

Million Pound Direct-Response Marketing Secrets

Volume #4

by

Edmund Baker

Increase your income a thousand-fold – simply and easily!

Use these amazing world-class marketing methods to make more money than you ever dreamed of.

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Advanced Direct-Response Marketing Secrets Volume #4

Important Note Please Read: This manual was created from the distilled knowledge of seven of the USA's top information marketers and also two UK multimillionaire information marketers. To make the manual readable I have edited and distilled the essence of these people's wisdom. I have also changed some examples and put the entire thing into the first person ('my' voice) to make it an enjoyable read. The wisdom is theirs, I am merely the editor. 'My' voice is really their voice.

Edmund Baker

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Introduction

Welcome and a huge 'Thank You' for purchasing this "Advanced Direct-Response Marketing Secrets" seven-volume course!

The key to success in any business is undoubtedly marketing. It's what makes the difference between a super-performing, ultra-profitable business and a limp-along also-ran.

When I learned these secrets for myself it blasted me out of the poverty trap I was in, and up into millionaire status. It was like having a rocket booster attached!

These ideas apply to any business. You can build your personal wealth level with these multi-millionaire techniques!

The Manual you are now reading is Manual #4 of 7.

Within these pages you'll find some of my greatest secrets for turning small amounts of money into huge sums of cash regardless of what you are selling.

If you've dreamed of getting rich in direct-response marketing, then this 7-Volume Course is perfect for you!

This course is the final authority on direct-marketing success. You can refer to it every time you need direct-marketing advice on a variety of subjects.

The secrets that are revealed to you within this course have made multi-billions of pounds.

In fact, they are the same secrets that I've used to bring in over £30 MILLION in the last ten years!

These secrets have the potential to make you super-rich as well - but only if you use them! They won't help you unless you study and practice the methods.

As much as I wish it, there is no such thing as learning by just reading this in your armchair. You MUST study and then use these methods. They are not difficult to learn. You can be successful if you will use the methods. Apply them to your marketing campaign today!

Again, I want to thank you for purchasing this course, and I wish you all the direct-response marketing success in the world.

Go ahead and begin reading this Manual now.

Advanced Direct-Response Marketing Secret #1

A Simple Technique to Making up to £1,000 an Hour or More.

THE SECRET IS WRITING ADVERTISING COPY. Here's a technique that has made me £1,000 an hour and MORE...

- Brainstorm. Find all the reasons why your product/service/offer can benefit the person you want to sell it to.
- Make the longest list you can on all these major selling reasons.
- Write small paragraphs of copy around these major selling points. String them together.
- Then re-arrange them. Take the major selling points and put them at the beginning of your advert or sales letter.
- Test as many headlines as you can. Writing copy can be this simple. It takes work and time. But this can pay you HUGE sums of money for every hour you spend writing your copy.

The more of these promotions you do, the better you'll get. **The best advertising** copywriters make it look easy because of the amount of time they've invested in their craft. Yes, you can pay a top-gun copywriter to do it for you, but it will cost you! Why not learn it yourself?

I have earned well over £1,000 an hour for the time spent developing various sales promotions – you can do this too! Follow the get rich-tips, tricks and strategies in this manual to learn all of my secrets.

Advanced Direct-Response Marketing Secret #2

The Fastest, Easiest, and Cheapest Way to Get FREE Adverts.

LETTING DISTRIBUTORS SELL YOUR PRODUCTS OR SERVICES is the fastest, easiest and cheapest way to get FREE advertising. This is simpler than you might think.

Millions of people are interested in making extra money. These people can be reached by advertising in the money-making magazines or classified advert sections of many different publications. There are also plenty of good mailing lists compiled of buyers and enquirers of business and money-making opportunities. They are keen and hungry to sell something, but they don't have anything to sell!

Just give people in this sector of the market place these things...

- A good product or service to sell
- Sales material they can use immediately
- Support and service

Many people are constantly looking for new products and services to sell part time.

They will spend their money on postage, printing and advertising for you. All you have to do is focus your time on providing them with the three things above.

Advanced Direct-Response Marketing Secret #3

Get More Money-Making Ideas Than You Can Possibly Use.

How can you find the right money-making idea? This doesn't have to be difficult. Here are four easy steps you can take to get more money-making ideas than you can possibly use...

1. Send away for the info in every single advert that you find appealing.
2. Keep files on the best adverts and sales material you can find.
3. Study these files. Take notes to determine all the best ideas, methods and strategies other people and companies are using.
4. Try to find a way to utilize these ideas and incorporate them into your products and services.

Studying hundreds of adverts and assorted sales material that other people are using can give you lots of new ideas. This can be your key to getting more money-making ideas than you can possibly use.

Advanced Direct-Response Marketing Secret #4

How Two Hours a Day Can Help You Make £20,000 a Week.

Advertising copywriters have power. They can use this power to make as much money as they want for the rest of their lives. The good news: **You can develop your copywriting skills and learn how to write million-pound-copy.** Then use these skills to make whatever amount you want.

Here's how simple it can be: To make £20,000 a week just sell 40 products at £500 each - that's less than 7 products a day, Monday through Saturday. Using the secrets in this manual is the key to tapping into this enormous wealth.

Here's a formula that will help you...

- Spend an hour every day "practicing" the art of writing powerful advert copy.
- Use this time to study the successful adverts of others.
- Turn this into a hobby. Get out your scissors and start clipping the adverts you like the most from the magazines that reach the market you want to sell to or from direct mail pieces you receive.
- Keep a scrapbook of the best sales messages, headlines, subheads and sentences you find.
- Start writing headlines of your own. Do this, even if you don't have a product or service to sell.
- Then, just for fun, begin creating the perfect advert or sales letter. You don't need an actual product or service. Just ask yourself: What would the perfect product or service have? Then write the sales material to sell it.

- Now, take this sales material and find ways to adapt it to an actual product or service. Fine-tune it and test it in the media that reaches your market.

This hour a day will add up. Make this time a part of your daily schedule. Do this religiously and you'll invest over 300 hours a year developing your skills. That's like working almost nine forty hour weeks every year. All you did was invest an hour a day. Make it fun, and get started now!

Writing powerful advertising copy is your secret to bringing-in up to £1,000,000 a year or more! This is not a dream. I am actually doing this right now.

Advanced Direct-Response Marketing Secret #5

How to Instantly Make up to Three Times More Money.

Successful direct-response marketers have figured out that their headline is responsible for up to 75% of the responses they receive. This means that you can make up to three times more money just by having a good headline, or a better headline than you are currently using!

This is good news for you because headlines are fast and easy to write. And, they are usually inexpensive to change in your sales letter.

To realize how powerful a headline needs to be, look at a daily newspaper. A headline has to be strong enough to attract readers' to choose their paper and not any of the stacks of others on the racks or shelves. Newspaper journalists are some of the best headline writers in the business.

The purpose of your headline is to pick out the people who are interested in your product or service. This is how you can attract the most qualified customers. It is like the billboard on the motorway that tells people to get off now for a quality motel. If you are tired and it is late at night, you will consider stopping there.

Headlines are often done the wrong way, though. Many businesses try to use a headline to attract the large, mass audience. This is wrong. Although a good headline *will* attract a large number of prospects, it should be focused so that it only attracts *qualified prospects*. Your headline should be specific so that the reader knows what you are telling them.

Go back to that billboard example. If you were driving down the motorway and you ran across a billboard that read "Stop Here To Find Out Why You Should Stop Here!" would you stop? I know I wouldn't. The same thing is true with your headlines. They must be specific enough to target your market. "Half Price Luxury Rooms – Free Meals For Kids" says it a lot better.

Work on your headlines right now even if you don't have a product to sell. Grab a scratch pad and start coming up with as many headlines as you can. After you have written down as many headlines as you can think of, start eliminating the bad ones. Next, eliminate the fairly bad ones and finally the fairly good ones.

Eventually you'll be left with only the hottest headlines! These are the ones you should test. You may find that you have written the perfect headline that will increase your profits by up to three times.

Advanced Direct-Response Marketing Secret #6

How to Make the Most Money Possible in the Least Time.

The answer is really quite simple....You must think like your customer. Put yourself in the customer's shoes. Why should he buy your product at the price you are asking? Why should she buy it today?

The more questions and objections you can answer in your sales letter, the more sales you will make!

Advanced Direct-Response Marketing Secret #7

The Most Powerful Word in the Seller's Dictionary.

The most powerful word you will ever use in your sales copy is the word FREE! Use it repeatedly and you could soon be rich.

How is it possible to give something away for FREE and still make money?

