

Million Pound Direct-Response Marketing Secrets Volume #5

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 #5

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 once again a huge ‘Thank You’ for purchasing this seven-volume course on “Advanced Direct-Response Marketing Secrets.”

When I started out years ago as a humble engineer, I never imagined that one day I would be worth several million and be selling over a million pounds worth of simple little information products every year.

Also I never imagined I’d be working *one fifth* of the time for *twenty times* the money! But that’s what harnessing the raw power of Direct Response Marketing has done for me.

I’ve been a little repetitive in these releases I know, but I had to hear an idea several times before I finally woke up and tuned one bleary eye in the direction of it!

An example: I’d heard the mantra “**You must have a strong guarantee in your marketing materials**” maybe 100 times. But I thought it applied to OTHER people, not to me. And, truth to tell, I was secretly scared of offering a refund guarantee in case all of those products came back to me. Talk about lack of faith in your own product! I confess I’d been a couple of years in the business before I plucked up courage to offer a guarantee. And... **I was giving a certain number of refunds anyway!** (Lack of a guarantee does not absolve you of your statutory duty to refund if someone does not like your goods or services!)

When I finally offered a strong guarantee, my sales exploded. In fact they nearly tripled! My refunds also went up by a factor of five and initially I was dismayed. An older a wiser direct marketer put me straight with this simple piece of maths:

BEFORE GUARANTEE: Sell 100, refund 2, net sales 98.

AFTER GUARANTEE: Sell 300, refund 10, net sales 290. No contest!

But tripling your response is unusual. Let’s look at something FAR more mild. A 50% increase in sales and TEN TIMES the refunds:

BEFORE GUARANTEE: Sell 100, refund 2, net sales 98.

AFTER GUARANTEE: Sell 150, refund 20, net sales 130. Again, no contest!

It’s exactly this level of ‘unexciting’ knowledge that can make you very, very wealthy, just as it has for me.

Put simply, 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 techniques.

You can be successful if you apply this knowledge to your marketing campaign today!

Go ahead and begin reading this manual now.

Advanced Direct-Response Marketing Secret #1

The Power of RST and How it Can Make You Rich.

RST is the art of Reading, Studying and Transferring the ideas, methods and strategies of others. It can make you rich **because marketing ideas and methods are interchangeable.**

All it takes is...

- Conceptual thinking.
- An open mind.
- And a willingness to continually ask, "How can I use this idea or method in my business or marketing plan?"

The most explosive breakthrough concepts come from MIXING combinations of ideas, even unrelated ones. You DON'T have to invent something new! Using these ideas in your own business can make you rich.

The best way to get winning money-making ideas of all kinds is to study the ideas others are using. Quit thinking like a consumer and start thinking like a businessperson - start thinking like a marketer. Look at all the different products and services that are being sold. There are thousands of them.

Then start becoming aware that these products and services are making other people a tremendous amount of money. They can do the same for you. **YOU CAN MAKE HUGE AMOUNTS OF MONEY WITH YOUR OWN PRODUCT OR SERVICE.**

That's the point you need to get to. It's an attitude, a mindset, a way of looking at the whole subject. Get this mindset, model after the successes of others and you'll be on your way to making huge amounts of money.

Advanced Direct-Response Marketing Secret #2

How to Make a Small Fortune Part-Time.

Here are a few ideas to achieve a small fortune from working part-time...

- **Create and develop products with the sales material to sell them.** Then let other people sell these products. Just 100 Distributors who sell £5,000 worth of your products every year = £500,000!
- **Run small adverts in national magazines.** Run them consistently. Just a few of these adverts can bring in small amounts of steady profits that add up to a substantial income.
- **Or go BIG TIME.** Develop a major marketing campaign and let other people do all the fulfillment and customer service work for you. All you do is sit back and deposit the money!

Go for any of these methods and all you have to do is sit back and spend a couple hours a day overseeing the operation.

Advanced Direct-Response Marketing Secret #3

12 Proven Steps to Get Rich in Direct-Response Marketing.

Just follow these 12 simple steps to achieve major success in Direct-Response Marketing...

