driven offer, not unlike buying the box of crackerjacks or the Happy Meal at McDonalds in order to get the “bonus” toy – so the “toy” must be sold more forcefully and completely.
19. A summary of the entire offer begins at the bottom of page 9 and continues over onto page 10, followed by a “value build”; a stacking of values or prices, to establish a value far in excess of the actual, discounted cost. These individual values are justified in the numbered blocks of copy in the “value build,” then listed and added up at the end. The price of this offer is revealed only after the higher value has been presented. Prospects MUST believe in these high(er) values.
20. Immediately after price (in mid-page), emphasis shifts to the “maybe” aspect of the offer – and to an additional discount.
21. In the last paragraph on page 10, continued to the top of page 11, a “limited offer” is introduced, to foster urgency of response. (The accompanying Order Form also has a red-stamped expiration date, so that the offer is limited in two ways.)
22. On page 11, there are three PS’s (because multiple PS’s usually out-pull single PS’s.) Each of these presents one more bonus, and the first ties its bonus to the expiry date on the Order Form.
23. Page 12 lists everything included in the offer, and provides clear instructions regarding how to respond. (Many sales letters drop the ball here, by not telling the reader precisely what to do, to respond.)
24. There is a final PPPSSS offering yet one more gift, tied to being among the first 100 to respond... to heighten urgency.
25. The Order Form restates the bribe offer (abbreviated) and emphasizes the guarantee in its first paragraph. It also introduces a 2-year subscription at a higher price, which was never mentioned in the sales letter itself. (Approx. 30% of all

buyers opt for this.)

Also note: the Order Form contains an “upsell” for books, (Approximately 20% of the buyers opt for this) as in this instance, additional sales can be made via the Order Form that are not presented in the letter, somewhat like the impulse merchandise stocked only right at the cash register in supermarkets and convenience stores.

## **Final Points**

You asked that your readers be allowed “into my head,” to understand the choices made here. That’s very difficult to do, of course, because with 25 years’ experience in direct-response, many things get done without conscious, step-by-step thought.

However, a few comments that might be helpful: first, this letter is based on the “and you get this-and-this-and-this-and-this...” approach to selling used by all state fair barkers selling knives, kitchen gadgets, etc. to the passing crowds and adopted as a staple in the TV infomercial industry, where I also do a lot of work.

The theory here is that as you “pile on,” each prospect reaches a point where it’s too much to resist. Another theory when using it in selling information is that you will hit different prospects’ “hot buttons” with different items.

This is an approach to selling with admittedly very inelegant roots; but I’m an inelegant guy! I actually do 90% of all my selling/copywriting work with only a handful of different formulas, and I tend to rely on this one as much as any.

Second, leading with the premiums vs. the products is a strategic choice made, as I said before, for a number of reasons. Among them: I don’t think anything matches the power of “free,” and this approach allows me to deliver that message first, foremost, and repeatedly.

A subscription to an unseen publication happens to be a difficult thing to sell, so it is easier to emphasize the gifts with the subscription secondary than to emphasize the subscription with the gifts secondary, and I am fundamentally lazy, so I opted for the easier approach. There’s also research from actual split tests indicating that premium + product out-pulls product + premium in the subscription business. But I’ll admit I was influenced more by ease than research.

Third, the writing style mirrors how I talk, and how I talk when speaking and selling to an audience from the platform. This is a personality product. The buyer must buy me in order to buy the product, so my personality must permeate the pitch. Although I did not do it this way, you could get to this copy mostly by having me pitch this offer orally, tape that pitch, and transcribe it. That’s a good method for a lot of people to use. And almost without exception, use of a personal, conversational writing style whips an institutional, professional style.

Quite frankly, this is NOT a sample of my best work; I tend to spend more time on clients’ campaigns than on my own, so there is a bit of the shoemaker’s-kids-have-holes-in-their-shoes syndrome always at work in my life.

But I did not want to reveal analysis behind clients’ campaigns; they have a right to keeping that as “trade secrets.” This was a very successful and profitable campaign, and it has since spawned a new control for this product as well as several variations used by clients in selling their own continuity products. It is, of course, copyright protected, so readers should remember to use it as a model but not to lift verbiage outright.

### **About Dan Kennedy**

Dan Kennedy has been a direct-response copywriter, consultant and marketer for 25 years, and his clients span hundreds of product categories and industries, and range in size from billion dollar, brand name corporations to small, entrepreneurial businesses. 85% of all clients who use Dan as a consultant and/or copywriter once, do so repeatedly.

Dan is also in his 20th year of professional speaking, addresses over 200,000 people a year, and frequently appears on programs with former U.S. Presidents, Olympic and professional athletes and coaches, broadcasters and entertainers, and other famous business speakers including Zig Ziglar, Brian Tracy, Jim Rohn, and Tom Hopkins. He is also the author of seven books simultaneously available in bookstores (or amazon.com) including – directly relevant to this information “The Ultimate Sales Letter.”

To contact Dan, request a catalog of publications, information about consulting or speaking services, or to subscribe to his newsletter:

Fax to (602) 269.3113 or visit his website at <http://www.inner-circle.com>

If you are interested in doing what you do faster, easier, more profitably, then you will not be able to resist everything I've bundled together for you here.

**⑥ GIANT FREE GIFT #1: THE AUDIO HIGHLIGHTS PACKAGE FROM MY MOST RECENT SUPERCONFERENCE - WHICH PEOPLE PAID \$2,487.00 EACH TO ATTEND...AND CAME FROM AS FAR AWAY AS AUSTRALIA!**

I'm going to gift you with six of the most valuable audio cassettes you'll ever have an opportunity to get your hands on - at any price - because these are NOT "motivational" tapes (although they WILL motivate you) and these are NOT full of "fluff" (although they may entertain you) --- these are live-recorded, uncensored tapes totally and solely and unabashedly and unapologetically devoted to one thing and one thing only:

\*\*\*\*\*

**⑦ making as much money as is humanly possible, as quickly as possible, as easily as possible via super-savvy marketing in your business, in any business.**

\*\*\*\*\*

These were recorded at my SuperConference, the 8th such event, attended by a dentist, a chiropractor, an auto glass shop owner, a carpet cleaner, the CEO of an INC. 500 "fastest growing company", the President of a multi-million dollar software company, an executive recruiter, publishers, the #1 real estate agent in the entire Remax system, marketers of "information products" to dozens of niches, speakers, authors.....entrepreneurs from small towns and our biggest cities, from new start-ups and giant companies, from as close by as down the street from my office to as far away as Sydney.

**⑧ Each paying \$2,487.00 to get in. Each taking three full days out of their busy schedules to be here. About 1/3rd were "alumni" - people returning again, who have attended previous Conferences. Surely all this MUST tell you that what was discussed behind these closed doors has to be "hot", timely, practical, valuable, profitable.**

You missed it - but you do *not* have to miss out on all of it!

One of the very best audio-editors in the country has painstakingly gone through all the tape - over 40 hours - and assembled the very best, the most compelling highlights of the entire Conference. Here are SOME of the highlights included:

In my Presentation, in these Highlight Tapes, I reveal THE biggest "killer mistake" made by virtually every businessperson in marketing himself, his business, products and services – correcting this single error alone might literally make you rich. This discussion alone is worth the price of admission. In fact, if you'd like to know what separates people like me, Jeff Paul, Joe Polish, and others who make huge money via marketing from the masses who never make it happen, this is that answer. ©

Also in my Presentation, I take you through all the steps and elements of assembling a compelling, magnetic "offer." You see, it's the "offer" that is the difference between ordinary advertising and powerful direct-response advertising, between run-of-the-mill presentations and selling in a way no one can say 'no' to you. If you'd like a single "trick" to immediately and dramatically improve the results from any ad, letter, flyer, coupon, mailing, phone script or even person-to-person selling, this is it - learn to use EVERY available means of strengthening the irresistibility of your offer. And if you now invest any of your money in any kind of advertising, you MUST get this information.

Also in my Presentation, I reveal the strategies for overcoming skepticism, cynicism, fear, doubt, hesitancy and procrastination, so you can get more people to more quickly trust you and buy from you. What I say to you here about providing prospects with "shortcuts to decision-making" can make you such a powerful, irresistible persuader you'll be considered dangerous. Think about this: for every person who says "yes" to you, how many are *almost* persuaded, *almost* act, but then back away and go away without putting any of their money into your bank account....what's the multiple? 4 to 1, 6 to 1, 10 to 1, 50 to 1...? What does it do to your income if you can capture 1/4th of those, 1/2 of those, with these powerful strategies? Do the math. What I reveal here could certainly be worth tens of thousands of dollars to you yet this year. I have the answer to flipping non-buyers into buyers. To melting sales resistance away like the hot Phoenix sun melts a Milky Way left on the car dashboard.

I also discuss my "Top Ten Risk Reversal Ideas", to further strengthen your ability to get maximum response from every letter you mail, every sales presentation you make.

And I won't just TELL you about all this. I'm going to give you all the hand-outs I gave to the SuperConference attendees about these topics, in a neatly bound book, for your reference and use. So I SHOW-AND-TELL. Imagine this: a one-page article reprint I believe is so valuable I would unabashedly charge \$500.00 to read it - if it hadn't already appeared in the L.A. Times. *What could be in such an article?* Or how about this: examples of some of the most powerful direct-response copy I've seen - called to your attention and analyzed for you, so you can adapt it for your own moneymaking purposes. This 10

collection of hand-outs by itself is worth more than I'm asking of you, for this entire offer!

Now, listen very carefully to this: this Presentation will NEVER be made available again, to anybody, in any form. If you missed the SuperConference, the only way to get it is via this offer, right now. And when I promise that what I "show-n-tell" here can give you a brutally unfair advantage over your competitors, I'm making the understatement of the year. (It's like saying Bill Clinton has a *little* lust in his heart.)

That's just *my* part of the Audio Highlights.

- 1 1** You will also hear from successful "alumni" and clients in Panel Discussions and Q/A Sessions. People like Joe Polish of Piranha Marketing - who has helped over 5,000 people in his industry dramatically increase their incomes. Jeff Paul, the internationally famous "\$4,000.00-a-day-sitting-at-home-in-your-underwear" direct marketing guru - "as seen on TV!" Pamela Yellen, known throughout the insurance and financial services fields as the most innovative marketing expert of all. These are people I work with personally. Together, we make millions of dollars and help hundreds of private clients turn ordinary businesses into moneymaking machines, ideas into fortunes, simple sales letters into floods of cash arriving in mailboxes.

And that's not all. Also in the Audio Highlights - you'll sit in on special "breakout sessions" featuring Ken McCarthy, on how you can really make money on the Internet, with web sites and e-mail. (Ken handles my web site, by the way, at inner-circle.com.) I will even give you an extra, Special Report all about legitimate, real methods of making money via the Internet that Ken prepared just for my Conference attendees. And from Elaine Floyd on marketing via newsletters AND making putting out your own newsletter fast and easy. And from Nicole Smith of ATG Technologies, on implementing smart marketing "tricks" like the "free recorded message". And more.

And you'll hear Brian Tracy's "secrets of self-made millionaire entrepreneurs." Brian went from poorly educated itinerant worker to holding an MBA, providing training to a who's who of the Fortune 1,000, and becoming Nightingale-Conant Corporation's #1 author of high content audio cassette programs. As a confidant of the rich and famous, Brian has traveled, lectured and worked in 80 different countries. He is a voracious student of economic trends, entrepreneurial strategies, and wealth-building secrets. He held my audience spellbound.

- 1 2** ALL THIS, packed into 6 Audio Highlight Tapes - and all FREE to you, when you agree to "test-drive" my 'No B.S. Marketing Letter' now.

If you can listen to these Tapes and fail to grab at least one HOT STRATEGY you can't wait to use, that definitely and indisputably and quickly puts money in your pocket, then I'm George Of The Jungle's Uncle and, after you tell me the bad news, I'll go into exile somewhere, live off bananas and tree bark, never to be seen or heard from again.

**GIANT FREE GIFT #2: ENTER MY "INNER SANCTUM",  
WHERE THE BIG MARKETING BREAKTHROUGHS  
OCCUR, WHERE THE REALLY BIG MONEY IS MADE** ① €

You get One Year's Inner Circle Membership, with ALL rights and privileges. When you subscribe to the Marketing Letter, you automatically gain entrance into my Inner Circle. So let me tell you about a few of the things I do exclusively and only for my Inner Circle Members:

**FREE CONSULTING CALL-IN DAYS:**

Three to four (or sometimes more) times a year, I schedule "Open Call- In Days" exclusively for my Inner Circle Members. You're given a special number for that purpose and invited to call during certain hours - when you get through, you have either 10 or often 20 minutes of personal, one-on-one consulting time with me. One of our long-time members, Tim Paulson, says that just one specific recommendation I gave him on one of those calls directly put over \$20,000.00 in his bank account. I could cite many other, similar stories. If you're prepared with smart, specific questions, I'll give you very specific answers. These quick consultations can really pay off big! (I routinely charge \$800.00 an hour - that's \$13.33 PER MINUTE!!! - for telephone consulting with on-going clients. These Call-In Days' opportunities are VERY valuable; my time is hard to come by.)

**IMPORTANT & TIMELY NOTE: THE NEXT CALL-IN DAY IS COMING UP IN APRIL.  
BY BECOMING AN INNER CIRCLE MEMBER NOW, YOU WILL BE ELIGIBLE TO  
PARTICIPATE IN THAT NEXT CALL-IN DAY.**

① ④

**"OPEN FAX":**

Very simple: you're encouraged to FAX me questions or subjects you want to see discussed in the NO BS MARKETING LETTER. I let you sit on my "editorial board" and tell me what I should be researching, what I should be writing about. And we have very active subscribers, constantly FAXing me great questions, intriguing marketing challenges, examples of what-works (and what-doesn't) from every nook and cranny in north America plus about a dozen foreign countries. This is a very dynamic environment. I am sort of a clearinghouse and conduit for the hot, the new, the super-profitable ideas, strategies, contacts and opportunities. Getting into this stream of information is like sticking your hands into a mountain stream filled with gold nuggets and catching what you can.

**CONTESTS WITH CASH & MERCHANDISE PRIZES:**

To get you involved in doing advertising and sales letter makeovers, testing your brain on marketing challenges, we put up money and prizes - in 1997, I gave away thousands of dollars in cash and probably again that much or more in merchandise gifts to my subscribers. People won free consulting days and hours, books, tapes, seminar tickets, and more. In one previous year, we also "auctioned" some of my consulting and copywriting services to raise thousands of desperately needed dollars for a friend of our 'business family' whose husband had suffered severe brain damage in an accident and was getting screwed by the insurance company. Mine is an involved and active Inner Circle group, not just reading a newsletter, but acting on profitable strategies and interacting with me.

**DISCOUNTS, FREEBIES & FREE SEMINAR TICKETS:**

You get a Discount Certificate worth up to \$100.00 toward our Catalog.....discounts all year long on recommended books, tapes, newsletters, seminars.... FREE books, booklets, reports and other "goodies" offered in just about every issue of the Letter.....even FREE admission to the famous Peter Lowe International 'Success Events' held in 25+ cities each year (space available basis).

With your subscription, you'll also receive two Critique Certificates, to submit your advertising and marketing materials for my personal analysis and feedback (a \$200.00 to \$400.00 value). Keep in mind: staff doesn't do these, and there's no computer generated, robot written "form" response. I personally analyze what you submit and I personally respond. This sometimes takes 2, 3, even 4 weeks, but it's worth the wait - because I can often dramatically improve your results with a tweak here, a tweak there. One simple suggestion I gave to a subscriber about his little postcard mailing recently DOUBLED response. That's not unusual; it's typical.

And those are just *some* of the benefits....

**① ⑤ GIANT FREE GIFT #3: A VERITABLE MOUNTAIN OF MONEymaking INFORMATION**

I have FIVE Special Reports set aside for you - all FREE:

1. **INSTANT IMPROVEMENT:** Quick tips and examples to boost results from your Yellow Pages ads, Print Ads, Coupons, and Sales Letters. (Don't spend another nickel on advertising without this Report!)

2. **RE-INVENTION: HOW TO "RE-INVENT" YOUR BUSINESS FOR MAXIMUM GROWTH & PROFITS.** I'll help you unearth the "hidden opportunity" in your business! Cut through the fog of familiarity and take a consultant's look at your business.
3. **HOW TO CREATE COMPELLING USP'S (Unique Selling Propositions) AND MONEYMAKING MARKETING MESSAGES.** What you say about yourself, your products, your services is one thing; how you say it is another. Most businesspeople do a terrible job of describing what they have to offer - in this Report, you'll discover how to create exciting marketing messages that magnetically attract customers.
4. **"FAST RESULTS" MARKETING:** Here's a collection of some of the most valuable strategies presented in past Issues of The No B.S. Marketing Letter, that can have immediate impact on your income.
5. **"TWO TYPED PAGES" THAT CAN ADD TENS OF THOUSANDS OF DOLLARS OF YEARLY PROFITS TO JUST ABOUT ANY RETAIL OR SERVICE BUSINESS.** I developed these "two typed pages" for private clients. Now I'll hand them to you - and show you how ridiculously easy it is to use them, to add tens of thousands of dollars to your income - without even a penny of added cost.

And in addition to these Five Special Reports, I'm also going to send you my book, THE ULTIMATE SUCCESS SECRET. Now, here's the question: is there ONE "Secret" more powerful than all others? I say YES, and in this book, I'm going to take you through a process of identifying THE one most-powerful success strategy you MUST use on a daily basis to achieve optimum business, financial AND personal success. Along the way, you'll encounter these "gems":

On Pages 17 & 18 - the Empowerment Formula for conquering all of life's obstacles and problems. On page 27 - how a frustrated Doctor's wife transformed their practice and her life with ONE dramatic decision. On page 41 - how a plastic surgeon's unusual discovery may affect everything from your golf swing to your bank balance. On page 69 - Advertising genius David Ogilvy's secret for building successful businesses. On page 24 - General Norman Schwartzkopf's leadership secret: what to do when you are put in charge, whether of a great crisis or a grand opportunity! Page 33 - seven ways to get smarter about any subject, fast. One of my Inner Circle Members, Stephen Matuszak, a registered investment advisor, said, "Your book, The Ultimate Success Secret, is the best yet - I stayed up until the wee hours of the morning to finish it in one sitting - I couldn't put it down!" I'll bet you agree!

*And, to ice the cake, an unbelievably sweet guarantee!...*



**THERE IS ABSOLUTELY NO RISK. YOU CANNOT POSSIBLY LOSE OR WASTE A PENNY. WITH MY AMAZING DOUBLE GUARANTEE, YOU MUST MAKE MONEY WITH MY INFORMATION**

AND YOU MUST BE THRILLED WITH EVERYTHING I DELIVER, OR YOU GET YOUR MONEY BACK PLUS \$10 EXTRA FOR YOUR TROUBLE.

Yep, I'll teach you how to make more money than you've ever dreamt possible - or I'll give you your fee back PLUS A TEN DOLLAR "PENALTY" RIGHT OUT OF MY POCKET.

① ⑦

**3-MONTH FREE TEST DRIVE:**

**Guarantee #1:** Take 3 months, get 3 Issues of the Letter, plus this mountain of additional information, tools and gifts, review it all, try it, prove its value - and you decide. After receiving 3 Issues, if you like, you can cancel your subscription, return everything, and receive a full refund PLUS AN EXTRA \$10.00 - no questions, no hassle.

**AMAZING 12-MONTH, \$10,000.00 WARRANTY**

**Guarantee #2:** Stay with me for an entire year....get 12 Issues of the Letter, use all the benefits - if, 12 months from today, you can honestly say you have not put at least \$10,000.00 in your bank account you know you would not have put there without me, I will still refund every penny you paid - again, no hassle. (I won't pay you the extra \$10, so the entire year's "experiment" will have cost you ten bucks, but not even one dollar out of your pocket.)

Since this letter will probably add at least 1,000 new subscribers, this means I'm putting \$10,000.00 of MY money at risk. *Why would I do such a crazy thing?* Because all my years' of experience and that of those following my advice tells me I won't lose a penny, because you'll make so much money "Thank You, Dan Kennedy" will become your mantra. Want proof? Consider the extraordinary experiences described by Mike Kimble on the enclosed green-colored page.....and other peoples' comments on its backside.

I have a file cabinet full of success stories and comments just like these! Yours'll be there soon, too. And that means your bank account will soon be bulging, bursting at the seams with a fresh flood of money. Immediately. And you'll get hot new profit strategies arriving each and every month, to keep you on track.

Which brings us to THE NO B.S. MARKETING LETTER itself. I've told you about the truckload of "bribes" I'm giving you to try the Letter, but now let me tell about the Letter itself.

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This thing is like a day-long, intense seminar in print arriving every month. Each Issue is at least 8 packed pages, usually more. There are almost always advertising or sales letter "makeovers", terrific examples of "what works", timely marketing news, trends, continuous teaching of my most important strategies, a continuing provocative and occasionally even entertaining conversation with me.....we cover every imaginable marketing and moneymaking tool and opportunity, from the lowly Val-Pak coupon or dirt-cheap postcard to the Internet, broadcast FAX and recorded messages to, of course, long-form, copy intensive ads, advertorials, sales letters and brochures. Most Issues also contain Q&A with the subscribers, a guest expert's article on a specific marketing strategy, a continuing update to my 'Ultimate Information Entrepreneur Manual' and to my 'Make Millions With Your Ideas' book. My schedule, with seminars and other opportunities. Look, it's LOADED! L-O-A-D-E-D!

Greg Renker, CEO of the Guthy-Renker Corporation, famous for its TV infomercials featuring Tony Robbins, Victoria Principal and other celebrities, says: "I anxiously wait for Dan Kennedy's No B.S. Marketing Letter. Each Issue is packed with new information and terrific insights that are invaluable to our business."

He's not alone. Hundreds of our subscribers tell me mine is the only publication they get that they stop whatever they're doing and bolt the door to read, hi-liter in hand. If we're late getting an Issue out, we get calls and FAXes from lots of folks fearful they've somehow missed an Issue - it's that important and valuable to them.

#### CONSIDER IT ALL:

1. THE HIGHLIGHTS AUDIO PACKAGE - we'll sell it, in a limited edition, for \$199.00. But people traveled from as far away as Australia and paid \$2,487.00 each to get this info firsthand. So what's this "value"? Let's put it at just \$199.00. Will it be worth more than that to you? Absolutely.

1 9

- 2. THE MOUNTAIN OF INFORMATION - 5 Reports, my book. Over \$100.00 worth of materials, but again they should be worth a whole lot more than that to you, in results!
  - 3. THE INNER CIRCLE MEMBER BENEFITS. When you consider that just one hour of my telephone consulting time sells for \$800.00, these exclusive access benefits are obviously very valuable. If you participate in 3 call-in days, 20 minutes each time, you'll get \$800 in consulting. Plus the "Open FAX." Plus contests, freebies, discounts. Easily \$1,000.00 in value.
  - 4. THE NO B.S. MARKETING LETTER - the most valuable marketing and moneymaking newsletter in America, bar none. (And I oughta know, because I subscribe to over 40 such newsletters plus dozens of specialized trade journals. I challenge myself every single month to make mine better...worth ten times any of the others.)
- 1. 199.00
  - 2. 100.00
  - 3. 1,000.00
  - 4. 199.00

\$1,498.00 TOTAL VALUE.....guaranteed to be worth at least \$10,000.00 to you in increased income.....

But you get EVERYTHING for just the subscription fee, just \$199.00.

**2 0**

**BUT I INSIST THAT YOU SAY 'MAYBE', SO....**

**As you might imagine, at various times, I've put forward various discounts or promotional offers for new subscribers. The best and largest discount that I have ever given is \$50.00. (Equal to a 25% savings!) Here, now, and I absolutely assure you, this time only - in addition to this giant collection of bonuses, I'm ALSO going to give you the maximum discount. Right now, you can subscribe at a \$50.00 SAVINGS, reducing your fee to just \$149.00.**

You will NOT receive another mailing offering a lower fee. Not now, not ever.

**2 1**

Quite frankly, my green eyeshade "money guy" thinks I'm nuts. My bean-counter said, *"Do one or the other - big discount OR a pile of gifts, but don't do both. You're giving away the whole farm! You'll spoil these customers rotten!"* (That's why you NEVER let the accountant run a company. Sure, I may actually lose a few bucks bringing you on at this low rate and burying you in all these gifts. But I know for a fact, from 20 years, that when you see measureable results in your bank account from my advice, you'll eagerly and happily give me more money - renew, come to seminars, and so on. See, accountants just don't

get the idea of "total customer value". That's why accountants work for hourly wages, for entrepreneurs like you and me.) But, just to keep the peace around here, I did agree to strictly limit this offer to the first 500 to respond -- out of tens of thousands invited. And that's for real: if you respond as #501, I will refuse your subscription. So I'm not kidding - take care of this now. Today. This minute.

Best,

Dan S. Kennedy  
*Committed To Multiplying YOUR Income!*

PS: How would you like a million dollars of FREE advertising for your product, service, business, book, whatever? Well, Paul Hartunian is the guy who can make that happen for you. Paul spoke at this Conference and is included in the audios - but I'm also going to give you his own VIDEO - FREE - and here's why you gotta get your hands on it: Paul is NOT some theoretical teacher. He lives what he teaches. Just for example, he has been on Donahue, Jenny Jones, Regis & Kathy Lee.....interviewed on over 1,000 radio shows.....FORBES MAGAZINE did a TWO-page, full color story about him. That space in Forbes alone would cost over \$100,000.00 - Paul got it for 15 cents. And this is just what he's done for himself with publicity - this doesn't include the accomplishments of his students and clients. Every year, Paul makes more money during a 10-day radio and publicity blitz for one of his own products than a lot of folks make from working all year. What he can do with nickels and a FAX machine is almost criminal. Certainly astounding. So, if you've got a tight budget.....OR you've got a "hot" product that needs a ton of exposure.....if you want to become locally or nationally famous.....if you'd like to get and keep your name and story in the public eye.....OR if you'd just like to reduce your dependency on costly advertising, you MUST pay attention to what Paul reveals - both in the Audio Highlights Tapes AND in this Video, 'How To Get \$1-Million Worth Of Publicity, FREE'. To get the extra video FREE, all you have to do is get your newsletter subscription in by or before the date stamped in red - then you get this Video as one more, added, extra FREE GIFT. **2 2**

PPS: MORE!!!! While my leftover supply lasts, I'll send you the Special December 1997 Issue of the Letter - the "Million Dollar Rolodex Update" issue.....a compendium of insider contacts, little-known vendors, ways to save a bundle on printing and other important services, people I rely on, books to read, and much more. If you can't find a new way to juice up your marketing or to get bigger bang for your ad dollar in this Issue, you just ain't looking!

PPSS: MORE!!!! Again, while my limited supply lasts, from a special inventory purchase, I'm going to give you a fascinating book about an unusual topic: unleashing the powers of intuition for business success. No, this is NOT a book about marketing, my specialty and strength. But there are all sorts of tools and strategies we use in creating mega-success. I think this book is a very worthwhile read. It's titled "SUCCESS IS AN INSIDE JOB - Heart, Integrity, and Intuition: The Secrets To Getting Anything You Want", and it's written by a long-time friend of mine, Lee Milteer. Lee is a much-in-demand lecturer, with world class clients like the Walt Disney Companies and Federal Express.

.....so, let's list EVERYTHING that's coming to you (be careful lifting the box!):

- |  |   |
|--|---|
| <p>② ③</p> <ol style="list-style-type: none"> <li>1. <b>The Audio Highlights Package from my \$2,487.00 per person Marketing &amp; Moneymaking SuperConference</b></li> <li>2. <b>Hand-Out Booklet accompanying the Audio Tapes from the SuperConference AND Special Report from Ken McCarthy about (really!!!) making money with the Internet</b></li> <li>3. <b>One Year Membership in my Inner Circle, with all rights and privileges, including:</b> <ul style="list-style-type: none"> <li>● <b>Personal Telephone Consulting &amp; Coaching (on designated Call-In Days)</b></li> <li>● <b>Contests with Cash &amp; Merchandise Prizes, to encourage learning</b></li> <li>● <b>FREEBIES!!! - Free books, booklets, tapes, information, even seminar and event tickets</b></li> <li>● <b>Discounts on business-building tools and seminars</b></li> <li>● <b>Two Critique Certificates, to get my personal input and analysis of your advertising and marketing materials</b></li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>4. <b>Five - count 'em, five! - Special Reports, each focused on very specific, practical moneymaking strategies tested under fire and proven by many of my Inner Circle Members.</b></li> <li>5. <b>My book, THE ULTIMATE SUCCESSECRET</b></li> <li>6. <b>Dr. Paul Hartunian's Publicity Seminar VIDEO: How To Get \$1-Million Of FREE Advertising</b></li> <li>7. <b>My astounding DOUBLE Guarantee</b></li> <li>8. <b>SUCCESS IS AN INSIDE JOB Book</b></li> <li>9. <b>My "Million Dollar Rolodex Up-Date" (Dec. 97 Issue) - While the limited supply lasts.</b></li> </ol> |
|--|---|

This IS a true MOUNTAIN of moneymaking information, all for just \$149.00.....  
 .....only "catch" - you gotta act RIGHT NOW!

1. CALL 1-800-223-7180, ask for the Special Newsletter Offer (10 AM - 4 PM EST, M-F)
2. FAX BACK the enclosed Form to 602/269-3113, anytime 24 hrs a day, 7 days a week
3. CALL my Office, (only) 12:30 to 4:00 PM Az. Time, Tues. and Thursday
4. MAIL back the Form, if you must: Kennedy Inner Circle, Inc., 5818 N. 7th Str. #103, Phoenix, AZ 85014.

② ④

PPSSS: Look, I'm on a mission - I want 500 new subscribers and Inner Circle Members in the first quarter of this year. I'm racing the clock. I don't have time to fool around. That's why I've made such a remarkable offer, provided such a mountain of valuable gifts AND my "industrial strength" double guarantee. But on top of everything, I'll kick in yet another bonus - if you are in the first 100 to respond to this letter. About a month ago, Joe Polish interviewed me, for the monthly audio series he provides to his clients. Afterwards, he said that what he sucked out of my brain was my best stuff ever - that listening to this one interview crystallized my entire, very powerful approach to successful marketing. LISTENING TO THIS ONE TAPE IS LIKE A GIANT MENTAL ENEMA, that will flush out all the "b.s." you've been told about advertising, marketing and selling, and will challenge you with a radical new paradigm. I'll send you this mind-blowing Tape FREE, but you MUST take action this instant.

**ACTION RESPONSE FORM**

**"MAYBE."** - "Okay, Dan, go ahead and send me the **2 5** mountain of moneymaking information, tools, audio tapes from your SuperConference, the Reports, THE WORKS - all FREE - and sign me up for your Inner Circle, also FREE - with my subscription to your "No B.S. Marketing Letter." I canNOT lose or waste even a penny with your Double Guarantee, so why wouldn't I take you up on this offer? At this point, all I'm saying is MAYBE, that I'll give your 'stuff' a try."

\_\_\_ **3-MONTH GUARANTEED TEST-DRIVE\* AND 1-YEAR SUBSCRIPTION, \$149.00.**

OR:

\_\_\_ **3-MONTH GUARANTEED TEST-DRIVE\* AND "BEST VALUE" 2-YEAR SUBSCRIPTION for just \$227.00 (Save an extra \$71.00)**

(\*Anytime within the first 3 months, you may cancel and return everything for a full refund plus an extra \$10 for your trouble - that's a 3 month free test drive! Also, continue for a full year, and, if you can honestly say you haven't made at least \$10,000.00 as a direct result of this service and these materials, you may still request and receive a full refund. Additional details of these Guarantees appear in the accompanying letter.)

"I would also like to receive some of your books - add these to my order:"

\_\_\_ HOW TO SUCCEED IN BUSINESS BY BREAKING ALL THE RULES 186-pages, hardcover. \$22.95. Dan's newest book, featuring 21 lies and myths about success and how to break free of them, fascinating true stories, "contrarian success strategies."

\_\_\_ HOW TO MAKE MILLIONS WITH YOUR IDEAS. 252-pages, paperback. \$12.95. Every opportunity and strategy for bringing new ideas, products or services to market, with an emphasis on direct marketing. Incl. 45 Millionaire-Maker Strategies.

\_\_\_ BOTH OF THESE BOOKS: \$35.90 - *less 10% discount* - Total \$32.30.

CODE: \_\_\_\_\_  
Exp. \_\_\_\_\_  
Date \_\_\_\_\_

PAYMENT:  Check/M.O. (Payable to Kennedy Inner Circle)  
 VISA  AmericanExpress  MasterCard

Card# \_\_\_\_\_ Expire Date \_\_\_\_\_

Signature \_\_\_\_\_ (Required)

Your Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (In Case we Have A Question) \_\_\_\_\_

FAX (Optional) \_\_\_\_\_

☎ FAX FORM TO: 602/269-3113 (Available 24 hrs a day, every day)

☎ CALL 1-800-223-7180 (10:00 am - 4:00 pm EST, Mon.-Fri.) or 602-269-3111 Tue. & Th. 12:00 - 4:00 pm)

☎ MAIL TO: Kennedy Inner Circle, Inc., 5818 N. 7th St. #103, Phoenix, AZ 85014

## **Dr. Audri G. Lanford**

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### **Anatomy of a “Reportlet” – How to Use a “Confidential Special Report” as a Sales Letter**

One of the biggest myths in marketing is that people won’t read long sales letters. This 36-page Confidential Special Report dispels that myth once and for all.

The fact is, people will read long sales letters – if they are interesting, compelling and laden with benefits that are meaningful to the reader. And that’s the key. As a direct response marketer, you really shouldn’t care how many people don’t read your sales letter. You should be concerned only with people who are qualified prospects for your offer.

The following piece was targeted at business owners and marketing executives who had demonstrated an interest in creating and promoting their businesses on the Internet. These people are highly qualified in that they had all purchased advanced marketing “how to” material from established experts. As such, the piece was a natural for this market.

Let’s start with the background on the piece. This is the third major version written in just over a year. The first version took many weeks to write. It started with a conversation Jim and I had with Jay Abraham. The second one was redone after spending two and a half hours with Drew Kaplan (master copywriter and founder of DAK Industries) who gave me lots of brilliant suggestions about how to improve the piece that I incorporated.

The third version included an update with more current information (since the Internet changes so quickly) and the offer and price were changed.

So, as you can see, this sales letter has had an enormous amount of time and thought which has gone into its development.

I’d like to share our thoughts candidly with you so you can learn from how I developed the letter... and model the process. Adopt and adapt the ideas behind it to your own products... but please don’t copy any part of the letter – it is copyrighted.

The report is 36 pages long, so the key for the front and back covers is to get people inside to start reading. When a sales letter is this long, you really need to have many different ways to get people inside. That’s why I organized the cover the way I did.

I wanted to give the piece the look of not being just a sales letter. It was important that it look substantial...that there’s a lot of material inside. In fact, there is an enormous amount of useful information inside.

So first, I needed a great title.

I tried a lot of titles. The concept of 7 Internet Success Strategies is what people are looking for on the Internet. The fact that this is a New Special Confidential Report is intriguing. And the idea of “How The Top People On The Internet Are Quietly Making \$100,000 To \$24 Million A Year” is very provocative.

The word “quietly” is important – it sounds like this report includes information people haven’t heard before... which is the case. (I thought “secret” was too hyped a word for this.) The Phrase “And How You Can Do the Same and Maybe Even Better” brings the title back to you, the reader.