Answer: You have to be careful what you give away! In other words, if your profit margin on your product is £25 each, don't give away a free bonus that costs you £30 each. You would lose £5 on every sale.

Instead, your goal is to find a product that has the highest retail value but actually costs you the least amount of money. Ideally it should have a high 'perceived value' but cost almost nothing to produce. A CD, DVD or report would fit this description.

One person I know has been giving away a free product that has a value of over £100, but costs him less than 25 pence.

Here's what he did...

- He got in touch with a few magazines that his customers would be interested in subscribing to.
- He told those magazine editors that he would like to give away free sample issues or subscriptions to his customers who are exactly the sort of people who would purchase a subscription after a free trial.

In short, he sends his customers' a free bonus which is a batch of certificates for free issues or sample subscriptions to several magazines. His cost is in the paper that he prints those certificates on. All his printer charges, is 5 pence per page!

This shows you how easy it can be to come up with a free bonus that doesn't cost you much, but has a high value to the customer. Whatever you do, you should try to come up with something that you can give away to your customers for free.

The amazing thing is that customers really know in their mind that there is no such thing as free. But, when they hear the word "free," it triggers an emotional reaction that makes them feel that they are getting a good deal on whatever they are buying.

So when you want to catch a reader's attention, use the word "free" in your sales copy.

Advanced Direct-Response Marketing Secret #8

A Simple Way to Make Your Prospects Completely Trust You.

You can use testimonials to make your customers trust you more.

People expect you to say your product is good, after all you are trying to sell them something. But, a customer on the other hand, has no vested interest in your company. They won't just say something in order to help you make money. So, the customer tends to believe the words of another customer who has already purchased your product or service.

Next time you write a sales piece or any advert, try to incorporate some genuine testimonials. Your testimonials don't have to be fancy. In fact, one suggestion is to make a margin on the side of your sales letter and put the testimonials there. On each page of the letter it could say "Here's what other people are saying about our product:"

You could be amazed at how much it increases the response – and of course your income!

Advanced Direct-Response Marketing Secret #9

There are Four Things Every Advert Must Contain in Order For You to Make the Most Money Possible.

Every piece of sales copy, whether it is a sales letter, a circular, a postcard or a space advert in a magazine, must include these four elements in order to make the most money.

They are...

1. **Attention-Grabbing Headlines.** Your advert must have a headline that forces the reader to take notice and read your entire sales copy.
2. **Information That is of Interest to the Reader.** You must arouse the reader's interest by giving them information they will want to know.
3. **Benefits.** You must convince the reader that they will benefit by ordering your product.
4. **Action Words.** You must get the reader to act by either ordering the information or requesting further information. If they can't get the information they want right now, they may lose interest!

When you are creating your sales piece, make sure you include each one of these four elements. They will help to give you the best response possible. Also, when you are writing, always use the word "you" instead of "me or I." Always put the customer in the story. Make it personal, and you will increase your sales.

Advanced Direct-Response Marketing Secret #10

How "Legal Espionage" Can Make You Rich!

A very excellent tactic is for you to learn how to "spy" on your competition. You can get very valuable information this way. This is not illegal and it isn't unethical. In fact, the world's best marketers are always spying on the competition. This is how they learn ways to improve their own products to make them better than the competition.

The late Sam Walton, founder of the nation-wide mega-successful Wal-Mart stores, used to say that he had been to more K-Mart stores (his competitor) than any other man alive. You can bet he wasn't spending any money, though.

Mr. Walton would spy on his biggest competitor by constantly visiting their stores. He would check out the prices. He would check out the customer service, how they were selling their product. He would do just about anything that would give him more information about his competitor. In fact, he was escorted out of many K-Marts, but he did get valuable information.

He found ways to improve his stores based on the problems he found at his competitor's stores. He found all kinds of things that could make his store better than the competition.

Spying is a very powerful source of ideas. It can show you...

- what is working for your competition.
- your competitor's weaknesses that you can turn into your own strengths!

This can be a powerful way to build the leverage you need to present a better product to the public.

It isn't difficult to learn to investigate all of your competition. Here are just a few of the ways you can do this...

- Buy their product
- Order their catalogue
- Get on their mailing list
- Visit their stores

Find out...

- All about their operation
- How quickly they fill orders
- How they handle a complaint

This doesn't take very much money, and it could help you make a lot more than you make now.

Advanced Direct-Response Marketing Secret #11

How You Can Secretly Influence People to Buy From You.

Psychology tells us that one of the strongest human incentives is curiosity. Advertisers employ it whenever they can.

Here's how...

- If you make a person curious enough about a product, you can secretly influence them to buy from you.
- You can use their curiosity to get their attention with your headline.
- Then, you can build desire with your advert copy.
- Finally, you end up with a call to action telling your prospect how to contact you immediately.

This is how you use "Arousing Curiosity" to achieve higher sales!

Advanced Direct-Response Marketing Secret #12

How You Can Influence Your Prospects to Buy From You.

Here are factors that influence prospects to accept your offers...

- Knowing the people that you want to sell to.
- Knowing *why* they buy the kinds of products and services that you offer (what *need* of theirs is it meeting?).
- Knowing the kind of presentations that work the best.

This takes a little time to learn, and each market is different. The key is mastery.

To master this, as with anything in life, takes time, commitment, work, energy and focus. But do it and you will be applying the secret to selling your products to as many people as you want. And you can easily become a millionaire doing this.

Advanced Direct-Response Marketing Secret #13

How You Can Double, or Even Triple Your Profits in Less Than Thirty Days.

Just about any business can use the up-sell technique. "Up-selling" is adding something more to a primary deal to generate more profits from the initial sale. You can instantly double or even triple your profits in less than 30 days!

When someone buys a product or service right away, they are showing you that they have a specific need at that exact time. They are in the market, and they are ripe for what you are selling. They are 'hot'.

This is the perfect time for you, right away while the relationship is fresh and new, to sell them an additional related item that is an add-on to what you initially sold them. This way you "strike while the iron is hot," and you profit even more from it. You can potentially make up to three times more profit per customer.

Have you ever gone to a clothing store for trousers, but also bought a new belt, shirt and matching tie? Or, maybe you were just looking for a dress. Did you end up with a matching handbag and shoes as well? Did the salesperson suggest any of those items? Well, that's Up-selling!

This is an example of continuity sales, or "locking customers in" to keep them buying from you. You know that they're interested in something- so sell them more of the same!

Find out what prospects are interested in and offer them as much as you can. If you can grab them while the need is there and the attention is yours, "locking customers in" can make you big bucks!

Advanced Direct-Response Marketing Secret #14

How to Hire Someone to Manage Your Finances While You Sit Back and Get RICH.

Often, the best performance can be obtained from an employee if you compensate him/her with a small percentage of the profits, or offer a reasonable commission. Five to ten percent commissions on net profits could easily produce an annual income of £25,000 plus salary, if your business adapts and expands outside of your primary business concerns.

You can put your strategies into motion and allow them to bring in the orders and the profits. Once you have a promotion that's really successful, you can sit back and enjoy the money while your employees handle the day to day business transactions.

This also allows you freedom from the time-consuming tasks you assign to your employees. You are free to develop new promotions and come up with new ideas. You can concentrate on your marketing.

You have more time for ideas, and they will be better than if you were weighed down with tasks that pull your attention away from your marketing. The better your ideas, the more profits you can potentially make.

You are making money getting a piece of all the business that comes from the contacts you have developed. All you did initially was introduce some people to each other.

While everyone else is struggling financially, you are working smart. You hook some contacts together, then kick back and take in a piece of the action. This is how to set up a small group of people that can make you millions of pounds.

This happens all the time. It works best in service-type businesses where there is a lot of profit potential from steering people together. While you're introducing companies to your concepts, they pay you to use your ideas. Where you win, they win. When they make money, you make money. All you do is train them in your profitable techniques, let them use them, and get a "piece of the pie" as they increase their own profits.

This is how to turn your inside knowledge into hundreds of thousands of pounds a year! Don't try to keep all the pie to yourself.

Advanced Direct- Response Marketing Secret #15

This is How to Let Hundreds of Other People Sell Your Books For You While You Sit Back, Relax and Count The Money.

You can sell your book through dozens of dealers who already sell similar publications.

Contact them by finding their adverts in magazines relevant to your subject. They are in the business of selling books by mail, and they are always looking for new products to offer their customers.

I have sold over one million publications through distributors who use their own advertising money to sell my products. This happens all the time, and it is very accessible to you.

There are always people out there looking for products to sell. If you can package the information and put the advertising together, all you have to do is find yourself a dealer who will sell it!

Advanced Direct-Response Marketing Secret #16

Five Easy, Simple Steps to Write a Book That Will Sell Like Crazy.