1. **Know who you are trying to reach** with your unique selling position (USP).
2. **Check your offer is targeted to the right people.** Pick your lists and media carefully.
3. **Make sure your product or service** meets the interest and expectations of your target group.
4. **Check your offer is irresistible.** Fill it with self-interest benefits. Be clear and direct in your copy. Let the receiver know what your USP is and how it will benefit him/her.
5. **Check your offer is sincere and believable.** Many people are sceptical when they receive a direct mailing, especially if they have never done business with you before. Sincere and believable copy will eliminate doubts and mistrust, and it will motivate a reader to place an order. Do not go over the top in your claims!
6. **Check that any graphics fit your copy.** The right illustrations can enhance a mailing piece, but too many can cause a distraction, which means you'll lose sales. Your copy and graphics must be blended together to make the BIGGEST impact. Please remember that people will always look at a picture or graphic so it is a 'distracter' from the flow of the copy. You may like to know that I rarely use a picture for exactly this reason.
7. **Plan your promotions.** Allow enough time to think ahead so that you have everything scheduled to run smoothly. It takes several weeks to get a mailing together, for example.
8. **Check every detail of your promotion before it goes out.** Is the printing clean or do the words bleed? Is the layout pleasing? Do you have an amazing headline? Is the order form complicated, too small to fill out, too hard to read? Small details count. Be picky. Develop a check list. It's easy to miss something.
9. **Is your fulfilment department organized and ready to ship your products? Make sure you ship fast.** However, there is research which shows it may not be great to ship SUPER fast. If the buyer gets the product very soon (e.g. next day) after buying, then 'buyer's regret' may increase your refund rate, particularly with products priced at £500+. (Much less so for cheaper

products.) If they get it a few days later (still fast) some potential refunders tend to think “I spent that money ages ago...” In other words, they’ve passed the ‘buyer’s regret’ stage. By the way, it’s for this reason that there are a lot of laws concerning ‘cooling off periods’ for expensive transactions such as double glazing. These periods are typically 24-48 hours. Many people buy on impulse then regret their rashness. The regret typically lasts 24-48 hours.

10. **Include back-end offers with every order.** In other words, include a ‘flyer’ for an additional product or service, together with a means of ordering. This is smart because it doesn't cost you any extra shipping charges to throw in any related types of offers you have. This is a good way to make money with your "marginal" products or services that can't normally turn a profit on their own. You will typically receive 10% back I orders depending on the offer of course.
11. **Follow up with all of your customers.** Do repeated mailings to them. Build a relationship by letting them know you care about them. **Remember, your customers represent your greatest potential source of repeat business.** Your own customer list will RADICALLY out-pull other mailing lists on the market.
12. **Test as many new things as you can.** Find out what makes you the BIGGEST PROFITS and develop your own marketing system around those strategies. Keep this system fine-tuned, and you can get rich. (I sound like a broken record when I say you can get rich but I really do mean this!)

Advanced Direct-Response Marketing Secret #4

How to Make a Financial Killing on Every Advert.

Do everything possible to get your prospects to take immediate action. You want them to respond NOW! Procrastination or delay means the loss of most of your potential orders. This is the secret you can use to make a financial killing on every advert you run.

Here are seven ideas you can use to do this...

1. **Introductory Offer.** Let your prospects know that you are making a limited introductory offer that will not be repeated (ever, in the near future, until, etc.).
2. **Limited Time Offer.** Set a specific date (ten days, two weeks, etc) after which time your specific offer will end.
3. **Limited Supply.** Be honest with your prospects. If your special offer is the result of a limited supply, say so. But don't misrepresent the truth. If a price increase isn't anticipated, don't say it is.
4. **Bonus Offer for Fast Reply.** Offer a bonus product for those who reply by a specified date. This is called a ‘speed premium’.

5. **Price Increase Notice.** Let your prospects know that they will benefit and save money by ordering now (if in fact you are contemplating a price increase).
6. **Command Copy.** Through subtle commands, such as "Order Now", "Don't Delay", "Don't Wait", "Don't hate yourself for missing out!" etc. you can tell your prospects exactly what to do.
7. **Get a prospect involved immediately in the ordering process** - the more involvement, the better response. Involvement Devices: Get your prospects involved by directing them to "tick boxes", "affix a self-adhesive stamp in the YES box", etc.

Advanced Direct- Response Marketing Secret #5

Here are Five Proven Ways to Make Your Adverts More Believable.

People must believe that you are telling them the 100% truth.

Here are five sure-fire methods to make your adverts more believable...