One of things I worked really hard on was to take the questions that we got asked most often – the things that people are most interested in learning about the Internet • and make them into topics for the bullets. For each one, I refer them to a particular page. Again, these are ways to get people inside the report.

And when they get to those pages, I wanted to make sure that the answers to the questions or the information referred to was actually there. I’ve noticed that many sales pieces tease up front, but fail to deliver the goods inside.

Or they promise something that they don’t deliver in the fulfillment package. I saw a sales piece from a well-known couple promoting their financial advisory newsletter that promised a little-known tax form that will supposedly guarantee that you will never be audited. Well, it doesn’t quite work that way. So as a result, buyers of their product are disappointed, their credibility is damaged, their cancellations are high, and their future sales are lost.

Not only does our sales piece deliver as promised... so does the program it promotes. In fact, our clients have told us it over-delivers. And that’s a very important point.

Most so-called “special reports” are 95% sales and 5% solid information. This piece has 19 pages of meaningful information that readers can use immediately. Granted, there is a sales pitch at the end of the report, but it’s not any of these bullet points on the cover. Obviously, we hope people will read the report cover to cover (which many people do), but the main goal is to get people to start reading.

## **Front Cover**

Let’s look at the bullets. For example, “Is anyone really making money on the Internet today?” is the most common question we’ve been asked. To answer this question, I give twelve very specific success stories... which includes very different kinds of companies. This is not vapor. These are real companies with real successes that are completely and totally different from each other. The goal is to get people excited – and to let them visualize that this information applies to them... regardless of what business they’re in.

The second bullet is based on fear: “The single biggest mistake more than 95% of all businesses are making with their home pages.” If the reader has a home page, the

likelihood is that they are making this mistake, and we promise a specific solution about how to fix it.

All of the bullets are either based on the desire to make your business more successful or fear of failing in some way.

## **Back Cover**

The goal for the back cover is that if someone picks up the piece backwards, I want to make sure they open it and start reading. I don't identify specific pages, but I want to make sure I catch their interest with the headline, “How Any Business Owner or Self Employed Professional or Entrepreneur or Consultant or Serious Seeker of a Real Business Opportunity... Can Use the Internet To:”. In other words, I'm not looking for people who are interested in get-rich-quick schemes. I'm appealing to people who are earnestly seeking new ways to grow their existing businesses... or start new ones.

Then I go through major opportunities a business owner would want to pursue. There's something on this page that will intrigue just about anyone who's serious about business. For each one, I try to use language that would make it very interesting.

For example, “Acquire great new customers... by getting a virtual stampede of new customers to your Web site and making sure you don't waste your precious time on tire-kickers.” It's not just “You're going to get anybody,” it's “You're going to get the right people,” and that makes it more appealing.

The goal here is to get qualified prospects to read between the two covers. I want them to open the booklet... and it is working.

The way I decided on which questions to ask and which points to make was based on what real people had told us they wanted to know about. So if you are going to write a letter like this, rather than speculate on what you think is important, you should do what we did: ask people. It's very important to do more than guess. You want to make sure you're hitting all the points that people want to know.

## **Inside Front Cover**

It's crucial to always put contact information up front so people can find you quickly. The copyright notice is also necessary for obvious reasons. In this case, I include “fourth printing” with the date so they know it's current and that a lot of people have asked for this report already. And finally, legal notices are important to reduce legal liabilities. (It won't necessarily prevent getting sued, but it can help.)

## Page 1

I repeated the cover title to reinforce the compelling reason to read farther. My greeting and lead-in have to be consistent with the spirit of what we do without sounding hyped. On the Internet, there is a lot of worthless junk floating around that promises the moon. I knew I had to be different to be believed. So that’s why I started off with “Dear Friend, With your permission, let me take you on an exciting guided tour of what’s working – and not working – on the Internet today.” That appeals to people.

I’m trying to show that, a) we really know what we’re talking about, b) that we don’t talk in technical jargon, and c) that we’ve really had success and helped others be successful. And, I emphasize that they’re not going to read the same things they’ve read before in other people’s information. Therefore, this was a difficult piece to write.

My approach was to make this an exciting guided tour. That’s about as far away from a sales letter as you can get.

Next, I say, “We’ll maneuver around the pitfalls – and there are lots of pitfalls. We’ll journey through some of the most inspiring, dynamic, real opportunities available on the Internet right now.” I start out with the promise of meaningful benefits. And I deliver on this throughout the piece.

Then I say, “In this special report I’m going to show you exactly how you can start applying 7 little known Internet success strategies to your own business. Strategies which are responsible for some of the most impressive successes on the Internet today.” So again, I’m focusing on the benefits right from the beginning.

The next sentence is really important: “It doesn’t matter if you’ve got a Web site that isn’t producing the kind of results you desire, (or any results at all, for that matter!)... or if you’ve never been on the Internet (and you find the technology completely intimidating)... or you’re already achieving some exciting Internet marketing successes.” This is important because it applies to everyone.

I take it one step further in the next paragraph by contrasting “..whether your business offers air craft carrier parts or bird seed, high end consulting services, software, specialized dental services or salsa, or any other high quality products or services...”

I tried to use language that you just don’t see every day in sales messages. Taking you “from aardvarks to the zwieback crackers” are not examples you read in everybody else’s stuff.

The punch line of this section is that you’ll discover that the real opportunities are not where everyone else is looking.

Now that they’re intrigued, I promise that what I’m about to tell them is not “theory” or “hype,” but based on real-life experiences.

Only after telling readers the substantial benefits they’re going to get by reading on do I introduce myself – briefly.

Then, I close this page with a bold question – one that we get asked more than any other: “Is Anyone Really Making Any Money On The Internet Today?” This virtually guarantees that they’ll turn the page.

## **Pages 2-4**

I open this page with the answer to the previous question. Then I go on to support my answer with independent research findings. This is an important credibility builder – using major sources, statements and findings to prove your own points.

Speaking of credibility, I then go on to further support my claim with 12 true-to-life examples of people who really are making money on the Internet.

My examples are all different types of companies – from one-person operations to Fortune 500 corporations – in diverse and surprising businesses. Who would have thought that you could sell antique gumball machines on the Internet? Or window treatments? I included service businesses, too. I wanted readers to say to themselves, “Gee, if these people can do it, so can I!”

And that’s exactly what many people who bought into our program later told us. They visualized themselves being successful on the Internet after reading these 12 examples.

Why? Because the examples are mini-stories. I used real names of real people and companies. And I used specific accomplishments with specific results where I could. I used companies people have heard of for credibility... and ones they probably don’t recognize for visualization.

I end these stories with Dell Computer – one of the biggest Internet successes – then I tie them all together on the bottom of page four: “I think you’ll agree these are some pretty interesting successes. But they represent just a tiny fraction of the businesses that are successful using the Internet today to build their companies.”

Then I make sure that they’ve gotten the point: that you don’t have to be an Internet-only business to succeed, and that many companies now make more on the Internet than they did in the physical world.

## Page 5

And then I say, “However, not all products or services will work on the Internet,” followed by a very provocative question:

“Would you like to know if your product or service will work well on the Internet?” Then I immediately give them the answer. And this is where I believe my letter is very different from most.

Many sales letters ask provocative questions, but then don’t give any real, usable answers. They just direct readers to the offer and promise they’ll get the answers when they buy. Again, I wanted to be different. I wanted to give my readers some genuine, practical value up front, before asking them to buy anything from me.

This, by the way, is the answer to one of the bullets on the front cover – delivered as promised. Where possible, I support my answers with outside material and research.

Then I begin the process of “credentialization.” I start by stating how we came to know what we know about Internet marketing. And that we’ve become authorities in the industry quite unintentionally. I think this is important because some “experts” haven’t “walked the walk.” We have, and I so state it.

## Page 6

Here I continue to talk about why we’re qualified to teach you Internet marketing. But I try to do it in such a way that will convey our expertise without bragging about it. I say that I’m a bit embarrassed to talk about myself. I tell the true story of how Jim, my husband, and I got our start on the Internet. Yes, I do mention my Ph.D. and Jim’s work on the Space Shuttle. But I believe I present our credentials in a way that is natural and non-threatening.

## Page 7

I wrap up our credentialization with some specific results we achieved in our own business. Then I make the transition with another intriguing statement: “Almost all the information about making money on the Internet is filled with misinformation, hype and outright scams!” Yes, it’s “fear” again.

Everyone can relate to that because there’s so much confusion about the Internet. Most people probably don’t know what – or who – to believe.

Then I say that Jim and I hadn’t considered teaching people how to make money on the Internet until they started asking us to do it. This is important, because we want you to know we are low-key people who wouldn’t want to force anyone into anything.

Then I introduce what we do now, how it will benefit you, and how we guarantee results. This is to set the stage for later on when the “selling” starts.

Then I close the page with another compelling promise: how to avoid the five most common Internet myths. This moves you quickly to the next page.

## **Pages 8-10**

Here is where I begin the “meat” of the report. This is where I go into the five scams and how to avoid them. I give you the myth, followed by the reality and some useful advice on what to do about it. It may be stuff you’ve heard something about and that’s good, because it reinforces what you already believe. Or it may be something new, in which case you’re thankful for learning about it. The double-whammy.

On page ten I ask the question, “How do you best protect yourself?” And then I tell you about a free electronic magazine (or “e-zine”) we publish called Internet ScamBusters that tells you how to avoid being ripped off. And I tell you how to get it • free -without having to buy anything from us. Again, value before selling. So, if you’ve gotten nothing else out of this, you now know some scams and you’ve got a great resource that you can get every month for free to keep you from getting scammed in the future.

Then I say that a lot of Internet “experts” aren’t scamsters, but they still provide worthless and damaging information because they haven’t succeeded in producing results themselves. So again, there’s a little more fear here. I want you to be concerned because I don’t want you to rely on the wrong information.

On the other hand, I don’t want them to get so scared that they’re thinking, “Uh oh, I can’t do this.” So that’s why I end the page by saying that despite all the myths and hype, the Internet does offer tremendous opportunities, benefits and advantages to everyone... provided you do it correctly.

## **Pages 11-18**

The next point is critical to the success of this offer. Many people are alienated by technology. I tell them point blank: Success on the Internet has almost nothing to do with technology. The fear is alleviated.

Then I make another crucial point for this offer: I say that while you can apply physical-world marketing principles to the Internet, they must be applied differently.

Then I start to deliver on my promise of “7 Internet Success Strategies.” But it took 10 pages to get here – not because I was trying to bury them, but because I had to set them up. I had to show the successes of others. I had to demonstrate that I was an expert to be listened to. And now, only now, do I present these strategies – after the report has properly set it up.

The first part of this piece – or any piece – makes or breaks it. In other words, your readers must be bright-eyed and bushy-tailed by the time they get to the meat of your piece. So setting this up is crucial – as important as the meat itself. You must get people positioned to be receptive to what you’re going to tell them. I did this by providing 99% useful, non-hyped material before getting to the real meat.

Now I start getting into the strategies. I began with one that no one else talks about and I think this is really important. I want to make sure that people feel this is new and different. They’ve probably read a lot of other promos so I want to make sure that the first one is really interesting and different. It’s one of these where you say, “Yes, this really makes sense.” I explain the “Napkin Plan,” which is the fundamental organizing principal for our whole program, so it’s a very good strategy. And I refer back to it later.

Each one of these strategies gives you specific, practical information you can put to work right away – without buying anything.

## **Page 19**

“To sum it all up, these strategies really work.” Now I give some very specific testimonials. I’m saying, “Okay, now you’ve read these strategies – here’s what they’ve done for our clients.” Ideally, I would use names here – but three of the four clients didn’t want me to use their names for competitive reasons.

So I decided that it made more sense to make this section more generic and describe the results. (Note: This wouldn’t work if we didn’t have many other testimonials that do include names throughout the piece.) So that’s how to deal with testimonials when – for whatever reason -people won’t let you use their names. I have lots of testimonials later in the report where people did let us use their names (this is crucial). But the results of these four testimonials are so powerful that I didn’t want people to miss them.

## **Page 20**

Now we get into the sales portion of the letter. I’ve transitioned after giving them 19 pages of really good practical information... and it continues with more of the same. But now I also start selling. I say “Okay, I could go on and on with testimonials, but instead, I ask: do you want to achieve dramatic, measurable and exceptional results?”

Then I introduce one of the most powerful techniques you can use in marketing: The no-risk guarantee. Before I really get into explaining our program, I guarantee that it will work. Most letters I’ve seen that use a guarantee state it after they’ve made the offer. Again, I wanted to be different. I underlined “You’ll be the judge of its success.” So the reader is not taking my word for it.

I then start to describe our program by reiterating that it can work for any business – large or small, experienced with the Internet or not.

One technique I try to use as much as I can is what I call the “dangle.” This is where I ask a compelling question, make a powerful promise, or end in the middle of a sentence. This mentally forces the reader to go to the next page. I use this technique here.

### **Pages 21-24**

Then, I interrupt my description of our main program with a bold headline about the free bonuses you’ll receive with our program. And again, just as I did at the very beginning of the piece, I ask, “If you agree...” No high-pressure.

I then describe the bonuses in completely benefit-oriented language using big headlines like “Manual #1.” These bonuses are designed not only to enhance the value of the offer, but also to reassure readers that they don’t have to go it alone... that we’ll be there to guide them. This is all designed to make people feel comfortable. And we deliver on all this stuff. (Otherwise I would never say it.)

Then we really start describing the program and system. Each part is described in terms of the benefits. We know these are things that people care about. That’s important: to make sure that you’re solving problems that your readers care about.

One issue about our product is that there’s so much stuff here that it’s hard to make it not seem overwhelming. That’s why it’s organized carefully with lots of bullets and headlines. It seems like you’re getting an enormous amount of stuff... but not so much that it’s intimidating.

### **Page 25**

Here I say, “Whew! Sounds pretty exciting, doesn’t it? It is. And very profitable! And it’s just a small part of what you’ll get.”

So I’m saying, “Okay, this all sounds interesting, but you’ll get a lot more!” Then I give it a specific value – \$3,000 and tell you “it’s yours free when you become a member.”

At the bottom of the page, I ask another intriguing question: “Why are we willing to send you all this stuff for free?” And I answer that question in a very specific, logical way – because we want you as long-term customers and we explain what that means – and it makes it sense to you.

### **Pages 26-28**

Then I go into the specifics of our program and why they’re important to people who are interested in Internet commerce. I use headlines, bullets, underlining and boldfacing to make my points.

On page 28 I talk about not wasting your time with strategies that don’t work. We want to make sure that people are using their time well, which I address. I say that modeling

successful people is a key way to success and that you don't have to learn via trial and error... and that's very powerful.

### **Pages 29-32**

Then I start sprinkling the benefits of our program with some powerful, attributed testimonials that talk about specific results our clients have achieved. After the testimonials I say, “You can be successful, even if you don't yet know anything about the Internet.” And, if you've read to page 32, you're interested.

At this point you're wondering, “Can I do this?” So I tell you these business owners – our clients – are just like you are... which, of course, is true. Then I bring up the price of the program. I tell you how much it costs and then I justify it. I explain why it's an incredible value. Then, I offer you a whopping \$1,000 discount, and all you have to do to earn this huge discount is give us three referrals... if you are satisfied with the program. Then I tease you about our payment terms.

### **Page 33**

Here is where I remind you about the value of the program, and I restate and expand on our “Ironclad, Unconditional, Double Better\* Then-Risk-Free Guarantee.” And this is (so I've been told by my clients) what really clinches the deal for most people. They say, “Hey, the only way I can lose with this program is by not trying it!”

Other marketers have told me that I'm crazy to offer such a liberal guarantee. But you know what? If people aren't happy with our program, if it's not much more than we say it is, if it doesn't deliver the results we promise, I actually want them to send it back for a refund. In fact, I insist. If you really believe in what you offer the way we do, I think you'd be crazy not to offer the strongest possible guarantee. The increased business you'll get will be many, many times the returns.

At the end of the page, I make yet another offer – one that makes it easy to buy.

### **Pages 34-35**

Here – in extra-large, bold type – I put some urgency in the offer. I offer four more bonuses – but only if you act in the next ten days. Then I go on to describe the quick-response bonuses and why they're important. Then, on the bottom of page 35, I make a final call for action, and add some more urgency.

You have to close in your sales letter. That's what I'm doing right here. I tell them exactly what to do. I tell them we're not going to do this forever. I say “our million dollar guarantee makes it almost crazy not to take us up on this offer.”

## Page 36

And then I say, “Here’s how you do it.” We let you order with an 800 number or online.

And then I give three postscripts. The first one adds another great bonus. The second one reiterates what you’re getting. And I again talk about the guarantee.

So, there is a lot in the postscripts to get people to take action now.

## Inside Back Cover

And finally, there’s the order form, which again describes exactly what you get – the guarantee, the program components, the bonuses, the payment terms, everything. It’s called a “Better-Than-Risk-Free Trial Membership Certificate (we don’t call it an order form) and it’s designed to stand on it’s own. So many order forms don’t reiterate the offer. People need to be reminded and reassured. I tell people they can send the whole program back in 31 days and they’ve never paid a penny. We’ve assumed as much risk as we humanly can so that people lose their fear and try it.

And it works.

### **About Dr. Audri G. Lanford**

Dr. Audri G. Lanford is a results-oriented marketer who is CEO of NETrageous Inc., one of the leading Internet marketing information firms in the US. Audri and her husband, Jim Lanford, have been awarded many of the top honors and awards for Web sites they’ve created, including Yahoo! Internet Life (which selected them for creating two of the most “Incredibly Useful Sites on the Net” awards), USA Today Hot Site Award, Starting Point Choice, Snap! Best of the Web Winner, and #1 Best in the Biz.

Audri has been featured in hundreds of print and Web publications, including *Business Week*, *The Wall Street Journal*, *Wired magazine*, *InfoWorld*, *USA Today*, MS-NBC, *Consumer Reports*, CNET radio, NetGuide, *Web Developer*, *Internet Marketing and Technology Report*, etc. She is frequently described as one of the top experts in the world on what makes Web sites successful.

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**New Special  
Confidential Report**

# **7 Internet Success Strategies**

By Dr. Audri G. Lanford

## **How the Top People on the Internet Are Quietly Making \$100,000 to \$24 Million a Year**

*(And How You Can Do the Same  
— or Maybe Even Better.)*

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**Inside This Report**

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- ◆ **Is anyone *really* making any money on the Internet today? 12 very different, specific and fascinating Internet success stories.** See pages 2 to 4.
- ◆ **The single biggest mistake more than 95% of all businesses are making with their home pages — and a simple suggestion for how to fix it.** See page 18.
- ◆ **Why most Internet marketing plans are worthless... and why you should create *your* Internet business plan on a napkin (a “Napkin Plan”).** See pages 11 to 12, 22.
- ◆ **How to create a global profit center — even if you’re a local business. (One savvy retailer used this simple strategy to increase sales by 56% — adding over \$2.7 million to their revenue last year.)** See pages 3 and 19.
- ◆ **7 specific strategies for getting top listings with the most popular search engines, such as Yahoo, Excite, InfoSeek, and AltaVista — without resorting to “tricks” which may get you barred from these crucial search engines forever.**  
See pages 15 to 17, and 26.
- ◆ **How to know if *your* product will sell well on the Internet.** See page 5.
- ◆ **The five most important things you need to know to make sure no one will be able to take advantage of you (now or in the future) on the Internet.**  
See pages 8 to 10.
- ◆ **A very simple, but little used “insider secret” which can easily generate over 100 highly qualified sales leads a day — and it’s free! (No, it’s not “spam.” In fact, the leads we get using this method are excellent — *they outperform every direct mailing list we’ve ever used.*)** See page 13.

**See inside for details...**

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## ***Special Confidential Report***

### **“7 Internet Success Strategies: How the Top People on the Internet Are Quietly Making \$100,000 to \$24 Million a Year”**

**(And How You Can Do The Same — Or Maybe Even Better)**

Dear Friend,

With your permission, let me take you on an exciting guided tour of what’s working — and not working — on the Internet today. We’ll maneuver around the pitfalls... and there are lots of pitfalls! And we’ll journey through some of the most inspiring, dynamic, real opportunities available on the Internet right now.

In this Special Report, I am going to show you *exactly* how you can easily start applying seven little-known Internet success strategies to your own business... strategies which are responsible for some of the most impressive successes on the Internet today.

It doesn’t matter if you’ve got a Web site that isn’t producing the kinds of results you desire (or any results at all for that matter!)... or you’ve never been on the Internet (and you find the technology completely intimidating)... or you’re already achieving some exciting Internet marketing successes.

It also doesn’t matter whether your business or practice offers aircraft carrier parts, birdseed, high end consulting services, software, specialized dental services, salsa — or any other high quality products or services, ranging from aardvarks to zwieback crackers. You’ll discover what the real opportunities on the Internet are... and that they’re not where everyone else is looking!

We’ll completely avoid “theory” and hype. In fact, what I’m about to share with you is based on years of painstaking research, and our “in the trenches” experiences *delivering extraordinary results for some of the most successful businesses on the Internet.*

My name is Dr. Audri G. Lanford. Before I share my own Internet success story with you, let me answer the number one question I get asked...

## **Is Anyone Really Making Any Money On The Internet Today?**

## Absolutely!

According to the most recent figures by the Internet's leading trends research firm ActivMedia, 46% of all commercial Web sites state their site is “*profitable from sales now.*” Further, ActivMedia found that the average monthly sales were over \$18,000 per site in 1997 (\$216,000 per year), *with many leading sites earning above \$1 million each month.*

Let's take a look at a few of these success stories...

### **1. Twins start business in their parents' basement and sell an average of \$47,671 worth of music a day on the Web in 1997.**

Jason Olim wanted to solve a problem. He was frustrated by the skimpy selection of jazz music he found in local music stores. So, he and his twin brother, Matthew, started an Internet-based business which offered every jazz album made in the US, as well as 20,000 imports.

“Basically, I built a music store for myself,” says Jason in an interview in *NetGuide* magazine.

The twin's company, CDNow, has grown 300% per year. They do this with **no inventory** — but they do have access to \$80 million worth of CDs. The 28-year-old twins now **dominate** the growing market for online album sales and their net worth is estimated to be around \$65 million — **each!**

### **2. Company makes \$180 Million saving money for restaurants.**

Instill Corp., which hosts a Web service where 1,500 restaurants order food and other products from 15 suppliers, illustrates the convenience and cost savings of Web commerce. With an average order size of more than \$1,000, the private company handled \$180 million in transactions in 1997 and is seeing that volume grow 20% a month.

It also has lowered costs for its suppliers. The cost of each transaction at the food-service distributors has dropped to \$2 from \$25 because the suppliers no longer have to type up orders or mail weekly catalogs to their customers.

### **3. Home-based retailer sells exclusively on the Web — and makes large profits.**

A small, very profitable retailer has no employees, no offices, no inventory, no sample kits, not even business cards (which are “unnecessary overhead,” according to the owner). But perhaps the most interesting aspect of this “virtual business,” called NoBrainer Blinds, is that it sells its products to “moms,” defying conventional wisdom that “moms” don't buy much on the Internet.

### **4. Even a couple of fools can get over 300,000 visitors a month.**

That's right. Tom and David Gardner have created a huge success with *The Motley Fool* ([www.fool.com](http://www.fool.com)), a Web site designed as an online forum for individual investors. Most of their revenue comes from selling online advertising.

**5. Fortune 500 company creates a “secret marketing Web site” and forecasts \$1 billion in sales on the Internet.**

A well-known Fortune 500 company is using a private version of Internet software and hardware to create its own exclusive “secret marketing site” for its key customers. The company, General Electric, expected to do \$1 billion in sales from this Internet site in 1997, and even better in 1998.

**6. “Going global” increased this company’s sales by over \$1 million a month.**

One of the larger retailers on the Web, Cyberian Outpost, expanded their business dramatically by translating their Web site into nine different languages. With sales of \$22.7 million, and an international average sale worth over double (\$373) an average US sale (\$165), 56% of Cyberian Outpost’s revenue came from overseas.

Many US-based businesses are quietly discovering the benefits of “going global.” And the Internet makes it not only possible — but very affordable — to tap into these lucrative markets.

**7. Distributor is almost doubling its revenue each quarter, selling \$87.4 million in the first three months of 1998.**

A three-year old company, Amazon.com, sells books on the Internet. In the first quarter of 1998, Amazon doubled its customer base from the previous quarter. Its net sales of \$87.4 million increased a whopping 446 percent over net sales for the first quarter of 1997.

And it gets better, especially for Amazon’s founder Jeff Bezos. His share of Amazon’s stock is currently worth \$1.98 billion! Further, 60% of Amazon’s orders come from repeat customers. They have built this loyal customer base by using both traditionally effective methods — building relationships with their customers, providing competitive prices, excellent delivery and great customer service — and also by using the Internet in some unusual and unique ways (which I’ll tell you about — read on).

**8. Entrepreneur earns \$100,000+ per year selling gumball machines online.**

Here’s a wonderful story that will capture your imagination: Richard Akerberg owned 3,000 gumball vending machines that he serviced himself in greater Los Angeles. Richard got tired of fighting the traffic and decided to sell his vending route. But he still needed an income, so he decided to sell antique gumball machines on the Internet.

He invested virtually no money and about five hours a day (sitting in a comfortable chair in front of his computer), and in less than 18 months, he’s selling more than 100 machines a month at \$129 each. He’s gone into the corporate market (they give Richard’s gumball machines to their customers and employees) and he recently started selling his products through colleges and universities in their school colors.

This business model wouldn’t work without email. Richard has gotten most of his customers through “electronic” classified ads and keeps in touch with them through an email newsletter. Once you know how to do this (we show you, step-by-step), you can send thousands of email messages for pennies. All you need are a handful of responses to make a six-figure income over a relatively short time.

**9. 29-year old attorney creates a profitable seven figure immigration law practice with 13 attorneys in six states.**

Three years ago, Gregory Siskind only had a dream: to practice immigration law. Today, by using the Internet, his firm, Siskind, Susser, Haas & Chang, has 13 lawyers with offices in six states. And about two thirds of their revenues come from marketing on the Internet.

**10. \$1 million in profitable sales per month on the Internet — in less than one year!**

QVC launched its Web site less than two years ago. According to *CNET* news, in their first year, iQVC became profitable, and now rings up more than \$1 million in sales per month. Not bad...

**11. Company chooses *not* to limit itself to selling small, easily shippable items online.**

A 45-year old company in Southwest Michigan has created an online division which sells really big items on the Web: mattresses, entertainment centers, living room and dining room sets, and sleeper sofas, to name just a few — and they are very successful.

According to *NetProfit* magazine, the company offers name-brand furniture at reasonable prices with free financing and free delivery. Since they don't have to pay commissions, massive warehouse fees, or sales staff wages, they've developed a model that works.

**12. \$5 million in profitable sales a day on the Internet.**

Dell Computer now sells \$5 million of its computers and other products on the Internet *a day*. So, the Internet is now responsible for a significant portion of the company's revenue.

Further, the company is saving a lot of money in terms of processing customer orders and customer service. For example, CEO Michael Dell had this to say in the *Wall Street Journal*: “*We've been amazed at how many people will actually complete orders with no humans. The only technique cheaper for the company would be mental telepathy.*”

I think you'll agree these are some pretty interesting successes. But they represent just a tiny fraction of the businesses that are successfully using the Internet today to build their companies.

**Keep in mind...** many of these companies are not just Internet-only businesses. A surprisingly large number are tangible businesses — much like yours — that used to do all their selling and marketing activities in the physical world. *Now* they gain a significant share of their revenues... and an even larger percent of their profits... from the Internet.

And the good news is that these businesses can serve as great models for your own Internet marketing. *You can apply the same success principles they use to your own business — and achieve equal, and possibly even greater success.*

In fact, companies of all sizes are very profitably selling almost every kind of product or service on the Internet: flowers, gourmet food, pizza, consulting services, legal advice, tennis equipment, cosmetics, software, real estate, travel, newsletters, books, etc.

However, not all products and services work well on the Internet.

### **Would you like to know if your product or service will sell well on the Internet?**

**Here’s a good rule of thumb:** If your product or service is high quality and can be sold effectively via mail order or in catalogs, it will probably do very well on the Internet.

Some “experts” say that to be successful on the Internet, you need a product that serves a global marketplace. However, we know of many local businesses that are using the Internet very effectively. So, if you’re a local business (and want to remain local), the Internet can still be a great tool for growing your company.

Are the results of the businesses I just told you about typical on the Internet? No, they’re definitely the exceptions. The sad truth is, most people trying to make money on the Internet are failing miserably — simply because they don’t know the success strategies that work.

In fact, according to ActivMedia’s recent study, 40% of all businesses on the Internet made no sales whatsoever during the previous month. What a waste!

The truth is, most of the people who *are* making money and successfully building their businesses on the Internet aren’t revealing their secrets. However, we know many of these people. And, my business partner and husband, Jim, and I also have the combined business, technical and marketing background and expertise to uncover these strategies for ourselves. Here’s what we found through...

### **Years of painstaking research**

The strategies I’m about to share with you are based on thousands of hours of careful research, due diligence, and testing to understand how to use the Internet’s full power. We investigated and analyzed hundreds of successful — and unsuccessful — Web sites to figure out the precise strategies that create profitable Web sites, as well as to discover the common elements of success and failure.

We subscribed to countless journals, trade magazines, and print and electronic newsletters. We spent hundreds of hours reading and participating in “discussion groups” on the Internet (since that’s where you often find the most current — and useful — information). **We’ve become (quite unintentionally) authorities in the industry.**

In fact, I'm honored to say that we are frequently described as two of the top experts in the world on what makes Web sites successful. **We've been featured in hundreds of print and Web publications, including *Business Week*, the *Wall Street Journal*, *Wired* magazine, *CNET* radio, *USA Today*, *Web Developer*, *Consumer Reports*, and so on.**

I'm also pleased to say that we've been awarded many of the top honors, accolades and kudos for Web sites we've created, including *Yahoo! Internet Life* (which selected us as one of the most Incredibly Useful Sites on the Net), *USA Today Hot Site Award*, *Starting Point Choice*, *#1 Best in the Biz*, *SNAP!*, *America's Best Hot Site of the Month*, etc.

That's all well and good.

But much more importantly, we've helped “real live” entrepreneurs — men and women who are “*in the trenches*” building their businesses — create tremendous results using the Internet. We've worked with — and have delivered extraordinary results for — some of the most successful people on the Internet. And we've got lots of documentation to prove it.

I'm not telling you this to brag or to pat myself on the back. In fact, I'm frankly a bit embarrassed to tell you all this. However, I want to establish our absolute integrity, credentials and expertise at the beginning so that you can trust the advice I'm about to share with you — *and know that it's based on experience — not theory*.

We can help you find the biggest immediate — and long term — profit opportunities for your business on the Internet... precisely because we've helped other businesses do just that.

### **How did we become experts? Quite unintentionally!**

Here's what happened: In 1993, after Jim and I had sold our last software company, Micro Dynamics, Ltd. (which we started and built into an Inc. 500 company), we both became fascinated with the Internet, but for very different reasons.

Jim loves to be on the cutting edge of technology. For example, he hooked up every computer at Micro Dynamics to the Internet in the late 1980s — *and that was before the Web was even invented!*

You see, Jim has the unique ability to recognize the practical benefits of technological advances better than anyone I've ever met. That's because he's an engineer who has been designing state-of-the-art software and hardware for more than twenty years. He's designed and built a lot of software, including a ground station for the Space Shuttle, as well as one of the first document imaging systems.

So, Jim was able to anticipate the power of what the Internet could do very early on.

I became interested in the Internet through a very different route. My early training came from crunching statistics on mainframe computers while I was getting my Ph.D. at Stanford.

However, when I got into the business world and became CEO of Micro Dynamics, I quickly became fascinated (and even obsessed) with finding out how businesses (who offer great products and services) can achieve exponential growth and profits... with minimum cost, risk and effort. My quest to find the answer to this question brought me to the Internet.

But first, in 1989 I attended Jay Abraham’s Protégé training, and became very interested in direct response marketing. By applying what I’d learned, we were able to increase Micro Dynamics’ revenues by 260%. **We went from being in the red to making a \$526,000 profit in just four months!**

So, when Jim first introduced me to the Internet, I quickly discovered how it could be an incredibly exciting medium to catapult the sales and profits for high tech companies.

And then, we both became curious whether the Internet really could be used successfully by a wide variety of different businesses to create genuine business success. That’s why we did all the research I described a few minutes ago.

But in the process, we discovered something very disturbing:

**Almost all the information about making money on the Internet was filled with misinformation... hype... and outright scams!**

So, providing information on how to use the Internet effectively was the last thing on our minds.

In fact, it wasn’t until people started virtually begging us to help them that we even considered combining Jim’s technical expertise with my results-oriented, business-building approach to create a unique, powerful, results-oriented master strategy which any business owner can use to make their own business more competitive... profitable... and successful... on the Internet.

And, we took this one huge step further. We created a unique Internet publishing company which is completely and totally dedicated to helping our clients use the Internet to achieve dramatic, measurable, and exceptionally profitable results.

Our goal is simple: to help you achieve “NETrageous” Internet results for your business as quickly as possible... with the least amount of risk... and at the lowest cost. And to back up our 100% commitment to your success, we offer unheard of... and outrageous... guarantees to all of our clients.

So, I suppose it’s not surprising that our company, NETrageous Inc., is the oldest and largest results-oriented Internet business advisory company. At the end of this report, I’ll tell you about how you can take advantage of our results-oriented, “Ironclad, Unconditional, Double ‘Better-Than-Risk-Free’ Guaranteed” programs. (You may even qualify for our “\$1 million guarantee.” More on that later.)

But enough about us. To best use the Internet to successfully grow your business, it’s important for you to first avoid getting “ripped off” by Internet marketing myths and scams. So, let’s start by “debunking”...

## **The Five Most Common Internet Myths — And How To Avoid Them:**

**Internet Myth #1:**

*No one is making any money on the Internet.*

**Reality #1:**

You've already seen that this is false through the examples of Web sites that are very profitable. And, you'll remember that ActivMedia's most recent study showed 46% of all commercial Web sites state their site is "*profitable from sales now.*"

However, that does mean that 54% aren't making money.

Actually, that's not surprising. When you consider that 95% of all Web sites are terrible (and were designed by programmers, graphic artists, or others who don't understand marketing), I think it's quite astounding that 46% are making money today.

And we're here to help so that you don't have to make the same mistakes the pioneers made. In a few minutes, I'll show you how you can model the successes of the top Internet marketers in the world... so you can achieve the same (or better) results for your own business or practice.

**Internet Myth #2:**

*You'll "get rich quick" on the Internet!*

**Reality #2:**

This is the opposite of the first myth... but it too... is a myth. The Internet is not the "get-rich-quick" paradise that unscrupulous promoters make it out to be.

Here's an example of an outrageous claim: "Just put up your home page, and soon you'll have to take up weight training just to haul all of your checks to the bank!"

(Have you noticed the way these promoters always talk about a Web site as a singular "home page?" Yet, there are almost no Web sites with only one page that are doing well. Successful Web sites are content rich — and therefore many pages.)

Now, that doesn't mean that you can't make serious money on the Internet. Of course you can. You might even make a fortune. But, you have to do the right things... the right way. (And although we know lots of business owners who use the Internet very successfully, not one has had to take up weight training to haul their checks to the bank!)

So, if you hear the Internet promoted as a get-rich-quick paradise, we recommend you take your wallet... and run!

**Internet Myth #3:**

*You can get millions of new customers by putting up billboards on the Information Super Highway (Hypeway).*

**Here's an example of this myth:** One promoter recently wrote *“Imagine adding 25-30 million wealthy prospects to your target market in an instant. That's what the Internet can do.”*

**Reality #3:**

This is just a pipe dream of less-than-ethical promoters. And it's part of the reason so many business owners are getting discouraged by their Internet results.