1. **Brainstorm all the ideas you want included in the book.** Brainstorming is the easy way to start writing your book **EVEN IF YOU CAN'T SPELL!** Simply jot down in any order everything you can think of about your subject. Write ten chapter headings. Write as quickly as you can, in phrases or topics or even one-word lists everything that pops into your head. Do not worry about spelling or repeat ideas at this point. Just search your mind for anything that occurs about your topic.

Initially, when you are first excited about a project, you should use your enthusiasm to help you. This is how to get more ideas than you can possibly use! Your enthusiasm becomes that catalyst of your creative efforts. When you are excited about something that's brand new, you have strength and a power that you can tap into.

A good analogy to compare this idea to is falling in love. When a person first falls in love, they don't see any faults in their love at all. Their love is perfect in their eyes.

The same is true with the enthusiasm that comes with a new project. When you look at a new project, you will be excited, elated and enthusiastic. You won't notice any of the faults inherent in it.

These are the times when you should really work on your ideas. When you're infatuated like this, you will get the ideas that you won't be able to reach after a while, when you'll run dry. Enjoy the rush of ideas while it's there and take advantage of it.

Write down all of your ideas, find out which ones work the best and use them! This is how brainstorming can make you fat wads of cash. By using the best of your ideas, you maximize your product's profit potential and give yourself the chance to make the most money.

What happens when you run out of money-making ideas? When you run out of ideas, sit back and logically think of the steps of the method you are going to write about. Write down these ideas that come to mind as well.

Remember, you are the expert and you already know what it takes to get your book done.

2. **Organize these brainstorming ideas.** Group the topics, phrases or words you have written into lists. You may do this by assigning numbers or letters to the brainstormed ideas. Then ideas that fit in category 1 or category 2, etc., are listed. As you are organizing these lists, more ideas may occur to you, so be sure to include them also.
3. **Label these topic lists and turn them into your table of contents.** In step one you generated dozens of brainstorming ideas. In step two, you grouped these ideas into five, ten, or 15 lists. These individual lists are your chapters.

Include a table of contents in your book because the potential buyer will look there to see what your book covers and if you have included the information he/she wants to know. This will encourage people to make the purchase. Make each chapter heading a headline!

Put yourself in the buyer's place. Have you included each area necessary to explain your topic adequately? Is there another topic you can add that will further encourage the buyer to purchase your book?

You also may want to check the table of contents of other books in your subject area. This research may trigger more material for your own book, and it will help you see what is already available to the consumer. This is how research = big bucks!

You have to do as much research, dig up as many facts and take as many notes as you can. Spend some time in the reference section of the library.

When I put together my Internet products I tracked down every article I could that dealt with the subject; computer bulletin boards, emails, eBay, facebook, websites etc. I used ideas out of those articles, incorporating them into my products.

Remember, you must give the reader a new approach, a better way, or totally new ideas if he/she is to be attracted to your book. Make your book so appealing the buyer cannot refuse it.

4. **Write your chapters.** Look at each chapter heading and list of ideas carefully. Combine similar topics and discard ones that completely stray from the subject. (Perhaps the idea doesn't fit in this book, but it is an area you will need to include in another book in the future. Keep these stray ideas on file for future consideration.)

When you have refined and reorganized all the ideas for a chapter, you may begin writing – and it almost writes itself. Take each idea and explain it in easy-to-read, simple language.

Write the way you would tell someone the same information if you were face to face. Don't worry about which idea you write first, second, third, etc. Just begin, and continue with those you know the best. If you write each idea in a paragraph or two on separate pages, you can later put them in a logical order. Think of shuffling and sorting the ideas like a deck of cards. A computer can do this automatically for you and give you the flexibility to move these ideas around.

5. **Revise and rewrite your book.** After you have all your ideas in paragraphs and have put them in order, it is time for you to revise and rewrite. Is there a weak or incomplete chapter? Add the information necessary to make it better. Try to have your chapters about the same size. If the book topics are balanced, you have likely included everything your customer wants to know.

Read your book aloud. This is a good way to see if all your sentences make sense. If you, or someone listening to your book, are confused, rewrite the trouble spot. You must be perfectly clear for two people only yourself (the expert) and the reader (the novice).

If you have written in down-to-earth language so that a beginner can understand, and have included all the information an expert knows, you will have a successful book every time.

Advanced Direct-Response Marketing Secret #17

Make Your Prospects Want to do Business With You Instead of With Your Competition.

Many of the same people you want to do business with are the same people that your competition wants. Yes, this does sound like common sense. But, from what I've seen other businesses do over the years, I don't think some businesspeople ever figure this out.

It's crucial that you understand this principle and how to use this information to your advantage if you are going to attempt to pull business away from your competition.

The USP is a marketing tool you use to set yourself apart in a more favourable light from your competitors. Find the weak spots of your competition, fill them and you will be able to pull business away from your competitors.

Advanced Direct-Response Marketing Secret #18

How to Create a Great Radio Advert That Could Pull Thousands of Pounds.

The rules of a good radio commercial are like those that apply to writing printed sales copy.

You must...

- Attract the prospect's attention with a unique selling proposition.
- Create a desire to obtain your product
- Encourage the prospect to order or telephone or visit your web site.

Because radio is a relatively low-impact medium, you have to make an impression that influences a listener to make a decision. This may mean putting out multiple commercials several times every day, four or five days a week, each week.

You should think of radio as two basic categories...

- **Foreground stations**, broadcast 'talk shows', on wide-ranging subjects, such as sports, news, current affairs etc.
- **Background stations** play mainly music.

Listeners actively listen to foreground stations due to their personal interest. The opposite is true of background stations, they are passively listened to.

This means that your commercial has a smaller chance of being listened to by people who are listening to music, as opposed to the talk radio show.

Advanced Direct-Response Marketing Secret #19

Make a FORTUNE With a BIG USP.

Isolating that one big Unique Selling Proposition can set you apart from all other competitors in your field.

What is BIG? It is always important to remember that it must be big in the eyes of the prospects, not in yours. A big USP is tailored for people in the market, but very little of it, if anything has to do with you.

Here's the winning formula...

- Come up with a big USP that hits a huge nerve in your market
- Grab the attention of your prospects and separate yourself from your competition that has no such USP

Since the USP deals with such a "hot" topic, you can reap bigger rewards.

This is how normal, average people are getting rich in business because of one thing! Things that are new and different really grasp people's attention. You could get rich quickly simply by knowing what the market you cater to wants and needs and why they buy the kinds of products and services they do. Then come up with a new, unique, different way to give them more of what they want.

People buy with their emotions and desire is an emotion. A desire is an unfilled want. In the best markets you have a group of customers that really desire the benefits of your products or services. They want the end results the product or service can give them.

Filling the needs and fulfilling the desires of those in your market like no other company is the secret to get more people to spend more of their money with you and it works every time.

Here's an example of a big USP. Several companies were offering property seminars at £2,000.00 a day. You could go along and learn the secrets of getting wealthy in property. Okay, fair enough. But then another company started offering a FREE one day property seminar. Now that's a BIG USP! Naturally during the one-day seminar they upsold the audience onto an expensive weekend seminar!

Advanced Direct-Response Marketing Secret #20

Another Great Way You Can Make Money With Your Mailing Lists.

By putting your mailing list on the market and finding a good mailing list manager that understands your market, you can bring in many thousands of pounds. This is how to get people to pay you up to twenty thousand pounds a month or more just to use your mailing list to sell similar (but not identical) products and services to your customers.

Some companies make their entire profit this way. The list manager rents their list to other companies that are selling similar products and services. In return the company receives a big fat cheque each month.

Some of the big direct-marketing response companies make several million pounds a year in profit by renting their mailing lists.

You can even work with your competitors. As long as you and your competitors are serving the same market and are offering the same kinds of products and services, you can attempt to strike up a deal with them. They can rent your mailing list, and you rent their mailing list. Both of you can benefit! This is how to join forces with your competitors to make even more money. I've done it dozens of times. You sell garden gnomes, they sell garden furniture – hey, you've just GOT to swap lists!

This is one of the more unusual aspects of the direct-response marketing business. Many people in other kinds of businesses may have a hard time understanding this concept. To them competitors have always been the enemy. But, in direct-mail, both companies are looking for good names, and they can try each other's. It is rarely the case that another company mailing your names will then dilute the response the next time you mail them. This would only happen if they were selling something nearly identical to you – in which case you would not allow them to rent your list.

Another source of revenue is using the services of a List Manager. They function much the same as a list broker, with the exception that he/she takes over complete management of your list for rental contacts. This is how to create a "side-line" business that can easily make you an extra £100,000 a year or more!