1. **Sometimes you need to tell "less" of the truth.**
Less means telling people that the benefit they will get is actually less than what you know it to be! For example, your programme may actually show them how to make £10,000 in the next 48 hours. But that may not be as believable to some people as if you told them how they could make £1490 in the next 24 hours. Even though they can actually make far more. For most people the lower amount is easier to believe!
2. **No one product, service or company, is perceived as perfect.**
Claims of perfection will immediately be met with disbelief. If your product has actually had a 100% perfect customer satisfaction rate, it's easier to believe if you state that less than 2% of your customers are unhappy with your product! Just change the wording so that it doesn't seem like your product is perfect because nothing is 100% - even if it is!
3. **When you make your claims, whatever they are, make them as specific as possible.**
For example, don't round up or down. 98.4% approval rating, 49.8% improvement, 99.2% pure, more than 99% fat free, make £1976.34 a day...the list could go on. You get the point.
4. **Use photographs rather than drawings.**
Photos will always out-pull drawings by a large margin. People believe what they see in real-life photos, whereas an artist's impression of an event or product may be perceived to be somewhat distorted, exaggerated, etc...
5. **Always use "why" copy to enhance the believability of your copy.**
A reader's believability level is significantly increased when you always explain the "why" behind your offer. They must have a clear understanding of

why you are able to give them the "good deal" that you say you can! (Stock clearance, slight damage, need to close the deal quickly, need to book the seminar room... whatever.)

These five sure-fire methods will make your adverts believable, if you will use them. Try to make sure your adverts include each of these things and you stand a good chance of increasing your sales. Remember the little method I gave you in a earlier volume? (You see, you weren't paying attention – that's why I repeat things!) It was to add a small, inconsequential negative to your marketing message to enhance believability. "Look, I'm not saying these manuals are in 100% perfect bookshop condition – that's why you're getting them half price. But to be honest you'll be hard pushed to notice anything – maybe a little scuff on the cover..."

Advanced Direct-Response Marketing Secret #6

You Can Overcome Your Prospects' Fears by Doing These Four Proven Things!

The majority of people are simply afraid to make a decision to order your product. They may really want and need it, but something inside of them tells them to put it off! You must find a way to overcome these fears and get their orders. These four methods will help you do just that...

1. Provide Testimonials

Testimonials can be very important. People will almost always believe the words of other customers before they will believe anything you say! It's a proven fact. Good testimonials will help your prospect decide that what you are saying is true.

2. Examples

An example makes what you are saying real to the customer. For example, let's say that you are writing a sales letter, and you include an example that tells people to picture themselves making their first million and picking out their new home by the beach.... This helps people envision themselves getting the full benefit that comes with buying your product.

3. Case History

This is very similar to a testimonial except that you are telling the story. You may tell about a man named "Jerry" who used your money-making programme to bring in £1.25 million in less than eighteen months after being a street sweeper for thirty years. This allows people to visualize making that much money, and it again helps them understand what other people are doing with your product. (Your stories need to be true.)

4. "Leader" copy

Leader copy tells the prospect that they are a leader and one of the chosen few who will have the courage to respond to your offer. This can be used if you are selling a business opportunity. You can say something like "Everyone talks about making money, but you are one of the few who actually does something about it. Congratulations!"

People need to see these four elements in your sales material. If they do, they will be more likely to send you their money.

Advanced Direct-Response Marketing Secret #7

Four Ways to Write Headlines That Can Make You Hundreds or Thousands of Pounds a Year.

Headlines are the most important part of your sales letter. If you can't draw your prospect in with your headline, you won't get them to read the main body of your sales letter. So, you must have a headline that grabs the reader's attention and forces them to read what you have to say next.

It is fortunate for those of us in the business that headlines are so important because it just so happens that they are one of the easiest things to change and test. If you had to constantly test different sales letters, that would take you a very long time. Sometimes it takes days or weeks to create a sales letter.

But, a headline can be written in minutes. You can literally write dozens of headlines in a day. You can throw out those that don't sound right, and test only the absolute best ones.

Also, often a headline can simply be cut and pasted so that you don't even have to change the first page of your sales letter. This makes testing headlines one of the cheapest, but most effective ways to test. And, if you find a headline that is a hit, it can spell almost instant success for you.

Here are the four ways to write headlines that draw a reader into your sales letter...