The Internet is *not* like a real highway where people cruise by and see a “billboard” on the way. It just doesn't work that way. People won't just pass your Web site on the way to where they're going.

A better analogy is that a Web site is like an address in the middle of the desert with no roads. You have to build the roads — or a helicopter pad! Then, you have to get people onto those roads, or into the helicopter. Read on for lots of ideas on how do this.

**Internet Myth #4:**

*Internet malls have the same benefits of real malls.*

**Reality #4:**

Internet malls do not have the same benefits as real malls. Prime “location” on the Internet is very different than “prime” real estate in the physical world (which is very limited).

**Here's why:** At a typical mall, you often walk by the small shops on your way to Nordstrom's or Sears. As you stroll by, you might see a new book by your favorite author in the window of Waldenbooks, or a great new kitchen gadget in Williams Sonoma's window. So, you might well go into these stores, and perhaps you'll buy these (or other) items.

However, on an Internet mall, you don't “walk by” other shops. In fact, many mall owners sell the promise that you'll get a lot of visitors to your Web site because you're part of their mall. In reality, it's just as easy to get buried in a mall as elsewhere. Further, it's usually the mall owner — not the businesses located in the mall — who makes money.

We recently did a poll about Internet malls, and the results were truly fascinating. They suggest you should seriously reconsider if you're thinking about locating your Web site at an Internet mall.

**Here's what we found:** Only 20% of people who responded like to shop at Internet malls. And no one goes out of their way to visit Internet malls the same way they go to malls in the physical world (in other words, just to hang out or browse). On the other hand, 73% don't like Internet malls or have never been. And a small group (4.5%) intensely dislike Internet malls.

**Our advice?** Avoid Internet malls. Since many Internet malls are overpriced and don't allow you to make changes when you want without additional fees for every change — and since visitors don't seem to like malls much either — we believe malls are rarely worth the additional expense.

(Here's a tip: If you are set on locating your Web site in a mall, call or email at least ten current

Web businesses in that mall and ask them for references. If our experience is any indication, I think you'll be amazed by the unflattering stories you hear from these businesses in malls.)

### **Internet Myth #5:**

***You don't need to own or use a computer to make your fortune on the Internet.***

### **Reality #5:**

We don't know of even one business that has succeeded in prospering on the Internet that doesn't own and use a computer. In fact, if someone won't allocate the time to learn to use email and the Web, they better make sure they have deep pockets — because somebody is sure to take advantage of them!

But, investing a little time to learn how to use email and the Web will provide handsome benefits for your business. Because the fact is, no matter how small (or large) your business may be, **you'll easily save at least \$5,000 to \$50,000 a year in reduced FedEx, fax, telephone, postage and printing costs... just by using email.**

And with email and the Web, you'll be able to provide your customers with more immediate answers to their questions — thereby increasing their satisfaction — as an added bonus! In addition, your Web site will give your customers 24 hour a day access to your company, 365 days a year.

## **How Do You Best Protect Yourself?**

Understanding the realities behind these five myths will help you avoid being confused, bamboozled or hoodwinked by less-than-ethical, self-anointed so-called “Internet experts” who are out there in great numbers trying to separate unsuspecting business owners from their money.

And these less-than-reputable people are always inventing some new way to take advantage of honest business people. So, to help you protect yourself, we publish a FREE, monthly, award-winning electronic newsletter (also known as an e-zine, which stands for electronic magazine), called *Internet ScamBusters*. You can subscribe by visiting our *Internet ScamBusters* Web site at [www.scambusters.org](http://www.scambusters.org) and signing up. There's no obligation — it's really free!

Many of the other so-called “Internet experts” who are *not* scamsters still provide worthless and damaging information that's not based on tested, proven results. What they say is (at best) theoretical.

That's because they've never actually succeeded in producing results themselves! In fact, many of them have never even run a business or made a payroll. It saddens us to see how much misinformation there is about the Internet, and how many business owners are wasting their time, money and effort on misguided “strategies” — hit or miss efforts — that cannot possibly succeed.

**But this is important:** In spite of all of the myths and hype, the Internet does offer tremendous opportunities, benefits and advantages to anyone who has an excellent product, service, company, or

business idea... as long as they're willing to invest some time to learn the Internet *culture* and the most effective strategies for Internet success.

Further, many smart business owners haven't been able to take advantage of these tremendous opportunities because they're intimidated by the technology. Others have failed because they become seduced by the technology.

**The key to success on the Internet has almost nothing to do with the technology. The key is to recognize that the Internet is a communications and marketing vehicle — pure and simple.**

What this means is that the same proven, strategic, business-building principles which have worked to help you build your business (in the physical world) also *get results on the Internet*.

But there's a catch: These same principles hold true, but they **must be applied differently** on the Internet. And without understanding how to apply them correctly, it's almost impossible to achieve successful results. So, let's look at how to do this...

## **7 Powerful Internet Success Strategies To Generate Your Own Exceptional Internet Results**

### **Internet Success Strategy #1: Create a “Napkin Plan” for your Internet success.**

Put simply, to be successful on the Internet, you need a plan. And, *your plan must be based on principles that work*. Further, your plan must be easy to modify and adapt — or it won't work. Yet until now, there haven't been any available resources to help you create such a plan.

Here's the framework we use... and our clients rave about it. We call it the “Napkin Plan™.”

#### **What is a “Napkin Plan?”**

A “Napkin Plan” is a business and marketing plan you can create on a napkin. It provides brief answers to key questions you need to know to be successful. It takes advantage of the “80-20 Rule”: It allows you to gain at least 80% of the benefits of business planning with about 20% of the effort.

The vast majority of business plans are too complex to be useful as real working tools to achieve success. Most businesses either do no planning at all... or they simply create plans which sit on a book shelf. *They aren't used on a day-to-day basis by company leaders as working plans to achieve success.*

A “Napkin Plan” is especially useful on the Internet for several reasons:

- The Internet is changing so fast that valid assumptions you make today could stop being valid in the blink of an eye.
- The ability to log and track customers may not be very precise or accurate on the Internet.
- The Internet is so new that you need to adapt quickly to new information.

In addition, successful entrepreneurs, professionals and small business owners simply don't have the time to over-analyze. You need a simple, useful plan... *and then you need to act.*

The Napkin metaphor works well. Many successful small businesses were planned on a Napkin. (In fact, the initial hardware and software system design for our last software company was done on a napkin over lunch — and this “Napkin Plan” was the basis for systems being produced 12 years later! Similarly, Intel's first business plan was only one page, and Sun Microsystems' was just three pages!)

I've seen many business plans that were extremely precise (with huge spreadsheets based on impressive demographic data)... but they were missing key assumptions. These plans remind me of the carpenter who measures extremely carefully... and then cuts the board *exactly* one foot too short! Following this analogy, it's probably better to measure once and cut twice for the Internet portion of your business. *Don't take time to develop a complex plan that just sits on your bookshelf.*

Naturally, asking the right questions is the key to an effective “Napkin Plan.” We've spent many months figuring out the right questions to ask. I'll tell you more about the nine “Napkins” we've developed... and which are the heart of Internet business success... later in this report.

## **Internet Success Strategy #2: Be passionate about your business and your customers.**

Having a passion for your customers, products, and services is certainly important *off* the Internet. But it's a matter of “life-or-death” *on* the Internet.

Why? Because one of the keys to Internet success is to understand the Internet culture. And part of that culture is having a Web site that's fun to visit — and great to shop at. *Almost every successful business on the Internet has done this.*

And, the fact is that it's almost impossible to create this kind of experience if you're not passionate about what you're doing. You can't fake it — people can tell a mile away.

Remember Jason Olim and his twin brother Matthew who started CDNow? Their business is the outcome of Jason's *passion* to create a jazz music store which he wanted to shop in. He built the store basically for himself. Similarly, the other business owners we've described are passionate about what they offer... and about their customers. And this passion comes through at their Web sites.

What do you do if you aren't passionate about your products, services, business or customers? We'll give you some great suggestions towards the end of this report.

**Internet Success Strategy #3:  
Create an online meeting place (a “virtual community”).**

**First, a little background:** You can think of the Internet as the world’s cheapest printing press. Let me repeat this because it’s so profound:

**The Internet is truly the world’s cheapest printing press.**

It allows your company to deliver your message to the world, 24 hours a day, but without the bill... to as many people in the world as you want — hundreds, thousands, tens of thousands, hundreds of thousands, possibly even millions.

And there are almost no limits to what you can “publish.” For example, in addition to documents with text and graphics, you can also publish audio (such as radio interviews or music), photographs, software, video, other computer files, etc. In fact, you can “publish” almost anything but smells or tastes (and they’re working on that!).

Further, you can make changes to the documents you publish as frequently as you wish. That lets these become dynamic, growing, almost living documents — which is really exciting! And these changes will cost you almost nothing to make.

That means you won’t have to throw away boxes of your catalogs simply because you want to change your prices or add a few more items to your catalog when you publish it on the Web. (Imagine making changes to your 10,000 page catalog every day, virtually for free. On the Web, you can.)

Or, if you have technical documents and the specs change, it’s effortless to make these adjustments — and tell your colleagues around the world about them in just seconds — FREE.

Further, use the Internet to publish and give away useful “free stuff.” Every successful Web site we know of employs this strategy.

**Here’s something you can do today to get new customers this month:** Give away “free stuff” as an incentive to capture the name, address, city, state, zip code, country, phone number and/or email address of your prospective customers, and then, to get their permission to let you contact them.

For example, we get at least 100 people to fill out a simple form and ask for one of our special reports *each day!* That means we get 100 new highly qualified sales leads a day... and they cost us almost nothing. Best of all, the leads we get using this method are excellent — they outperform every direct mailing list we’ve ever rented in terms of buying our products and becoming customers. 80% of the companies on the Web don’t do this. *And this is one of the biggest ways to turn the Internet from entertainment to a selling mechanism.*

**OK. Now, let’s take this concept of the world’s cheapest printing press to another dimension, and really use the power of the Internet:** In addition to simply providing information to your visitors, the Internet allows you to interact with them, and allows your visitors to help shape the

experience. In other words, *you can use the Internet to create a “virtual” community*. (A virtual community is a group of people with common interests that exists primarily in “cyberspace.”)

And, this is exactly what most successful Web sites do.

Here’s an example: ONSALE is a very successful online auction company. ONSALE’s auctions have become almost a ritual, partly bargain hunting and partly entertainment. In other words, ONSALE has created a virtual community. And this strategy has worked well for the company. ONSALE went public towards the end of 1996, and announced record revenues of \$12.3 million for its first quarter as a public company, and exceeded \$50 million for its most recent first quarter just two years later.

Yet, you certainly don’t have to get as elaborate as ONSALE to create an online meeting place. In fact, creating a virtual community doesn’t have to be difficult. Simply make your Web site interactive. Here’s how:

**8 ways to create an online meeting place...  
and watch your sales *soar*!**

- Let your visitors contribute to your Web site. For example, they can contribute articles, reviews, stories, paintings, ideas, and other kinds of content.
- Create an editorial page, and invite visitors to contribute their viewpoints.
- Create a Web page where visitors can ask questions. You can answer some of the questions, but let others answer questions too.
- Ask your visitors for suggestions about how your Web site should grow — and implement the best ideas.
- Create a regular poll or survey, and post the most interesting comments about the topic.
- Sponsor interesting contests.
- Allow visitors to share their success stories about how your products benefit them.
- Solicit experts in your field to come to your Web site and provide an article, set of tips, interview, etc.

Naturally, it’s your Web site. So you have total control over what you include and don’t include.

**Internet Success Strategy #4:  
Use the Internet “search engines” like a pro to generate a “virtual stampede” of traffic to your Web site.**

Since there are well over 320 million Web pages, perhaps the most important tools for helping people find what they are looking for are the directories and search engines. These directories and search engines provide free listings to Web site owners.

Let’s look at an example: Say you want to know how to get more publicity for your business. So, you go to one of the top search engines, InfoSeek, and you type in the keyword “publicity.”

You'll get back a message that says something like: "InfoSeek found 247,489 pages containing the word publicity." InfoSeek lists Web sites in groups of ten, and the first ten come up when you complete the search.

I suppose you *could* view all 247,489 Web pages, but obviously, that's not practical. What you'll do is look at the top few sites to find what you want. And that's what your customers will do as well.

So, the key to success is to be listed in the first or second group of Web sites when your prospective customers type in the keywords describing your product or service. After all, if someone is interested in your kind of product or service, you want them to find you, not your competitors.

We've had some impressive successes getting our Web sites positioned well on the search engines. For example, one of our Web sites, the *NETragedious Publicity Resource Center*, was listed as one of the top five Web sites... and usually #1... with InfoSeek (even though there are 247,488 competitive pages!) for about nine months.

*And this wonderful traffic-generating position hasn't cost us a dime.*

How important are the search engines for generating Web site traffic? They're very important. In fact, a recent study on the importance of search engine listings to generate Web site traffic by NetGambit shows that nearly 48 percent of more than 1,500 Web site owners polled depend on search engine listings for the majority of their traffic. Further, over 70 percent of all Web sites generate at least 20 percent of their traffic from search engine listings.

I bet you're wondering:

**How do I get my Web pages listed at the top of the search engine lists, so that people searching for my product and service find my Web site?**

There's no one "magic bullet" for success, but here are some great techniques to help you succeed. (By the way, if you've never been on the Internet or you're a beginner, I recommend you skip the rest of this section and move on to Internet Success Strategy #5 on page 17. Later on in this report, I describe how you can easily learn everything you need to make your business wildly successful on the Internet — including many more search engine strategies than we have time for here — even if all of this is "Greek" to you.)

**Here are seven important tips for getting the best search engine results:**

- **Don't EVER use an automated service to list your site with the search engines.** Many companies offer to submit your Web site to 100 to 300 search engines for a fee. But since each search engine is different (and uses different criteria to select which sites to list at the top), you'll most likely wind up listed near the bottom of the list if you use these services. And that's not where you want to be!

- **Don't try to “trick” the search engines.** Many so-called “experts” promise secrets that supposedly will get you top listings. But, their secrets usually involve trying to trick the search engines (for example, by repeating keywords over and over again).  
However, these techniques are actually quite dangerous. Every major search engine currently has a penalty for trying to trick it! Some search engines will simply ignore your page and not list you at all. Others may ban your Web site forever. Don't do this!
- **Devote your time to gaining great placement with the top eight search engines.** 90% of all searches are done through these eight search engines. Don't waste your time on the hundreds of other search engines — they just aren't used enough to be worth the effort.  
What are the top eight search engines? They are: **Alta Vista** (altavista.digital.com), **AOL NetFind** (www.aol.com/netfind), **Excite** (www.excite.com), **HotBot** (www.hotbot.com), **InfoSeek** (www.infoseek.com), **Lycos** (www.lycos.com), **WebCrawler** (www.webcrawler.com), and **Yahoo!** (www.yahoo.com).
- **Focus on how your prospective customers will search for a company that offers the products or services you offer.** Brainstorm at least 50 keywords and phrases for your Web site. Look at the keywords your competitors use on their Web sites for ideas.  
Always use the plural of words (such as flowers, rather than flower). Otherwise if someone searches for “flowers,” and you've used “flower,” they won't find your site.  
Make sure to include your most important keywords in your page title and in the first few paragraphs of your Web pages.
- **Write great page titles for each separate section of your Web site.** All of the search engines pay a lot of attention to page titles, so the words you use in it are very important. *Think of your page title as a headline... it's what people will see when they discover you in the search engines.* (Alta Vista, for example, focuses an enormous amount of attention on the page title.)  
Failure to put your most important keywords in your page titles is probably the main reason why people get poor results from the search engines.
- **Keep it simple.** Avoid using large graphics at the top of your Web pages. The search engines can't read them, so you'll reduce your position with the top search engines.  
Also, avoid some of the “techie” Web innovations, such as frames, Java, JavaScript, and cgi scripts, if you want good results from the search engines. Most of the search engines don't know what to do with these innovations, and so you'll wind up with poor placement, or possibly even being ignored entirely.
- **Model success.** As you've probably guessed by now, I can't possibly teach you everything you need to get great top listings with the search engines in this amount of space — it would actually take *several* reports this length to provide you with all the information you need. (I'll tell you more about how to learn these advanced techniques later in this report.)  
However, here's one more very useful strategy: *Model Web sites that are succeeding in getting great search engine placement.*

**Here's how:** Do a search on each of your major keywords for each of the top search engines (at least use Excite, Alta Vista and InfoSeek). Observe and visit each of the top ten sites. What text is used in the title? Do you see your keyword on the page? Do you see other good keywords that might apply to your product or service? (Caveat: Don't copy or plagiarize — simply use this process for inspiration.)

### **Internet Success Strategy #5: Use laser-focused, target marketing on the Internet.**

People on the Internet today are no different from everyone else. Although at the beginning only “techie” and academics used the Internet, those days are long gone. Today, people on the Internet are doctors, lawyers, mothers, fathers, students, company presidents, priests, rabbis, farmers, consumers, single, married, golfers, tennis players, etc.

Further, you can find people in just about any target market on the Internet. And in most cases, they've already identified themselves for you based on their demographic information or other interests, *so you can target them very precisely... and almost for free.*

In fact, there are over 100,000 special interest discussion groups you can join for free to find people who are your best prospective customers.

### **The Implications Are Truly Mind-Boggling!**

Further, there are tens of thousands of additional specialized electronic newsletters (e-zines) which target people of almost every imaginable interest. These e-zines provide great sources for submitting articles, information, and even ads to get your message to people in your target market.

**Here's a very under-utilized strategy: Publish your own e-zine.** We'll explain how you can do this easily and quickly towards the end of this report.

For now, let's consider one Web technique that takes advantage of being able to precisely target your audience: Let's say you market your products or services to three very specific, different niche markets. You can create three special Web sites — one for each of your markets. Each site can target its market precisely and provide specialized content, all at very little additional cost. And, you can easily promote your sites to only people in those specific target markets.

The result? You'll enjoy exponentially greater success than if you target all three markets with one generic Web site!

### **Internet Success Strategy #6: Use compelling, powerful headlines to attract your visitors.**

95% of all Web sites use the company or product name or logo as the headline, or they say...

**“Welcome to the home page of XYZ”**

**WRONG!** Product and company names *are not* headlines!

They don't provide any benefits to your visitors. This is a big mistake.

Surprisingly, it's *very* difficult to find Web sites with compelling headlines. In fact, when I wrote an article on *How to Write Compelling Headlines for Your Web Site*, I searched the Internet looking for strong Web site headlines to use as examples. I went to 145 of the most successful Web sites... *and not one had a headline I could use as an example for the article!*

When someone visits your Web site, you only have a few seconds to get them engaged, so they'll stay and explore. So it's important to use a compelling headline to make the most of that time.

A powerful headline can *dramatically* improve the results of a Web site. A headline is responsible for 90% of the success of a space ad or direct mail letter. Although I don't know of any comprehensive research on headlines on the Web, I have personally seen that using an effective headline... rather than a company name... can increase sales by over 515%.

That's incredible leverage, especially since there's virtually *no cost* to making these changes...

**You Have An Enormous Competitive Advantage  
If You Use Powerful, Effective Headlines!**

In fact, the absence of decent headlines on the Web is shocking to me, since marketers have known for more than half a century how important it is to use powerful headlines. I've seen many experienced, smart marketers in other media go “brain dead” when it comes to marketing on the Web. *They seem to forget every marketing principle that has made their own business successful. I don't want this to happen to you!*

But you don't have to take my word for it. Here's a simple test to see for yourself: If you currently have a Web site with your company or product name as your headline (or your headline is “Welcome to the home page of XYZ”), try this...

Take what you currently have as your headline and turn it into a subhead. Then, develop a compelling, powerful headline that targets your market and provides a benefit to your visitors. Think about why they should stay and explore your Web site and “What's in it for them?” Test it for a week or two. *I bet you'll double or triple your sales.*

**Internet Success Strategy #7:  
Go global... for huge additional profits.**

The Internet offers the first easy and truly cost-effective way for small and medium-sized businesses to market their products successfully to global markets. In fact, **there is no additional cost**

**whatsoever to reach international (English-speaking) potential customers.** You can automatically “publish to the world” via your Web site.

One true Internet opportunity that almost everyone leaves untapped is translating your Web site into other languages. People in other countries are *hungry* for good information, products and services that are presented in their own languages. Just like Cyberian Outpost, you can generate 56% of your business by encouraging international sales.

If you do choose to translate your Web site into other languages, you’ll be pleasantly surprised at how modest the fee is to do this (and sometimes you can even get it done for free!).

(How do you decide what language to translate your Web site into first? You can easily check the listing of visitors to your Web site and determine what countries they come from. Although our Web site is still only in English, we have visitors (and subscribers) from all over the world. Many of our visitors come from Germany and Japan, so we’d start with these languages. And we have the fewest visitors from France — in fact, we have more visitors from Kuwait and Bolivia than from France! So French would be very low on our priority list of languages for translation.)

To sum it all up...

### **These strategies really work!**

Here are just a few examples of how our clients have recently achieved big immediate profit opportunities and successes by implementing these strategies:

- One of our clients, who was a “one-man shop” (and would admit to “really struggling” just a year ago), has grown his service business dramatically. **He will conservatively earn at least \$200,000 in net profit from his business this year** — all from the Internet!
- Another one of our clients was totally new to the Internet. He put up a Web site and immediately started getting orders for his products. That was exciting — however, it was just the beginning. He soon started getting very lucrative offers from companies in different countries to manufacture and distribute his products all over the world. *The international licensing fees are adding an exciting new profit center for his business.*
- Another client of ours who provides information products (and who was already a successful Internet marketer), used our strategies to double her Internet sales in only 60 days.
- Yet another client (a distributor) who just went online about nine months ago, recently told me that they just implemented changes to their Web site based on our recommendations. *In just 3 weeks, their sales have surpassed all the sales they made in the previous 8+ months — and their site was already successful!*

I could go on and on. But instead, let me ask you this important question:

**Do you want to achieve dramatic, measurable, and exceptional results for your business on the Internet as quickly as possible...**

**with the least amount of risk... and at the lowest cost?**

Do you also want to learn how to get hoards of qualified visitors to *easily* find your Web site... then be *captivated* by what they find... until they become *unable to live without your products or services*?

If so, I guarantee our program, the *Internet Business Advisory* service, can help you achieve your goals. In fact, the *Internet Business Advisory* service is totally unique in that it's *guaranteed to dramatically* — *and measurably improve your bottom line results, or it won't cost you a dime.*

You'll be the sole judge of its success. It will either work for you, or it won't. And if it doesn't, we don't deserve your money so we actually *want* you to ask for a refund. And because of our unheard of, outrageous guarantees, you'll be *far* better off than if you don't at least give this program a try. (I'll tell you more about our guarantees — including our “**\$1 million guarantee**” — in a few minutes.)

Yet, if our experience with other action-oriented business owners we've advised and coached long-term, is any indication, I believe that when you use the easy-to-implement, breakthrough strategies and tactics revealed in this Advisory service, *you'll rave about the results you achieve.*

Think about it. Wouldn't you like to become *your own Internet success story*? Don't you want to generate tens... or possibly even hundreds of thousands of dollars of additional profits from your own Web site and Internet marketing... in the next six months? And wouldn't you like to gain a host of loyal new customers who you can sell to over and over again... and at almost no additional cost?

Of course you do! All of this... and much more... is possible when you become a member of the *Internet Business Advisory* service.

**Here's how:** The *Internet Business Advisory* service includes everything you need to profitably harness the awesome power of the Internet for your business. Jim and I have taken the most powerful strategies we've learned and developed, and turned them into a step-by-step integrated system. *We've personally... and successfully... used each and every strategy we share with you.*

Our program can help you avoid the painful learning curve we went through, which will save you thousands of dollars, and months of time. In fact, you'll start using the Internet to make... and save... money *right away.*

Our program includes all the background information you need to get up to speed as quickly as possible, as well as continuous, ongoing advice, business-building strategies and tools to insure you'll be as successful as possible... as fast as possible... and at the lowest cost and risk.

It doesn't matter whether:

1. You have an existing business and want to create a new Web site as a profit center; or
2. You want to make your existing Web site more profitable and successful; or
3. You want to create a brand new Web-only profit center or business; or

4. You have no interest at all in creating a Web site for your business, but you want to take advantage of the tremendous cost savings and research opportunities the Internet affords.

You see, what we've found is that most Internet efforts fail because people don't know *what* to do, *how* to do it and *why* it should be done. And since the Internet is so new and the businesses that are succeeding don't really want to reveal their trade secrets, there are few models or information sources who can reliably put it all together for you.

That's precisely what we do in the *Internet Business Advisory* service. We help you implement the most profitable strategies for using the Internet to *exponentially* grow your business.

## Let Me First Tell You about the Free Bonuses You'll Receive with The *Internet Business Advisory* Service...

If you agree, I'd like to send you a free copy of *The Foundation Trilogy for Internet Success*, which includes the most valuable information available anywhere on how to use the Internet to make your business more competitive, profitable and successful.

We call it *The Foundation Trilogy* because this program is organized into three, jam-packed manuals... and because we're having some fun. (Jim and I are both fans of Isaac Asimov's science fiction books, the *Foundation Trilogy*.)

As its name suggests, *The Foundation Trilogy* provides the foundation for your Internet success. Whether you're a complete novice or a seasoned Internet marketer... whether you already operate a local, regional, national or international business, or you're looking to start a new business... *we take you from where you are today to where you want to be to gain the maximum sales and profits in the minimum time — and with the least risk.*

No matter what your level of experience, you'll find that this 551-page integrated, step-by-step system combines results oriented marketing with the best Internet information. You'll learn everything you need to know technically about the Internet... what marketing principles will work best on the Internet... how to apply and leverage these marketing principles to the Internet... and how to set up tracking systems so you can see what's working and what isn't.

Now, let's look at what you'll gain from each of the three manuals in *The Foundation Trilogy*...

### **Manual #1: Foundations: The Roadmap**

Your program begins with a specialized “Roadmap” for you to use to gain the most from your *Foundations* program. You'll get different instructions depending on whether you're a beginner, or an intermediate or seasoned Internet marketer.

For example, let's say you are a beginner. We start by demystifying the Internet for you so you're not intimidated by what you're about to learn. In fact, our approach to the technology is very practical. You'll neither be intimidated — nor get seduced — by the technology. You'll find the technological knowledge you need to be successful, but you'll focus primarily on the business issues, since that's what will make... or break... your results. And don't worry — *it's all in English — not techno-babble!*

Then, you get a complete game plan to get you up to speed on the Internet as quickly as possible. Remember when we talked about creating a “Napkin Plan” for your business earlier in this report? Well, *the Roadmaps help you quickly and easily create a “Napkin Plan” for your business.*

In fact, the “Napkin Plan” takes the entire field of Internet marketing and breaks it down into the nine simple, un-intimidating “Napkins.” This helps you stay focused on the important areas that produce results, and not waste a lot of time learning stuff you can't immediately apply to help generate your own successful results.

The nine Napkins are:

1. **Napkin Plan — Getting Started**
2. **Napkin Plan — Sales Goals**
3. **Napkin Plan — Customer Profile**
4. **Napkin Plan — Unique Selling Proposition**
5. **Napkin Plan — Web Site Overview**
6. **Napkin Plan — Web Site Design**
7. **Napkin Plan — Promotions**
8. **Napkin Plan of Action : Do It!**
9. **Napkin Plan — Profits**

Each “Napkin” is a maximum of one page. It provides the framework for that specific part of your Internet marketing plan. For example, Napkin 2 (on Sales Goals) helps you define your revenue goals and then translate those goals into how many visitors you need at your Web site each month to achieve those goals.

Another example is Napkin 4 (on creating a Unique Selling Proposition). For this Napkin, you're guided in creating your “elevator speech” (how you describe your business, product, or service in the time it takes to ride down an elevator). And so on.

The “Napkin Plan” is deceptively simple — but it certainly is not simplistic. And please don't be fooled by the simplicity — there's nothing even remotely similar that is available anywhere else.

**The “Napkin Plan” takes five weeks or less to complete. At the end of that time, you'll have your own powerful Internet marketing plan and action strategy for maximum Internet success.**

(By the way, we assume that you have a full-time business to run, and you can only devote a few hours a week to this program. If that's true and you're a novice, this program will take you five weeks. However, if you've got more time or you are an experienced Internet marketer, you can complete the program much more quickly. You are in total control... you set the pace for completing the program.)

### **And What If You're an Intermediate Or an Advanced Internet Marketer?**

We have specialized “Roadmaps” for you as well.

After all, you certainly don't want to waste your time learning about how to use email if you've been using it for years. Your program moves more quickly and focuses on the intermediate and advanced aspects of strategic marketing on the Internet — *strategies, techniques, concepts and tools that 95% or more of Internet marketers don't know about* — but which have profound implications for the success of your business.

In other words, regardless of where you start, we show you what to do... how to do it most easily... where the pitfalls are... what's most important... what's a waste of time... how to avoid getting “ripped off”... and what would be nice to do if you have extra time.

You'll discover what you're doing right... what you're doing wrong... what you're not doing, but should be doing... and what to avoid like the plague. You'll learn what are the most important strategies and techniques for your short-term... and long-term... success.

### **You'll Also Get These Five Special Reports In *Foundations: The Roadmap***

- **The Electronic Marketing Power Summit: An In-Depth Interview with Audri and Jim Lanford.** In this dynamic interview, we cut through all the fog to show you what it really takes to make money consistently on the Internet. This is done through specific examples and concrete illustrations of how different types of businesses can most effectively market on the Internet — so you can get up and running fast.
- **Five Easy Steps to Getting Started Developing Your “Can't Fail” Internet Marketing Plan.** This report outlines the process for creating your own outrageously successful Internet marketing strategy. Developing a great Internet Marketing plan will take you just a few hours — but only when you use the five easy steps described in this Special Report.
- **Seven Powerful Ways to Use the Internet to Promote Your Business.** You'll learn what kinds of products work best, two hidden benefits of using the Internet for your marketing and specific tips to help you save a small fortune through your Internet marketing program.
- **How to Get a “Virtual Stampede” of New Customers to Your Web Site.** Discover three great ways to attract high quality customers to your Web site — and exactly how you can be most successful using each one. Best of all, it costs you almost nothing to take advantage of these three techniques for getting thousands of your best prospects to find out about you!

- **How to List Your Web Site with the Search Engines and Electronic “Yellow Pages” Directories for Maximum Results.** This Special Report shows you not only how to list your Web site with all the right search engines and directories most effectively, but also helps you ensure your most desirable prospects find you — not your competitors.

And there’s more... you’ll also receive all of the back issues (over two years’ worth) of our highly praised advisory letter, *NETrageous Results*. (I’ll tell you more about *NETrageous Results* in a minute.) But first, let’s look at what you’ll discover in...

### **Manual #2: Foundations: “Insiders Guide” Transcript**

You’ll get the complete, unabridged, updated transcript from our seminar called “*How To Really Use The Internet To ‘Sky Rocket’ Your Business: The Insiders Guide To Attracting and Keeping Great New Customers!*”

This transcript includes dynamic advice and applications about how virtually any business can harness the awesome power of the Internet to create new, powerful competitive advantages for their business. People paid \$1,000 for the audio tapes of this twelve-hour, jam-packed seminar.

Manuals #2 and #3 go together, so let’s see what’s in...

### **Manual #3: Foundations: “Insiders Guide” Collection**

This manual includes a special collection of reports, articles, and other resources to help you quickly and easily complete each of the 9 “Napkins” in Manual #1: *Foundations: The Roadmap*. In fact, it’s organized by topic into the same nine “Napkins,” so you’ll find exactly what you need quickly.

Here’s an overview of what you’ll learn in the “*Insiders Guide*” *Transcript and Collection*:

- **Getting Started: How To Choose The Best, Most Cost Effective, Most Reliable Internet Service Provider For Your Business.** You’ll learn the in’s and out’s... what services to ask for... how to get certain services for free, and how to safely and securely use the Internet for business.
- **How To “Reach Out And Touch” Anyone, Anywhere In Seconds for Less Than A Penny!** How to use email... slash your FedEx and long distance bills by 37%... and have people love you for doing it. (A lot of people abuse email, and the results are devastating. You’ll discover how to avoid three innocent little “faux pas” which can sabotage your Internet success.)
- **Promote Your Business To The World — At A Ridiculously Low Cost.** If you just want your company’s name in lights, then whatever you put on the Internet is OK. But if you want to use the Web profitably and successfully, you’ll discover what every business person *simply must know* about publishing on the Internet... and the only 100% accurate way to know if your Web site is successful or simply draining your cash. (This may surprise you!)

- **Seven Simple — Yet Surprisingly Effective — Strategies For Getting Results On The Web.** You’ll discover how to charge up your business by using electronic newsletters (e-zines)... the secrets to placing free and low cost ads that *grab your best prospects...* and a simple, dignified way to get customers to swamp you with more referrals than you can handle.
- **How To Make Your Web Site Almost Irresistible To Your Best Customers And Prospects.** Discover how to make sure your best prospects come back *again and again...* how to instantly test headlines, copy and offers without spending a dime... *and the tricks used by outrageously successful Internet marketers to vastly outperform their competition time and time again!*
- **How To Get Tons Of Free Publicity Using The Internet And Have Great Customers Call You.** You’ll receive a crash course in getting free publicity... how to (and how not to) use email to send your press releases... and how to get much more than your share of free publicity.
- **Gain A Powerful Competitive Advantage By Doing Your “Research” On The Internet.** How to quickly find and use the vast information resources available on the Internet to your best advantage... why inexpensive research tools almost always vastly outperform complex, time-consuming methods... and how to save a fortune by testing new product ideas on the Internet before you waste a dime on product development and marketing.
- **The Ten Most Costly Internet Marketing Mistakes And Exactly How To Avoid Them.** You’ll learn 10 incredibly simple ways to increase your Internet results exponentially... why so many of the Web sites created by Internet experts and consultants almost always lose money... and how to collect more cash on every sale — without raising your prices!

Whew! Sounds pretty exciting, doesn’t it? It is... And very profitable! And it’s just a small part of what you’ll find in these three *Foundations* reference manuals.

**Our colleagues have valued *The Foundation Trilogy* alone at over \$3,000 — but it’s yours FREE when you become a member of the *Internet Business Advisory* service.**

In summary, we guarantee that *The Foundation Trilogy* will provide everything you need to develop a powerful Internet marketing plan and action strategy that is many times more powerful than anything you may be currently doing — or even thinking about doing.

Now, you may be wondering...

### **Why Are We Willing To Send You *The Foundation Trilogy for Internet Success* FREE?**

**Simply because we want you as a long term client!** I’m convinced you’ll be so excited by the results you achieve — the impact on your bottom line and the results you experience using the Internet strategically to grow your business — that you’ll continue to expand your Internet marketing program for years to come.

And as you do, the advice and services we provide will become even *more* beneficial to you. In fact, we have everything to gain by helping you become successful beyond your wildest expectations. Then, you won't mind re-investing a tiny fraction of the profits we help you make by renewing your membership year after year. So we're willing to invest in you up-front... to make it almost a “no brainer” for you to give our program a try.

OK. You now know some of what you get for free when you become a member. Now let's talk about what's included in the *Internet Business Advisory* service itself.

The *Internet Business Advisory* service is an integrated system which includes four components which all work together:

### **1. *NETrageous Revelations:* Advanced, In-Depth Reports and Audio Tapes**

You'll receive a combination of ten special reports and audio tapes which provides *in-depth, focused, practical and proven strategies, techniques, concepts or tools you can apply immediately to improve your Internet marketing results.* You'll get specific advice and recommendations which are based on our (and other true experts) in-depth analyses, not just opinions. And nothing is held back!