Here are six sure-fire ways a List Manager can make you very rich...

1. A list manager usually does his/her own list advertising.
2. He/she solicits his/her customers via telephone, correspondence, meetings, etc.
3. He/she makes all business contacts with list brokers and assumes the responsibility of processing their orders.
4. He/she submits regular activity reports regarding rentals, commissions, etc., to the list owner.
5. He/she carefully analyzes data from mailings and presents a detailed report, including suggestions and recommendations.
6. He/she maintains all bookkeeping records and is responsible for accounts receivable.

Renting out mailing lists is a great sideline business because there's very little to do other than generate your names and keep your list's quality as high as possible. Many people don't realize how simple it really can be.

To keep your list's quality up, you sell good products and services and keep your customers happy. If you are able to keep your customers happy, the chances are high that those people will be more trusting to purchase items from other companies that

rent your mailing list. When this happens, those companies will continue to come back and rent your list because the list works so well for them.

Advanced Direct-Response Marketing Secret #21

Recognize Opportunity When it's Knocking on the Door and Take Advantage of It!

If someone who has never done business with you before contacts you, and expresses a specific interest in one of your products, it shows that they have a real interest in what you are offering. They are opportunity knocking!

Always have your materials ready to go so when someone contacts you with interest, you can do your best to get that sale straight away.

Many opportunities can easily be lost unless you are prepared. Make those prospects a specific offer RIGHT NOW. This is how to easily turn your prospects into cash-paying customers. Remember, people can go off the boil very quickly.

Advanced Direct-Response Marketing Secret #22

See Your Adverts as Jigsaw Puzzles Then, Put The Best Pieces Together to Create the Best Advert Possible.

All adverts are and should be written piece by piece, bit by bit. It's all done in sections, a little at a time. In the end it comes together like a jigsaw puzzle.

There's the headline, the subheading, the body copy, the close and the order form.

I recommend you get a pen and pad, and write down all the benefits that your product has to offer. Yes, it sounds work, but spend some time thinking about it. It's better to have more than not enough. The more benefits there are, the more the product seems like a bargain.

Take those benefits and write around them. Use those benefits to fuel your sales copy. The best benefit is your headline. The second benefit is the sub heading. Weave the rest of the benefits into the body copy. Put all the pieces together correctly and you have your winning advert. This is how to construct your own million-pound advert piece by piece!

Advanced Direct-Response Marketing Secret #23

Huge Companies are Spending Millions of Pounds Doing What You Can Do for Pennies!

Collect all of the ideas in the marketplace that other companies are using successfully, and use those ideas in your own advert copy.

The big companies monitor the marketplace and learn what others are doing. This is how they get their ideas.

The more you immerse yourself in the market itself and explore it from all possible angles, the more good ideas you will be able to come up with.

It doesn't take much money to do this, if any at all. It is work, though. You will have to find the publications other companies in your market place advertise in. It just takes research. You will have to see which adverts run the longest, because those are the successful ones. Why else would they have kept running them? Each advert costs money, so it **MUST** be working.

Do not be dissuaded by the work this takes, for it will show you what works in your market, what is popular in the market currently. You can add these ideas to your swipe file. You can change them to fit your product so they make money for you.

You will notice I am repeating several ideas in a slightly different form. This is because I want them to sink into your subconscious. Getting rich by using marketing techniques is really rather easy once you grasp and apply these principles.

Advanced Direct-Response Marketing Secret #24

Appealing to the Self-Interest of Your Prospects is More Important Than Anything Else.

Everyone's favourite radio station is WIIFM – What's In It For ME!

In your copy you have factual details about your product or service. However, many people make the mistake of putting too much of this information in their sales copy.

People like to have information on what you have to offer, but that isn't why they buy your product. They buy on emotion.

Self interest is the key. You have to focus on the self interest of the prospect.

- What do they want?
- What do you have to offer them?
- What are the biggest, most powerful benefits your product has to offer?

Many companies start out focusing more on dry factual information than they should, (for instance they give details about their company on the first page). Once they learn about what really counts the most – which is satisfying each customer's wants - they end up at least doubling their income, sometimes more! The same could happen for you.

You need the factual stuff, but this only reinforces and justifies a buying decision, it does not motivate it. Please read that last sentence again – and once more, for luck.

Advanced Direct-Response Marketing Secret #25

How a Ghost Writer Can Make You Rich.

Can't write? Won't write?

I've been using "ghost writers" to help me create my information products for many years. It's easier than you may think.

Here's a simple strategy I've used to make huge amounts of money...

- **The Idea.** Come up with an idea for a book, manual, or report you think will sell very well to a specific group of people.
- **Benefits.** Think of all the benefits that such a book should have. Think of all the great things that could be included in this book. Try to come up with at least 20 main benefits.
- **Advert Copy.** Write an advertisement to sell this imaginary book. Make this advert very compelling by telling the reader all the great things they can get by buying your book.
- **Hire a ghost writer.** Just run an advert like this one in a writers' magazine: 'Writer wanted for small publishing company. Up to £10 an hour. No experience necessary. Work from home, choose your own hours. Call (____) ____ - _____ for more information.'
- **You'll receive a flood of calls.** Believe me, there are many people who want to get paid to write. Just take the calls and pick the best person. Pay them £10 for every A4 single space page they write for you.
- **Give your ghost writer the advertisement** and the list of 20 main benefits you've already written to sell the book. Tell them to write a book that clearly delivers all these promises. They can write 5-10 pages on each one of your 20 main benefits. Give them several similar books they can use for reference material. Tell them they can use the main ideas in these books, but must never copy anything word for word. They can also use the web of course.
- **Your ghost writer will write around 100 pages.** At £0 a page, your cost will be £1,000 for a product that could sell for many years and make you many tens of thousands. This can be typeset into a smaller A5 book that will give you approximately twice as many pages.
- **Your book or manual can sell for up to £29.95.** Your cost to print it will be as low as £2 for fairly small quantities. This leaves you with a huge gross profit! Manuals sell at a higher price than books – they have a higher perceived value. So call it a manual if possible.

- **Repeat Sales.** Assuming you have the right title and the right sales material, you can sell this book for many years at a significant profit. I sold over a million copies of just one of my ghost written books.

These simple steps have helped me make millions of pounds. They can help you get rich, too.

Why is it so easy to find a ghost-writer?

Many good writers don't know how to make money with their skill. You are different. You are figuring out a way to make money with the book or manual before it's even written. This may seem like a strange concept, but believe me it contains the **true secret** of getting rich in Direct-Response Marketing. **Find a market before you create a product!**

Writing the sales material first is a powerful strategy because all your focus is on selling the book or manual. You'll end up with a book that sells much better than if you first wrote a book and then pondered how and who to sell it to! That is a BIG mistake made by many newbie writers.

Two other ways to get writers are on www.elanc.com and www.guru.com.

Advanced Direct-Response Marketing Secret #26

The Real Secret Formula to Gaining Free Advertising!

The million-pound secret formula to getting FREE advertising is to be persistent
NEVER GIVE UP!

Free advertising sounds such a great idea that most people don't approach it in the right frame of mind – they think they are going to get something for nothing. This is true ONLY in the context that it is financially free. But you have to *give* something they need in return – and that is news or information that their readers or listeners want to know!

Keep working. Keep trying. Keep consistently sending those editors professional, quality news releases. Keep going to those television and radio stations and trying to make them a deal.

There are many people who never gave up trying to find their free publicity who, once they found it, ended up making millions of pounds. This could happen for you too!

Four easy things you can do to get FREE advertising are...

- Have humility
- Be professional
- Be enthusiastic
- Be persistent

Don't forget these things. Use them to your greatest advantage. Now get out there and get to work!

Remember, if you could genuinely get free unlimited advertising (which you couldn't of course) then you literally could not fail to make a million for yourself. It is only the cost of advertising that slows you down. So grab all the free adverts you can get.

Advanced Direct-Response Marketing Secret #27

A Very Unusual New Way to Get FREE Advertising.

Here is the most unusual free advertising method in this manual I have mentioned it already but I bet you missed it!

LET DISTRIBUTORS SELL YOUR PRODUCTS AND SERVICES FOR YOU!
THEY PAY FOR ALL THE ADVERTISING COSTS. YOU JUST SUPPLY THEM
WITH THE SALES MATERIAL AND THE PRODUCT.

This is one of the most powerful secrets I've used to bring in millions of pounds in sales and profits.

This is an unusual way to get FREE Advertising because...

- Hardly anyone knows about it. The people who are using this method are doing their best to keep it a secret.
- Most people do not think of distributorships as a way of getting free advertising.