- 1. Try to appeal to a prospect's self-interest in every headline you write.**
Your headline absolutely must tell the reader that you are offering them something that they really want and can benefit from. You do this by offering a self-interest benefit in your headline. When you're writing a headline, ask yourself "How will this headline benefit the reader?" If you can't think of a way, then trash it and write another one!
- 2. Don't just try to arouse curiosity by itself in the headline statement.**
In order to get the most response from your headline, you cannot just arouse curiosity in the reader. This is weak because it will only do so much. An example is: "What Five Things Must You Know About Your Broadband Connection?" You must combine curiosity with self-interest and benefits. "What Five Things Must You Know About Your Broadband Connection to Triple It's Speed and Halve The Cost?" The customer knows you are trying to sell them something, so curiosity by itself is not going to make them give you their money. And whilst I'm in teaching mode, how can that headline be improved? Doesn't five things sound like a lot of work? How about "What Three Things Must You Know About Your Broadband Connection to Triple It's Speed and Halve The Cost?" Or even... "The ONE Thing You must know..." I have just given you a good insight into headline writing. Even

when you've written a good one it can be honed and polished and every word checked to see if it's pulling its weight.

3. **Never interject the negative side of an offer in your headline.**

Don't use words that people could interpret as negative. For example, instead of writing, "My plan has made a few people rich," or, "A small amount of my customers will get rich..." write, "My plan can make you rich!"

The classic example of this is the genius who changed "Only 1% Fat in Our Product" to "Our Product is 99% Fat Free!" Overall, tell people what you will do for them. Use lots of "you's" in the copy. If you can, make your headline talk directly to readers.

4. **Make your offer a quick and easy way for the reader to get what he or she wants.**

If you have honestly found a way for your customer to look 20 years younger, you need to tell them about it. But, make sure your headline sounds believable. Don't stretch the truth just to get more people to read your sales letter. Ten years younger may be more credible.

These four things will help you write killer headlines. Even if you don't have a product, you can practice writing headlines. Write about anything. Make something up.

By practicing, you will soon pick up on ways you can turn your headlines into sales over and over again. Look through your swipe file and note down the benefit from each headline you see.

Advanced Direct-Response Marketing Secret #8

How to Discover the Very Best Mailing Lists.

You can discover the very best mailing lists by testing. Instead of buying five or ten thousand names for a mass-mailing, you take it slower.

Here's how...

- Rent a small amount of names from several brokers covering several lists. You might end up with ten thousand names, but they will be from five different lists. So, when you mail out, you are actually testing five different lists. **Always rent the most recent names first.** This is a golden tip. If these names don't work, you can say goodbye to any response worth having from the rest of that list.
- When the results are in, you can find out which ones were profitable. Usually a sampling of a list will tell you about how the whole list. See 'nth name testing'.
- If you find a couple of lists that are profitable, you can go ahead and order more names from those best lists. This is called 'rolling out'.

This is a proven effective way to make sure you get the most sales from mailing because it reveals the very best mailing lists. All profitable direct marketers do this (and I do mean ALL).

Advanced Direct-Response Marketing Secret #9

The Two Simple Marketing Goals You Need to be a Multi-Millionaire.

There are two goals that every direct-marketing business needs to strive for to gain the profits and success they desire.

They are...

1. **Sell an initial product.** You need to create a great front-end offer that will attract the most new customers. Think of it like a funnel or one of those wide-mouthed fish nets that gets ever narrower. You use this product to get as many new customers who have never bought from you as possible. Then, after you have this first goal accomplished, you will be ready to implement the second goal.
2. **Resell with a related product or service.** This is the goal you must attain to become rich. You keep selling related products because it builds a solid foundation of profits with your customer base while you are continuously bringing in new customers. Obviously fewer will buy (the net gets narrower) but the product price is usually higher and the costs of sales is very low compared to capturing them initially.

Get these two steps to work together and your business will be successful. Soon, the business almost automatically falls into a cycle. Every month will see increased income levels because of the new customers, meanwhile your current customers just keep on buying your back-end products. It can eventually snowball into something huge!

Unfortunately, this important profit cycle is one that many businesses are missing out on.

They spend too much time trying to get new customers on the front-end and not enough time reselling to those customers on the back-end. They never reach their financial goals because they are missing the back-end sales. Don't get caught in this business death-trap.

Make sure you do all you can to make more money on the back-end from people who have already purchased from you before. Sell to them again and again and again.

Advanced Direct-Response Marketing Secret #10

How Direct-Response Takes the Gamble Out of Business.

In most of the restaurants that are very successful, the person who owns it had to spend tens of thousands of pounds before opening day.

Most other businesses have to do that, too. They have to put up a large amount of money to put their business together, and that's before they know if it will make any money or not! (And most don't.)