#### **Here Are Just A Few Examples Of The Powerful Insights You'll Gain From *NETrageous Revelations:***

- **Discover The Power Of e-Zines (Electronic Newsletters) Marketing:** Every business can benefit by publishing a free e-zine. In fact, if you only have time to do one thing on the Internet (and you really want that one thing to have a major impact on your business), *we recommend that the one thing you do is publish and promote an e-zine.*

And to make this easy, you'll receive complete, in-depth, step-by-step instructions of everything you need to know to create and promote your own successful e-zine.

You'll learn: why publishing an e-zine is such a powerful (and inexpensive) way to grow your business, how to select a topic, naming your e-zine, selecting the right type of e-zine to publish, how to create the content (even if you're not a writer — including how to get others to write your e-zine for you!), formatting tips, time-saving distribution tips, and much more.

Next, you'll learn how to promote your e-zine for maximum results. Five successful e-zine publishers (including two who have over 100,000 subscribers!) share the secrets of their success with you, including specific techniques they use to get subscribers... *and advertisers.*

*You'll come away with a primer on how to easily offer a great e-zine to your customers and prospects — which will generate tons of additional sales and profits for your business.*

- **Getting Top Placement With The Major Search Engines:** Here you'll discover everything you need to know — including the advanced tips, strategies and ideas I mentioned earlier.

You'll get step-by-step instructions for how to list your Web site with each of the eight most popular search engines. You'll also learn the details of how each of these major search engines works... and exactly how you *apply* this knowledge to get great listings for your Web site.

- **Advanced Web Site Design Strategies:** You'll take a visit with us “behind the scenes” and discover exactly how we designed our successful NETrageousresults.com Web site. You'll learn the “insider” strategies we use, and the reasons behind why we do what we do — which will save you thousands of dollars. You'll see why we made the choices we've made — and why we didn't choose alternative approaches.

*Best of all, you'll discover how you can profitably apply our Web design strategies and approaches to your Web site.*

- **Banner Advertising For Maximum Profits:** Banner advertising is a very important component of Internet advertising, and you'll find out the “insider secrets” for creating banners that add to your bottom line. (“Banner” ads look like little flashing billboards on many Web sites.) You'll learn how to get tons of free banners, when *not* to accept free banner offers, how to avoid over-paying for banners (most naive marketers pay *way* too much for their banners!), and what to do (and not do) when you create, place, test, and track your banners.

Then, you'll visit our private “testing lab” and learn the results of different banners we've tested. You'll see which banners worked and which ones didn't. (For example, you'll learn that a call to action — such as including the words “Click Here!” — can increase results by 40% to 300%, but the chance to win prizes has a much smaller effect.) We'll boil down the results to the fundamental principles of how to create effective banner ads and suggest a template for you to use.

And we'll even show you how you can use banners to test headlines for your other, off-line marketing. You can get results in hours... not weeks... and it's almost free (which can save you a fortune in direct mailing expenses).

- **Web Site Makeovers — Learn From Other People's Mistakes:** You'll see “before” and “after” pictures of thorough Web site “makeovers,” including our recommendations. Most important, you'll learn why we recommended these specific changes, and how you can apply these same principles to dramatically improve the results of your Web marketing.
- **Attract Sponsors Who Will Pay You To Advertise On Your Web Site Or E-zine:** This *NETrageous Revelations* shows you how you can easily get sponsors — who pay you money up-front — to advertise in your e-zine or Web site. You'll learn from the insights which other (much larger) companies have gained at considerable expense. Discover how to attract advertisers, how to figure out what to charge, how to make your Web site or e-zine most appealing so you can charge top dollar, a “no-brainer” way to get your first advertisers, and how to find other people to get advertisers for you.

**If you do just this one thing, you’ve turned your  
Web site into a profit center!**

**2. *NETrageous Results* Advisory Letter**

*NETrageous Results* is the monthly advisory letter for business people who offer great products and services and who are serious about profitably — and correctly — using the Internet to become more successful.

No fluff... No hype. Just proven strategies and techniques that work. Strategies which will greatly impact your Internet success.

Each month, in the time it takes you to watch the evening news, you’ll learn from the successes... and failures... of some of the world’s best Internet results experts.

Chances are remote that you’d uncover even a fraction of this valuable information on your own... even if you spent the over 425 hours a month we (and our staff) spends researching, analyzing, evaluating and synthesizing what’s working on the Internet.

**Don’t Waste Your Time with  
Strategies That Don’t Work!**

You’ll gain access to the top Internet marketing experts in the world. We’ve hand-selected these people to help you achieve your Internet results as quickly as possible... with the least amount of risk... and at the lowest cost.

For example, some of these people are experts in using the Internet to get free publicity. Others are experts in creating Internet “banner” ads. Others specialize in how to get the best placement in the free Internet directories, yellow pages and search engines.

Still others focus on the fine art of writing copy for the Web sites. (Although the same marketing principles are used as in writing other types of copy, Web copy is also *very* different. If you simply take a sales letter, ad or brochure that works well and put it up on your Web site, you’ll be very disappointed with the results!)

Our “up-close and personal” interviews with this select inner circle of top-rung, profit-savvy Internet results experts, communicating privately — just with you — will teach you what’s working and what’s fading... *and exactly how you can apply the lessons you learn from them.*

Here’s a sample of the kind of results-oriented information we’ve already covered in the back issues of the *NETrageous Results* advisory letter. (Remember, you get all of the back issues free when you join, so you won’t miss out on anything):

- **How one successful Internet marketer gets qualified leads for just 21¢ apiece and then converts 11% of these leads into paying customers**

- How to do free research on your competition in less than two hours — and then beat even your largest competitors *at their own games*.
- **How one home-based Internet marketer sells his products to an impressive percentage of the people who visit his Web site, creating a nice six-figure income (while working in his pajamas!)**
- Many people are scared to death to use their credit cards on the Internet. Here’s a simple (yet proven) way to insure they feel 100% secure buying from you.

### **Check Out What Our Clients Say About *NETrageous Results*:**

*“Audri, great news! I implemented your valuable advice from the last two issues of your Advisory letter, and last week’s Internet revenues were over \$8,000! And since we sell information products, almost all of that is profit. I think we’re going to double last year’s revenues, and you, Jim and *NETrageous* are an important factor in that success.*

*“You folks are the only ‘Net marketing advisor’ that has consistently proved itself out over time. Thanks for being *THE Net* resource for me and my 300+ clients!”*

**— Teresita Dabrieo, President • [teresita@dabrieo.com](mailto:teresita@dabrieo.com)  
Success Partnership Network, Centreville, VA**

*“Just a quick note to let everyone know that Audri and Jim Lanford publish a fantastic Advisory letter about marketing on the Internet called *NETrageous Results*.*

*“Even though I know way too much about the Internet and how to market successfully on it, I subscribe to this newsletter. I must say that every month Audri and Jim deliver more ‘bullets’ that I can add to my marketing arsenal. It’s a bargain!”*

**— Anthony Blake • [ablake@ablake.com](mailto:ablake@ablake.com)  
The Blake Marketing Group, Santa Paula, CA**

### **3. *NETrageous Advisor*: The Exclusive Members-Only Discussion Group**

You’ll be part of this private, exclusive email discussion group for members only which lets you stay absolutely current on the most important (and profitable!) new areas of opportunity — and you’ll get answers to your individual questions as well.

Whenever there’s an opportunity, an emerging trend or a critical change in the industry — or a staggeringly important development — you don’t want to have to wait 30 days to hear about it. You’ll automatically receive *NETrageous Advisor* every week, with our “up-to-the-moment” thinking about the latest breakthroughs, developments, and innovations — including the implications of the news for your business.

You’ll also get accurate, solid answers to your specific questions... alerts about new, exciting opportunities... suggestions to help you avoid new Internet marketing pitfalls... plus loads of additional resources, tools, and marketing opportunities we uncover — *as we find them*.

*NETragedious Advisor* is called a “discussion group” because you can participate and benefit from the fresh ideas and feedback from our other members. *NETragedious Advisor* provides a great forum for you to meet... and network with... and share successes with... like-minded business owners. You’ll also uncover many lucrative opportunities for joint ventures and other mutually profitable deals with the other members!

(Incidentally, if you don’t currently have email, you’ll quickly and easily learn how to get it — and use it as a profit center — in *Foundations: The “Insiders Guide” Transcript*.)

#### **4. *NETragedious Insiders Web Site:***

##### **The Private Web Site For Members Only**

You can think of the Insiders Web Site as a “treasure chest” full of incredible resources. You’ll gain access to a huge number of special offers, discounts and free resources during your membership which aren’t available elsewhere.

Jim and I (and our staff) scour the Internet looking for valuable benefits and special opportunities for our members. And sometimes we uncover an opportunity that’s so outstanding — *so remarkable* — that we simply have to share it with our members right away.

For example, we recently negotiated an Internet banner advertising opportunity at a ridiculously low price and with a risk-free guarantee (which, incidentally, is almost unheard of on the Internet). The offer “sold out” in just days of sending out our Special Alert.

##### **The money you’ll save on these kinds of special deals will easily pay for the membership many times over!**

You’ll also uncover great sources for ultra-low cost promotions and “free stuff” (or “almost free stuff”)... find the best Web sites on almost every imaginable topic... find out who you can trust to help you build your Web site cost-effectively (if you prefer not to create it by yourself)... and learn about our favorite software and tools to make your Web development easier, more “friendly,” and most importantly, *more profitable!*

And perhaps best of all, you’ll gain access to our “million dollar Rolodex™” — the key business resources we use to successfully run our business. As just one example, we reveal our hard-learned lessons with 800 number order taking companies. (We now use one that’s terrific — after three tries — but we lost over \$40,000 in just one month by using the wrong company!)

The “million dollar Rolodex” will save you an enormous amount of time, money and grief.

And, if you’re having difficulty getting a merchant account so you can accept credit cards (or you simply want to switch to a company that offers great rates), we’ll reveal the super-reliable company we’re using. This company has merchant account programs for just about everyone — *even for businesses that have been turned down over and over again by other merchant account providers*. And, you’ll even get a special price because you’re an *Internet Business Advisory* member!

***These resources can save you a fortune all by themselves!***

**But Don't Just Take Our Word That We Can Help You.  
Listen To What Our Clients Have To Say...**

Here are just a few of the testimonials from the stacks of glowing comments we have on file from our satisfied clients:

*“To be perfectly honest, at the time I first heard about your products and services, it sounded too good to be true. But I have to admit I'm 'eating humble pie!' As a Web Designer and Marketer, I was astounded by the innovative and creative ways to market on the Internet that you came up with. Your ideas have been an incredible springboard for me. In fact, I've just added two new partners and two part-time employees to keep up with my expanding business. And based on new orders in just the last three months, my company will conservatively make a profit this year equal to five times last year's revenue!”*

*“I look forward to your new ideas and techniques each month. I receive real value, month after month, and I've barely scratched the surface of the vast potential out there. My rapidly growing bank account proves your methods really do work! Thanks!”*

**— Paul J. Bruemmer, Owner  
Web-Fun!• paul@webspecialist.com**

*“Before I got your program, I was so frustrated and overwhelmed by all of the 'Internet hype' that I had almost given up trying to put up my own business on the Internet. I had seen so many friends and colleagues get burned by investing in some 'surefire' plan that sounded great at first blush, but turned out to be filled with misleading and useless information.*

*“I had discovered the hard way that most information about making money on the Internet is written by computer people for computer people. They know what works technically, but they haven't got a clue about the language of profits. And, many of the 'Internet experts' who are talking about profits are often opportunity scam artists who sold ostrich ranches last year and aluminum siding the year before. They have no idea how to actually make money on the Internet. If I had based my profit projections and marketing programs on their inaccurate advice and inflated projections, I would have been doomed from the start.*

*“However, I didn't want to miss out on the profits and growth that credible experts were predicting for this exploding marketing phenomenon, and knew I needed to find rock-solid, truthful information that pinpointed what works on the Internet and what doesn't.*

*“And that's exactly what you provide. Furthermore, since your guarantee is so strong and real profits are possible, I don't know how anyone can afford not to take you up on your terrific offer and miss out on this marketing opportunity of a lifetime!”*

**— Don Bice, President  
Direct Mail Training Center, Glendale, CA**

*“I'm truly thankful to have you on my team to help my Web site become profitable and successful. I could not do this alone. I am also very grateful for your honesty, integrity, level of service and technical proficiency, as well as how you make this information easily understandable and accessible to a newcomer like me.*

*“I also want you to know that, thanks to your help, I already know more about the Internet*

than 100% — and I mean every one — of my competitors. Boy, does that get me psyched — and I'm only on Napkin 4!

*“My mind is racing with terrific new business opportunities... and I am thrilled to be part of the 'family.' Thank goodness Jay Abraham sent you to me.”*

— Noah St. John, President  
The Success Clinic, Hadley, MA

*“I want to personally thank you for the incredible service and support that you and NETrageous have extended to me and my company. When I first accepted your offer, I did not know anything about NETrageous. Because of this, and also because I am a frugal and conservative person, I felt that the price was a bit higher than I wanted to pay. But since I have always respected Mr. Jay Abraham's business acumen and character, and since he strongly endorsed your program, I decided to order your Internet Business Advisory Service.*

*“I have never really been a computer type (as I am sure that you have already figured out), but thanks to your coaching, I have quickly grasped the essentials for operating a successful Web site. It has been only one month since I received your package (and this service is for a whole year!), and I already feel that the training, the benefits, and services that I have received from NETrageous, has exceeded my initial investment.*

*“Few businesses ever exceed my high expectations! And so I wanted to salute NETrageous, and say 'thank you.'”*

— Robert Hern, President, International Research

### **You Can Be Successful Too — Even If You Don't (Yet) Know Anything about the Internet!**

These are business owners just like you. And, if you want to take maximum advantage of how the Internet can boost the bottom line profits of your business (and you don't want to re-invent the wheel or risk taking the wrong strategic approaches) then the *Internet Business Advisory* service is for you. We know for a fact, you can save countless hours — and a small fortune — with our service. And by taking advantage of our no-risk offer, *you'll know this for a fact, too.*

### **Okay. So How Much Does the Internet Business Advisory Service Cost?**

Normally, becoming a member of the Internet Business Advisory service costs \$1,498, and it's frankly an incredible value at that price.

However, since we're still building this program, we need our satisfied members to tell other business owners about it. So, we're willing to give you **an incredible discount** if you agree to provide us with three referrals of business owners who could benefit by joining the *Internet Business Advisory* service. (Of course, if you're not satisfied for any reason, we don't expect the referrals.) Assuming you **are** 100% satisfied, if you agree to provide three referrals, **you'll save a whopping \$1000** — so that **your membership is only \$498** (and we offer attractive payment terms... read on!)

At \$498, the membership for an entire year is a fraction of the money you'd probably waste in just the first month or so of setting up your Web site. And, as I mentioned, our colleagues have valued *The Foundation Trilogy* **alone** at over \$3,000! Further...

## **It's All Backed By Our Ironclad, Unconditional, Double “Better-Than-Risk-Free” Guarantee**

**Here's our outrageous guarantee to you:** Try the *Internet Business Advisory* service at our risk. We won't cash your check or process your credit card charge **for a full 31 days** so you can “test drive” your membership before you pay a dime.

Then, **you pay only for results.** *We guarantee you'll earn at least 10% of your current business revenue in additional bottom line profits within six months on the Internet.* That means...

- If your business currently does \$10 million in revenues in six months, we guarantee that you'll earn \$1 million in extra profit from our program within six months. **That's why we call this our “\$1 million dollar guarantee.”**
- If your business currently does \$1 million in revenues in six months, we guarantee that you'll earn \$100,000 in extra profit from our program within six months.
- If your business currently does \$100,000 in revenues in six months, we guarantee that you'll earn \$10,000 in extra profit from our program within six months.
- And if your business currently does less than \$10,000 in revenues in six months, we guarantee you'll earn **at least 10 times your membership cost in additional bottom line profits in six months.** Otherwise...

We'll gladly refund 100% of the cost of your membership. No hassles. No questions asked.

Take **up to six months** to try the *Internet Business Advisory* service out. And even if you decide to cancel your membership, just return your materials — but keep *Foundations: The Roadmap* as our gift to you just for giving us a try. And...

**If You Charge Your Membership Fee with Visa,  
Mastercard or American Express,  
You Can Make Two Easy Payments —  
And We Won't Charge You Any Interest at All!**

That's right! You can make two easy payments at *0% financing*.

In other words, we'll process your first payment in 31 days and your second payment in 61 days from when you receive the *Internet Business Advisory* service materials. So you can start putting the strategies and tactics you learn to work — and make your business more successful — before you even have to pay for your membership!

## **Here Are Four Additional Free Bonuses... But Only If You Act in the Next Ten Days!**

### **Additional Free Bonus #1: Free Teleconference Calls**

For the low price of just a long distance call (currently \$5-\$6 per hour), you'll get to participate in our monthly teleconference calls. You can get answers to your Internet marketing questions *up close, and personal!* You'll get timely, cutting-edge, “insider information” from guest experts. And you'll even get a cassette tape of all calls you participate in.

And, you'll get to meet and network with other IBA members. Just a single contact made through one conference call could produce ten, twenty, even one hundred times the cost of your IBA membership in increased sales. This is because our members tend to interact, support and buy from one another over “outsiders.”

### **Additional Free Bonus #2: Easy-To-Use Templates To Create Your Web Site**

You'll get free templates — based on our “Tic-Tac-Toe™” method of Web page creation. This method takes complex technical design concepts and reduces them to a simple formula for design success. In fact, this formula solves a host of technical and search engine problems most experts don't even know exist. We're told these templates are worth their weight in gold!

These templates will make it easy to create your own Web site, and they'll work with both the PC and the Macintosh. (Even if you decide to have someone else create your Web site, these templates will save your designer time — and save you money!)

### **Additional Free Bonus #3: A FREE Review of Your Home Page**

Whether you already have a Web site or are planning to build one, we want to make sure you're doing as many things right as possible. So when you're ready, just let us know via email and we'll perform an in-depth analysis of your Web site Home Page.

Why is this important? Because your home page is the gateway to your Web site. A poorly

designed Home Page will **kill** any chance you have of getting people to do business with you. We want you to be as successful as you want to be, and we're willing to help you make your Home Page as productive — and profitable — as possible.

This extremely valuable service normally costs \$199 by itself, but it's yours FREE if you act within the next ten days.

#### **Additional Free Bonus #4: 50 “Idiot-Proof” Ways To Make Money On The Internet**

*50 “Idiot-Proof” Ways To Make Money On The Internet* is a gold mine of ideas, strategies and techniques that shows you how to successfully start and operate 50 proven, yet overlooked, online money-making businesses.

Most can be run right out of your home, and some take as little as 15 minutes a day!

This Special Report includes hundreds of Internet addresses and online resources where you can gather excellent information and details about each potential business idea. So, even if you don't currently have a product or service to sell on the Internet, this Special Report will point you in the right direction. And if you do have a product or service, it will open up incredible, new opportunities to you.

Take a look at what two top experts have to say about 50 “Idiot-Proof” Ways...

*50 Idiot-Proof” Ways To Make Money On The Internet* is “...the best work I've seen for making money from the Internet revolution. If this doesn't get your entrepreneurial juices flowing, then you are doomed to the eternal time-clock. You'll come straight out of your chair over some of these highly creative ideas.”

— Jim Knopf, the “Father of Shareware,”  
(started the “shared software” revolution in 1982)

*“It's a great launching pad for new Internet businesses. You offer not only the idea, but resources readers can check out right away to get started with it, and an action plan they can follow for a successful start-up... [It's] useful, especially for those who want to start an Internet-based business but don't quite know how.”*

— Charles Rubin, Co-Author  
Guerrilla Marketing Online

### **If You Plan to Use the Internet to Grow Your Business, Don't Miss this Opportunity!**

So, now that we've shown you this no-risk way to strategically use the awesome power of the Internet to substantially build your business, the next move is up to you.

Unfortunately, we can't make this offer forever. This special introductory membership price and free bonus offer is available for a limited-time only — so you must act quickly. And our “**\$1 Million Guarantee**” makes it almost crazy not to take us up on this offer.

It's easy to do. Right now, while it's fresh in your mind, fill out the “Better-Than-Risk-Free”

Trial Membership Certificate and **fax your order to 407-321-0730 for fastest delivery**, or call 1-800-819-2779 (or 407-321-0720) and ask for the *Internet Business Advisory Service* offer, or order from our secure Web site: <http://www.netrageousresults.com/IBA/IBAorder.html>

You have nothing to lose and a world of new opportunities and profits to gain. I encourage you to take advantage of this opportunity now.

Sincerely,



Audri G. Lanford, Ph.D.  
CEO, NETrageous Inc.

**P.S. One More Special Bonus...** Jim and I recently addressed a room filled with savvy entrepreneurs from all over the world who attended Jay Abraham's eX! Factor program. At that program, Jay asked us to combine \$25,000 worth of consulting into a two-hour talk! And we were delighted when people told us we had succeeded. In fact, many attendees said *our talk totally changed their way of thinking about making money on the Internet.*

You'll get a copy of this audio tape of our talk as one additional "shameless" inducement to try our *Internet Business Advisory* service.

**P.P.S. Fax your order right now to 407-321-0730** and we'll rush you copies of the massive, 551-page *The Foundation Trilogy for Internet Success*, as well as everything else we talk about in this letter. And make sure you respond within 10 days to take advantage of the four additional free bonuses — these added bonuses will make and save you a small fortune. Everything is jam-packed with little-known strategies, techniques, concepts and ideas you can use *right away*.

**P.P.P.S.** Remember, we won't even cash your check or process your credit card charge for a full 31 days so you can "test drive" your membership before it costs you a dime. If you charge your membership fee on your credit card, you can make two easy payments. And if you aren't satisfied for any reason — or you don't achieve the results we describe in our outrageous "\$1 million guarantee" — I actually *want* you to ask for a refund. **You're 100% protected.**

"Better-Than-Risk-Free" Trial Membership Certificate

YES! I want to profitably harness the awesome power of the Internet to exponentially grow my business. My membership in the exclusive Internet Business Advisory Service includes everything I need to develop a detailed, integrated Internet "Napkin" plan in just five weeks or less! I understand that if I don't earn 10% of my revenues in additional Internet profits (and at least ten times my cost for the membership) in six months, then you actually want me to ask for a refund. On that basis, please start my membership today!

Total Cost: \$516 (\$498 + \$18 shipping and handling.) (CA residents: with sales tax, \$553.36. FL residents: with sales tax, \$552.12 MD residents: with sales tax, \$540.90. NC residents: with sales tax, \$545.88. Shipping costs outside US will be higher.)

With my membership in the Internet Business Advisory Service, I get:

- The Foundation Trilogy: The comprehensive, customized, step-by-step Foundations program — The Roadmap, "Insiders Guide" Transcript, and "Insiders Guide" Collection (Valued at more than \$3,000!)
NETragedous Advisor: The exclusive "members only" on-line discussion group to keep you current on important new areas of opportunity and answer your questions.
NETragedous Revelations: 10 in-depth audio tapes or special reports with details on innovative Internet techniques and strategies that can be applied immediately.
NETragedous Insiders Web Site: The private Web site which only members can access (using a password), to take advantage of special Internet opportunities and resources.
A private audio tape of Jim and Audri's two-hour talk at Jay Abraham's eX! Factor program.
NETragedous Results: The monthly advisory letter for business people who are serious about profitably — and correctly — using the Internet to become even more successful.

Easy Payment Plan Applied to Your Credit Card: \$258 processed in 31 days, \$258 in 61 days, for a total of \$516 plus sales tax where applicable. (Please note: full international shipping charges will be billed upon shipment.)

I'm ordering within 10 days! I also get four FREE bonuses: Monthly Teleconference Calls, easy-to-use templates to design my Web site, 50 "Idiot-Proof" Ways To Make Money On The Internet, and a Free Review of my Web Site Home Page.

Name \_\_\_\_\_ Company \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_ URL \_\_\_\_\_

Method of Payment:  Check enclosed for \$ \_\_\_\_\_ (Please make payable to NETragedous Inc.)

Charge my:  Visa  MasterCard  American Express for the amount of \$ \_\_\_\_\_ Payments:  one or  two

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

For fastest delivery please FAX this completed Certificate to: 407-321-0730

(Fax orders via credit card only, please) or call 1-800-819-2779 or 1-407-321-0720

Use our secure Web site at http://www.netrageousresults.com/IBA/IBAorder.html

Or mail to: NETragedous Inc. • 18113 Town Center Dr. #114 • Olney, MD 20832 • www.netrageousresults.com • IBA-1098S

**How Any Business Owner, Self-employed Professional, Entrepreneur, Consultant (Or Serious Seeker of a Real Business Opportunity)... Can Use the Internet To:**

- **Grow your business exponentially...**  
by using little-known, powerful, “out-of-the-box” strategies that cannot fail — *if* they are applied correctly.
- **Establish new strategic relationships...**  
and use the Internet to have your best year ever!
- **Go global...**  
the Internet offers the first easy and truly cost-effective way to market your products successfully to global markets. Discover the one true Internet opportunity that almost everyone leaves untapped.
- **Make more sales...**  
by making your Web site almost *irresistible* to your best customers and prospects.
- **Save time...**  
by not “re-inventing the wheel.” Avoid costly mistakes when you learn from the successes — and failures — of the most remarkable businesses on the Internet.
- **Gain a powerful competitive advantage...**  
by doing research (and research on your competition!) on the Internet while avoiding “information overload.”
- **Be more effective...**  
by using the Internet *to leverage your overall business strategy* for exponential growth and profits.
- **Identify the biggest immediate — and strategic — profit opportunities...**  
for your business by defying conventional wisdom and using the Internet in unusual, unique, and *proven* ways to get maximum results.
- **Make — and save — substantial sums of money...**  
by using simple, un-intimidating strategies and techniques that virtually any business with a high quality product or service can apply.
- **Acquire “great” new customers...**  
by getting a “virtual stampede” of new customers to your Web site (and making sure you won’t waste your precious time on “tire kickers”).
- **Increase the value of your business...**  
by adding powerful new profit centers via the Internet without increasing your staff!
- **Enhance your customers’ loyalty...**  
by providing almost immediate customer service... while saving money at the same time.
- **Plus much, much more!**

(See inside for details)

## **Dr. Jeffrey Lant**

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### **The Internet And E-Mail Are The Wealth Play Of Your Life: Here’s How To Make Sure You Profit From Them Daily!**

The marketing world is divided into two parts: people who “get” the Internet and e-mail and those who do not. The former are profiting from these stupendous new wealth-building tools daily. The others are stuck in pre-1994 marketing, becoming daily more archaic and outmoded.

I want to make it clear, of course, that everyone who has Internet access and e-mail is NOT going to become a millionaire. Lots of people still use the Internet like a billboard, merely posting information and hoping, desperately hoping, that someone, anyone, drops in and buys something. This is making the poorest possible use of these astonishing fortune-building tools.

As Bill Gates has made clear, the Internet will create thousands and thousands of millionaires... but they have to use the tools properly. The objective of this report is to ensure that you’re one of the smart people who does!

### **What You’ll Find Here**

This material is divided into three parts:

- 1) Two ads I successfully use to generate prospect leads and why they work
- 2) Two of the e-mail documents I use to follow up these prospect leads, and
- 3) Several follow-up “probes” I use to get motivate hitherto non-responding prospects to take faster action to acquire the benefit I make available to them.

These three points constitute pivotal elements of an Internet and e-mail moneymaking SYSTEM from which I am already deriving millions of dollars. Essential elements of this system include:

- 1) Capturing the prospect’s e-mail information
- 2) Providing prospects with detailed information on how they can achieve their objective, and
- 3) Follow-up probes to motivate non-responders finally to take action.

The first thing you should keep in mind is that episodic actions on the Internet and with e-mail – the occasional ad, the odd e-mail transmission, once-in-a-while follow-up – are Just plain dumb. The Internet and e-mail lend themselves to a new kind of high intensity,

very fast, ultra personal marketing. I call it “minute by minute” marketing because the tools exist for you to contact your prospect continually at extraordinary low cost. The previous verities of marketing simply do not apply in the Internet and e-mail environment; you must discard those outmoded “verities” as soon as possible!

## The Ads

Peruse these two ads carefully. They are, right now, making me a very significant amount of money:

- 1) “Dr. Lant, help me stay home and make money from the Internet now. I want to learn how to turn the Internet into my personal cash machine.”  
Mailto:drjlant@worldprofit.com w/ these words in subject, and you’ll get the information you need to prosper on the Internet TODAY!
- 2) “Build your own million-dollar Internet empire now. Request a FREE COPY of Dr. Jeffrey Lant report “HOW TO COIN MONEY ON THE INTERNET BY CREATING A “WORLD CENTER”: The Ultimate Way To Turn The Internet Into Your Personal Cash Machine!” Mailto:drjlant@worldprofit.com w/ “Dr. Lant, help me coin money on the ‘net now. Send me your FREE REPORT now!” in the subject line.

## Comments On These Ads

- 1) The purpose of these ads is to capture the e-mail information of prospects so we can start the necessary qualification process.
- 2) These ads (or variations of them) run DAILY in my “Marketing Hot Tips” Newsletter (over 7000 worldwide subscribers; to subscribe mailto:drjlant@worldprofit.com with “Subscribe Hot Tips” in subject) Once you’ve got a winning ad, you don’t change it; you run it over and over again; yes, as often as daily to the same e-mail list! (To do this effectively you will need a listserver, a software tool that enables you to run your e-mail list automatically. Listservers are inexpensive and absolutely vital to e-mail marketing. For details on listservers, visit <http://www.trafficcenter.com>)
- 3) I introduce my name into the response mechanism, “Dr. Lant, help me...” to make it clear that we are inaugurating a conversation between two real people (very important for establishing credibility and minimizing prospect anxieties).
- 4) The ads are written so that the critical follow-up information constitutes a link. When an e-mail address is written mailto:drjlant@worldprofit.com it appears in color in the newsletter. Prospects merely have to click on the address. An e-mail file comes up which immediately connects them to me via e-mail, thereby launching the next phase of the critical sales sequence.

- 5) Each ad corresponds to a major project sold by Worldprofit, Inc., my Internet services company. Ads should be developed for each major product/service you sell and should be written so that you're stressing the benefit of this product/service NOT the actual product/service itself.

You'll notice that from the ad you can't tell what we may be selling. What we're selling is unimportant at this stage; it's the objective the prospect wishes to achieve that's vital. That's why I always say, "Lead with benefits. Follow with features."

## **What Prospects Are Sent**

Before you run an ad on the Internet or anywhere else, you've got to be clear on what you're going to do when a prospect responds. This means developing your follow-up documents BEFORE you need to transmit them. Remember, speed on the Internet is VERY important. A prospect responding to one of your ads via e-mail fully expects that you'll follow up virtually instantaneously.

In my case, I have my computer set so that new messages are automatically displayed on the screen every 5 minutes. I can be working on something else in my office, peep over at the screen and see that a new message has just come in, answering it immediately.

Prospects never have to wait more than just a few MINUTES for a response, so long as they e-mail me during the 16 hours a day I'm await and available for this kind of instant follow-up!

Once a prospect has responded, the first thing to do is file the response properly for continuing follow up. I use Eudora e-mail software to do this. Eudora enables you to create special "boxes" where you can file appropriate correspondence. Once you've got the document filed, you need to follow-up appropriately.

Just what prospects are sent depends on the ad they've responded to. If they've responded to ad # 1 above, they are immediately e-mailed the following document...

**TURN THE INTERNET INTO YOUR PERSONAL CASH MACHINE**

That's just what will happen w/a Worldprofit model web "show home."

By Dr. Jeffrey Lant

You want to make money on the Internet. Millions of people do. Problem is, most do not have a SYSTEM in place for making money. At Worldprofit we've learned that a systematic approach is crucial for Internet moneymaking.

Fortunately, you've come to the right place to implement a system for making money now and for years to come. We can help you... by installing a model web "show home" for you and by working with you to make it as profitable as you want it to be.

Start by touring Worldprofit's model web "show home" site. To do so, visit <http://www.trafficcenter.com> clicking on "PROFIT FROM THE MODEL WEB SHOW HOME" You'll find all the information you need to turn the Internet into your personal cash machine now!

**Components Of Your Model Web "Show Home" Domain Package**

Your model web "show home" is composed of the following parts:

- 1) The Domain Professional Package
- 2) Unique professional home page design and consultation
- 3) Automatic Traffic "Plug-Ins"
- 4) 200 Search Engine Registrations
- 5) Listserver System
- 6) Worldprofit Internet Services Dealer Package
- 7) Advanced Mall Management System
- 8) Magazine Management System
- 9) Live Statistical Program

Let's look at each one in detail...

**1) The Domain Professional Package**

Think of a domain as your personal part of the Internet. It's the "land" you'll be building your city on. The great thing about the Internet is that you can add more "land" as your city grows - which is a very good thing, because by working with us your city will grow!

Here's what you get in your Domain Professional Package

## “How To Write Million Dollar Ads”

- FREE link to Worldprofit's (currently 36 MILLION) hits per year for the entire time we host your domain!
- Domain name registration or transfer by Worldprofit
- 50 megabytes of space (that's 5,000+ pages of space)
- Secure Order Area with FrontPage access
- UNLIMITED AUTORESPONDERS (you control via the web)
- UNLIMITED E-MAIL ACCOUNTS (you control via the web)
- Unlimited FrontPage access (or ftp if not using FrontPage)
- Unlimited hits/traffic (data transfer)
- Complete technical support and marketing support
- Full-time monitoring to ensure that your domain is operational 24 hours a day, 7 days a week
- Backup of files - weekly marketing support newsletter
- Access to Worldprofit marketing resource information
- Friendly customer service when you need it!

You also get FREE InterNic registration of your domain, (However, you're responsible for the \$70 fee for your domain name that covers the first two years.) FREE Registration or transfer of domain name.

With this amount of space, you can easily sell: banner ads, feature ads, and websites links.

A good place to visit to see how to make money with all the space in your domain package is Worldprofit at <http://www.worldprofit.com>

Remember, a domain is just "real estate." Once you've got it, you're in the property development business. Your job is to turn raw "land" into income producing properties! (For further information on this topic, visit <http://www.worldprofit.com/netsuccess.htm>)

### 1) Design.

For information to work on the Internet it must be effectively presented. Here's where professional design by Internet marketing experts comes in. You get the design of your home page linking to

all the components and traffic generating plug-ins on your domain, and a guest book so you can capture your visitor's e-mail address for follow up.

## **2) Automatic Traffic “Plug-Ins.”**

One of the major reasons why people fail on the Internet is because they don't get any traffic and/or fail to capture the traffic that does come to their website. This is why the automatic traffic “plug-ins” are so important.

Traffic “plug-ins” work 24 hours a day, 365 days a year to attract people to your city. Think of them as a civic booster organization that never stops working to bring visitors to your domain.

One of the unique aspects of the Worldprofit model web “show home” is how we have clustered a number of traffic “plug-ins” together to ensure maximum traffic growth for you.

When you use traffic “plug-ins,” gone are the days of wasting time posting in newsgroups (inviting spammers). And your traffic will grow continually! Your “show home” contains these popular “plug-ins,” including:

- The Worldprofit Free Postcards Shoppe™. Here people come to your site to send free postcards for any event or occasion.
- Free Classified Ad System. People worldwide will come to your “city” to get free classified ads.
- Worldprofit Reminder System. Have you ever driven along the highways of Texas or California and watched the oil wells drilling for oil? They never stop! In the same way, your traffic “plug-ins” never stop motivating people to come to your website.