Distributorships are very popular. Many people LOVE this type of business opportunity because everything has been put together for them. You simply give your distributors the products to sell, the sales material and a simple marketing plan – they go and do the rest.

They spend *their* money on all of the advertising. Both you and your distributors can make money. The more of your products they sell, the more money you can both make!

Advanced Direct- Response Marketing Secret #28

YES! You CAN Get Publicity That Costs You NOTHING.

There is free exposure that you can get out there. You shouldn't have to be dependent on buying advertising space. There are many ways to get publicity for what you offer that will cost you nothing!

In the business of direct-response marketing, there are three basic expenses to getting the customer...

- Printing
- Postage
- Advertising

You have to have some advertising initially. You have to have lead-generating adverts out there that will bring people in and make them want to know more. Then, you have to send those people some printed item through the mail or the Internet, further explaining your offer. And it costs postage to send that printed item through the mail.

If you correctly use the proper techniques, you will discover a bypass that will allow you to skip one of the three basic expenses at first: advertising. This is why you don't have to buy any advertising when you are first getting started!

When a business is just starting out, every bit of money is important and has to be budgeted very carefully. These techniques will help you make more profit for every pound you spend, which you can use to make your business more successful!

Many companies are going on **talk shows** to promote their products and services. Other companies are sending **publicity releases to magazine and newspaper editors**. Still others are getting their products placed in **mail-order catalogues**, and the catalogue company does all of the free advertising for them.

Another way to get free advertising as I've said is through **distributors who sell their products** for you and pay for the printing and postage as well. Some companies write **feature articles** for magazines. Their advertising is paid with the profits they make from customers who read the article and spent money on what the company had to offer them.

Sometimes companies actually work out **incentive arrangements** so their customers give sales material to other prospective customers.

Through use of these techniques some companies are making millions and millions of pounds without spending any money! These ideas take a little more time and work to implement, but they are free publicity. And FREE PUBLICITY CAN CREATE A BUYING FRENZY FOR YOUR PRODUCT OR SERVICE.

How can free publicity do this? Let's say you run an advert in a magazine that costs you thousands of pounds. People read advertisements passively. They read the magazines because they like reading the articles, not the advertisements in the magazines.

When an editor gives you a free write-up, though, the dynamics change. People don't realize the editor is handing them an advertisement; they usually think it's a human interest story. It seems to be a non-commercial message, which makes people read it more and be much more open to accepting the offer.

This is what creates a buying frenzy. I know of one man who wrote a book called *How to Stretch Your Pay Cheque*. He got a Women's magazine to give him a write-up

about his book. All he did was send a letter about his book to the editor of the magazine.

The letter included a picture of the book, an explanation of all the highlights of the book with an offer for the editor to order a free copy of the book.

The editor liked the concept of the book and, without even ordering the book the editor gave him a nice little write-up about it. **18,000 orders came in for this book in 1995, and he ended up doing over £300,000 of business . . . thanks to that one little write-up in a magazine!**

Then, he was struck with an idea. If he could pull in 188,000 orders from one small magazine write-up, what would happen if he ran an advertisement in the magazine?

He ran an advert that was the same size as the write-up the editor had written a one-sixth of a page advert and he got just sixty orders!

This is a good illustration that shows you how a buying frenzy can occur when a story of a product can be perceived as an article. But the success can change radically and dramatically when an advert for the same product or service is placed.

Another example is someone who sent an article called ‘Three Ways to Cure Nail Fungus’ to a magazine. Now, like it or not, nail fungus is a very common and VERY tough to cure problem. The article had a web site URL on which was a downloadable e-book selling for £10. He sold thousands from that one ‘advert’ (which wasn’t an advert but an editorial, of course.)

Advanced Direct-Response Marketing Secret #29

When Should You Use A Small Advert, And When Should You Use a Large Advert?

Usually, a smaller advert will out-pull a large one pound for pound because a few lines of copy can make people see the benefits and advantages of an offer.

However, if a product is complex, it may require a long explanation, testimonials and ‘prove-it’ copy. In that case, a small advert will not have enough room to do a convincing selling job.

The best size of an advert is really dependent on several factors. It depends on the market, the product or service offered and the publication the advert will appear in.

The best way to find out what size adverts will work the best is to first, trust your instincts and then simply to test.

Advanced Direct-Response Marketing Secret #30

Here are Fourteen Ways to Make 100% Sure Your Products Will Sell!

Your product will sell if you offer it to the right prospects. When you are searching for a product or service that will sell, use the check list below to evaluate whether your product is likely to succeed.

- Does your product offer an advantage?
- Does it fill a basic human need?
- Will your product sell all year round?
- Is it readily available in retail stores? If so, find a different product.
- Has the market been saturated with the same product you want to sell? (If so, yours should be different in some way.)
- Will your suppliers be able to provide fast service?
- Can your product be mailed easily and inexpensively?
- Have you developed back-end offers? (this is SO important. You need to sell them something at a higher price when they are hot.)
- If you have to buy the product or service you are selling, will it be available to you exclusively?
- Will the product be available from the manufacturer for the long term?
- Will your profit margin be adequate?
- Will your product stand up well in mail handling?
- Can you reproduce or manufacture the product yourself?
- Can your product be reproduced inexpensively?

Advanced Direct- Response Marketing Secret #31

Always Remember Your CUSTOMERS are the Key to Your Success.

If you become so arrogant that you think you are totally responsible for your success, you may be distancing yourself from the real source of your success - your customers.

Customers will give you all the money you want for new cars, expensive homes AND EVERYTHING ELSE THAT YOU REALLY WANT! Without customers you can forget about having a business, money, a new car, vacations, a home or college tuition for your children.

Everything that you want in life that money can buy can be yours simply by...

- Finding customers
- Plus, keeping customers

Everybody wants nice things. They want new cars, fancy homes, lots of nice things that money can buy, but they don't stop to examine what it takes to get those things. They never stop and realize that all of those things are out there just waiting for them

at any given moment. It's gained through finding and serving customers, so they keep sending you their money!

Advanced Direct-Response Marketing Secret #32

Everybody Has Experience They've Gained Throughout Their Life...Use That Experience to Help You Build a Fortune!

Everybody has certain skills, talents and abilities that they are not aware of.

If they can just cue in and realise this wealth of resources and knowledge, is what they need to build their own business, with a strong marketing plan for selling their products.

They have a host of unique characteristics . . . all due to the experience that builds up over the years . . . and they are completely unaware of it!

Take your talents, skills and abilities, and let them carry over into all of your other activities. That's how normal every-day experiences and skills can help you make a fortune!

Advanced Direct-Response Marketing Secret #33

The Amazing Secret to Automatically Increase Your Profits!

Profits are the most important thing to your business. This is the money you can use to buy all the things you want: Beautiful homes, cars, boats, vacations, etc. So learning how to make profits is very important. And guess what? IT'S SIMPLE TO MAKE PROFITS.

Just remember: Profits come mostly from re-selling to your customers. That's it! Follow these three steps...

- Make continual new offers to your customers.
- Make all of these offers as irresistible as you can.
- Take the most profitable of these promotions and offer them to new customers who have never done business with your company.

This little profit secret has brought in as much as £100,000.00 and more in *daily* sales for my small company. You can use it to automatically increase your profits, too.

Advanced Direct- Response Marketing Secret #34

Increase Your Profit Potential IMMEDIATELY.

Your advertising costs are fixed. You'll pay this amount no matter how much money your sales material is able to generate. The secret to increasing your profit potential immediately is to **test different prices, headlines and offers**.

The extra response you get from these tests can give you instant profits!

Advanced Direct-Response Marketing Secret #35

Troubled Businesses Can Make You a Millionaire.

Read your newspaper, check with your business broker, real estate agent, or ask around. Enough searching will lead you to businesses that are in trouble. These businesses can be purchased for pennies on the pound or for no money at all (you offer the owner 10% of the profits for the next five years).

Many of these businesses could be turned around. You can sell off the assets, work out payment plans with the suppliers, and find new ways to market the product or service to the people who have done business with the company in the past.

Often, all it takes is a fresh approach, a new vision, new ideas and lots of raw energy to turn a troubled business into millions of pounds.

Advanced Direct-Response Marketing Secret #36

What Do People Want? If You Know, You Could Create Products and Offers That Can Make You a Fortune.

Let's look at...

- What people really want
- What they desire
- What they hope to gain
- What they want to be
- What they want to do
- What they hope to save

Your product has to do one of the following things. This is psychology that will fill your bank account. These are 12 human concerns that can make you RICH if you know what to do about them!

People Want...