Direct response marketing is not like this, though. This is how being in business does not have to be a gamble at all. In direct response marketing, it's quick, cheap and easy **to test and find out what will make you the most money.**

Let's say you test ten ideas. Eight bomb. But the other two are winners. You can more than make up for the losses you suffered from the other eight ideas by expanding those winners in the marketplace.

Here's another Insider Tip...

If you have an established customer base, use it as part of your testing ground. Your customers will buy from you more than any other group because you have a relationship with them and they trust you. So, first, you go to your best customers for the highest chance of selling what you have to offer. **If they don't buy it, nobody else will** (in enough numbers for you to make a profit.)

If the sales are good then you go to your general customer base. If they buy what you have to offer, you're ready to start testing outside of your customer base to new prospects.

Advanced Direct-Response Marketing Secret #11

Are You Walking Past a Fortune? YES!

Once you have reached an agreement to access another company's name list of customers and prospects (by renting them from a list broker) stop to realize just what it is you have accomplished.

That company has probably spent tens or even hundreds of thousands of pounds to build that list. By making a deal for a share of the profits, you have leveraged many years of experience, and thousands of pounds of someone else's capital expenditures.

Of course, it is not all one sided. The other company has done some leveraging also.

It will get a part of the profits, although you should get the lion's share. You both make instant profits, but it does not have to end there!

You can repeat your sales efforts two, three, or four times a year. If you can get ten, fifteen, twenty or more of these ventures started, you stand to make an incredible

amount of money. That's besides the money you save in marketing and advertising expenses it would take to access millions of names.

Advanced Direct-Response Marketing Secret #12

An Incredible Concept That's Making Some Clever Marketers Incredibly Rich!

When you have been running for a while, your 'in house' customer list of qualified buyers and enquiries represents a gold mine to any business with products compatible with your targeted audience's buying interests.

How? Simple. These are people who have shown an interest in the market and the products offered in the market. Therefore they are qualified prospects, and not only to you, but for other companies that cater to your market and sell similar (but not directly competitive) products and services. Therefore, you can use your mailing list to earn even more money by simply renting it out to other companies that serve your market.

At first this may sound odd. After all, these businesses are supposed to be your competition, right? But not only will you be making sales, you will be making money from renting the list itself. And both you and the company renting your list will get something you want. You'll get money, and they'll get a list with which they can expand their customer base. And the more companies you rent your list to, the more money you will make.

This is one concept that is making many marketers super rich! Some marketers have actually made list rental their primary venture, using their product and service marketing as a way to gain the qualified prospects to place on their lists and continually update them.

Advanced Direct-Response Marketing Secret #13

How to Sell Your Book . . . Before You've Even WRITTEN it!

People usually write a book or manual – then decide how to sell it.

Wrong!

Here's a BIG Insider Secret...

Write the advertising sales copy *before* writing the book, manual, newsletter, or whatever format you decide upon.

This is how...

Research what kind of information products, are selling the best right now. Find out how you can come up with a better one. Also, research into why people buy the information you want to sell. If you do that, you can write your sales copy, you can sell your book/manual before you even write it!

If you always remember to put a large amount of emphasis on how you are going to sell the information product before you write it, then your marketing plan will be well-thought out.

Too often, people spend a long time creating their product just to market it and discover that it does not sell very well. They've lost a year and quite a bit of money.

But, if you have done your research beforehand, and you've learned all of the "hot buttons" - the factors that will make prospects want to buy what you have to offer - you have maximized your profit potential. This is how you can do a little homework that can pay you very large amounts of money.

Advanced Direct-Response Marketing Secret #14

Here's a Secret You Can Use to Create Information Products That Can Make You Big Bucks.

What would otherwise appear to be a mammoth undertaking has been broken down into smaller, but vital and clearly understandable information chunks. This manual's purpose is to help you avoid being overwhelmed by working on your entire project at one time. Concentrate on one part at a time, and then allow yourself to do a good job on each.

With this method, you won't be working on what seems to be a huge, monstrous task. Instead, you are writing small sections that, when added together the right way, end up being the size you want. I use this method for every project, and I find that it works very well.

I see it in small tasks which I handle one at a time. This helps to keep efficiency high. I am able to keep a positive mindset, which keeps my work's quality (as far as the information is concerned) high.

In this way I have a better product to offer my customers and so they are more willing to buy. I make a lot more money than I would have if I approached creating a product as one gigantic task. The same can apply to you, too.