They work all day, every day! You profit from the traffic “plug-ins” in several important ways:

Once they've installed, they never stop working. Literally, once they're “plugged in,” they just keep on working to build your profit!

You can post banner ads at each “plug-in.” These banners can be sold by you... or they can promote things you want visitors to the “plug-in” to know about and visit

You can link from your traffic “plug-in” to other people's websites. You can sell or swap these links.

You can post links both for places in your city you want visitors to the “plug-in” to go to... or lists you want them to sign up for so that you can re-contact them with information about your products and services.

In short, think of a “plug-in” as a natural attraction that brings people worldwide to your “city.” Think of the area around the “plug-in” as your opportunity to deliver messages from yourself and your advertisers... and to motivate people to subscribe to your various lists.

In no time at all, your “city” will be posting thousands of daily “hits” from visitors worldwide... and these numbers will go up the longer you’re running your city.

Remember, traffic is a major key to Internet success... and traffic “plug-ins” help deliver the traffic you must have to succeed!

### **3) 200 Search Engine Registrations**

Your domain will be promptly registered in 200 of the top Internet search engines. Thus, within literally hours of your “city” going

Online, you’ll find that people worldwide are beginning to visit you. You’re off and running!

### **4) Listserver System**

A listserver is a software tool that enables you to send the same message simultaneously to everyone who has subscribed to your list. One key to your Internet success is both growing and using subscription e-mail. The listserver you get as part of your package enables you to send UNLIMITED non-spam e-mail!

The key here is that people subscribe - that is, ask to hear from you again. One of the things that’ll really help make your Internet city profitable is getting people to subscribe to your list (or lists) and then regularly staying in contact with them.

We’ve already mentioned that you can post subscription messages at your traffic “plug-ins.” You can also do so elsewhere in your city. The important thing is that everyone who visits you- and, remember, over time your traffic will grow to be VERY substantial - knows about the subscriptions you have available and gets the opportunity to sign up for them. Your listserver enables you to easily add and delete records from your list... and, of course, makes it very easy to communicate with the people on that list. It takes just a minute or two to send to your list - no matter how many are on it!

One good way to use your listserver is to create a newsletter... a regular communication, which informs people on your list about information of interest to them. This newsletter can, of course, contain advertisements of your own; it can also contain advertisements that you sell to others... another source of income. (If you'd like articles and other information for your newsletter, <mailto:drjlant@worldprofit.com>. We can help you!)

#### **5) Worldprofit Internet Services Dealer Package**

People worldwide are hungry for Internet services... and as a Worldprofit Internet Services Dealer you can cash in - even when you're sleeping! The Worldprofit Internet Services Dealer program enables you to share in the revenue when people purchase

Worldprofit domains, websites, links, banner ads, listservers, traffic "plug-ins," and, of course, the complete model web "show homes"!

Much of this process is automated. As a Worldprofit Dealer we install at your site a link that connects your "city" to Worldprofit's Traffic Center. The link might say, "Increase your website traffic now - click here."

Now if there's one thing every single website owner wants it's MORE TRAFFIC. Thus, the chances are very good that a large percentage of the people visiting your "city" will click on that link. When they do, they'll be connected to Worldprofit's Traffic Center... but in such a way that indicates they have come through your "city."

When they buy any Worldprofit service... you'll get a receipt showing what they've purchased... and get your commission from the sale. And it can all take place while you're sleeping!!!

Note: To sell web "model homes," here's what we suggest. Post a message at your website like this:

*"Profit from a money-making website just like this one.  
Click here."*

When a prospect clicks on this, they will be connected to you. You've then got a prospect to work with to make the sale. Given the substantial dealer commissions that result from the sale of the website model homes, you're certain to want to work closely with these prospects!

#### **6) Advanced Mall Management System**

We now come to an absolutely vital component of your Internet "city" " the Advanced Mall Management System. It's unique to

Worldprofit and gives you a terrific advantage in growing your “city” and making it just as profitable as possible.

This program enables you to sell and manage links, featured ads and banner space in your 3 malls. This helps you derive the maximum amount of profit from these malls and is essential to your long-term success!

Using this program you can automate your billing. Renewal notices will be sent to advertisers 5 times before their ad expires. This system will even “cc” you (send you a copy) 10 days before the ad expires, just to keep you informed of what’s going on.

Put a marketing message (different each time if you wish) on each renewal notice give advertisers the right to change their link wording whenever they like -- without you getting involved (a tremendous time savings).

The system also changes the order of the links each time the mall is entered. This means that your advertisers share top spots for the entire term of their advertisement. This is a great selling feature!

In addition, the system inputs your banners in the open banner spots to ensure you’re using all your banner space. This gives you maximum efficiency and profit. You can sell 6 banner spots per mall. Since you’re beginning with 3 malls, that’s 18 revenue-generating banners you have immediately available.

What’s more you can post UNLIMITED links and feature ads. These are superb revenue generators and great for making swap deals for extra advantages! Every time you add a link or featured ad, the system automatically adds them to a “new ad sites” section for 30 days.

This way people browsing your malls will always be able to view a “New Sites” page for your latest ads. This keeps advertisers happy... and happy advertisers renew, increasing your revenues!

## **7) Magazine Management System**

Worldprofits Magazine Management System makes you an instant publisher of your own internationally circulated Internet magazine!

This clever software product -- which gives you your own traffic-generating magazine with any name you care to give it - is another smart way to pull people into your website and keep them returning every single month to get articles and information they can really profit from. Here’s how it works:

## “How To Write Million Dollar Ads”

The Magazine Management System is composed of a template into which you can insert as many articles and ads as you want.

You can either get editorial material direct from Worldprofit, including as many articles as you like (worth literally thousands and thousands of dollars) by internationally syndicated business authority, Dr. Jeffrey Lant (on Internet and technical subjects); by Worldprofit Senior Webmaster, George Kosch; and Worldprofit Director of Website Development, Sandi Hunter.

And/or you can find other authors and articles for your publication. No matter how you do it, you'll soon have as much editorial material as you could possibly need! The magazine template easily enables you to insert as many articles as you want to publish in your magazine each month, but you'll probably find 4-6 monthly articles sufficient!

In addition, the template enables you to add banner ads before every single article... and to run links to other parts of your domain. These links are posted down the left side of the page.

Add as many links as you like! You can also sell these banners and link positions to make extra money! (Got an empty banner ad? The system is so arranged that when a banner is empty you can automatically insert one of your own banners, so you're always using all your available space.)

Before paid ads and links expire, the Magazine Management System automatically advertises renewal notices, so you won't miss any revenue!

You can set up as many issues in advance as you want. At the end of the month, the next issue scheduled automatically goes on line so that you're always presenting brand new, attractive information. This is what gets visitors to return to both your magazine and website!

Best of all, the Magazine Management System is incredibly easy to operate. It'll take you just about an hour per issue! Tell that to standard magazine publishers, who sweat for weeks to get their issues written, assembled, printed, and distributed!

Over the course of a single weekend, you can easily set up an entire year's worth of issues. And if you find you want to make editorial changes later, that's very easy to do!

With your online magazine, you're able to make deals with authors and other publishers, increase your income by selling desirable advertising space, and bring visitors back to your site month after month! And, it's oh so easy to operate, thanks to Worldprofit's unique, proprietary Magazine Management System!

## 8) Live Statistical Program

All website owners like to know who's visiting their site... how long they've stayed... what they've visited... etc. Problem is, most don't have a clue what's going on at their site. You, however, WILL know!

As part of your package, you get a Live Statistical Program that provides data in 23 fields and can provide "real time" updates every 2 minutes.

Now you can find out things like where each visitor is coming from, how long they stay, what they've visited, how many "hits" were made each hour, how that compared to the average "hits" per hour.

You get easy-to-read graphs and charts of traffic flow and volume. And it's all happening right before your eyes. All the people using this amazing program have found it of the utmost importance.

For instance, once you discover that a certain part of your "city" is more popular, you can charge more for your ads there... or swap for more.

In other words, having all these statistical data about what's going on at your "city" at any given time enables you to make the best use of your space... and maximize your revenues!

### Additional Helpful Services

- **Worldprofit** is famous for developing long-term relationships with our customers. Thus, we understand the importance of ongoing contact, particularly in an environment like the Internet that changes so fast you will benefit from Worldgram newsletter.

Publishing every week, it always contains important information about profiting on the Internet. Subscribe at <http://www.worldprofit.com>

- **Dr. Jeffrey Lant's Marketing Hot Tips Newsletter.** Publishing 6 days a week, the focus is on moneymaking marketing, with a focus on profiting on the Internet. Subscribe at <http://www.worldprofit.com/surefire>
- **"Making REAL Money On The 'Net" Conferences.** Here you get a chance to meet the people from Worldprofit and learn new ways for making your "city" more profitable.

You will also meet people who are growing their “cities” and be able to swap ideas with them, too. Because the Internet is constantly developing, we encourage people to attend these quarterly meetings regularly. Details at <http://www.worldprofit.com/conference.htm>

- **Merchant credit card account.** You can get this from Worldprofit in association with 1st National BankCard Services. [http://www.trafficcenter.com/service\\_merchants.htm](http://www.trafficcenter.com/service_merchants.htm)

You will need to take credit cards to expedite your Internet business!

- **Jeffrey Lant Sales & Marketing Success Card Deck.** You can use this marketing tool to make extra money while increasing the traffic to your site. For all the details, visit: <http://www.worldprofit.com/surefire/domainprofit.htm>

**SPECIAL OFFER IF YOU PURCHASE THE COMPLETE  
MODEL WEB “SHOW HOME” PACKAGE NOW**

Purchase your model web “show home” NOW and, as a special offer, we will include - absolutely free - another “plug-in,” the popular “Reminder Service” traffic-building system.

The “reminder service” is a \$699.95 retail value and people using this program are able to send themselves or others reminder notices about anything of importance.

This generates traffic 24 hours a day... and another popular area for posting (and SELLING!) banner and other ads... and collecting more e-mail addresses for your subscription listserver!

I’ll be following up this information very soon, to answer your questions and get you started. Your “show home” is absolutely state-of-the-art, a fully automated CASH MACHINE working for you 24 hours a day, 365 days a year.

It is available only through Worldprofit, a leader in providing a wide range of Internet services. It is my pleasure to work with you in setting you up so that you can cash in from the Internet now and for years and years to come!!!

**NOTE: If they’ve responded to the second ad, the one about establishing their own “World Center,” they get both the above document and this Special Report:**

HOW TO COIN MONEY ON THE INTERNET BY CREATING A “WORLD CENTER”:

THE ULTIMATE WAY TO TURN THE WEB INTO  
YOUR PERSONAL PROFIT MACHINE

*By Dr. Jeffrey Lant*

There are many reasons why most website owners are failing to make money from the Internet:

- 1) There’s no attempt to collect the e-mail addresses of visitors dropping by.
- 2) There’s no organized follow-up of these visitors once e-mail addresses are secured.
- 3) There’s no offer on the site motivating immediate action. Instead, information is simply posted while client-centered benefits go unmarketed.

FINALLY THERE’S JUST TOO LITTLE OF VALUE AT THE SITE - too few items, too limited a selection.

The sad fact is that all too many website owners are trying to make an Internet fortune by either selling just one thing or a tiny cluster of things. This just won’t work.

Now hear this: if you expect to make any REAL money on the ‘net, you can’t just sell a couple of doodads. You’ve got to create the Ultimate Doodad Center, selling every single moneymaking element within the product or service category you’ve selected.

To see what I mean, go to <http://www.trafficcenter.com>, Worldprofit’s Traffic Center.

Right off the bat, the URL address itself tells you what we’re selling - a center dedicated to traffic.

When you arrive at <http://www.trafficcenter.com> you immediately get the drift of the site: everything that’s part of it deals with one thing and one thing only: growing your website traffic and the traffic of every website owner worldwide.

Now ask yourself:

- 1) Is traffic for website owners important?
- 2) Do website owners, Sales Letters, And Web Marketing Pieces want more traffic?
- 3) Is traffic development something that will sell worldwide over the Internet?
- 4) Is there a cluster of profitable products available to stimulate traffic growth?
- 5) Will traffic development continue to be a subject of importance in the future, hence an area of revenue growth?
- 6) Is it likely that more people in the future will be interested in traffic development than are interested in it today? In other words, is it a growth area?

The answer to every single one of these questions is “YES!” Thus, you will not be surprised to learn that Traffic Center is a gold mine, heavily visited and exceedingly profitable.

Moreover, it is reasonable to assume this property will be an even bigger gold mine in the future because of the constant interest in website owners increasing their traffic and the increasing number of such website owners on the ‘net.

#### **What Is A “World Center”?**

All too many website owners have approached the ‘net with an inadequate understanding of what this mind-boggling technology can do for you -- if you use it right.

The result is websites with too few products and services providing their owners with inadequate inventory to compete against their smarter (and broader based) website competitors. This is madness!

Now consider what a World Center can do for you. Say that you’re running a home-based business in Iowa selling teddy bears. The center of your universe is the physical business. You don’t want to stay small the rest of your life, but frankly you’re not clear on how to expand your business beyond its current confines. Enter the “World Center” concept.

An Internet World Center enables you to establish an INTERNATIONAL business without ever leaving your home. It enables you to set up the largest possible department store specializing in your area of interest and expertise without ever purchasing real estate developing a building hiring staff, etc.

Instead, you'll be taking the inherent advantages of the Internet to establish yourself as the DOMINANT PLAYER in the teddy-bear game. How can you do this?

**Start By Thinking BIG**

Right now, with the best will in the world and with the best bears on the market, your market share of the teddy-bear business is tiny. Probably not even 100th of 1%. Is this enough for you?

There is absolutely no need to create a World Center if you are happy where you are with the amount of money you make. World Centers are for people who will never be happy with less.

They are for people who want to seize an ever-growing market share... and with it an ever-growing percentage of teddy-bear profit. In short, for people who lead, not follow and who want the real big pay-offs both life and the Internet can deliver, if properly handled.

**What Should Be In Your World Center**

Once you've decided that you don't want to sell just some teddy bears, that little will never be enough for you; you've got to brainstorm what should be in your World Center. Brainstorming comes long before any information actually goes up on the 'net.

Let's say that you currently make and sell just two types of teddy bears. But let's say there are 1000 different types of teddy bears currently on the market, considering all sizes, colors, materials, outfits, etc. Your job is to brainstorm which of these you need to have in the World Teddy Bear Center (the name comes easily enough you see) to make the kind of profit you want.

To make all this work, you need to know how much money you want a year (will a \$100,000 profit do? Or a million? Or 10 million?)... How many bears at what profit margin you must sell to reach your objective?... who manufactures the different bear types and what kinds of deals can be struck with them?

**Too Many Website Owners Don't Really Know Their Business**

If you ask a website owner if she knows her business, she'll (usually indignantly) tell you that she most certainly does. However, by asking a couple of probing questions you can immediately determine that she - doesn't!

To create the ultimate World Teddy Bear Center you either need to produce all the teddy bears yourself (thereby triggering a very significant capital outlay) OR you could discover all the producers of teddy bears worldwide and make distribution deals

with them. How do you find this kind of information? Go to the reference desk of your local library and get the support of its knowledgeable personnel. State the question directly: “I am looking for information on the source of all teddy bears in the world. What have you got?” In short order you’d have a pile of information to follow up.

In connecting with such sources, you want to know:

- 1) What they’ve got available
- 2) What their dealer terms are
- 3) Whether they have photographs available for scanning onto the Internet
- 4) Whether they have marketing materials you can use (especially the descriptive copy)
- 5) Whether they drop ship (that is, you send them an order with payment and they ship the product to the customer)
- 6) How long it takes them to ship, etc.

Develop a template that you can easily mail, fax or email to the right personnel and a good filing system so you can find this information easily.

### **Thinking About Your Center**

Take another look at <http://www.trafficcenter.com>. You’ll discover that the main menu is really composed of short client-centered links that say, in effect, “If you wish to get this benefit click here.” The prospect then clicks on what she’s interested in and is taken to much more detailed information (and an order form).

What you need to brainstorm is what sections you want in your World Center, in this case the World Teddy Bear Center. Here are some possible sections that could be linked from your main menu:

Teddy bears for babies teddies for toddlers (1-2 years) teddy bears 6" and under teddy bears 4, 5 and 6 FEET teddy bear fashion show historic teddy bears for collectors Mrs. Smith’s new teddy bear collectibles America’s #1 best selling teddy bear.

Get the drift? Your job is to get all teddy bear lovers to the World Teddy Bear Center... then ask them which aspect of teddy bears they’re most interested in so they can click on that and go to the precise area of their greatest interest. The Internet enables you to focus your prospects’ interest and direct them to just where they want to go!

### **Setting Up Your World Center**

The more you think about creating a World Center the more sensible the idea becomes. Soon it's irresistible. But, you ask, how is my "Center" set up technically? Enter Worldprofit.

Worldprofit is the owner of <http://www.trafficcenter.com> and the creator and provider of the Internet services you need to house, develop, promote and administer your Center. It is also a huge Internet conglomerate currently hosting over 36,000,000 visit a year.

Worldprofit's entire focus is creating the necessary Internet tools you need so you can spend the utmost time SELLING your Center and expanding it as an ultra-serious international competitor.

Towards this end, start by viewing the Worldprofit model home domain. It's the "shell" in which you'll place and grow your Center. You'll find it at <http://www.trafficcenter.com>. The model home domain gives you EVERYTHING you need technically so that you can create an international moneymaking center, even if you operate at home with just a single computer!

### **What's In Your Model Home Domain?**

Your "model home" is composed of the following parts:

- 1) The equivalent of 5000 pages of space. This amount of space will take you literally years to fill!
- 2) The design of your main page, along with a counter and guest book.
- 3) Registration in 200 search engines. This is one major way of generating traffic to your Center. Additionally, your Center comes with a link from Worldprofit and its huge traffic so that you benefit from Worldprofit's unrelenting promotion.
- 4) Automatic traffic "plug ins" which bring traffic to your Center automatically. Worldprofit is the world leader in the creation of traffic "plug-ins." These are software tools that motivate visitors to come to your Center. You get several as part of your Center so that you have many "plug-ins" generating traffic for your site 24 hours a day AUTOMATICALLY. Once your "plug-ins" are "plugged in" by Worldprofit, your traffic starts at once and grows rapidly!
- 5) A listserver system. This enables you to communicate with ALL the subscribers (no matter how many thousands) to your list as often as you like for just pennies a day.

- 6) The Advanced Mall Management System. This amazing software enables you to automate all link, banner ad and featured ad transactions with your customers so that you have more time to focus on selling your products and building the overall value of your property.
- 7) A live statistical program. This provides statistics in 23 data areas about your Center, updated every two minutes.
- 8) A Worldprofit Internet Services and JLA Book Dealership you can post in your Center as an extra profit center. (You will be set up with dealer links to <http://www.trafficcenter.com>.)

When visitors to your Center click on these, they will go automatically to Traffic Center and YOUR name will AUTOMATICALLY be on the order form. This is an excellent way to make extra money without ever having to talk to or send anything to a prospect, ever!

It's AUTOMATED moneymaking. Worldprofit can also develop this kind of dealer link program for you. Thus, you can develop an Internet dealer program of your own to increase your traffic and revenues!

**NOTE:** This is a very quick description of what's in the model home domain. To review all the elements in detail, you really need to visit <http://www.trafficcenter.com>

**The Model Home Domain Gives You All  
The Technology You Need To Create Your Center!**

The vast majority of website owners are mistakenly using the Internet as a bulletin board or space ad. This is crazy! Smart websters are building up major department store/centers just as fast as they can.

You see, unlike traditional department stores you can operate an international web-based center for a tiny fraction of the price you'd have to pay if you were operating your store in the traditional way.

Also, in the traditional way the bulk of your customers are going to come from a very small area of the world. With your Internet Center they come from anywhere in the world linked by e-mail and the Internet. In other words, EVERYWHERE!

Right this minute the great Internet fortunes of the future are being laid down. In the brains of smart people worldwide light bulbs are lighting up right this minute as they "get it," saying, "Wow, why don't I create the ultimate World.."

Diamond Center, Wine Center, African Safari Center, Cruise Center, Sports Memorabilia Center, Political Campaign Button Center, Cajun Food Center, Retirement Center, Diabetic Support Center, Native American Crafts Center.

Get the picture? Centers are for people who want to get a major share of the market in their preferred area of business. Who will grow their product/service line so that their Center/department store has more of those items in it than anyone else, anywhere else in the world? And who want to get rich not only making their selection immense but their market worldwide.

Is this you?

Or are you going to be content to post a dinky website with a couple of doodads, making only a couple of bucks every once in a while, if that?

If you are determined to make maximum money on the Internet now, don't dabble with this medium. Rather, take full advantage of its breathtaking ability to generate worldwide riches, all from the keyboard of your computer to create a huge international business (even if you're running it from the corner of a spare bedroom).

All you need is the vision, the desire, the ability to conceptualize your Center and make the necessary business deals with the people who have the items you want in it... and the astonishing technology uniquely found in the Worldprofit model home domain, in which your money-making Center machine will grow, flourish, and make you really, really rich!

**A Word Of Warning: Get Started NOW!**

Don't wait to get started creating your World Center. Remember, there are lots of smart people in your field. Sooner or later, one or more of them is going to get the idea to proceed with their own World Center. Whoever gets in first (assuming they follow the directions and work reasonably efficiently) will create their profit-making World Center first.

By comparison if you're the 32nd World Center in your field, you're going to have to go to heroic lengths to become #1. As Avis learned, when you're #2 you've got to work harder!

Thus, it makes more sense to start earlier, do what needs to be done, and secure your #1 position relatively effortlessly, and then do what's necessary to maintain it. That's what we did in creating Traffic Center. And it works! Deduction: create your moneymaking World Center now and leave your competitors to eat your dust. How sweet that is!

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Dr. Jeffrey Lant is the internationally known marketer. To turn the Internet into your personal profit machine, <mailto:drjlant@worldprofit.com> and ask for your FREE REPORT.

Also, visit <http://www.trafficcenter.com> to see the model home domain in operation and learn how to increase traffic to your website now.

For information on Dr. Lant's many business-building books, visit <http://www.trafficcenter.com> and click on "Dr. Lant's Business Success Catalog."

For a free subscription to his "Marketing Hot Tips" Newsletter, <mailto:drjlant@worldprofit.com> with "Subscribe Hot Tips" in subject.

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## Comments On The Documents Sent In Response To Prospect Interest

- 1) My aim is to get a qualified prospect. Towards this end, prospects must do some homework. This means both sending them detailed information in an initial e-mail transmission. And directing them to further online information which they can find at: <http://www.trafficcenter.com>
- 2) Because of the complexity and sophistication of what we sell, prospects who are not willing to do this homework are dismissed as unsuitable. We don't try to convince the prospects that the Internet works. Instead, we try to discover whether they have the necessary resources, including financial, to make a working relationship with Worldprofit mutually beneficial.

In short, we're looking for the right fit. We have found that people really interested in making a success of the Internet want just as much useful information about how to do that as we can provide. Since these are the people we want, we go out of our way to provide it to them!

- 3) We want people to know from the very start that we are not merely interested in making a sale and moving on. The Internet and e-mail constitute a unique marketing environment in part because of the need to establish strong inter-personal relationships with customers.

Because the relationship we establish with our customers can easily become a lifelong one, we need people to know that we will do our part... if they do theirs! All our marketing documents make the value of this relationship clear and make it equally clear that the customer cannot expect to succeed without making a serious investment of time, energy, money, and imagination.

### Following Up These Marketing Documents: The Critical Value Of Probing

One of three things is going to happen after a prospect receives this detailed information:

- 1) The prospect will purchase either a “model home domain package,” or other Internet service
- 2) The prospect will say they are not interested in purchasing anything, or
- 3) The prospect will say nothing at all.

You must be prepared for all three eventualities.

- 1) In the event of the prospect wishing to purchase, he is sent directly to <http://www.trafficcenter.com> where he can make his purchase online. Note: all Worldprofit dealers are given a link from their website to Traffic Center.

All a prospect has to do is click on that link at the dealer’s website to be taken automatically to Traffic Center. When they arrive via this special dealer link, the dealer’s identifying information automatically is on the prospect order form.

This means that dealers can make money 24 hours a day, 365 days a year without ever having to speak with or indeed be in any form of contact with the prospect and still get the commission! This kind of automated sales sequence can only take place on the Internet and only with companies offering this kind of automated dealer commission service.

- 2) If, upon following up, we discover that the prospect doesn’t wish to buy, we ask why. In 99% of the cases, the response is lack of funds. In this case, it is our responsibility to find out just what budget the prospect is working with and to suggest the appropriate Worldprofit Internet service accordingly.

Thus the objective with this prospect is clear: discovering, as quickly as possible. Just how much money the prospect actually has available. Once that is known, the discussion focuses on how best to utilize that sum to achieve the objective that originally attracted the prospect in the first place, the objective clearly stated in the advertisement to which she responded.

- 3) Most challenging is the prospect who says nothing at all, no yea or nay. Just silence. For this situation the e-mail probe is mandatory and most effective. Probes are short, directed messages with a very specific purpose: to get the prospect to respond so that we can inaugurate a clarifying and profitable dialogue with that prospect, a dialogue leading to the fastest possible sale of one or more Worldprofit Internet services.

As we tell our dealers, you should probe at least EVERY 24 hours until such time as you either 1) get a response or 2) are firmly told by the prospect to cease contact at once.

These probes can range from the gentle to the staccato, but they must all be focused on doing what you can to get the prospect to respond as fast as possible:

- 1) **Probe 1** (sent 24 hours after initial materials have been e-mailed): “I had hoped to hear from you. I’m ready, willing and able to help you get started, but I need to hear from you so assist!”
- 2) **Probe 2** (24 hours later): Same as Probe 1 with “STANDING BY!” added in capital letters at the top of the e-mail message.
- 3) **Probe 3** (24 hours later): “I’m concerned I haven’t heard from you. Please get back to me ASAP so I can at least know you received the information!”
- 4) **Probe 4** (24 hours later): “Why aren’t you responding to me? I got back to you with the information immediately! I’d appreciate an equally prompt response!”

- 5) **Probe 5** (24 hours later) (to be sent by a Worldprofit dealer): “I was speaking with Dr. Lant today and he asked me if I’d heard from you. I had to admit that I’ve been trying and trying and trying, but have not heard a word.

He said he was shocked to hear this, especially given the fact that you asked for the information and seemed ready to proceed. He asked me to try again and see what it’s going to take for us to do business today. Can you please let me know right away? Dr. Lant is standing by now!”

(**Note:** this probe has a very high degree of success in smoking out hitherto non-responding prospects.)

Probes continue daily and can also include:

- “What’s it going to take to get you to respond?”
- “Here’s a special offer we’re having. If you respond in the next 24 hours you can take advantage of it.” (Special offer follows).”
- “How about a response? I’m trying to help. But I can’t assist unless you TALK TO ME!”

Then there’s my all-time favorite, the single word “Well?” What this means is, “I’ve done everything I can to help you.

You’re not helping! You’re not making this easy at all, but I’m going to continue. So, what’s your problem? What’s it going to take to get you to respond? Why don’t you respond now!” etc, etc. all summarized in that single, sledge-hammer word, “Well?”

**Note:** Because of the vital importance of follow-up probing to Internet and e-mail marketing success, Worldprofit has developed a proprietary contact management software. Dealers are able to enter every single one of their prospects into their own personal data base and, through the use of a listserver that comes with the program, hit their prospects AS OFTEN AS THEY WANT with special offers, messages, follow-up probes, etc., all in an attempt to get prospects to respond faster. This software is another unique aspect of the Worldprofit Internet Services Dealer program outlined at <http://www.trafficcenter.com>

### **Last Words**

I established Worldprofit, Inc. along with my Co-Founder George Kosch in 1994 long before the Internet was popular or commercially viable. Today Worldprofit, Inc. is a multi-million dollar multi-national corporation experiencing dramatic yearly growth. One reason for this growth is because we came to understand early on what it takes to profit from the Internet and e-mail.

- 1) Space is unimportant. Traffic is everything. That’s why we focused and still focus on traffic growth.
- 2) Capture e-mail prospect information as soon as possible is vital.
- 3) Use listservers to connect regularly, even daily, with subscribing prospects is essential for cyber marketing success.
- 4) Don’t just billboard information, merely posting it at a website. You’ve got to do what you can to bring the information directly to the prospect’s attention, making the benefits extraordinarily clear and apparent. Just posting and hoping won’t work. The Internet and e-mail are quintessential action tools.
- 5) Be prepared for immediate response when a prospect lets you know she’s interested. Waiting even an hour, much less a day is unacceptable. The Internet and e-mail make fast follow-up mandatory.
- 6) Follow up, follow up, and follow up. E-mail probing is an absolutely critical part of what makes you successful on the Internet. People who don’t probe are people who don’t profit.

Do these things religiously, and you stand a superb chance of becoming one of the thousands of new Internet-created millionaires who Bill Gates said years ago were certain to be created and are now being minted at a very rapid rate indeed.

### **About Dr. Jeffrey Lant**

Internationally known marketer Dr. Jeffrey Lant is Co-Founder of the Worldprofit Malls at <http://www.worldprofit.com> and the Worldprofit Conglomerate, now receiving over 36 million hits a year. To increase traffic to your website, visit <http://www.trafficcenter.com>

For information about Dr. Lant’s many well-known marketing and business development books (including WEB WEALTH, E-MAIL EL DORADO, CASH COPY, and MONEY MAKING MARKETING), go to <http://www.trafficcenter.com> or call (617) 547-6372 for a postal subscription to his “Sure-Fire Business Success Catalog.” If YOU want to turn the Internet into YOUR personal cash machine, <mailto:drjlant@worldprofit.com> and we’ll show you how to do it.

## Ted Nicholas

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### Lead Generation Space Ad For A Business Opportunity

The object of this recent ad is to get qualified prospects to respond to a business opportunity. The big hook is “hope of reward” via “The Top 12 Reasons.”

The ad focuses on 12 big benefits and is supported by testimonials from consumers and well-known personalities in network marketing. The entire focus of the ad is to get prospects to call.

The back end strategy is simple and aggressive. A sample of the product, a magalog, and cassette tape are sent to the inquirer. Here are the basic elements of the ad:

**1) Headline**

Contains a “big promise” about why the opportunity is the best today in network marketing.

**2) Pre-headline**

This is designed to pique curiosity as well as introduce the company president.

**3) Open with benefits**

The copy immediately opens with the first of the 12 benefits.

**4) Amplify copy with more benefits**

Each benefit was carefully thought through as completely unique to the offer.

**5) Proof**

12 testimonials support and back up each of the claims.

**6) Guarantee**

The guarantee is featured in a separate block and enclosed by a fancy border to make it stand out.

**7) Photographs**

These are in full color and include the company President, products, a distributor kit and a map to help create a distinctive “flavor” for the ad.

**8) Offer**

The offer includes three enticing elements, including a product sample, cassette tape, and magalog.

**9) Call to action**

The only purpose of the ad is to get the prospect to call now.

**10) Reduce resistance**

Resistance toward the call to action is reduced. A big fear many people have is a sales person will pressure them. The copy specifically states, “There is no obligation and I promise no one will ever pressure you to buy anything.”

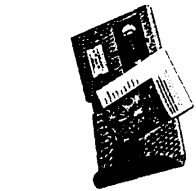
**About Ted Nicholas**

Ted Nicholas’ services include business and marketing consulting, copywriting, and seminars. He may be contacted at his London Office:

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011-44-171-432-0516 fax  
[101621.667@compuserve.com](mailto:101621.667@compuserve.com)



"Give me 20 minutes and I'll give you the most powerful opportunity in business today to enrich your life while helping save the Rainforest."



The Top 12 Reasons Why Rainforest Bio-Energetics® Is the Best Network Marketing Opportunity in America

- 1. Unique Products... 2. Amazon John Fickending... 3. Financial Freedom... 4. Global Reach... 5. No Franchise Fees... 6. Proven Business Model... 7. Support and Training... 8. Low Investment... 9. High Potential... 10. Flexibility... 11. Proven Demand... 12. Personal Growth...

Enjoy the Abundant Health and Financial Freedom You Dream of While Saving the Rainforest!

The Amazon Rainforest contains the very highest concentration of medicinal plants in the world. It must be preserved for all mankind.

What People Are Saying

"Rainforest Bio-Energetics® is the most remarkable opportunity in the world to join with nothing and earn the most with everything."

Our Unconditional One Year Money Back Guarantee

We make it so simple you can't fail. Rainforest Bio-Energetics® products with total confidence. If you are not completely satisfied for any reason you may return your purchase for a full refund.

Like Pride in Being a Hero To Help Dying People, The Native Indians Appreciate Your Help and Support.

I had been on the verge for three long, 12 hour days... I was using an 80 gallon steel drum of insect oil... I had been on the verge for three long, 12 hour days.

Let's Be a Hero and Save the World's Most Precious Resource - The Amazon Rainforest!

Let's be a hero and save the world's most precious resource... The Amazon Rainforest. It's the largest, most diverse, and most biologically rich ecosystem on Earth.

Join the Amazon Rainforest and Save the World's Most Precious Resource - The Amazon Rainforest!

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Let's be a hero and save the world's most precious resource... The Amazon Rainforest. It's the largest, most diverse, and most biologically rich ecosystem on Earth.

Call Now Toll Free 1-800-750-3346

There will never pressure you to buy anything.

There will never pressure you to buy anything.

There will never pressure you to buy anything.

There will never pressure you to buy anything.

## Mike Pavlish

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### Direct Mail Magalog For “Healing Discoveries” Vitamin 0 Health Supplement

#### 1. Front Cover

Almost every health-conscious person is interested in “Healing Discoveries” so that title is used. To get more news and credibility, I used the angle of *Scientists Have Finally Discovered* plus an M.D. photo and quote. Note that all copy hints at reader benefits, benefits, benefits.

#### 2. Pages 3 and 4

Almost 100% of people who buy health supplements like this already have a health problem – hence the *End Your Health Problems* headline.

The letter copy excites the reader and gives credibility by using the scientist’s discovery angle... then gives facts and proof that lack of oxygen in our air is making us sick.

#### 3. Pages 5 through Order Form

A laundry list of health problems caused by lack of oxygen is used... then how the product will help overcome these problems.

Note how little copy blocks, colors, photos and testimonials are used to sell the reader on how wonderful this product is. Strong close and money-back guarantee.

#### The Bottom Line

This mailing has been extremely profitable and has gone to many millions of rented names. The reason for its success is proper positioning, good exciting benefit copy and graphics, plus a strong guarantee.

### **About Mike Pavlish**

Creative director of Profit Boosters, Mike Pavlish has created ads and direct mail packages that have generated over \$2 billion in sales for over 400 companies.

His clients include Phillips Publishing, The Hume Group, Agora, Star Publishing, Seta Corporation, Mutual of New York, M.O.G. Group Asia, Vita-Mix and dozens of investment, health, business opportunity and sweepstakes mailers.

Mike Pavlish – Profit Boosters Copywriting  
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Special  
Issue

\$5.00

# *Healing Discoveries*

September 1998



**Scientists Believe They  
Have Finally Discovered  
the Underlying Cause of  
Many Health Problems ...  
Plus How to Help Prevent  
and Reverse Them!**



**Famous Doctor Says:**

*“Now Your Health Problems May Ease in Just Days  
Without Drugs Or Surgery.”*

— Abraham A. Chaplan, M.D., Ph.D.