1. More Money

People want more money, be it for leisure, a more comfortable lifestyle or simply to make ends meet. How many people can you think of that say they WOULDN'T like to have more money?

2. Business Advancement

People want to be more successful at their occupations. They want to excel. They want to advance in their ranking. Also, people like the idea of having their own business, able to support themselves, being a self-made success story and their own boss. They want to have some control over their life.

3. **Praise from Others**
People want to be recognized for who they are and the accomplishments they make. They want to impress others and be thought of as worthwhile and necessary.
4. **More Leisure**
Work is usually something people do because they have to. What would they be doing if they weren't working? People want more time to pursue their own interests, personal activities and hobbies.
5. **Better Health**
People want to live long, healthy lives. They don't want to be ill. They want to look better and feel better.
6. **Improved Appearance**
People are very conscious about how they look. They want to be attractive to other people. They want to be less self-conscious when they go out or go to a social event.
7. **More Comfort**
People don't want to have to worry about anything. They want to be able to just sit back and relax. They want to be comfortable as much as they possibly can.
8. **Pride of Accomplishment**
People want to be able to do things well. They want to be able to exceed in some area of skill. They want to be good at something and have others notice that they're good at it.
9. **Greater Popularity**
People want to be popular with their peers. They want to be important to others. They want their peers to enjoy their company.
10. **Enjoyment**
People like to enjoy nice things: food, drink, entertainment and other physical contacts. They want to have fun.
11. **Social Advancement**
People want to be socially accepted. They want to move in higher social circles. They want to have personal power and influence over others.
12. **Security in Old Age**
As people get older, they worry about many things, their health, financial stability, independence, retirement and their appearance.

Knowing all of these things and how your product fills these gaps is the big picture behind your product or service. That can make you the richest person in town! It's not so much *what* you sell but *how* you sell it that is important.

This illustrates the importance of creativity. It's how you sell something, how you present it to other people that really counts. You have to present your offer in the right way.

Remember, people don't buy products because they want the product. **They want something that they perceive the product can give them.** If you're able to convince people that your product can give them the result they're looking for, it's your ticket to a fortune!

Advanced Direct-Response Marketing Secret #37

Many Direct-Response Marketers Make the Same Mistakes Every Year. Don't Let Yourself Fall into This Trap.

This is why some really GREAT ideas fail: the company gets wrapped up in thinking about themselves instead of thinking about the customer.

Companies and yes, even small businesses can get very bureaucratic in their thinking. They forget that they're only in business to serve other people.

There are people out there that say terrible things about capitalism. They say that capitalists greedily exploit other people. Granted, that may be true when it comes to some "fly-by-night" operations. The companies that make their profits from working with established customers repeatedly, though, can't get away with cheating and ripping people off. The bottom line is: **they have to provide value.**

We have to love what we sell. We have to be able to communicate enthusiasm for our products and services. We have to feel strongly about what we have. Then, we have to try to transfer those emotions to the prospects and customers. If you are excited about a product and you are able to convey that excitement to me, I'm going to get excited about the product too!

Remember to think about your market, prospects and your customers. Think about what they're really interested in. It should all centre on thinking about the customers, not the business.

I've said all of this before, but I know for some reason it is extremely difficult to see the offer from a reader's point of view. Millions of pounds are wasted every year because direct-response marketers with great ideas fail to understand that what consumers want to hear is not always what the marketer has to say. Here's an example of truly terrible sales copy: "We offer quality, reliability and service. We have just moved to a brand new 26,000 sq ft headquarters and have been short-listed to receive the Queen's award for industry...."

Who cares? Definitely not your customer, let me assure you!

Advanced Direct-Response Marketing Secret #38

Three Ways to Instantly Increase Your Income NOW.

Test the following to instantly increase your income...

- **The Headline**
Can you make it more powerful, or more convincing?
- **The Offer**
What can you do to make it more irresistible? Can you add more bonuses or a better guarantee?
- **The Price**
You'll never know which price is more profitable until you test many different prices.

Any or all of these three things can increase your bottom-line profits. I'm speaking from experience. Many times a simple headline or offer change has increased my profits by 100% or more.

It's so simple: just test these three things constantly and you'll always find new ways to make more income from your promotions.

Advanced Direct-Response Marketing Secret #39

There are Two Things You Can Instantly do to Beat Your Competitors and WIN.

1. **Understand what your customers' needs are**
The market you are catering to has specific needs and desires, and the more specific the market, the more specific the needs and desires. You have to be able to hone in on them. What do they want? What do they need? How can you make what they do easier, better, more enjoyable? What can you give them that will solve their problems?
2. **Satisfy those needs in a way that no one else is**
Once you know what your market wants, you have to find a way to give them what they want. And you should try to give them something no one else is giving them. Make it special. Make it unique. Make it the sort of thing that your competition will look at and think, "We haven't thought of THAT before!"

Remember, if the market can't get it from anywhere else, you are the only source for it. If it is a good product that does what you say it does and is able to fill your market's needs or desires, you have a winner on your hands.

Many businesses limit themselves to running and operating the same way that all of their competitors operate. In a sense, established companies "fall asleep." They end up

forcing themselves into a gridlock where they are only worried about the competition between themselves and their competitors.

They lose the "peripheral vision" that allows them to see multiple routes to success.

So these companies will stop coming out with new, unique ideas and products, trying instead to play one-upmanship with their competition. They have lost that essential contact with the needs of their customer base, what it wants, how it changes and how to give them what they want. They're not looking for faster, better or simpler ways to serve their prospects and customers.

This leaves a gap in the market place. Someone with a fresh perspective and a real willingness to serve people better can plug that gap and beat the competition. They will focus on the real secret to success, which isn't competitive gridlock, but good marketing – understanding what your customers' needs are and satisfying those needs in a way that nobody else is.

These are the people who find success. Make sure you are one of those people!

By implementing the simple rules of marketing and carrying them out as far as they'll go, you can develop a business that gives you the competitive edge. Often, that can mean the difference between success and failure.

Advanced Direct-Response Marketing Secret #40

Here's a Major Shortcut You Can Use to Find the Advert Ideas That Will Make You the Most Money.

It helps greatly to have a focused target market. In my company, for example, I advertise to people who read opportunity magazines. By looking at the other companies' adverts and knowing which ones worked and didn't work, through seeing which adverts disappear quickly and which ones keep running I get a handle on what's making money for others and what isn't. I will see an advert that runs maybe three or four times and then disappears, and I know that it didn't work for the company that placed it.

The truth is, the information about how well the advert did or didn't do is confidential, but people can find out anything if they know where to look. You don't have to get in contact with another competing company and ask them how their advert did. All you have to do is see how long it ran.

You can go to libraries and look through magazines that you want to advertise in. Simply look at the magazines that go back a couple of years, find the adverts that ran the longest in that period of time, and in a matter of a couple of hours if even that long, you have found a successful advertisement! Revamp it and you're away and running (as long as the product still has appeal of course!)

This is a MAJOR SHORTCUT for coming up with your own super money-making adverts that will guarantee your success.

Advanced Direct-Response Marketing Secret #41

Which Mailing Lists Will Make You TASTY PROFITS Every Single Time You Rent Them?

The answer is: lists you get from reliable list sources. They will help you make the biggest amount of money from the very first day you start!

There are many mailing lists on the market, but **there are only a few reputable list brokers**. Reputable list brokers can give you specific data on different mailing lists. That's exactly what you need to know so you can decide whether or not the list will be a winner for you.

You need to know...

- Exactly where the names came from - whose customers they were
- What the people on the lists bought before
- How much money they spent
- How recent the list is

Remember this: a good list broker is like a good stock broker. They make their money by helping you make your money. They're not out to sell you a list and then disappear. They want to build a good relationship with you because they'll want you to keep coming back. That's how they keep making their own money.

Whatever you do, please do not rent names from untrustworthy sources. They will be old, useless and packed with 'filler' names.

Advanced Direct-Response Marketing Secret #42

One Great Sales Message Can Add up to Thousands or Even MILLIONS of Sales.

Good direct-response advertising copy can make you RICH! Why? Because it's nothing more than a successful sales advert that is multiplied by the printing press to bring in more money from more prospects!

If you are running an advert in a magazine that's going out to a 100,000 people, and you have honed and perfected that sales message, then that one sales message is appearing before about 1/10th of those people (9 out of 10 never even see your advert).

With direct mail you're able to get your message out to many more people, which results in giving you more leverage. You're still able to reach them one-on-one, though, because the copy should be written one-to-one.

My company has mailed several million pieces in a year. That means that several million people received sales messages from me. You can do this too!

FAR more people read a direct mail piece than read your advert in a mag.