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# "Now Your Health Problems May Ease in Just Days Without Drugs Or Surgery!"



Dr. Abraham Chaplan,  
M.D., Ph.D

*A A Chaplan. M.D. Ph.D*

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Dear Friend:

Years of medical research at the California Brain Bio Center has brought about a truly amazing discovery that could change your life:

**Scientists believe they have finally discovered the underlying cause of many health problems - and even more important - how to help prevent & reverse them!**

**Here's what they found ... The air you breathe may be making you sick!** Studies prove that it now contains far less vital oxygen than the air in the early history of the Earth.

Why? Auto exhaust. Industrial pollution. Deforestation. Smoking. Agricultural runoff.

And the dangerous results to YOUR HEALTH are frightening! **Here's what the experts say regarding the direct connection between oxygen deficiency and your health:**

(Over, please ...)

HEALING DISCOVERIES September 1998 3

**“Starved of oxygen, the body will become ill, and if this persists it will die. I doubt if there is any argument about that.”**

— Dr. John Muntz, Nutritional Scientist

**“Simply put, disease is due to a deficiency in the oxidation process of the body, leading to an accumulation of toxins.”**

— Dr. Albert Wahl, Leading Researcher

**“Cancer has only one prime cause. It is the replacement of normal oxygen respiration in the body’s cells by cell respiration (i.e., oxygen deficient).”**

— Dr. Otto Warburg, Two-Time Nobel Laureate Winner of the Nobel Prize for Cancer Research

**“Lack of oxygen clearly plays a major role in causing cells to become cancerous.”**

— Dr. Harry Goldblatt, *Journal of Experimental Medicine*

**“Cancer is a condition within the body where the oxidation has become so depleted that the body cells have degenerated beyond physiological control.”**

— Dr. Wendell Hendricks, Hendricks Research Foundation

**“The link between insufficient oxygen and disease has now been firmly established.”**

— Dr. W. Spencer Way, *Journal of The American Association of Physicians*

Not what you want to hear. But it’s the ugly truth about the situation you and I live in right now!

Our oxygen sources are depleting and it may be making us sick and causing disease! As you see, this has been accepted by some of the

greatest scientific minds at work today. And all their conclusions are the same: The unoxygenated air we breathe is having dangerous effects on us.

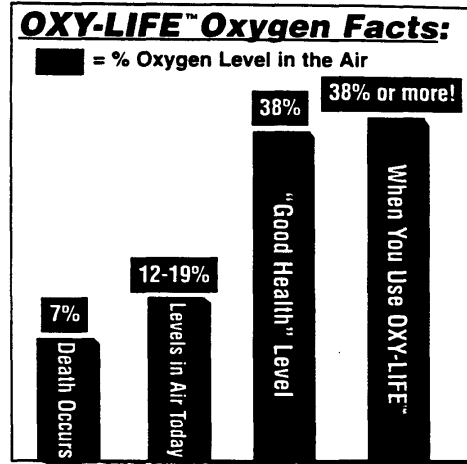
Until recently there was no way to reverse the damage ... there was nothing at all that could be done to help us overcome the effects. But now, there is finally a foolproof, proven and highly acclaimed answer from the medical community called OXY-LIFE™.

**Your body is lacking this health-building, disease-preventing nutritional supplement. The GOOD NEWS is that now you can get it!**

This amazing medical discovery can help your body get the oxygen respected scientists believe necessary to help prevent disease. And to help make your body as healthy as it should be.

If you now suffer from any illness or disease, OXY-LIFE™ may be the missing key to returning you to good health. Many respected scientists believe oxygen is necessary to help prevent or even reverse these ailments and many more:

- Fatigue
- Bronchial problems
- Poor digestion
- Dizziness
- Muscle aches and pains
- Depression
- Irritability
- Unexplained Hostility
- Emphysema
- Circulation problems



- Memory loss
- Stomach acid
- Yeast infections
- Bacterial infections
- Rashes
- Lung disorders
- Asthma
- Heart disease
- Sinus infection
- Decreased energy
- Diabetes
- Headaches
- Migraines
- Body weakness
- Decreased immunity to colds, infections and flu

**OXY-LIFE™ may change your life — make you feel stronger, healthier, younger!**

This is truly a much-needed medical discovery for our day! As the oxygen levels in our air get lower and lower there will be a greater need for an oxygen

(Over, please ...)

**MEET DR. CHAPLAN, THE FAMOUS DOCTOR WHO RECOMMENDS OXY-LIFE™ FOR YOU!**

Dr. Abraham A. Chaplan has practiced alternative medicine and healing for over 35 years. He now spends his time researching and writing about breakthroughs in nutritional medicine.

Dr. Chaplan received his M.D. from the highly acclaimed University of Toronto and Ph.D. from Columbia University. Highly active in the medical community, Dr. Chaplan is a Fellow of the Royal College of Physicians and Surgeons [C], and was Associate Dean at the French Poly Clinic Post Graduate Medical School in New York, Assistant Clinical Professor at New York University, and Director at the California Brain Bio Center in Beverly Hills.

With Dr. Chaplan's extensive experience and interest in alternative medicine, he watched closely the research and introduction of OXY-LIFE™. He knows of no better, or more effective, treatment for the oxygen deficiency that we all suffer from. He highly recommends OXY-LIFE™ to do battle against oxygen-related fatigue, illness and disease.

"supplement" - to help maintain good health and fight off disease!

**Let me tell you how OXY-LIFE™ works to help keep you healthy and free from disease.**

Our body uses oxygen to turn nutrients into energy through oxidation. This simply means that the oxygen we breathe creates a chemical reaction that allows the body to burn nutrients as fuel. Fuel that keeps us going and regulates our metabolism.

But when your body is oxygen deficient, vital nutrients are NOT oxidized effectively by your body. They pass right through your system, unable to give you

the nutrients you need to run at full strength and defend against disease.

Without oxygen in your "tank" there is no energy, no cell respiration, NO LIFE!

**This medical discovery has produced one of the most unique life-restoring nutritional supplements in the world!**

OXY-LIFE™ is completely unique because it is the first major discovery the medical community has found that actually gives your body the extra oxygen it needs to help kick the oxidation process into full gear and keep it there!

**BOOST YOUR ENERGY LEVEL!**

If you compare a finely tuned athlete to an inactive person, the biggest difference is the amount of oxygen in their blood. Oxygen is vital for the life and energy of your cells, and without it your cells become unhealthy and weak. It is concluded that a body rich in oxygen from OXY-LIFE™ will have more nourishment and therefore more energy.

With OXY-LIFE™ at work for you, your body will have the ability to extract far more energy and healing power from your food. Your body will turn into a highly effective, energy-producing, disease-battling machine

that could add many healthy years to your life!

**Flush sluggishness and bad health out of your body with 100% safe OXY-LIFE™!**

Some people wake up everyday and take a whole regimen of vitamins, minerals, herbs and other unproven treatments and still receive very little value from them. Because they are oxygen deprived, their body cannot properly oxidate all the supplements!

OXY-LIFE™ is 100% safe. OXY-LIFE™ is a liquid solution which contains complete oxygen molecules that are ready for instant absorption. You will never again be "unprotected." You will flush fatigue and sluggishness out of your body and fill it with energy and vitality. And because OXY-LIFE™ is 100% natural it is readily and safely accepted into your body.

**Improve your health almost instantly!**

According to the intensive research that has been done on the ingredients in OXY-LIFE™, taking it daily could have the following healthy effects on you:

- ✓ Sharpens concentration and alertness!
- ✓ Increases the oxygen levels of your cells for added vigor and stamina!
- ✓ Dramatically boosts energy levels!
- ✓ Bolsters your immune system!
- ✓ Calms your nervous system and helps you to relax!

**Look what people like you are saying about OXY-LIFE™!**



"OXY-LIFE is a wonderful product. I am enjoying dancing again!"

— Louis C., Washington



"OXY-LIFE does give me more energy. I tried it on a recent trip to Denver and found that it helped me to deal with the altitude change from sea level to the mile-high level — more energy, less breathlessness, and less night-time wake-ups than on previous occasions."

— Connie V., Texas



"I use OXY-LIFE when I am tired and sleepy. OXY-LIFE gives me more energy and helps to keep me awake. It is easy to use and doesn't have a bad taste."

— Robert A., Minnesota



"OXY-LIFE helps me to get more air when I go up and down stairs and when I walk. Now I don't get up in the morning with headaches anymore. Seems like I can do more things, and it's not hard to get more air when needed."

— Leroy S., Missouri

- ✓ Promotes a faster recovery rate from injury, stress and strenuous exercise! (OXY-LIFE™ got its start as an aid for world-class athletes in training.)
- ✓ Helps your body to use

(Continued on page 10 ...)

## **CLINICAL PROOF THAT NOW YOU CAN DEFY AGING AND DISEASE!**

**Oxygen in your body's cells can mean the difference between good health and a sickly existence! The overwhelming proof is well-documented ...**

**“If you don't have enough oxygen in your body, drugs, vitamins and food are of little help. You are just playing musical chairs on the Titanic.”**

**— Abraham A. Chaplan, M.D., Ph.D.**

Doctors now know for a fact that there is a direct correlation between decreased oxygen levels and increase in human illness and disease.

Nobel Prize winning German biochemist, Dr. Otto Warburg is convinced that diseased cells can only spread in the human body when the cells are oxygen deficient.

Plus, a number of world-renowned scientists, such as biologist and geneticist Dr. Stephen Levine have concluded that lack of oxygen in human cells and tissue is an underlying cause of all chronic degenerative disease. Oxygen deficiency is largely responsible for today's worldwide increase in chronic diseases like arthritis, heart disease, Alzheimer's, chronic fatigue syndrome, premature aging and many other serious health conditions.

**A new era of healing, 5 to 10  
years ahead of other people who  
don't have OXY-LIFE™!**

OXY-LIFE™ is one of the most health-giving, disease-battling life-extending discoveries of the 20th century! It can give your body a powerful natural defense against the ravages of illness, disease and even premature aging.

**“The link between insufficient oxygen and disease has been firmly established. Insufficient biological energy can result in**

**anything from mild fatigue to life-threatening disease. Simply put, the best way to optimize health is to be sure that we oxygenate every cell in our body.”**

**— Dr. Norman McVea**

As Dr. McVea explains, “More than anything else, good health and well-being is dependent on the maximum production, maintenance and flow of energy, which is produced by oxygen. Oxidation is the key to proper metabolic function, correct circulation, assimilation, digestion, elimination, and helps purify the blood, keeping it free from cellular waste buildup. Sufficient oxygen gives the body the ability to rebuild itself and strengthen the immune system, our natural defense against disease. It also has a calming and stabilizing effect on the operation of the nervous system.”

**If you suffer from poor health or fatigue ... this may be your answer just like it is for many others!**

Dr. Muntz also revealed that both physical and emotional stress rob the body of huge amounts of much-needed oxygen. He states:

“Any form of stress can cause oxygen deficiency. Stress due to chemical toxicity leads to reduction in oxygen as the body attempts to detoxify itself by oxidizing accumulated toxins. Emotional stress produces adrenaline and adrenaline-related hormones, required of the body to draw down its oxygen reserves for the production and eventual oxidation; infection also depletes the body of oxygen which it uses to combat bacteria. Even the stress of chronic heavy workload will deplete the body of much-needed oxygen. In short, oxygen deficiency will result from any excessive stress, whatever the cause.”



It's no wonder that doctors like Muntz and many others are now finding many of their patients are oxygen deficient!

**“In all serious disease we find a very low oxygen state ... Low oxygen in the body tissues is a sure indicator of disease ... Hypoxia, or lack of oxygen in the tissues, is the fundamental cause of all degenerative disease.”**

**— Dr. Stephen Muntz,  
Renowned Molecular Biologist**

Many of today's sharpest scientific minds are growing concerned that the human body is not getting anywhere near the levels of oxygen needed for peak health, vital immune system function, and longevity. The lower the dissolved oxygen content is in a person's body, the greater the body's susceptibility to chronic illness and disease.

Today most people have nowhere near the dissolved oxygen content needed by their bodies to consistently win the battle against infectious organisms. This is due largely to oxygen depleted diets, depleted air and other conditions. When your body becomes oxygen-depleted, anaerobic disease-causing microorganisms move in and have a field day. They literally multiply by the billions.

**Become nearly immune to aging and disease!**

Because you have a low oxygen condition in your cells, these foreign pathogens find it easy to invade your body. They grow and form colonies, and excrete toxins that make you sick or give you a fever, a sore throat, a runny nose, arthritis, chronic fatigue syndrome, herpes, candida, a cold, etc. The reason they grow in you, rob your body of energy and produce disease is because of the low oxygen content in your cells. In short, they grow in you because the traditional sources of oxygen for our bodies — air, food, and water can no longer supply all of the oxygen we need to live long, healthy lives. Oxygen is the vital factor which gives your body the

“firepower” it needs to fight infection and repel disease.

**“The more I prescribe oxygen for my patients, and the more varied the conditions for which I prescribe it, the more success I seem to have with it. The results I have seen in my patients can only be described as spectacular.”**

**— Dr. John Muntz**

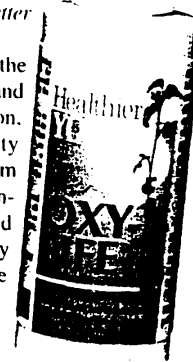
**A powerful all-natural healer from Mother Nature!**

Some people take vitamins, minerals and herbs until they are blue in the face, but still receive very little value from them if their body is already in a state of oxygen deprivation so that it cannot do a good job of oxidizing and metabolizing those nutrients. Regardless of how powerful and supplemental any nutrient may be, if your body is short on oxygen internally, it often cannot oxidize the supplement enough to give you the results.

**OXY-LIFE™ may be your key to peak brain function, mental clarity and nervous system response!**

Another important benefit is that oxygen appears to greatly aid nervous system response, promote brain function, relieve mental fatigue and restore mental clarity to optimal levels. As the *Townsend Letter* explains,

oxygen can give your body the help it needs to achieve and maintain peak brain function, consistent mental clarity and proper nervous system response. High oxygen concentrations are the undisputed key to achieving consistently superior function in these three areas.



(over, please ...)

oxygen for better metabolism, instead of using scant oxygen reserves to fight illness and disease!

- ✓ Gently eliminates infectious bacteria, fungus and parasites!
- ✓ Enhances your ability to absorb vitamins, minerals, amino acids, protein and other necessary nutrients from your food and dietary supplements!
- ✓ Adds extra oxygen to oxidize and eliminate buildup of toxins and poisons in your cells, tissue and blood!

### **BEAT CHRONIC FATIGUE!**

Chronic fatigue is often a result of poor turnover of the atoms in your body. It takes about 18 months for a new atom to replace an old one. Scientists have found that a person's internal oxygen level determines how fast old atoms are loosened and dissolved. A shortness of oxygen causes an abundance of hydrogen which binds elements and solidifies them. OXY-LIFE™ gives your body the oxygen it needs to promote fast atom turnover by keeping hydrogen levels in check and defying fatigue.

You can see yourself the benefits of OXY-LIFE™ are many! If you long for the day when you will spring out of bed ... have boundless energy, lasting all day long ... and feel fit and healthy ... OXY-LIFE™ can give you that!

OXY-LIFE™ is different and much better than anything else that claims to give you better health. This is not just another "feel good" pill. It is an essential building block your body needs -- and is not getting enough of. You won't believe how good you'll feel when you add OXY-LIFE™ to your oxygen-starved body. (Be sure to read what others have said after taking OXY-LIFE™ - P.7)

### **This healing "miracle" from the sea may help you feel like a brand new person!**

Way up in the North Sea ... cold, frigid, and most of the time, dark. Not a good place to live, especially if you are a plant. (As you know we depend on plants, through photosynthesis, to put oxygen in the air for us to breathe. Without plants we would all quickly die.) In the North Sea there lives a certain type of seaweed that has made the cold, dark North Sea its permanent home.

This seaweed had to face the challenge of producing oxygen from CO2 in low freezing temperature and virtual 24 hour a day darkness. As you might guess, this is a much more difficult task than plants usually face since chlorophyll production thrives in warmth and plenty of sunlight.

The chlorophyll enzyme equivalent in this seaweed has been developed by nature to be many more times powerful than that in regular plants. This enzyme stabilizes oxygen and makes it absorbable. Then OXY-LIFE™ is able to alter the threshold of your lung cells to blow off more carbon monoxide and make room for more oxygen to enter the bloodstream.

Like I said, OXY-LIFE™ is 100% natural. The seaweed extract is prepared for instant absorption in droplet form. Plus, the natural plant extracts that are in OXY-LIFE™ help in digestion.

This discovery has produced amazing results for so many people. It is the best way scientists have found to optimize your health and

oxygenate every cell in your body.

**Fill your body with vital oxygen for greater health and stamina!**

We breathe 5,000 gallons of air everyday! To increase the percentage of oxygen extracted from this volume by 2% to 3% would bring about 150 gallons of additional oxygen – which is the equivalent of a whole tank of medical oxygen! This can easily be done by just putting 10 to 20 drops of OXY-LIFE™ under your tongue. When you do, you will be able to extract more oxygen from the air and you will feel tremendous!

It is the best way to fix this growing oxygen debt problem. In fact, all over Japan and Canada “oxygen bars” are popping up. Here people are getting 15 to 20 minutes of oxygen every morning to get them through the day. Afterwards they feel great. But we have gone one step further. OXY-LIFE™ is going right to your cells. It is fast and more effective for your good health!

**You need OXY-LIFE™ if you ...**

Need more oxygen because of reduced lung capacity ... Are a smoker ... Have asthma or emphysema ... Live in an area with bad pollution ... Live at a high altitude ... Travel in airplanes often (which have low oxygen levels) ... Work in a sealed building all day ... Engage in demanding sports or exercise ... Are an older person ... Are an athlete ... Are sluggish, fatigued or feel unhealthy!

**OXYGEN CAN HELP CLEANSE YOUR ARTERIES!**

Your arteries began to clog at a very young age. For many people, unless something is done, arteries will fill with plaque and cause a heart attack or stroke. Now scientists have found that oxygen plays a key role in cleansing arteries. It was realized that the mechanical cleansing action of flowing blood can be enhanced by an oxygen “supplement” like OXY-LIFE™. As your blood is pumped up with additional oxygen from OXY-LIFE™ it can better flow through your arteries and actually “dredge” them of dangerous buildup.

It’s a blessing for people with special problems that make it hard to breathe and function at 100%! But it’s also a life-changer for you if you’re just feeling run-down or get sick more than you like. You may not even know how bad you feel until you use OXY-LIFE™ and feel the startling difference!

How you can have the medical secret science had been searching for to energize and vitalize your body! You can have the power to supercharge your immune system and the power to fight off illness and chronic degenerative disease. You may be among the first to conquer a problem that mankind has been fighting – and losing – for years!

(Over, please ...)

**FIGHT INFECTION AND BACTERIA!**

A lab expert from Baylor Research Foundation found that oxygen is successful in killing several forms of bacteria. Including Strep., Salmonella, Guardia Lambia, Cholera, E. Coli, Staphylococcus and others. It was also found to heal vaginal infections and other women’s disorders. OXY-LIFE™ can help reduce your incidence of bacterial infection.

Dr. Abraham Chaplan  
P.O. Box 9515  
Lake Worth, FL 33466

November 25, 1997

Dear Dr. Chaplan,

I'm a semi-retired osteopathic physician practicing in the Ozark Mountains of southern Missouri. I started taking Healthier YOU's OXY-LIFE some three or four weeks ago, just to see what would happen.

I placed 20 drops on top of water in a spoon and tried to let it completely dissolve under my tongue before swallowing - every 12 hours on a regular day-by-day basis - being careful to follow this regular sequence.

I noticed that my chronic fatigue completely cleared up and that I seemed to enjoy life more in every way.

Cholesterol in the blood does not cause degenerative breakdown if the cholesterol is oxidized, and oxidation of the body tissues generally is, of course, what this wonderful product, OXY-LIFE, is designed to do.

I'm actually beginning to hope now to live to be 100 years old - I feel so relaxed, stress-free, enjoy new and old friendships so much - actually laugh and remain largely pain-free just as if I were some 20 years younger.

I do say with impeccable integrity that OXY-LIFE is one of the very finest products that it has been my good fortune to find and to use and recommend everyone's using it.

Most Sincerely,



Dr. Penton Wilson, Eminence, MO

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"I'm an asthmatic who referees soccer games from youth leagues, high schools, colleges and adult amateurs. I'm usually able to run well and keep up with the game - only in extremely cold weather does my breathing become labored. Using OXY-LIFE before a game on cold days has given me that little extra I needed."

- Alan C., Maryland

"Just picking up the trash in the house and taking it to the road (approx. 100 ft.) I was completely breathless. Since I started using OXY-LIFE, I have not experienced shortness of breath. Everywhere I go, my OXY-LIFE is with me."

- Hugh M., Florida

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These are only a few of the testimonials I have on file in my office from people who have been fortunate to try OXY-LIFE!

But the very best thing OXY-LIFE will do is something you can't see. It can build a defensive barrier around your body. It can provide you with the vital oxygen you need to fight off sickness and disease. I guarantee you can't find that kind of health insurance anywhere!

The oxygen situation will only get worse! Which means your health will continue to go downhill, too. This is one of the most serious and alarming issues health professionals have faced. Every cell in your body needs necessary oxygen to perform. Without it you cannot function at your peak health level.

Thank goodness we have come up with a solid, working answer!

**Your body is starved for oxygen! Don't risk serious illness and disease. Order your OXY-LIFE today!**

It's that simple! Now it's your turn to see the powerful results of OXY-LIFE. Just so you have no hesitation about trying OXY-LIFE, I will make you this risk-free, iron-clad, money-back guarantee:

***If you are not 100% satisfied with OXY-LIFE and do not agree that you feel healthier, have put an end to fatigue, sickness and disease, then return the unused portion for a full refund. This offer is good for 90 days. No questions asked.***

What could be more fair? I want you to see the amazing effects of this "miraculous" discovery for yourself. I predict that within 5 years OXY-LIFE will be as standard as breakfast cereal in the morning. You are on the leading edge of a super-discovery that will restore health to millions of people. I hope you will be one of them.

**Mail your NO-RISK order today for better health!**

The best thing you can do for your health and well-being right

(Over, please ...)

**BREATHE EASIER!**

Anyone who has suffered from the loss of breath from Asthma, Emphysema or sinus problems knows how important oxygen is to the body. People with poor lung activity can improve their condition greatly by fortifying their blood with OXY-LIFE. Also, people who smoke can alleviate the effects of smoke damage and oxygen deprivation from cigarettes by using OXY-LIFE.

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now is to return the enclosed order form. The folks at Healthier YOU will have OXY-LIFE™ rushed right to you. Or you can call toll free 1-800-350-7430 now!

Isn't it worth it for good health and an end to fatigue, a lower risk of disease and a whole array of health problems? I'm sure you agree it is. I expect to hear from you very soon.

Sincerely,

*A. A. Chaplan, M.D., Ph.D.*

Dr. Abraham A. Chaplan, M.D., Ph.D.

P.S.

This is the health discovery of the decade! Now you, along with millions of others, may live a better, longer and healthier life thanks to OXY-LIFE™. Order today to get the vital oxygen you need to flush sickness, disease and fatigue out of your body for good!

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE U.S. FOOD & DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE. THE TESTIMONIALS CONTAINED HEREIN ARE INDIVIDUAL RESULTS, AND MAY NOT BE OBTAINED BY ALL USERS. THE ORIGINAL COPIES OF ALL CUSTOMER LETTERS ARE KEPT ON FILE AT THE HEALTHIER YOU CORPORATE OFFICE AND ARE AVAILABLE FOR INSPECTION DURING REGULAR BUSINESS HOURS. IN ORDER TO ENSURE THE PRIVACY OF OUR CUSTOMERS, NAMES, PLACES, AND LIKENESSES IN THIS REPORT MAY HAVE BEEN CHANGED.

## Save This For Your Records

### NO-RISK, MONEY-BACK GUARANTEE

*If for any reason you are not 100% satisfied with OXY-LIFE™  
— and the amazing results to your health — you may return your  
unused portion anytime within 90 days for a complete refund  
of the purchase price.\* No questions asked.*

Date Ordered: \_\_\_\_\_

Healthier YOU, P.O. Box 9515, Lake Worth, FL 33466-9515

**1-800-350-7430**

\* Less S&H.

# NO-RISK, "SUPER-HEALTH" ORDER FORM

**YES!** I want to have "renewed" energy INSTANTLY. help end fatigue, fight disease and never be sick! By ordering OXY-LIFE™, I understand that I must be 100% satisfied — or I may return the unused portion anytime within 90 days for a full refund of the purchase price.\*

Credit Card Orders — Call TOLL-FREE

**1-800-350-7430**

(See EXT. Above Name on Other Side)

9am-Midnight (ET) Mon-Fri

9am-5pm (ET) Sat, 1pm-5pm (ET) Sun

**24-Hour Fax: 1-561-439-5173**

(Please be sure to FAX front and back of Order Form.)

*Best Deal!*

**Please rush me the following supply of OXY-LIFE™:**

**YOU SAVE \$26.90!** 3 bottles for only \$69.95 + \$5.00 S&H (Total \$74.95) Item 3XLB

**YOU SAVE \$12.95!** 2 bottles for only \$49.95 + \$5.00 S&H (Total \$54.95) Item 2XLB

One 2.36oz. bottle for only \$29.95 + \$4.00 S&H (Total \$33.95) Item 1XLB

Enclosed is \$ \_\_\_\_\_  Check  Money Order

(Payable to: Healthier YOU)

P.O. Box 9515, Lake Worth, FL 33466-9515)

Charge my credit card:

VISA  MasterCard

AMEX  Discover

Card No. \_\_\_\_\_

Exp. \_\_\_\_\_

Signature: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

(In case we have a question about your order.)

\* Less S&H.

**Order  
OXY-LIFE™  
Now!**

**END FATIGUE!**



**FEEL HEALTHIER!**



**LIVE LONGER!**



Cut here and mail entire page with payment today!



Special  
Issue

September 1998

# Healing Discoveries

## Amazing Healing Discovery Now Available to the Public!



**End  
Fatigue!**

**Feel  
Better!**

**Live  
Longer!**

XL100

Abraham A. Chaplan, M.D., Ph.D.  
Alternative Health Center  
P.O. Box 9515  
Lake Worth, FL 33466-9515

Bulk Rate  
U.S. Postage  
**PAID**  
Healthier YOU

Cut here and mail today!  
✂

## **Brad Petersen**

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### **Space Ad for Predator Pool Cue**

The object of this ad was two-fold: First we wanted to drive pool players into their local pool and billiard store or pro shop to purchase the cue. Secondly, we wanted to interest dealers in carrying the cue.

There were three hooks. The key hooks, reflected in the headline, are power and accuracy. But nearly as important is the “feel” of the cue, which I saved for the subhead.

Accuracy and power are obvious benefits. But to me, a not-so-serious pool player, feel isn’t all that important. But my client, Jim Lucas, stressed that feel was a critical element of the cue. Players want a cue that gives them a solid hit and feels great.

Of utmost importance in all this, is credibility. Most, if not all, cues claim to be more accurate and more powerful, and to feel great. These promises are nothing new. However, most of our competitors simply make the claim without backing it up in any way.

But we back it up all the way through the ad, using a lot of copy to do so. By contrast, most of our competitors use ads with one or two sentences, along with huge pictures of their cues.

What the cue looks like is important. However, in this case, our cues were not any better looking than other cues on the market. They were not designed to look good, but to play good – so that’s the element we stressed in the ad. Blowing up the photos of the cues would have cut into copy that was crucial to the sale.

#### **1) Headline**

The headline focuses on the two key benefits, increased accuracy and power. But, for credibility, we also introduced the element of scientific design and testing. We weren’t just claiming our cues were better – we had proven it.

#### **2) Subhead**

The subhead introduces the third benefit – the “feel.” While not as important as accuracy and power, it is nevertheless of critical importance to the player. We had to let them know up-front that the cue would feel great, too – better than other cue.

### **3) Repeat the Promise**

The lead paragraph promises them improved “performance” every time they play pool, and tells them how they’re going to get it.

### **4) Proof and Curiosity**

The lead takes them right into the real basis of our credibility – Iron Willie, the pool-playing robot. Not only does this begin to build our scientific credentials, it also introduces an element of curiosity. What serious pool player wouldn’t want to know about a robot that plays pool?

We also show a picture of Iron Willie to induce curiosity, but also to prove that’s not just a figment of our imagination. The picture isn’t all that clear, mostly because up-close Willie just doesn’t look all that impressive. He was built to shoot pool, not to look good.

### **5) USP**

Iron Willie’s ability to test a cue is an important part of our Unique Selling Proposition. No other pool cue manufacturer had anything like him. He can test the cue over and over and over, far beyond the capacity of a human tester. And he can test the same shot over and over, without any variations. These are things a human can’t do.

That makes us the only cue that has been tested in this manner – and backs up our claim to being the most accurate and powerful cue on the market.

### **6) Repeat the Promise**

The result of Iron Willie’s hard work is the Predator 314. And once again, I stress the benefits you get from buying the cue. But I build up on these benefits, by telling them that they’ll feel more confident, their shots will be straighter, and the cue won’t vibrate.

### **7) Proof**

Most of the rest of the ad reveals the science behind the cue in easy-to-understand language that makes sense. We’re telling the full story in a way no other manufacturer has ever done before.

I’ve taken each of our promises, explained why this promise is true, and backed it up with a testimonial related to that promise.

## **8) Additional Benefits**

Here I introduce a minor benefit that’s like icing on the cake. Most cues have to be held in a certain way to get a consistent shot. But because of it’s construction, you can just pick up the Predator and shoot, without turning it in your hands to find the proper position.

## **9) Repeat the Promise**

I begin to close the ad by restating the benefits in a slightly different matter. What it really comes down to is you’ll “play a better game of pool.” I also introduce the idea that they won’t have to practice as much.

## **10) Proof**

Now I move into a series of testimonials from well-known players, players who have one tournaments and championships. Their testimonials add to our credibility and make it clear that this is a cue you must check out.

## **11) Repeat the Promise**

Once again, I reiterate the benefits, promising them similar results to those achieved by the players who gave testimonials.

## **12) Call to Action**

Now, I tell the players what to do. They need to go down to their favorite store and take a look at the Predator 314. We also give them a phone number they can call for further information.

Also important, I list a phone number for interested dealers to call if they want to carry the cue. It may seem that dealers won’t respond to the ad since it is aimed at players, but previous experience has proven that they do – in droves. And we were counting on that factor to give these cues a tremendous launch -which it did.

I want to stress the importance of long copy in the success of this ad.

Most our competitors rely on clever headlines, and large pictures of their cues. They rarely take the time or the space to prove their promise. If we had used this traditional approach, it is doubtful this cue would have been successfully launched. It would not have stood apart from all the other “high-performance” cues on the market.

But by proving why and how our cue was so much better, we successfully launched the product, and actually sold out our entire inventory.

Of course some players did not read the ad simply because it was too long. So in the end they did not buy the cue. But if we shortened the ad to accommodate them, they still wouldn't have bought the cue, because we wouldn't have been able to tell them all the reasons they should have bought the cue.

Another reason this ad worked so well is that we ran it in magazines read by serious pool players – Pool and Billiard and Billiard Digest. Media is the most important factor in any ad campaign. The best ad in the world won't work if it appears on the wrong place. By the same token, a great sales letter won't work if it's mailed to the wrong list.

It would be nice if we could make these ads work in larger circulation publications, but they just don't pay because the number of serious pool players is relatively small. And we can get most of them simply by advertising in the publications they read.

This sounds obvious, but I do run into clients who want to run their ads in magazines that none of their competitors are advertising in. They miss the seemingly obvious lesson that the reason their competitors don't advertise there is most likely because it doesn't pay.

### **About Brad Petersen**

Brad Petersen is a California-based direct response copywriter and marketing consultant. He has written successful ads and sales letters for a wide variety of products and services, including newsletters, books, pool cues, money management, investment products, video surveillance systems, nutritional supplements, and many others.

Brad regularly appears as a speaker at both Jay Abraham's and Bob Serling's marketing seminars.

Brad will be happy to send you a free copy of the latest issue of his newsletter. Marketing Profit Bulletin. Just call or write: Brad Petersen, Petersen Direct, 4916 Reynolds Road, Torrance, CA 90505; Voice: (310) 540-9829 Fax: (310) 540-6928 e-mail: BradPAK@aol.com

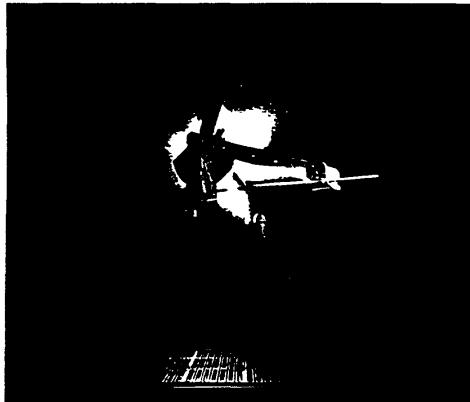
# Announcing...The First Scientifically Engineered Pool Cue—Tested and Proven More Accurate and More Powerful Than Any Pool Cue Ever Made

And it has a solid, in-control feel like you've never experienced before

3 If you'd like to dramatically improve your performance every time you step up to the table, then you should know about **Predator High-Performance Pool Cues...**

4 **...and the amazing pool-playing robot that makes them possible!**

We're not joking. Believe it or not, our engineers have built a robot that can shoot pool. We call him Iron Willie.



5 This is Iron Willie—the amazing robot that proves the **Predator 314** the most accurate and most powerful cue available today.

Willie has the unique ability to *perfectly* perform the same pool cue stroke over and over. He hits the ball with the same speed and the same trajectory again and again.

### Radical Innovations

This allowed us to scientifically test and evaluate a wide variety of cue designs until we came up with some radical innovations that allow our cues to wildly outperform all others—including the *highest-priced* pool cues on the market.

We proved it by having Iron Willie shoot hundreds of different shots with dozens of top-performing cues.

6 The result: The new **Predator 314 Pool Cue**—a high-performance breakthrough that's *scientifically proven* more

accurate and more powerful than any other pool cue ever made!

And it has a solid, in-control feel like you've never experienced before.

You'll notice the difference in a **Predator** cue the moment you step up to the table. Its remarkably solid hit will surprise you. And your confidence will surge as you hit the ball better...straighter...and with more control and less vibration than ever before.

A **Predator** cue will replace *hours* of practice and advance your game to a whole new level. Here's how...

### Predator's Unique Flex Radically Improves Your Accuracy!

As you know, all cues buckle when they hit the cue ball, throwing your shot slightly off line. This is called deflection.

But with Iron Willie's help, we discovered that a subtle change in the way a pool cue flexes when it hits the ball reduces deflection—and *improves your accuracy*—by **25%**.

This unique flex is the result of a finely-tuned synergy between our proprietary ferrule, our one-of-a-kind shaft design, and a specially-designed composite insert running down the center of the first five inches of the **Predator 314**.

This synergy centralizes the hit, cushions the impact, and reduces compression inside the shaft so the cue buckles less.

The result: Almost pinpoint accuracy.

Listen to what well-known player Johnny Ross, Jacksonville, FL says:

*"You guys have really come up with something special. I can't believe how little deflection I'm experiencing. I've never seen anything like it."*

### Extra Power Cranks Up the Cue Ball's RPMs!

Better yet, our unique flex gives you more power, too, increasing the cue ball's RPMs 14% more than its closest competitor. So you get more spin with the same effort.

draw and follow the cue ball further and easier than ever before.