Advanced Direct-Response Marketing Secret #43

By Having These Three Things, Little Teeny, Tiny Adverts Can Pay You HUGE RETURNS.

Is it possible to launch a direct-response empire using small adverts? The answer is an unequivocal yes! All it takes is two things.

Here how to make HUGE PROFITS from your small inexpensive adverts...

- **The small advert has to be used to offer the right product or service.**
You have to advertise a product or service that your specific market will want. What do your prospective customers want?
- **The small advert has to be placed in the appropriate media and in the right position. Ideally you want ‘outside right of a right hand page as early as possible in the publication.’**

Today, many publications are published for very specific groups of people with specific interests. Locate the publications that are geared towards your specific market, and you will be placing the advert in front of the people most likely to become your customers.

Place your advert in a publication that is too general and attracts people from a very wide interest range (such as a news magazine), and it won't have anywhere near the same impact. It won't appeal, because there are many people reading the publication that don't care about your product or service.

Advanced Direct-Response Marketing Secret #44

If You Want to Bring in the Most Money Possible, You Have to Know Who Your Best Prospective Customers are!

One of the biggest mistakes many newcomers in direct-response marketing make is not having a crystal clear idea of who their customer is. They're under the false belief that almost anyone out there could be their customer.

Don't allow yourself to fall into this train of thought. All direct-response companies cater to a very specific type of person. Those marketers who have had the most success in the business know exactly who they're trying to attract. They're not trying to get everyone's attention, just the attention of the best possible prospects – those people in their niche market.

Sometimes prospects have common denominators simply because of what they've bought in the past. For example, my products and services are designed and marketed specifically for the opportunity market. I know someone else who makes a small fortune selling magic tricks – imagine trying to sell THOSE to ‘everyone’! Just to see if you are awake, what's the best list of people to buy his magic tricks?

Answer – a list of people who have bought magic tricks before. Almost no other list will work.

In my own niche, sex, creed, race, employment, age . . . none of these are really important in the opportunity market. I serve them all. The common denominator is **what these people buy and have bought**, not any of the other things.

Developing a strong knowledge of your market is a process. The more you do it, the more experience you have. The more you immerse yourself in it and commit yourself to it, the more you'll learn.

And the more you learn, the better you will be at giving the customers and prospects what they want. And you'll attract more of these people.

Advanced Direct-Response Marketing Secret #45

How to Run Your Adverts for Dirt-Cheap Prices and Make a Small Fortune.

Many of the national magazines that are distributed to mass-markets can *potentially* be good choices for you to advertise in, even though your product is a niche offer.

Let's say that you have a product designed for arthritis sufferers. The product is a DVD where you have interviewed specialists in the field of alternative medicine. Through your interviews, you have gained information about the condition that most doctors don't know, accept or simply don't tell their patients. (By the way, I hope you've just spotted the headline? "The Shocking Truth About Arthritis That Doctors Don't Know – or Simply WON'T TELL YOU!")

Even within that large group, a percentage of readers of a mass-market publication will be those people that suffer from arthritis pain. If you can advertise cheaply enough, you could make a profit.

In the back of these magazines there are mail-order or shopper sections (classifieds) where they will accept much smaller adverts for a cheaper price than the magazine's other advertising.

You can get your advert for dirt-cheap prices, reach the kind of people you want to and potentially make a lot of money.

If this was my product, I'd take a tiny advert with the above headline and a web site URL. That's it!

Advanced Direct-Response Marketing Secret #46

Procrastinators Can Kill Your Business. Put a Stop to Them NOW.

By procrastinators, I mean people that aren't really your market. These people will read through your advert, but because it is very general and vague, they won't be compelled to buy what you offer.

If you try to be everything for everybody your offer will not stand a good chance of attracting the people you want it to attract.

If you are vague when it comes to targeting who you are trying to attract, you are not compelling a certain group of people to do business with you. Your advert has to be written towards a certain type of person, namely, the best prospects in your market. One of the biggest concepts behind direct response marketing is the fact that the marketer should **only be looking for a small percentage of people**. By only targeting a very specific kind of person and realizing that you shouldn't go after everybody, you can zero in on the market's wants, needs and desires. Use these to your advantage in your advertising and reap the benefits.

Here is how a total amateur responds:

“Who is your product aimed at?”

“Everyone.”

Advanced Direct-Response Marketing Secret #47

Give Your Prospects Exciting Reasons to Order NOW!

This same principle is making many others in direct response marketing up to £50,000 a week. You have to get the prospect involved, take them by the hand and lead them! You have to give them the most compelling and exciting reason to order *now* that you can. Tell them why they should order now, and tell them exactly *what* they should do.

“Place your order NOW before the moment passes. Places on this seminar are strictly first come, first served. Complete the enclosed acceptance certificate to secure YOUR pace.”

Make it simple and easy for your prospect to know exactly what to do. If you can do that, you have the potential to make huge amounts of money. People are very easily put off. Their buying desire is very weak.

They also have limited money and you're not the only company making them an offer. You have to be competitive and give your prospects more of what they want. Then, you have to tell them what to do, how easy it is, and get them excited about it.

Advanced Direct-Response Marketing Secret #48

Here are 22 Sure-Fire Ways to Make up to Ten Times More Money.

These are the things that are the most crucial in your advertising. By learning, implementing and always keeping these twenty-two key points in mind, many companies have brought in ten times more profits than before. You have the potential to do the same!

1. **Capture a reader's interest.**
If you cannot get the interest of the prospect, you will never sell them anything.
2. **Appeal to a prospect's self-interest.**
People only care about themselves. Remember WIIFM? The more bigger and better benefits your offer has that prospect's want, the stronger your sales copy.
3. **Write advertisements that motivate people to buy.**
Forget about the idea of "creating an awareness of your product" – that's for fancy advertising agencies with a lot of their client's money to waste. We have to make sales, so focus on selling that product. A person can know your product exists, but that doesn't put money into your pocket until they buy it.
4. **Stir buyer's emotions.**
People buy with their emotions and then justify with their reason. The advert should evoke an emotion towards your product. The more pleasant, happy and excited they feel towards your product, the more they desire it and the higher the chance that they'll buy it.
5. **Use benefits to create product desire.**
Benefits are all that the prospects really care about. They only want to know what the product or service can do for them; how it can make their life easier, more enjoyable and more fulfilling.
6. **Make readers believe your promises.**
If your advert cannot make the reader believe you, they are not going to buy from you. Remember, they are buying on the basis of "sight unseen" – they send their money without ever seeing, touching or trying out the product. Therefore, it's very crucial to make them believe that you're not going to rip them off.
7. **Write advertising that relates to the average person in your market.**
Use the language and terminology that the people in your market use. Know your market. Know what the market likes and doesn't like. Learn what the problems are that people in your market have. The more you're able to relate to them, the more you seem to honestly have something for them. Ideally, you should actually BE a customer for your own products. E.g. if selling fly fishing tackle, you should be a fanatical fly fisher.
8. **Convince the hardened sceptic.**
Consider all prospects to be hardened sceptics. If you do so, you will be able to create much better advertising. Write to that scepticism. Do everything you can to assure that prospect of the worth of your offer. One tried and tested method is to add one small negative to the sales copy. **“Although I’ve explained how simple and easy this business is, there is a small catch –**

you're going to need a state of the art PC to run it and you're going to need a telephone line."

9. Make your offer so attractive that a prospect will say, "Yes, that's for me!"
10. Make those prospects want what you have to offer. Get them excited. Show them dramatically what it can do for them!
11. **Write copy that agrees with existing attitudes.**
Your understanding of the market - not just as the source of your profits, but as a group of people with lives, problems, and ideals of their own - can be used to your advantage. Let them know they can trust you!
12. **Write copy that overcomes buyer objections.**
Write down a list of all the objections to purchasing your product you can come up with, and then tackle each one. By doing so, you can come up with ways to lessen or destroy those objections. If you can do that, you're able to develop powerful copy and advertising.
13. **Use words and phrases that move people to act.**
Writing has its tools, just like any other profession. In writing, those tools are words and phrases. So use the best tools possible! Use words and phrases that will gain the attention, the interest and the desire of your prospects. Then, give them a very simple, highly motivational call to action. You don't have to invent this stuff from scratch. Look through your swipe file to see how others have tackled this.
14. **Write copy that reflects how average people talk.**
Here is some advice that I go by that has been one factor in my success: If your copy is too complicated for a seventh grader to understand, you need to simplify it. Language can be a barrier as well as a tool. Don't make it difficult for those prospects to read your advertising. People read advertising in a very passive way, and if your advert requires work, it will most likely end up in the trash. Don't say: "We envision your delight and manifold satisfaction when perusing the contents of 'The Get Rich Guide' and know that once started you will experience difficulty in discontinuing your engagement with said volume..." Instead say: "I know you're just going to *love* reading 'The Get Rich Guide'... in fact I'd have trouble getting it out of your hands once you get started!"
15. **Stay in touch with what people want.**
This is so important; type in large bold letters on an A4 sheet: **People only buy what they really want!** And pin it on the wall or a notice board in front of your desk as a constant reminder. Please note that des NOT say: **People only buy what they really need!**

16. Do not test the obvious.

Anyone can come up with ideas to test, and testing really is one of the secrets to getting rich. However, you must test things that are smart and are actually questionable. Common sense is just as important as scientific actuality. Get too heavy on testing common sense things and you're wasting your money. Test price, freebies and headlines. Don't test envelope or paper colour or typefaces.