**Players Rave About Its Solid Feel**

Hundreds of players have tried the **Predator 314** over the last several months. What has impressed them most is its incredibly solid feel and hit. It's a unique feel you just can't get from an ordinary cue.

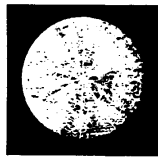
You see, the same flex that gives you more accuracy and more power also reduces cue vibration. And our proprietary ferrule allows the tip to stay on the ball longer, giving more spin control and a better feel.

Here's what Larry Wathen of Livonia, Michigan says:

*"This cue has an incredibly solid hit. And I can practically feel the tip on the ball. I feel like I have more control as well."*

**8 Perfect Radial Consistency Gives You the Same Shot No Matter How You Hold the Cue!**

**Predator** cues are constructed to give you perfect radial consistency. This means the cue shoots the same no matter how you hold it, so you won't waste a lot of time aligning the cue in your hands.



How did we do it? The shaft is constructed with ten precision cut pie-shaped pieces of super-select northern hard-rock white maple—with the grain aligned toward the center—glued and spliced together so perfectly that you literally can't tell that it's more than one piece of wood.

This gives you straightness and radial consistency that's simply unequalled in a one-piece shaft.

*"I can really trust this cue to give me the same hit no matter how I turn it. It has a sweet feel too, with very little vibration. You can just about aim at what you want to hit. Plays great."* —Corn Bread Red, Florence, KY

**9 Take Your Game to a Whole New Level!**

With Iron Willie's help, we've created the highest quality, best-performing cues possible, with only one goal in mind: to help you play a better game of pool.

And you will! We're convinced of it. We've seen people instantly advance their game to a whole new level because of the unmatched playing quality of the **Predator 314**. It's as if the cue replaced hours worth of practice! Wouldn't you like to have this advantage the next time you play?

But don't take our word for it. Listen to...

**10 What Players Say About the Predator 314**

*"My game has improved a ball and half since I started playing with your cue."*

—Ann Mayes, WPBA Professional



Predator Cues: Scientifically Proven More Powerful and More Accurate Than Other Pool Cues

*"The first time I hit with this cue I knew it was something special. I can feel the cue ball like I never thought possible. I'm playing better than I ever have."*

—Dennis Hatch, Winner 1994 McDermott Tour

*"I increased what I can do with the cue ball by 10% the first week I played with the Predator."*

—Claude Bernatchez, 1995 Canadian 9-ball champion

*"The 314 has brought my game to a whole new level."*

—Rafael Martinez, #6 on the PBTA tour

*"I've been playing pool for more than 30 years with a least 20 different cues, many costing more than \$1,000. None can compare with the performance of the Predator 314."*

—David Cohen, BCA, Valley, and Bud Lite League Player

**11** You'll get similar results with the **Predator 314** in your hands. And since you're serious about your game, why not give **Predator** a try? Once you feel the difference, you'll wonder how you ever got along without it. You'll marvel at its unique feel and your improved accuracy and power. (Everyone will think you've been putting in 20 hours a week of practice!

**12** So if you'd like to take your game to a whole new level then go down to your favorite store and get one today. And once you use your **Predator** cue, please call and let us know how it feels. We love to hear people tell us how these cues have helped their game. And we hope to hear that from you, too.

If you're a dealer and you're not carrying **Predator** Cues please call our special Dealer Inquiry Line: **1-800-835-7665**—  
Player Inquiry Line - **1-904-448-8748**

## Russ Phelps

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**Editor’s Note: Tear-sheet mailings are ads that are mocked up to look like a newspaper or magazine ad. They are often printed with a rough edge that makes them appear as if they were torn out of a magazine or newspaper.**

### Newspaper Tear Sheet Mailing

**Editor’s Note: Please keep in mind when looking the ad itself, it appeared as a full 13” X 24” newspaper page. It was reduced (substantially) so it could be printed as a single page.**

The object of this direct mail piece was to sell copies of an information product titled The Corporation Manual, published by Laughlin Associates, Inc. of Carson City, Nevada (my client). As you may know, so-called “tear sheet mailings” are very effective – and somewhat controversial.

This piece consists of an ad printed on newsprint on one side with stock tables printed on the backside. It is mailed inside a plain white # 10 envelope, with no return address, and the addressee’s name and address is printed so as to look like it was typed on a typewriter (usually in Courier type font).

A yellow post-it note is stuck to the ad, with a message such as “Dear Steve, Get this – it’s great!” hand written on it. There are three reasons this format works so well. First, the envelope makes it look like personal mail. Second, the post-it note arouses interest and curiosity. Third, the ad is simple and easy to read. The eye goes right to it when the envelope is opened. We tested more than a dozen headlines.

The winner was a headline which combined all four of the elements veteran adman John Caples found made a good headline: news; self-interest; curiosity; and a quick, easy way to solve a problem. It should be no surprise a news headline is the natural for this format, since it seems to appear in a newspaper.

The ad focused on the three benefits buyers want most from this type of product – asset protection, tax savings and privacy. The main appeal is to offer an easy way to gain all three benefits. It also uses fear in a secondary way by stating and implying that they will be at risk if they don’t use this product.

All three benefits are featured throughout the body copy. The target market for this ad is owners and officers of businesses, both existing corporations as well as sole proprietorships and partnerships.

## 1) **Headline**

The headline started with the word “New” which arouses curiosity. The words ‘Gives You’ implies a solution handed to the reader with little or no research or work necessary.

The words “Ultimate System” imply a foolproof, turnkey, quick and easy solution. And the headline follows with the three main benefits – asset protection, tax savings and privacy.

## 2) **Lead Paragraph**

In keeping with the news format, there is the dateline “CARSON CITY, NEVADA” followed by a benefit-loaded lead paragraph.

## 3) **Sub-header**

The use of the word “Here’s” leads the reader to go where you want them to go – namely, to the benefit bullets that follow.

## 4) **Benefit Bullets**

The benefit bullets amplify and expand in detail on the three main benefits – asset protection, tax savings and privacy. Every hot button is pushed and pushed again.

## 5) **Heighten Curiosity**

Notice how each bullet is followed by a page number reference. This arouses curiosity and desire by specifying where in the manual this information can be found. It begins to make the reader “picture with pleasure” the product and the benefits to be gained.

## 6) **Bury Them With Benefits**

After hitting the reader with a barrage of benefit bullets, the ad tells them these are just some of the benefits in one of the manual’s sections – and there are ten sections in all!

When the reader is in an excited state after being buried with benefits, it is sometimes good to entice them to imagine even more benefits. This gets the reader involved in selling themselves on the product by extending their imagination even beyond the benefits you have already promised.

At this point, you are intensifying the desire to buy.

## **7) Prove It With Testimonials**

Having real users reporting real results adds to the bottom-line value of the manual. Note that full names and city and state are included.

## **8) Introduce Fear Of Loss**

Here I let them know that if they aren't using this product right now, they are not only taking a risk, but also an unnecessary risk. The reader feels they are in immediate danger, but they can remedy that right now – if they buy.

This sets the reader up to move from desire to action right now.

## **9) Reassurance**

This lets the reader know that the manual will work for them no matter where they live, and is always current. It introduces and overcomes two common objections about information of this type.

## **10) Company Credibility**

This positions the company as the leader in the field and a solid provider of real-world expertise in this area of specialization.

Again, more reassurance.

## **11) More Reassurance**

This section makes the reader imagine the end result they will enjoy after they have the product in their hands and are using it. It also reassures them the solution is sound, tested and legitimate.

## **12) Call To Action And Bonus Offer**

This adds urgency (implying fear of loss if they don't act now) and adds value by promising bonuses unavailable anywhere else if they do act now. Simple reward/punishment motivation. Still works like a charm.

## **13) Guarantee**

More reassurance and a risk-reversal. Also extends the value of the offer.

## **14) Order Coupon**

This provides a mail-in option for buyers using checks or not wanting to use the toll-free number.

### **Results**

How did this mailing piece pull? Just look at the client’s letter to me on the next page!



**LAUGHLIN ASSOCIATES, INC.**  
**NEVADA RESIDENT AGENT**  
**CORPORATION SERVICES**

A BUSINESS ENTERPRISE  
NOT A LAW OR LEGAL FIRM

**"THE HAPPY SOLUTION"**  
\*Only 30 minutes from Reno's International Airport\*

February 13, 1996

Mr. Russ Phelps  
The Idea Factory  
1155 Camino Del Mar, Suite 452  
Del Mar, CA 92014

Dear Russ:

In 1993, we tested you against 7 other copy writers and our own house control (which we had used for more than 5 years). Your mailing piece not only outpulled everything else--you beat second place by more than 3 to 1 in sales!

Since then, the only one who has been able to beat your control is YOU, with your steady stream of new copy ideas and marketing innovations! We're now mailing at least 50,000 pieces of one of your ads every month to compiled lists at a profit!

Not only that, the series of 17 'back end' sales letters you created has been converting cold leads into droves of new paying customers. Our in-house sales staff are sure happy about that!

And the direct mail pieces you wrote promoting our seminars have been filling the room consistently.

We've been successful in business since 1972, but in the last three years you have increased our customer base by more than 50%. Overall sales for 1995 were up 19% over 1994.

You're a genius! Keep it up!

Sincerely,

Lewis E. Laughlin  
CEO

LEL/dme

## **Magazine Tear-Sheet Mailing**

This mailing piece is almost identical to the newspaper tear sheet reviewed earlier, with just a few differences.

First, it is printed on slick 8-1/2” x 11” paper, so it looks like it was torn out of a magazine instead of a newspaper.

Second, it is written to look like a magazine review or article, with the appropriate graphic enhancements.

Third, the copy and headline were re-written and tested. This was the clear winner.

### **1. Headline**

The question headline in quotes won. Maybe it’s because articles in magazines are supposedly more “thought-provoking” than news items in a newspaper. I don’t know.

The main reason I think this headline is a winner is it promises the three main benefits – tax savings, assets protection and privacy. Another reason it works is it arouses curiosity by asking a question.

Not only that, it also promises a quick easy way (“perfect system”), and appeals to self-interest. So we are back to John Caples four main ingredients of a good headline!

### **2. Product Photo**

A product photo generally increases response because it makes the product more real and tangible in the mind of the reader.

### **3. Lead Paragraph**

The lead paragraph repeats the main benefits. It also introduces a trend (Business owners are flocking...”), which starts a “follow the leader” impulse in the reader.

### **4. Provocative Quotes From An Expert Source**

Substantiates the main benefits and repeats them in a new, provocative way.

### **5. Prove The Claims**

This paragraph lends credibility to the claims by describing how the product is big and authoritative.

## **6. Benefit Bullets**

Again, the benefit bullets amplify and expand in detail on the three main benefits – asset protection, tax savings and privacy. Every hot button is pushed and pushed again. These bullets were updated and edited to fit space requirements.

## **7. Heighten Curiosity**

Notice how each bullet is followed by a page number reference. This arouses curiosity and desire by specifying where in the manual this information can be found. It begins to make the reader “picture with pleasure” the product and the benefits to be gained.

## **8. Bury Them With Benefits**

After hitting the reader with a barrage of benefit bullets, the ad tells them these are just some of the benefits in one of the manual’s sections – and there are ten sections in all!

When the reader is in an excited state after being buried with benefits, it is sometimes good to entice them to imagine even more benefits. This gets the reader involved in selling themselves on the product by extending their imagination even beyond the benefits you have already promised.

At this point, you are intensifying the desire to buy.

## **9. Prove It With Testimonials**

Real users reporting real results add to the bottom-line value of the manual. Note that full names and city and state are included.

## **10. Reassurance**

This lets the reader know that the manual will work for them no matter where they live, and is always current. It introduces and overcomes two common objections about information of this type.

## **11. Company Credibility**

This positions the company as the leader in the field and a solid provider of real-world expertise in this area of specialization. Again, more reassurance.

## **12. More Reassurance**

This section makes the reader imagine the end result they will enjoy after they have the product in their hands and are using it. It also reassures them the solution is sound, tested and legitimate.

## **13. Call To Action And Bonus Offer**

This adds urgency (implying fear of loss if they don't act now) and adds value by promising bonuses unavailable anywhere else if they do act now. Simple reward/punishment motivation. Still works like a charm.

## **14. Guarantee**

More reassurance and a risk-reversal. Also extends the value of the offer. Notice we increased the term of the guarantee from 30 days (with the newspaper tearsheet) to a lifetime guarantee. This not only increases response; it also decreases returns. Reason: If you have “all the time in the world” to return a product, you'll take all the time in the world – and never think about returning it, since there's no urgency!

## **15. Order Coupon**

This provides a fax-in OR mail-in option for buyers, in addition to the toll-free number. Our tests show fax-in options increase response dramatically.

## **Results**

How did this mailing piece pull? Well, after the newspaper tear sheet mailed successfully for three years, we went back to the same lists with this magazine version and started the sales cycle all over again! It's still pulling profits today!

## About Russ Phelps

Since 1978, Russ has created successful marketing and advertising campaigns for more than 600 companies in more than 40 different industries.

Russ has a generous special offer to make to the readers of this course. If you'd like to make all of your ads and mailing pieces much more profitable, you can achieve this with Russ' Advertising Analysis service. Here's what Russ has to say about this service:

“Do you want your mailing pieces, ads and sales letters to attract a flood of sales and profits? Do you want a million-dollar advertising copy writer to work for you for FREE?”

If you answered “YES!” to those two questions, then this is your lucky day – because now you can literally double or triple the money you make from your advertising – by ordering my Advertising Analysis service.

In creating successful marketing and advertising campaigns for more than 600 companies in more than 40 different industries, I've seen what works and what doesn't work. The sad truth is, most ads simply don't work! But I can tell you what does work – and I can fill you with fresh ideas to make your business prosper in good times or bad. Even one idea can skyrocket your sales and profits!

Here's my offer:

Send me every marketing document you are currently using, or thinking of using. I will personally analyze each of them. And I will call you with my top ten suggestions for improving your response and profits.

Normally, I charge \$750 just to analyze one such marketing piece – and clients get more than their money's worth.

Now you can set your own value – send me “all you've got.” You'll have my top ten profit suggestions within ten days! FOR IMMEDIATE SERVICE, CALL (760) 929-7425”

Russ Phelps  
Idea Factory Inc.  
1155 Camino Del Mar, #452  
Del Mar, CA 92014  
Phone: (760) 929-7425

# 1 New Corporation Manual Gives You Ultimate System For Asset Protection, Tax Savings and Privacy

2 CARSON CITY, NEVADA — The New Corporation Manual published by Laughlin Associates, Inc. provides essential information for your corporation. This large volume (568 pages in a 3-ring binder - weighs five and a half pounds!) is crisscrossed with vital facts, guidelines, examples, checklists, forms and other key information that formerly required research in dozens of scattered sources.

## 3 Here's What You'll Learn

- 4 Bill Clinton's Tax Act will cost you thousands of dollars in new taxes — unless you follow our simple (100% legal) strategy to pay less taxes, while everyone else goes on paying more (pp 56-58).
- 5 How to have a 100% tax deductible medical reimbursement plan (pp 74-77).
- The Werburks/Rad, Inc. Strategy — how to do business state income tax-free and judgment-proof (pp 6-26).
- Four ways to protect your personal assets under the Werburks/Rad, Inc. Strategy (pp 7-23).
- All-planes forward to eliminate or reduce your state income tax and judgment-proof your assets (p 26).
- The "Third Party Shareholder Strategy" — when you should use it to become completely judgment-proof (pp 33-37).
- How to own corporate stock and still maintain complete privacy and anonymity (pp 48-53).
- Even if there is no unfair judgment entered against your corporation, here's how to insure they will get nothing! (pp 16-18).
- How to reduce your risk of a tax audit to practically nothing — no matter how aggressive your tax strategies are!! (pp 54-55).
- A step-by-step 5-point strategy for ending payment of state capital gains tax.
- Right and wrong ways to avoid double taxation (pp 104-106).
- Eight best ways to take money out of a closely held company (pp 107-109).
- Least tax benefits of family em. payment (pp 110-112).
- Right and wrong ways to handle business expense reimbursements — and ready-to-use forms and charts that will keep you out of trouble (pp 113-118).
- Three ways to make your personal living expenses tax-deductible — and four ways to deduct your meal expenses (pp 119-120).
- How to deduct transportation costs — including how to write off your bicycle! (p 121).
- Seven steps to take in deciding how to handle the tax consequences of your corporate start-up expenses — when to deduct them, when to capitalize them (pp 100-103).
- Thirteen major advantages of using multiple corporations — and two major tax planning considerations to keep in mind (pp 123-125).

- 6 Six key factors to note when considering an offshore corporation — and ten reasons why a certain island may be the best offshore corporate haven on the world (pp 34-43).
- How to protect yourself personally if you are a professional such as a doctor, real estate broker or engineer who is represented by a corporation for tort liability (pp 27-28).
- Why family limited partnerships are obtained in most protection planning (pp 29-31).
- Complete charts of corporate tax rates (pp 54-73).
- A little-known, untouchable tax advantage for your corporation goes under (pp 78-80).
- The best way to obtain tax deductions for your stock dividends (pp 81-82).
- Four vital long-term steps to take maximum advantage of "corporate ownership" (pp 83-86).
- How to use real estate and corporations to avoid state capital gains taxes and related taxes in your state, country and city (pp 87-97).
- A complete up-to-date chart of state corporate income or franchise taxes and their amounts (pp 98-99).
- What you must know about a "controlled group" and how to avoid the pitfalls of section 482 by doing business at "arm's length" (pp 123-131).
- All about S Corporations — including complete instructions (p 132).
- Seven things you must do to qualify as an S corporation (pp 133-137).
- Nine often overlooked benefits of an S Corporation (pp 137-140).
- Eight possible negatives in considering an S Corporation (pp 140-142).
- A handy 4-page chart comparing the income tax considerations of a regular corporation, an S corporation and a partnership (pp 148-151).
- Eight easy steps to make an S corporation work for you (pp 156-159).
- How to use an S corporation to fail in business and still make a profit! (pp 160-164).
- Are you a retiree? Here's how to use an S corporation to make money and still be entitled to your hard-earned and well-deserved Social Security benefits (pp 165-166).
- What are "personal service corporations" — and why you should avoid them like the plague (pp 167-169).
- Six ways to avoid the "personal holding company" trap (pp 170-174).
- The Alternative Minimum Tax and how to really minimize it (pp 175-176).
- Four handy tables for tracking "tax preferences" and "adjustments" (pp 176-180).
- How to be a foreign national citizen and still own and operate a U.S. corporation (pp 181-183).

7 That's just some of the information you get in Section 4 alone — and the Corporation Manual has ten big sections of money-making and money-saving information!

## 7 Here's What Users And Reviewers Are Saying About The Corporation Manual:

"I received the Corporation Manual and have spent the past two weeks learning more about corporations than I have learned in three years of college study. Your information is so very easy to understand that I caught myself calling myself "Squid" a number of times during my reading. Thank you very much for my new gained knowledge. It's worth every penny the cost of the book, in my opinion." (Wilhelm G. Gamm, Harroville, Texas)

"Thank you for the manual. It arrived in excellent condition and contained to be successful reading." (Gertina Aggrove, Saratoga, California)

"I never knew what a working knowledge of corporations could do for me. Your manual gave me the knowledge and showed me the benefits. It's a great publication." (Larry Hamblak, Newport Beach, California)

"The simple way your manual is written makes it a pleasure to read and easy to understand. Incorporating isn't that complicated after all and now, what an advantage for me!" (Timothy Allen, New York, New York)

"I read your manual and was amazed at your tax saving and liability reducing strategies... sorry I didn't think of them sooner. Your manual even gave my lawyer an education on some things... we'll be doing business." (John McDonald, Phoenix, Arizona)

"I was confused, and frankly I was pretty convinced that your manual wouldn't clear much up. After all the books I've looked at and people that I've talked to I was convinced that incorporating was too complicated and obscure, that it just wasn't worth it for me. I'm so glad I ordered your manual. It put me on the right track." (Laurie Johnson, Anaheim, California)

8 If you are not using the New Corporation Manual, the information you are acting on is obsolete. Why are you sitting such an unnecessary risk?

9 The techniques and strategies in The Corporation Manual work for corporations in all 50 states. The Corporation Manual is always current, fresh and new when shipped to you.

10 Laughlin Associates, Inc. has been providing information and services for corporations for more than twenty years. They consistently succeed in identifying the major problems that business people and entrepreneurs actually face. Their solutions are based on thorough research and actual experience — not mere theory.

11 When you are through reading this manual, you will have the knowledge you need to give you the security, privacy, peace of mind and savings others only dream of. This strategy works, and it has worked for many years. It is simple and legitimate.

## 1 2 ACT QUICKLY AND GET THREE FREE BONUSES WORTH \$69.95

Even as you read this the corporate world is changing rapidly. That's why, if you order the Corporation Manual within the next 5 days, we will send you, absolutely FREE, 3 bonus subscriptions to America's #1 newsletter for small to mid-sized corporations, THE INCORPORATED NEWS, INC. The regular subscription price is \$80/year, so this is a \$20.00 value.

Not only that, you'll get a MOT new videotape — "Inside Secrets of the Werburks/Rad, Inc. Strategy". This eye-opening video reveals our little-known (but virtually flawless) strategy you can use right now to protect your assets, get 100% judgment proof, and eliminate or reduce state income taxes. One lawyer called it "practical, accurate and persuasive". It's worth \$39.95, but it's yours FREE when you order within 5 days.

Also, you will get a special report "233 Corporate Tax Deductions You May Have Overlooked." It's a \$10.00 value, yours FREE when you order The Corporation Manual within the next 5 days.

## 1 3 NO RISK GUARANTEE

The price of The Corporation Manual is \$97.97. We pay all shipping charges. Not only that, you have 30 days to read the manual and prove to yourself that it is worth every penny the low price.

If you don't agree that it delivers everything we promise, then return it anytime within 30 days for a full refund — and keep all three free bonuses worth \$69.95 just for ordering. We'll take the risk. We're betting we couldn't pay a cent of your hands if we tried.

Don't procrastinate! Order today!

Call 1-800-648-0966 for VISA/MasterCard/Discover Card orders

Laughlin Associates, Inc. (800) 648-0966 2533 N. Carson Street Carson City, NV 89706

1 5 I am ordering within 5 days. Please include my 3 FREE bonuses worth \$69.95!

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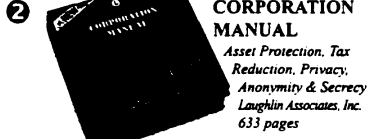
## CREDIT CARD ORDERS

To charge your order bill in the information below. If you are not completely satisfied with the Manual, return it within 30 days for a full refund.

VISA  MASTERCARD  DISCOVER  
 CARD NO. / /  
 Expiration Date / /

**Business Focus**

**1 "Is This The Perfect System To Cut Your Taxes, Protect Your Assets, And Be Low-Profile?"**



**2** **CORPORATION MANUAL**  
*Asset Protection, Tax Reduction, Privacy, Anonymity & Secrecy*  
 Laughlin Associates, Inc.  
 633 pages

**3** Business owners and executives are flocking to a little-known — but 100% legal — strategy which gives complete asset protection, substantial tax savings, and financial privacy.

**4** "Business people are getting smarter" says Lewis E. Laughlin, CEO of Laughlin Associates, Inc. "There really are proven ways to reduce or eliminate state income taxes, and cut many other taxes to the bone."

"Not only that, you can protect all your personal, family and business assets in such a way that nobody can ever take them from you. I mean nobody — not the IRS, other government agencies, creditors, lawyers, ex-spouses, employees, partners — nobody!"

**5** Bold claims? Maybe. But Laughlin's new *Corporation Manual* is full of hundreds of tips and techniques to help you do just that. This huge volume (633 pages in a 3-ring binder — weighs five and a half pounds!) is crammed with vital facts, guidelines, examples, flowcharts, forms and other key information that formerly required research in dozens of scattered sources.

**6 Here's What You'll Learn**

- How to have a 100% tax-deductible medical reimbursement plan (pp 73-76) **7**
- Three ways to make your personal living expenses tax-deductible — and four ways to deduct your meal expenses (pp 117-118)
- How to deduct transportation costs — including how to write off your bicycle! (p 119)
- Eliminate or reduce your state income tax (p 27)
- Lawsuit-proof all your personal and business assets (p 27)
- How to avoid state capital gains taxes and related taxes in your state, county and city (pp 86-87)
- How to own your corporation's stock and still maintain complete privacy and anonymity (p 77)
- Even if there is an unfair judgment entered against your corporation, here's how to ensure they will get nothing! (p 17)
- How to reduce your risk of a tax audit to practically nothing — no matter how aggressive your tax strategies are! (p 53)
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- Six key factors when considering an offshore corporation — and ten reasons why a certain island may be the best offshore corporate haven in the world (pp 31-32)
- How to protect yourself personally if you are a professional such as a doctor, real estate broker

or engineer who is unprotected by a corporation for tort liability (p 27)

- All about S-Corporations — including common misconceptions (p 130)
- Right and wrong ways to handle business expense reimbursements — and ready-to-use forms and charts that will keep you out of trouble (pp 111-116)
- Seven things you must know about transferring assets between corporations (pp 90-91)
- How to use real estate and corporations to avoid state capital gains taxes and related taxes in your state, county and city (pp 86-87)
- How to be a foreign national citizen and still own and operate a U.S. corporation (pp 177-181)

**8** And much more. That's just some of the information you get in Section 4 alone — and the *Corporation Manual* has ten big sections of money-making and money-saving information!

**9 Here's What Others Are Saying About The Corporation Manual:**

"I received the *Corporation Manual* and have spent the past two weeks learning more about corporations than I have learned in three years of college study. Your information is so very easy to understand. Thank you very much for my new gained knowledge. It's worth ten times the cost of the book, in my opinion."  
 (William G. Gaines, Huntsville, TX)

"Thank you for the manual. It arrived in excellent condition and continues to be excellent reading."  
 (Gorden A. Algrove, Saratoga, CA)

"I never knew what a working knowledge of corporations could do for me. Your manual gave me the knowledge and showed me the benefits, it's a great publication."  
 (Larry Hamlin, Newport Beach, CA)

"I read your manual and was amazed at your tax saving and liability reducing strategies...sorry I didn't think of them sooner. Your manual even gave my lawyer an education on some things."  
 (John McDonald, Phoenix, AZ)

"Practical, solution driven strategies. Acknowledges and uses the rules of the game. No shortcuts, or instant slick answers."  
 (Michael L. Potter, Attorney at Law)

"I was confused, and frankly I was pretty convinced that your manual wouldn't clear much up. After all the books I've looked at and people that I've talked to I was convinced that incorporating was so complicated and obscure, that it just wasn't worth it for me. I'm so glad I ordered your manual. It put me on the right track."  
 (Laura Johnson, Anaheim, CA)

**10** The techniques and strategies in the *Corporation Manual* work for corporations in all 50 states. The *Corporation Manual* is always current, fresh and new when shipped to you.

Laughlin Associates, Inc. has been providing information and services for corporations since 1972. They consistently succeed in solving the major problems that business people and entrepreneurs face. Their solutions are based on thorough research and actual experience — not mere theory. **1 1**

When you are through reading this manual, you will have the knowledge you need to give you the security, privacy, peace of mind and savings others only dream of. These strategies work, and have worked for many years. They are simple and legitimate. **1 €**

**Act Quickly And Get Three FREE Bonuses Worth \$69.95** **1 €**

Order the *Corporation Manual* within the next 5 days and we will send you, absolutely FREE, a 3-month subscription to America's #1 newsletter for small to mid-sized corporations, THE INCORPORATED NEWS. The regular subscription price is \$80/year, so this is a \$20.00 value.

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The price of the *Corporation Manual* is \$97.97. We pay all shipping charges. Not only that, you have all the time you want to read the manual and prove to yourself that it is worth many times the low price.

If you don't agree that it delivers everything we promise, then return it for a full refund — and keep all three free bonuses worth \$69.95 just for ordering. We'll take the risk. We're betting we couldn't pry it out of your hands if we tried.

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Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_


Day Phone \_\_\_\_\_

\$97.97 check enclosed

or charge my:  Visa  Mastercard  Discover

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

 **Laughlin Associates, Inc.**  
 2533 N. Carson St.  
 Carson City, NV 89706 **2191B**

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## **Murray Raphel**

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### **How One Letter Started The Sale Of 25,000 Books (... and still counting)**

The object of this letter was to sell a new book to the food industry by giving a free preview copy to an initial audience of 400 leading owners and CEOs of US supermarkets.

The timing was excellent because supermarkets were looking for ways to increase sales and profits and the words “customer service” were making the rounds. It was like the weather – everyone was talking about it but no one was doing anything about it.

Here was a book written by Feargal Quinn – a very successful Irish supermarket owner that showed them how. Not a professorial study. Not an in-depth analysis by a famous consulting group. But a hands-on, “here’s how it works for me and can also work for you” book.

We had a personal relationship with the author. He sent us a copy of his book, “Crowning the Customer” which was published in Ireland.

We knew we were reading something special only a few pages into the text and called to see if we could have the American publishing rights.

He agreed.

Our next step was to sell the book to the industry.

We decided the best way was to write a simple letter explaining to industry leaders how we found the book and what it will mean to their business.

1. The opening sentence identifies the author (many in the industry knew of his outstanding operation) and his new book.
2. The next paragraph tells what the book is all about.
3. The third paragraph is a take-off on the famed Victor Kiam’s commercial for Remington razors: “I liked the product so much I bought the company...”
4. We enclosed a free copy of the book to the reader with an order form that enabled them to purchase the book in quantity at reduced prices: One copy was \$19.95. Quantity purchases could bring the price down to \$9.95 each.
5. We assure them there is no obligation to buy anything.

6. The all-important PS explained the 19” plastic boomerang we included in each package and how it tied in with the book’s basic philosophy.

When the reader opened the book they were faced with testimonials from the President and Chief Operating Officer of Coca-Cola, the Chairman and CEOs of Johnson and Johnson, the Kellogg Company, the H. J. Heinz Company and more. Reasons enough to keep on reading.

The next question was how many books should we print? We knew the book was good. We knew we had a great database of names and addresses. We decided to print 5,000.

The sale of 10,000 books is enough to make a book a “best seller” but this was directed to a very specific audience – the supermarket industry. Was 5,000 too many? We sold 1,000 books two weeks after the letter was mailed.

We quickly published another 5,000 books. Then we mailed a similar letter to other people in the food industry: manufacturers, jobbers, wholesalers and began this letter with the opening sentence from the book, “What can the owner of an Irish supermarket chain teach American retailers about customer service?”

When sales slowed, we went back to the mailing list offering a case of books (40 copies) for only \$8.95.

In a few *days*, we sold 20 cases. That’s 800 books.

In the three years since we published the book we have sold more than 25,000 copies – but not to just the food industry. Fortune 500 companies bought. Major retailers stepped forward with orders.

But, most of all, “timing is everything.” The world was ready for a definitive book on Customer Service especially by someone who’s “been there, done that.”

P.S.: They just completed a survey of the 100 Best Selling Books in Ireland in the past 100 years. “Crowning the Customer” came in 37th. Just ahead of James Joyce’s *Ulysses*.

### **About Murray Raphel**

Murray Raphel is the country's leading authority on retail marketing. He is also a speaker, consultant, writer and retailer. On the strength of his marketing skills, Murray developed his small retail shop in Atlantic City, New Jersey into a multi-million dollar shopping center.

Murray writes a monthly column for retailers in Direct Marketing magazine and a bimonthly newsletter for the retail food industry called “foodmarketing.”

A dedicated marketer, Murray travels 200,000 miles a year to speak to business people around the world showing them how to reach out and obtain more business from the customers they already have as well as how to attract new customers.

Raphel Marketing, Inc.  
12 S. Virginia Ave  
Atlantic City, NJ 08401  
(609) 348-6646 Phone  
(609) 347-2455 Fax

# Raphel

MARKETING

First name / Last Name  
Company Name  
Address  
City State Zip

Date

Dear (Salutation),

About a year ago, Feargal Quinn was kind enough to share with me a copy of his book, “Crowning the Customer.”

①

I thought Feargal captured the essence of customer service in his easy-to-read book. I shared the book with friends and business associates, all of whom were delighted with the style and substance.

②

In fact, our company was so impressed, I called Feargal and arranged to publish the American edition of his Irish best seller.

③

We just received our first shipment of books and couldn’t wait to put preview copies in the hands of friends and business people we admire. Because I believe the book merits wide distribution, we’re offering substantial discounts for quantity purchases of the book.

④

So, if you want to share the messages in this book, please take advantage of the enclosed order form. In any event, we want you to read and enjoy, “Crowning the Customer” because it is fun and contains important lessons to keep your customer satisfied.

⑤

Best regards,

Murray Raphel

PS: The enclosed boomerang is a reminder of an important principle in Feargal’s book.

⑥

RAPHEL MARKETING, INC. • 12 S. VIRGINIA AVE. • ATLANTIC CITY, NJ 08401

PHONE: (609) 348-6646 • FAX: (609) 347-2455

## Joe Vitale

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### **Selling By E-mail: The Amazing True Story Of Sugarman’s Spice Girls**

The following e-mail may be the longest I’ve ever written. It’s nearly 2,000 words—about five typewritten pages—which is enough to cause many recipients to flame me to death. Still, I sent it out and no one complained.

No one!

And as a result of this e-mail, Joe Sugarman’s office was virtually flooded with orders for his new books. And many people actually wrote and thanked me for the e-mail that plugged up their box!

Now, how did I get away with this? How did I create e-mail that sold something? And how did the e-mail actually market me and my services?

Here’s what I think:

#### **1. The e-mail was not unsolicited.**

I sent this only to the people who had visited my Copy Writing Profit Center web site at <http://www.mrfire.com> and who specifically asked to receive messages from me. I also sent it to people who are friends of mine, who I figured would not mind hearing from me.

And I posted it only on two e-mail discussion lists where I am a regular. In short, the people who received this e-mail – an estimated 1,500 names – were in one way or another willing to hear what I had to say. They knew me, and should be okay with hearing from me, particularly when I didn’t abuse the privilege by sending them junk e-mail every day.

#### **2. The headline was intriguing.**

I used the subject line, “Sugarman’s Spice Girls,” to get attention, generate curiosity, and be different. Far too many people aren’t treating their subject lines like headlines, which is a missed opportunity to urge people to read their messages.

I used the word “Sugarman” because I knew at least some people would know of Joe Sugarman, the famous direct marketer. I added the phrase “Spice Girls” to tie into the current craze for those ugly babes, as well as to subliminally refer to Sugarman’s new books as spicy works.

I added the word “Infomail” (which I think I coined) to suggest that the e-mail was information, not advertising. In short, I worked hard to have a subject line/headline that would get everyone curious enough to open their e-mail.

### **3. I reminded people that they asked for this.**

In the first paragraph of my e-mail—before I’ve said a word about Sugarman or his books—I remind people that they asked for this message. I figured this would cut down on any flames by taking away a good reason to flame me.

In other words, I was reminding people that this was not unsolicited, and that there might be something worth reading here. I also gave them a way to get off my list, should they so desire.

### **4. I warned readers that this was long.**

I let people know that the post was long, but that I thought it was worth reading. This excused the length of my post while generating interest in it. Why is it so long, people wondered. What’s so important? They had to read it to find out, of course. In a way, I was overcoming objections before they were aired.

### **5. The post informed.**

The entire post is a review, not an ad. People online want information, not sales messages. I wrote my post as an article that would be of interest to anyone in marketing.