17. Appeal to emotions and instincts.

People buy with their emotions, and you have to play up to their feelings. Put them in the picture, with themselves enjoying the benefits of your product. **“Imagine yourself....”**

18. Develop facts and present proof only after engaging emotion.

This is the key to believability. Give your prospects facts and proof that what you say about your product can happen for them. Use everything at your disposal, from simple facts and figures to testimonials from satisfied customers. The more you can give them, the more you can tear down the wall of scepticism. **“Maybe you're excited about this programme but worried about whether or not it can really work for YOU. Well here's proof that it can...”**

19. Make a prospect justify a purchase.

Make the prospect feel like they are getting a lot for their money so that they can say to themselves: “That's worth it.”

20. Find a common meeting ground with prospects from the start.

Let those prospects know you can relate to them, and let them know why you can relate to them. This is the benefit of writing to a specific person and a specific market. Let them know that you really understand their problems and their wants, and that you have the solution for them.

21. Substantiate incredible product claims.

You have to provide evidence that your claims are true. If your claims are too wild, you have to tone them down (even if true). Outrageous product claims can be a big turn-off and severely deplete your possible sales. If I had a sure-fire way of making £1,000 a minute I'd tone it down. Perhaps I'd say: “Make £12,560.00 each and every week...”

22. Have back-end offers.

All the big profits in this business are made through back-end sales, not front end sales. The related products and services you sell on the back-end to customers who have bought from you before will make you the most money. The front end should merely be used to gain initial sales and add more people to the back-end. Once they've bought from you, they have showed their trust and you can go back to them with more offers. **FIRST**, you attract people to your company. **SECOND**, you show them they can trust you. Then you show them how your product or service can give

them something they want. And THIRD, you re-sell them for the BIGGEST PROFITS POSSIBLE.

23. Continually develop new offers and advertising ideas.

You will never maintain success and growth with only one product. You have to keep coming out with new products to maintain your profits and keep them growing.

Advanced Direct-Response Marketing Secret #49

Three Ways to Get Money-Making Ideas that Can Bring You Thousands of Pounds.

Here are three ways you can use ideas from other adverts that can make you thousands of pounds...

1. Develop old ideas in a new and original form.
2. Improve and expand on the idea.
3. Copy the idea "as is".

As you know, copying is not a good idea, at least not to the point of copying someone else's advertisement word for word because it's an infringement of copyright which is illegal.

The companies that are making the most money consistently, though, are not copying. Maybe they're copying existing ideas, but they are finding ways to use these ideas to make them unique.

Out of these three, it is the second method that I recommend more than anything.

These ideas don't have to be limited to a certain product or service. They can be utilized for any kind of advertising. **Stop seeing adverts as adverts. Stop seeing sales letters as sales letters. Instead, see them as ideas!**

Some of the people who design adverts might have put a great amount of time and effort into them. All you have to do is study their copy and glean the best ideas.

Take, for example, a person who has been writing adverts for twenty years. That person has thousands of hours of experience, and when they develop an advert campaign it's based on a lot of experience.

So you can study their copy and use the best of the best of their ideas in a short amount of time. You are able to capitalize on their experience, knowledge, ideas and method of communication. This is why your swipe file is so important.

Advanced Direct-Response Marketing Secret #50

If You Can Prioritize Correctly, You Can Bring in More Money Than Ever Before.

Committing to deadlines can be positive. Yes, pressure really can be a good thing! Deadlines can force you to get projects done and get them out there making money for you sooner.

Getting ideas is not enough. These days I have ten or twenty million pound ideas each week! Once they start flowing, how do you prioritize them? **Work out what's important and what's not.** Once you know that, you can focus on what's important and get those pertinent elements out there quicker.

Learn how to correctly prioritize your projects and get three times more done in less time and make three times more money! Why? Because if you are properly prioritizing, you are actually saving yourself the effort that it takes to work on things in a chaotic order.

Advanced Direct-Response Marketing Secret #51

Five Ways You Can Use Optimism to Help You SUCCEED.

Here are five ways to stop living from pay cheque to pay cheque. Here is how to take your ideas and put them into a specific formula. These will help you transform your ideas into huge amounts of money...

1. Problem Focusing

Optimists are planners. They examine the situation, and then, as much as they can do something about it, try to resolve it.

Optimists take action sooner. They act quickly to prevent small work assignments from mushrooming into big overwhelming jobs. They break big problems down into smaller, more manageable bite-size problems. Optimists tend to formulate sub-goals or intermediate steps that will help them eventually reach their ultimate goal.

You can apply this step-by-step approach to any overwhelming commitment or obligation. If you plan to write a book or manual, for example, the enormity of the project could be daunting, unless you say something like, "I can write five pages a day, so I can write a chapter a week," etc. How do you put a man on the moon? Answer, break it down into bite-sized chunks otherwise it's too overwhelming.

2. Perseverance

Stimulated by positive emotions and past successes, optimists keep going when others might quit.

Problems often have unexpected repercussions, beyond the effects on morale or finances. Optimists have a certain amount of tunnel vision that keeps them focused on their goal.

3. **Positive Solutions**

People who think positively tend to emerge from difficult situations thinking...

- I have developed a greater trust in my judgments.
- I must modify my personal or career goals to more closely match my true interests, abilities or values.
- I have gained confidence in my ability to handle other difficulties.
- I have discovered I can rely on others to help me get a job done.

These types of thoughts allow a person to feel that he/she has a chance to improve. There is much confidence and satisfaction to be gained from getting through a problem and being able to say, "I handled that pretty well."

4. **Social Support**

Optimists believe others can help. They tend to talk to others about a problem and follow pertinent advice.

5. **Acceptance or Resignation**

Optimists are realists. They seem to know instinctively when to charge forward and when to back off. When reason tells them a situation is out of their hands, they accept it and focus on situations they **can** control.

Instead of focusing on the cause of a problem, pessimists become preoccupied with anger, hurt, frustration or other emotional distress. In short, they get upset and give up.

This is why some people never make any money no matter how hard they try and no matter what they do. They allow themselves to get overwhelmed. They let the negative energy shut them down before they even get started. Don't let this happen to you!

Advanced Direct-Response Marketing Secret #52

Map Out Your Road to Success With GOALS!

A goal isn't wishful thinking. It's a clear, concrete direction that you want to go in. It's a firmly established path. A goal is your roadmap to success and can make you super rich.

If you want success in any worthwhile endeavour you must set big goals. It is not important who you are or where you have been; it is where you are headed now that will make or break you. You are headed nowhere without goals. As one modern philosopher observed, "Without goals, you could reach your destination, but you would never know it."

What really matters is what you do NOW. This is why your past has nothing to do with the amount of money you can make! Where are you going to go? What direction are you going? You can get there once you know where you're going.

The great thing about setting goals is the forward progress you experience as you move toward your objectives. Just as a vacation provides pleasure en route to a destination, so it is with goal setting. You can experience joy and personal satisfaction by being on the path.

In fact, getting there can be just as rewarding as arriving. Anticipation is exciting! This is how to get the very most satisfaction out of your success.

The destination is not as important as the kind of person you become as you move towards the area you want to go in. They say that success is a journey, not a destination.

I firmly believe that.

Pick a direction that excites you. Learn to love what you're doing. The money becomes a great way to keep score. Do it for yourself. See how far you can go! Make it a game!

The insider tips, techniques and secrets you have now finished reading have the power to make you as wealthy as you want to be. Once you start using them, you will be continuing the exciting journey you embarked on at the beginning of this course.

Don't be put off, if there are techniques that seem daunting – it's like anything else in life – **the more you practice it the easier it becomes**. After all, **we're talking about your total financial freedom – FOREVER!** That's worth a little effort, don't you think?

Good luck and enjoy the process of making money. I look forward to meeting up with you again for Volume #5.

Edmund Baker