There was no hype or heavy selling. While I plugged the phone number for ordering Sugarman’s new books, I did so within the body of the post. It was not heavy-handed. I gave 95% information and 5% selling, which is the rule of thumb for any successful online marketing. In short, my e-mail read like a feature story full of interesting news.

Finally, how did this post, which is all about Sugarman’s books, promote me?

First, it reminded people of me because it came from me.

Second, it plugs me, my copywriting services, and my new marketing course within the body of it. In other words, while the post did not scream “Joe Vitale is a terrific copywriter,” it said so quietly, which is a powerful way to sell in the online world.

Joe Sugarman called me after he saw my e-mail. He’s a nice guy. And judging from the amount of sales this e-mail brought to his door, I think he’s a happy guy, too.

Infomail: Sugarman's Spice Girls

I realize the following news is long, but I think it's also very important. You are receiving this because you either asked to be on The Copy Writing Profit Center's announcements list, or you are a personal friend of mine. If you're not interested in the following review, please forward it to someone who might be. If you don't want to receive these messages, just send a polite note to me at [remove@mrfire.com](mailto:remove@mrfire.com) and I'll take your name off of my list. Okay? Thanks. - Joe

The Secrets of Joe Sugarman Revealed: A review of three new marketing books

by Joe "Mr. Fire!" Vitale

I don't know Joe Sugarman. Never met him. Never spoke to him. Never bought a pair of his famous BluBlocker sunglasses. Never seen him in any of his successful infomercials, or on the home shopping channel, in one of his marketing seminars or anywhere else. I've never seen his JS&A mail-order catalog gadgets or any of his unusual hard-sell full-page ads.

But after reading his three new books, I'll never forget him. Partly because I now think Sugarman is a genius. And partly because I'm now mad at him.

But let me tell you the whole story...

A month or so ago I received an e-mail from David Deutsch, a brilliant copywriter and a personal friend, urging me to drop everything and order Joe Sugarman's new book, "Advertising Secrets of the Written Word: The Ultimate Resource on How to Write Powerful Advertising Copy from One of America's Top Copywriters and Mail Order Entrepreneurs."

Since I am a copywriter and since I collect books on marketing (about 5,000 in my library so far), I immediately called 1-800-323-6400 and asked them to send me the book by Fed-X. I wanted it NOW. As it turns out, Fed-X had problems with their flights and their deliveries, and the book didn't arrive for two l-o-n-g, dreary, frustrating, hair-pulling (and I'm bald), impatient days.

I was not happy.

But then I opened the package. I was stunned to see how beautiful the book looked: Hardcover, dust jacket, high quality paper, 312 large pages -- truly an impressive (and expensive) work of

production. But the best was yet to come. Inside this book were Sugarman's hard-earned secrets of persuasion.

I don't know how to convey how impressed I am with this. In my giant library of books on marketing, only two or three books stand out as true bibles on how to write copy that sells, and \*they\* are out of print.

When I saw Sugarman's explanation of the 24 psychological triggers that cause prospects to buy from you, I knew this was a living work of sheer genius.

In fact, I used Sugarman's concepts to rewrite my ad for my new home-study course on sales and marketing. Where my original headline was long and wordy, I replaced it with one inspired by Sugarman's tendency to come up with two or three word headlines that rattle the brain with curiosity invoking images.

For example, one of Sugarman's ads began "Pocket Yellow Pages," for a 1978 calculator. Another's headline read "Pickle Power," for a 1982 battery charging system. I retitled my ad "Barnum's Secret," since the course deals with the secrets of P.T. Barnum. Will the new headline work? As Sugarman teaches, only testing will tell.

I spent a week slowly devouring every word in Sugarman's new book. I loved the fact that he included ads by his students, such as Joe Karbo's famous lazy man's way to riches ad, and the Victoria's Secret ad that began with the headline "Lingerie for Men." Most of the ads are by the master himself.

One print ad by Sugarman, titled "Pet Plane," actually sold a plane by mail for \$240,000"-when it was valued at \$190,000, a truly staggering feat. All of these ads, with Sugarman's commentary, are very instructional. All in all, "Advertising Secrets of the Written Word" is worth gold and worth getting right now.

But wait: As it turns out, Sugarman has written an entire \*trilogy\* on marketing.

All of these new books are based on an exclusive seminar Sugarman taught for 12 years, attended by Joe Karbo, Federal Express, Victoria' Secret, and a long list of other now successful names who paid \$3,000 each to sit in Sugarman's shadow.

The first book is the one I just reviewed. After I read it, I called 1-800-323-6400 and told them to send the other two new books to me by UPS next day delivery. (Heck with Fed-X.)

An hour later someone from Sugarman's office called to say the third book was not printed yet, and would not be for maybe four

months. Four months! I was disappointed (what a weak word for what I felt) but told them to send the book they had. To my surprise, on the next day \*both\* new books arrived. I was confused, but glad to have both books in my hands.

Let's look at the second book next:

“Marketing Secrets of a Mail Order Maverick: Stories and Lessons on the Power of Direct Marketing to Start a Successful Business, Create a Famous Brand Name and Sell Any Product or Service” is another beautiful work of production: Hardcover, dust jacket, 396 pages.

This meaty book is \*packed\* with stories, lessons, ads, tips and techniques. In it Sugarman reveals the story of how he cleverly wrote a retail ad that sold thousands of computers in \*one\* morning, causing a line of people for blocks.

And I nearly cried reading about the ad Sugarman ran to raffle off his services as a copywriter to help raise money for the American Cancer Society after his mother's sad death. The bizarre twists and turns as a result of his idea—a train wreck, car wreck and a meeting with a Hawaiian healer—melted my heart while bogging my mind.

Clearly, Sugarman has been around the block (often chased) in the world of marketing. He tells stories about his successes, as well as his failures, and they are \*riveting.\*

The success story about the software program that could accurately predict the stock market (which made many people wealthy) made me drool to get my hands on it.

The failure story about the “Laser Beam Mousetrap” that went for \$1,500 reveals how your ego can cripple your success. Then there are Sugarman's thoughts on type fonts, layout, photography, pricing, publicity (it doesn't sell much), humor (avoid it) and much more, that make this book required reading.

Now let's look at the third book in Sugarman's trilogy:

“Television Secrets for Marketing Success: How to Sell Your Product on Infomercials, Home Shopping Channels and Spot TV Commercials from the Entrepreneur Who Gave You BluBlocker Sunglasses” is yet another gorgeous book: Hardcover, dust jacket, 314 pages.

Sugarman's stories about the products he loved and spent a fortune on (like the pill that removes wrinkles, which really works) are entertaining as well as educational. You learn that the product is king, the public (and only the public) is the voter, and a sound way to discover what will work or not is by

testing your product first in print (another reason to read his first book). That's how Sugarman knew BluBlocker sunglasses could do well on TV.

In print, he sold 100,000 sunglasses in six months. On TV, he sold that many in one month. (He's sold twenty million total.) You also discover that an infomercial is like a Hollywood screenplay, with three distinct parts, and with keeping the viewer entertained more important than virtually anything else.

While I loved this third book, I have to admit I found it the weakest of the three. I don't want to decry the value of this work, but I have to point out that Sugarman says he got out of the infomercial business in 1993 because of problems he foresaw (raising costs being a biggie).

To write a book on how to create winning infomercials when he now believes infomercials aren't what they used to be seems like a very mixed message. His concerns about infomercials may be why his enthusiasm isn't in this last, and thinnest, book. He simply doesn't believe in them as much as he used to. Still, make no mistake, this IS a terrific book.

Actually, all three books are outstanding, with the second being my favorite. Since there is very little repetition in them, and since each contains ads that aren't in the others, you really have to have the set to feel like you've learned all of the secrets of Joe Sugarman.

I'd say these books comprise a twenty-year education in direct response marketing, which can be the road to riches for virtually anybody. The only thing missing in this trilogy is material on marketing online. But stay tuned: Joe's next book is "Computer Secrets of a Marketing Guru."

I mentioned at the beginning of this review that I am mad at Joe Sugarman. Here's why:

When I called his office to find out why the first book -- which was to be delivered by Fed-X the next day-hadn't arrived, they blew me off. They said that Fed-X had tried to deliver the book but I wasn't home.

Nonsense. I STAYED home to receive the book. I had to call Fed-X to discover the book wasn't delivered due to flight delays. I also asked for a refund of the extra money I paid for overnight delivery, but neither Fed-X or Sugarman's office have yet to return a cent.

When I called to order Sugarman's other two books, someone told me the third book wasn't in print yet. As you now know, I

received the third book with the second one. Sheesh. Doesn't anyone communicate in Sugarman's office? I was not impressed.

Finally, when you call 1-800-323-6400 and buy all three of Sugarman's books, as I have done, you are supposed to get a free slipcase to hold the books. Well, I never received it. I'd love to have one, too, as these wonderful books beg for a protected spot in my library.

Oh, I guess I'm not really mad at Sugarman. When I think of the three absolutely terrific new books he has given the business world, and when I delve into those books and relish the stories and learn from his tested theories, I can't help but smile, relax and forgive.

And maybe one day I'll even buy a pair of his sunglasses.

Joe "Mr. Fire!" Vitale  
E-mail: [joe@mrfire.com](mailto:joe@mrfire.com)  
Web site: <http://www.mrfire.com>  
Author, "There's a Customer Born Every Minute:  
P.T. Barnum's Secrets to Business Success" (AMACOM, 1998)

Joe Sugarman's new books with ordering information:

Vol. 1: "Advertising Secrets of the Written Word"  
Vol. 2: "Marketing Secrets of a Mail Order Maverick"  
Vol. 3: "Television Secrets for Marketing Success"

\$39.95 each plus \$5 shipping from 1-800-323-6400 or FAX (702) 597-2002 or write to JS&A Group, Inc., 3350 Palms Center Drive, Las Vegas, NV 89103.

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### **About Joe Vitale**

Joe "Mr. Fire!" Vitale has written eight books on sales and marketing, including "The Seven Lost Secrets of Success," "There's a Customer Born Every Minute: P.T. Barnum's Secrets to Business Success" and "CyberWriting: How to Promote Your Product or Service Online (without being flamed)." He is also the creator of the new marketing course, "Project Phineas: How to Get Rich, Famous and Live Forever!"

He runs The Copy Writing Profit Center at <http://www.mrfire.com>. You can reach Joe by phone at (281) 999-1110, FAX (281) 999-1313, or e-mail at [joe@mrfire.com](mailto:joe@mrfire.com).

## **Brian Keith Voiles**

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### **Postcard mailing to house list for the product “Postcard Profits!”**

This postcard was a smash success for me. I mailed to 800 of my customers in early August, 1998. It cost a total of \$241 with postage and printing. It pulled \$26.97 for every \$1.00 I spent in marketing. That’s a good return on investment!

But don’t forget – I was mailing to current customers of mine who’ve bought the “Ad Magic” course and are real happy with it. Typically I think you’ll find it pretty difficult to sell an item over \$20 via a postcard to a cold list.

The exception to that would be if your offer included a “bill me” option. Or an option that allowed them to fax over a purchase order.

### **1. Headline & Positioning**

Because this offer went out to my customers I called out to them to get their attention with the super-head (or “kicker”) by announcing something they’d be interested in... a “limited pre-publication special only for Brian Keith customers...”

And because making money with postcards isn’t a topic I covered in detail in “Advertising Magic” I figured going with that headline should pull them right in.

Most direct marketers have fiddled around with postcards – but have never been serious about them. In fact, there’ve been more MLM people who’ve used postcards in the last 5 years than any other market, excluding card-packs or card-decks.

So direct markers (and my customers in particular) are curious enough about using postcards that I decided to go with this direct headline. They’ve heard about using postcards and perhaps have tried a few.

But there’s really not been one source they could turn to for solid advice on what works and what doesn’t. They really don’t completely understand how to use postcards effectively.

### **2. Picture**

A picture of a person always creates interest in an ad or mailing. And hopefully my face is warm and friendly enough to be inviting. In fact I know this picture works well as I’ve mailed it out around 30,000 times on my Ad Magic sales letter. That sales letter averages \$14 return for every dollar I invest. I believe the picture creates a lot of intrigue and works wonders for getting the reader down into the copy.

More importantly, my customers have seen my picture over and over on virtually every promotion I send out to them – as soon as they see my picture they want to see what I’ve got to say; because what I said in the past was so valuable to them. (This only works, of course, if in the past I’ve dealt overly-fairly with my customers.)

One final point: be sure and put a caption under your picture. Your picture will probably be the first thing the prospect looks at. Then their eyes will naturally drop down to read the caption. So make your caption a strong benefit statement or make it convey the same message as the headline, only using different words.

### **3. Quote Next To Picture**

This format of using a headshot to the left and a quote, ostensibly from the person in the picture, has worked well for me in many advertising and direct mail formats. For me, it’s a proven format to duplicate in other ads and mailers.

The quote promises several things that are appealing to the prospect. It tells them they can use postcards no matter what business they’re in. Then it encourages them to continue reading to find out more.

What’s more, they like to see that postcards have worked for a variety of different markets – thus the short, diverse list of business owners.

In the next paragraph they are promised they can learn to do the same... if they keep on reading.

Typically at this point I’d introduce some of the “big-shot” celebrities from my industry to build credibility. But because I’m going to my customer list I’ve already got a large amount of credibility established.

If you don’t have credibility with the list you’re mailing to, you should use the best testimonials you can get. What are the best testimonials? In my opinion, the best testimonials are ones where the customer announces a specific result he got from your product or service.

Now if you’ve got endorsements from “big-shots” in your industry, those endorsements can serve to build your credibility. But be careful not to create a feeling of “boy ain’t I neat!?” Your prospect will walk away with a sour taste in their mouth! Again, the best “industry-celebrity” testimonials will be ones that mention specific results the celebrity got from using your product or service.

### **4. Opening Paragraph**

The opening paragraph starts with a drop cap because the drop cap itself shows the prospect where to go next. As Americans we obviously tend to read from left to right, top

to bottom. And we’re all used to seeing a drop cap at the beginning of an article. It cues them in on where to start.

This opening paragraph makes a strong claim to support the copy up to this point. “Postcards have got to be the most powerful marketing tool in the direct marketer’s toolbox...” – that’s a pretty strong claim.

I then immediately qualify the statement by announcing that postcards are good tools only if they get results. And learning how to get results is the key.

Then I make the promise that I will show them how to get the results they’re after if they’ll get my new manual “Postcard Profits!”

If you’re analyzing my thinking behind all this you probably realize that the entire opening is following the simple strategy of “educate and motivate.” Perhaps a better way to say would be, “educate and then compel.” (Although the former is catchier!)

## **5. Bullets**

Bullets are always nice to include on a postcard because they break-up the copy and invite the reader’s eye to come down into the copy.

These particular bullets worked well because they present several, desirable benefits the prospect wants. If I chose to have more room on the postcard, I’d break-up the second bullet and itemize each of the 4 ways to use a postcard to build your business.

Sometimes you can use good, solid, benefit-packed bullets for 80% of your body copy, depending on what you’re selling and who you’re selling it to.

## **6. Call to Action**

The main thing to remember about your call to action is that it must be perfectly clear to your prospect how they can respond. And sometimes if you offer them too many ways to respond it gets too confusing. I personally like to offer them one way to respond when I’m selling them something.

(If I’m trying to get a lead, I’ll often tell them to either fax or call my voice mail. When you’re generating leads it’s good to make their first contact with you as non-threatening as possible – voice mail and fax offer them that privacy.)

## **7. Scarcity**

On most any piece of copy you need to employ the use of scarcity. Telling someone that something they desire is scarce makes them want it even more. In other words, they’re more motivated to get it

In this offer I’ve chosen to motivate my prospects with a special, free cassette bonus worth \$27. The title of the cassette tells the prospect that once they learn what’s in the “Postcard Profits” book, the cassette will help them perfect their postcard marketing efforts.

At this point I mention the 12-month guarantee. Offering a guarantee like this helps the prospect relax – and since these prospects are customers of mine, they know I’m going to be here 12 months from now.

If I were mailing to prospects that didn’t know my company, or me, I’d spend much more time in the copy telling them about the guarantee. But in this situation I didn’t feel it was necessary because, again, I already have a high level of credibility with my customers.

Finally, I repeat the order number and tell them to call me directly to place their order. This may not seem like much of a big deal – but knowing they’ll get a chance to talk with me directly about the “Postcard Profits” book before they order is a huge comfort to them.

More importantly, it allows me to do some probing as to why they’re buying “Postcard Profits.” During this probing I’m able to cull-out tons of information that helps me sell “Postcard Profits” to other business owners. For example:

- Exactly what it is about this product that is so desirable
- What is it about the copy that appeals to them
- At what price point would they balk at purchasing “Postcard Profits”
- What kind of guarantee would they like to see, etc.

With information like this from a few dozen buyers, I can build my copy strategy more accurately and effectively.

## **8. Testimonial**

On the front left of my postcards I really like putting a results-driven testimonial. Even better, this testimonial not only contains factual results, but it’s from someone who most of my customers know! This is what you might call a one-two punch testimonial -it carries a lot of credibility with my customers. Consequently it will boost response.

Instead of wasting that space on teaser copy (which is more typical of what’s put there) you can easily use the left side of the postcard for one or even two testimonials. Testimonials will carry much more selling power than most teaser copy.

**About Brian Keith Voiles**

Brian owns Brian Keith Publishing and is involved in teaching direct marketers how to build their businesses with unique training products and advanced one-on-one training and coaching programs.

Brian is also the author of “Ad Magic: The Complete Guide To Creating Hot Ads & Sales Letters That Work.” And he publishes the Ad Magic Newsletter.

Brian Keith Publishing 8869 South 60 East Sandy, UT 84070  
(801) 255-5548 phone (801) 567-1180 fax

Special, discounted pre-publication offer...

# 1 “LEARN HOW TO MAKE MONEY WITH POSTCARDS!”

From Master Marketer & Copywriting Genius Brian Keith Voiles!

*“No matter what business you’re in, learning to use postcards to build your business will be the most cost-effective investment you’ll make. I’ve seen everyone from Chiropractors to Real Estate Agents, from Retail stores to Restaurants make money with postcards that suck in the leads from out of thin air...”*

*“If you want to learn to do the same for your business read the rest of this postcard right now to find-out your best source for learning to make money with postcards! My strategies have worked for Jay Abraham, Ted Nicholas, Robert Allen, and Gary Halbert – they’ll work for you too! I guarantee it or your money back.”*



2

Postcards have got to be the most powerful marketing tool in the direct marketer’s toolbox... If you know how to do them right. And “right” means only one thing in my book: “Results!”

Let me show you exactly how to do it right! Discover how to create maximum profit with minimal investment – and there’s no better weapon than a postcard used in the right situation!

I’m creating a new manual called, “PostCard Profits! Proven Strategies for Building Your Business With Postcards!” Inside you’ll

- Discover what it really takes to create postcards that rake in the leads,

pull-in the orders, and get you the results you’re after!

- Get all the insider nitty-gritty on the 4 most powerful uses for postcards and how to adapt them to your specific business!

To pre-order your own copy of this manual, grab your credit card and call (800) 821-2895 right now.

You’ll get “PostCard Profits” for only \$97 as part of this limited pre-publication special... \$80 off the retail price when it starts shipping the first of December! Plus if you’re one of the first 60 respondents you’ll also get a free bonus cassette worth \$27: “Refining Your Postcard Profit Marketing System”. Call (800) 821-2895 24-hours to order. Warmly Yours, *Brian Keith Voiles*

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SANDY, UT 84070-2133

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*"Brian, when I first saw the three postcards you wrote for me, I knew I had a winner. But I had to prove it by testing each of the three. I sent out an equal number of each postcard. When I tallied the results of just the first 100 response, 33 people had responded to postcard #1, 34 people had responded to postcard #2, and 33 people had responded to postcard #3. So, I was wrong. I didn't have a winner, I had THREE winners!!! As my business expands, and my income increases, a whole lot of the thank has to go to you - Brian - cash-in-the-bank Votes!"*

**Dr. Paul Hartman, Author,  
"How to Get a Million Dollars Worth of Publicity"**

## **Pamela Yellen**

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### **Two Space Ads That Use A Two-Step Sales Approach**

#### **Ad #1: “Puts Recruiting On Auto-Pilot So You Can Go Play Golf!”**

I wrote this ad for a specialized program I helped develop for insurance agency managers and companies to recruit qualified candidates. It was at a time when recruiting was down industry-wide. Downsizing and corporate layoffs were rampant. Many people were looking for positions that would provide them with unlimited income opportunities and greater independence, and the business opportunity and franchise industries were booming.

The problem was that most people have such a stereotyped, preconceived idea about selling insurance, they thought having a root canal performed would be preferable to selling life insurance for a living!

**Editor’s Note: Because of the tight spacing and small type size in this ad, the copy has not been numbered. Instead, Pamela’s clear instructions let you know precisely which block she’s talking about.**

#### **The “Hidden Benefit” Headline**

Having done quite a bit of work with the insurance industry, I knew that playing golf was near and dear to most insurance managers’ hearts. Following Ted Nicholas’ principle of the “hidden benefit,” I realized that my program would not only save time and aggravation, it would give agency managers a hidden benefit, which was more time to play golf! The ads that I ran with headlines incorporating this theme received the best response of any of the ads or sales letters I ran for this Program.

In the second paragraph, I get right into several case histories of agency managers who used the program and the specific results they obtained.

In the last paragraph in the first column, I “emotionalize” the pain of insurance managers, by detailing the painful, grunt work methods traditionally used in the industry to recruit.

Then I explained that there is absolutely no reason why they shouldn’t have more qualified candidates to choose from after all, the business opportunity, franchise and distributorship industry were booming at that time. More people than ever were looking for a good opportunity like this. And I explain that the reason they’re having such a tough time is that they’re using out-dated marketing techniques, and essentially copying their competitors.

In the third column, I list numerous key benefits they will realize by implementing this program.

I close with a “call to action.” I’ve used one of the most effective, least expensive lead generation methods I’ve ever used which is offering a free report, using a 24-hour, toll-free number. That way they receive immediate gratification, and don’t have to speak with a sales person.

Note that I’ve given prospects two means of requesting the report, which I do find increases response.

## **Results**

This ad was extremely successful for us, generating a 10 to 20 times return on investment.

### **Ad #2: Testimonial Ad – “From One General Agent To Another:”**

Some of the most successful ads and sales letters I’ve ever created have involved testimonial and/or endorsement marketing, where one person promotes the benefits of a product to their colleagues and competitors.

To create this ad, I interviewed an agency manager by phone who had been using our Magnetic Recruiting System successfully.

I got his permission to write the ad, incorporating his comments into it. He was also happy to let me use his photo in the ad.

I’ve made an interesting discovery, which I always advise my copy writing and marketing consulting clients to pay attention to. The easiest people to get to do testimonial and endorsed marketing for you are the ones with healthy egos. These people really love to get their name out there, and love to influence others, whether in their industry or not.

**Editor’s Note: Here again, because of the tight spacing and small type size in this ad, the copy has not been numbered. Instead, Pamela’s clear instructions let you know precisely which block she’s talking about.**

## **Commentary On The Ad**

In the first three paragraphs, my endorser describes the pain his colleagues are experiencing with recruiting, and gives them a reason to keep reading the ad a total solution to their most pressing problem!

In the third paragraph, my endorser describes the results he achieved using our Magnetic Recruiting System. With enough detail to make it very real.

Then, he lists additional benefits he’s achieved from using the system.

## “Almost As Good As Sex!”

You’ll notice that in the third column, I’ve included something you may see as controversial. In my interview with this manager, when I asked how it felt to have our solution to his recruiting problem, he replied, “It’s almost as good as sex!”

I told him to watch out, because I might include that in the ad. It made him sound very real. And since the industry is overwhelmingly male dominated, his colleagues would immediately relate.

He told me I could go ahead and include it. I also created a 16-page sales letter that was written from this agency manager to his colleagues. We mailed it out in his envelopes a few weeks before the largest industry trade show, where we had a booth. The letter instructed readers to come to our booth and sign up for our two-day training seminar.

We had an overwhelming flood of interested prospects come to our booth, letter in hand. 9 out of 10 of them would walk up to us, letter in hand, and say, “I want to find out about this program that’s supposed to be as good as sex!”

Eventually, the manager’s company asked him to remove this comment from future ads and sales letters, which we did. But we sure had a heck of a lot of fun with it in the meantime!

Also in the third column, I focus on another key benefit of the program to my prospects having the power to say “no” to candidates who don’t meet their standards. This was an especially important benefit to this industry, since most managers would admit to becoming so desperate at times to recruit, they routinely accepted candidates who they knew were not high quality.

These candidates would usually end up leaving the business anyway, but only after the manager had spent a considerable amount of time, money and grief in the process.

I also incorporated into this ad additional “proof in the form of our endorser’s reference to a colleague in a different part of the country, who was getting good results with the program.

I closed the ad with a “call to action” to call our 24 hour free recorded message, to receive a free report. In addition, they have the option of faxing their business card to receive it.

## Results

This ad generated a nearly 15 times return on investment. And the sales letter version of it netted \$90,000 in sales in 90 days with an investment of less than \$3,000!

### **About Pamela Yellen**

Pamela Yellen is CEO of the Santa Fe, New Mexico-based Prospecting & Marketing Institute, Inc., which specializes in training, consulting and copy writing to help companies, professionals and sales people dramatically increase their sales and profits through cutting-edge, high results and auto-pilot marketing systems. Her clients include New York Life, Chevron, Coachmen Industries, and more than 5200 small businesses, entrepreneurs, professionals and sales people.

A professional speaker, Pamela has spoken to more than 1000 groups throughout the world. She has authored numerous manuals, audio and video training programs and publishes several marketing newsletters. She has been profiled and her articles have appeared in numerous publications, including USA Today. She is co-author of the book, *Zero-Resistance Selling*.

To receive a copy of Pamela’s free report, Six Secrets Of Successful Prospecting, call 800-927-9410 or 505-466-1167. Or, write “Free Six Secrets Report” on your letterhead and fax it to 505-466-2167. To contact by mail: PMI, 39 Vista Estrella South #B-100, Lamy, NM 8754

Are you tired of struggling with recruiting? Unexcited about endlessly pumping everyone you know for names?  
Fed-up with the humiliating process of chasing after candidates day after day?  
FREE report reveals how revolutionary Magnetic Recruiting System:

## “PUTS RECRUITING ON AUTO-PILOT SO YOU CAN GO PLAY GOLF!”

Exciting, new, but already proven System causes qualified, enthusiastic candidates to literally chase you down!

“Yeah, right.” you’re probably thinking. “A steady stream of interested, high caliber candidates calling me saying they want to go into the insurance business? Next you’ll be telling me that space aliens are landing!”

### I Don't Expect You To Believe A Word Of What I'm Saying.

Bob K., the number one agency manager for his company, was skeptical, too. Then he discovered our unusual “direct-response” marketing techniques he’d never seen used in this industry for recruiting before. Now qualified candidates call him every day. Not just bodies, but people who fit his definition of “ideal candidate” to a tee. High level bankers, construction managers, CPAs, executives, successful salespeople in other fields. A common comment he hears is, “I didn’t really understand what your business was about. Now I see all the positive aspects!”

John M., a successful G.A. in a major market, first put Magnetic Recruiting to the test over a holiday weekend. Probably not the ideal time to roll out a recruiting program. That didn’t seem to matter. His first morning back, he discovered his voice mail had literally over-flowed with calls from excited candidates! His mail box only held 40 messages. He immediately took 10 off...and it filled right back up again! John’s impressed with the quality of candidates, too. One stockbroker who called seemed so outstanding, John ran a background check just to make sure he wasn’t “too good to be true.”

### Getting Candidates to Call YOU is Easy...If You Know The Best Kept Marketing Secret!

Maybe you, like many other general agents and managers, have found that recruiting is getting tougher. You have to talk to a lot more people than ever before. Maybe it’s been awhile since recruiting was actually fun. Or, you may be in that happy minority having a great recruiting year. But you’re still not where you want to be. And you want to take advantage of new breakthroughs. Perhaps you’re sick of pumping your agents and nominators for names. Chasing after people who aren’t

interested in hearing your story. Seminars that hardly seem worth the bother.

You see, success at getting plenty of qualified candidates has a lot more to do with understanding the real secrets of direct-response marketing...and little to do with chasing after prospects. Whether this is your first year in management, or you’re a thirty year veteran, you will love to never again talk to anyone unless they have CALLED YOU!

### Your Competition is Using These Magnetic Recruiting Techniques to Sical Your Best Prospects...With a Story Half as Good as Yours!

The business opportunity, franchise and distributorship industries are currently booming like never before. There are today far more people looking for you than there are you looking for them!

So why is recruiting down? The biggest obstacle you face is marketing incest. Everyone goes to the same meetings, listens to the same speakers, reads the same publications. Just like when people inbreed, it doesn’t take very long before everyone gets real stupid.

Breakthroughs come from going “outside the box” and bringing new, proven, translated systems back in. Keep doing what you’ve always done and you can be sure as shootin’ you’ll never get anything different than what you’ve already got.

### Now There's a New, 100% Measurable Replacement For Old-Fashioned Recruiting Grunt Work!

Imagine how your life would be different if you only talked to candidates who CALLED YOU, and were really interested in your opportunity! Do you think you’d feel more successful if you didn’t need to desperately badger everyone for names? Would your self-esteem and confidence be higher if you knew you had qualified prospects calling you everyday? Would that let you make the kind of money you deserve? Can the agony and rejection of recruiting be wiped out of your life forever?

The answer is a resounding, “Yes!” This is no pipe dream. It’s already being done successfully by your colleagues and

competitors. The only difference between them and you is that they know things you don’t. Things like:

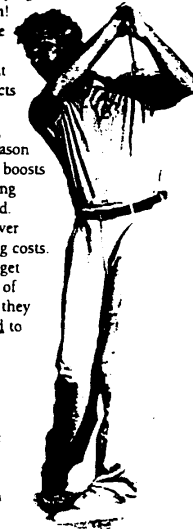
- How to create a Lead Generation “Magnet” that causes high caliber candidates to literally chase you down and work hard to convince you to accept them!
- How to set up a Magnetic Recruiting System that is predictable and measurable and works even when you’re playing golf, shopping, sleeping or on vacation!
- How to use emotional marketing that moves prospects to ACTION!
- How using “Secondary-reason -for-response” boosts your advertising results ten-fold.
- How to lower your recruiting costs.
- How to target specific kinds of candidates so they feel compelled to call you!

### FREE Report Tells All!

You can be the greatest general agent or manager in the world—but that won’t do you a bit of good if you can’t attract enough of the right people. So, if you are ready to discover the astonishing secrets of getting qualified candidates to call you, CALL NOW!

1-800-856-4084 (US and Canada), 24-hours-a-day for a FREE recorded message and to get your FREE Report!  
Or, write “Recruiting” on your business card and fax to 602-431-1524.

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**From One General Agent to Another:  
"Revolutionary Recruiting Strategies  
Get Me An Additional 18 to 22 Booked  
Appointments Every Month With Some of the  
Most Exceptional Candidates I've Ever Seen —  
And Every One Of Them Called Me!"**

*Magnetic Recruiting System Allows Me To Be Far More Selective And Spend  
My Time Doing The Things I Really Enjoy — Instead of Doing Grunt Work!*

Are you tired of struggling with recruiting?  
Burned out from chasing after candidates day  
after day?

Would you like to have a predictable flow  
of interested, high-caliber candidates calling  
YOU and working hard to convince you to  
accept them? Dream candidates who already  
know what your opportunity is all about?

If you'd like to have complete control over  
your recruiting process, regardless of the  
economy or any other market condition and  
put an end to the endless grunt work you've  
become resigned to, please keep reading.

I'm Tim Murray, an experienced general  
agent with The Guardian in Cincinnati, Ohio.  
I'm always looking for ways to recruit more  
high-caliber agents and increase my income.

Recently, I discovered an almost  
unbelievable System called, Magnetic  
Recruiting For Insurance and Financial  
Services Management Professionals. By  
unbelievable, I mean I couldn't believe how  
effective it was in such a short time.

The first week alone, I had more kept  
interviews with serious, highly qualified  
candidates than I had the entire previous  
month. I'm seeing highly successful  
corporate executives and managers, bankers,  
attorneys and CPAs, successful sales  
professionals in other fields and business  
owners all the time, now.

**And Every Single One Of  
Them Call Me!**

This week, for example, I had an appoint-  
ment with an executive at Reynolds &  
Reynolds, around 39 years old, currently  
making \$350,000 a year. His job involves a  
lot of travel and he was running a subsidiary  
the corporation had bought. After six weeks,  
the corporation decided to sell off the  
subsidiary and offered him another position  
at \$100,000. Just like so many others in  
today's economy, he's fed up and ready to  
take control of his future, and called ME to  
discuss going into my business!

This kind of candidate is no longer the  
exception for me. I'm seeing this caliber on a



Tim Murray, General Agent  
The Guardian, Ohio

daily basis. Using traditional industry recruit-  
ing methods, I'd be lucky to see that kind of  
candidate once or twice a year.

**Magnetic Recruiting Puts  
The Whole Process on Auto-Pilot!**

Last year, my agency was in the top five in  
my company for recruiting. Since imple-  
menting Magnetic Recruiting, I'm incredibly  
busier. But I'm busy doing the right things.  
The candidates who come in to talk to me  
already know they're going to be selling insur-  
ance and financial services and yet, they often  
try to convince me that they're the right person  
for the job! Not only has this consistent,  
predictable flow of high caliber candidates  
saved me an inordinate amount of time, it  
puts the entire process on auto-pilot!

It's a great feeling to know that all I have  
to do is show up for work knowing I'm going  
to have interviews set up with quality people,  
with no additional effort on my part. Instead  
of working like a dog all year, like I did last  
year to be in the top five in recruiting for my  
company, I'm hoping to do all of my recruiting  
for the year by June, so I can get in some  
extra time on the golf course this summer.

If I wanted to increase my activity,  
I could easily do that. The System is  
unbelievably predictable and consistent. But  
I'm content, at the moment, with the level of  
activity it's generating.

Magnetic Recruiting has allowed me to

become very selective about who I want to  
join my organization. I know that I can create  
the same results week after week, so I'm in  
no hurry.

**I'm In That Envious Situation of  
Having So Many Qualified People  
Calling Me That I Can Afford to Say  
"No" To Anyone I Want!**

Between you, me, and the wall, it's almost  
as good as sex! I'd like to show you, too, how  
to get an almost unfair advantage over your  
competitors!

My results certainly aren't unique. I've  
talked to others in the industry getting similar  
results from Magnetic Recruiting. One of my  
New York City-based colleagues, who's office  
is #1 in the company, now gets three times as  
many highly qualified candidates coming in  
than he did using traditional industry  
recruiting methods. And, a couple times a  
week, someone leaves a message on his voice  
mail saying, "Look no further — I'm your  
guy!" And these people know they are going  
to be selling insurance!

Magnetic Recruiting doesn't replace  
getting nominations from agents and  
centers of influence. But it's a fantastic sup-  
plement. And let's face it — there are days  
when we all get burned out on pumping  
everyone we know for names.

**Find Out How You Can Put This  
Powerful System To Work For You!  
Free Report Tells All!**

Even the greatest general agent or manager  
in the world will be struggling or out of  
business without a constant stream of high-  
caliber candidates. So, if you're ready to dis-  
cover the astonishing secrets of getting  
qualified candidates to call you, call the creator  
of this System, The Turn-Key Magnetic  
Recruiting Mentor Program NOW!

1-800-856-4084 (US & Canada),  
24 hours-a-day for FREE recorded  
message and to get your FREE  
Report!

Or, write "Recruiting" on your business  
card and fax to 602-431-1524.