Advanced Direct-Response Marketing Secret #15

How to Produce TV Commercials That Make You a Fast Bundle of Money.

Obviously TV commercials are not for everyone due to the high costs involved.

The most important thing to remember is that TV commercials are very visual. So, your commercial has to **visually explain** clearly what you want to say.

Remember **PAS**; demonstrate a **Problem** And then demonstrate your **Solution**. The better you are able to do this, the more money you can make. But, the focus has to be on the word **VISUAL**.

Do not confuse TV commercials with radio commercials when you write your copy. TV is a **visual medium with audio enhancement**. It is not a radio commercial with pictures!

You should not try to be funny in TV commercials. You could make a million people laugh, and not sell a one item. And in any case, most won't laugh. Asking people to spend their money is a serious thing. Even very, very successful TV adverts which people remember and talk about (because they were funny, quirky or whatever) do not necessarily result in an increase in sales of that product.

If you are unable to fully understand your commercial with the sound off, you won't be getting your message across to your consumers. You can test the effectiveness of your commercial by seeing if you understand the main point even when the sound is off. This is how to instantly know whether your TV commercial is any good before you run it.

You have to remember that people are busy, and they are constantly bombarded with different ideas and messages. They don't have the time to spend on your commercial. Because of this, it is very important to keep it simple so that they can easily see what advantage you have to offer them.

Frequently, people use their remote controls to mute commercials and go and make a coffee or whatever. Or they record their favourite show and then fast forward through commercials. If your unique selling proposition and prime benefits are not communicated visually, you are wasting your time and money.

When properly designed, TV commercials can be very profitable. If it sounds too complicated, do not be discouraged. Just turn your idea over to a TV station and have them create a programme for you. But, a word of caution! Do not let a salesperson who is called a 'TV marketing consultant', sell you package spots that will not reach your targeted market. Ask about his/her background. Make certain he/she knows what you want.

His/her commissions are not your concern. You are interested in getting your unique selling proposition into millions of homes – they are interested in selling air time.

Advanced Direct-Response Marketing Secret #16

Here's One Type of Advertising That Will Always Lose You Money.

Many marketers try to create "cutesy" type institutional adverts that tell readers how great and wonderful they are, **but do nothing to sell products**.

If you want people to know your company name, maybe that is the way to go. But, if you want to sell products via the mail, then institutional advertising is a total waste of time and money. It is also not readily measurable, giving the 'advertising lovies' the perfect smokescreen to extract more money from their hapless clients and not show any solid results.

Remember, people do not care about how great, wonderful or successful your business is. What they do care about is what **unique benefit, advantage, service or personal enhancement you can offer that the "other guy" does not**. They want to know how you are going to improve their life.

Advanced Direct-Response Marketing Secret #17

Make as Sure as You Can That the List You Select is Profitable...Test With Nth Selection!

How can you test a mailing list? Request the 'Nth selection'. This ensures that the test will include the effectiveness of the entire list, as opposed to segments.

"Nth Selection" refers to a number of names that are randomly selected by a computer from across an entire list. Nth selection is like shuffling a deck of cards. Then you pick a few of those cards randomly and test them out. If the list is 10,000 long and you request 1,000 names 'nth name' they will send you the first name, skip nine; send you the next name, skip ten, send you the next name... and so on right through the list.

Testing a small portion before sending your direct mailings to the whole list is how to make 100% sure that you never get cheated when you rent a mailing list. It will also give you a good idea of how the whole list will perform after your test. E.g. if you get 1.7% to the test, you'll get about that to the roll-out.

A user should always use Nth selection because it prevents a broker or list owner from sending you the best selected names for your test, leaving the junk for your roll-out. A user might rent the best list ever and get great results the first time around. But follow-up rentals might be padded with names that will be less than appropriate. Without a Nth selection, a renter could only wonder what happened the second time around.

Use this insider knowledge so you don't get lumbered with a bad mailing list.

Advanced Direct-Response Marketing Secret #18

Remember Big Thinking Begets Big Success.

Many people have been in the business a lot longer than me. They are intelligent, experienced people with a lot of knowledge. But the size of their income doesn't reflect that. They look at me with a certain amount of envy.

They're not making as much money as they could. Why? Because their goals and thinking are not big. They see themselves as small operators. Therefore, they've always been small operators. They've never decided to get rich in this business.

The people who get rich decide that getting rich is what they're going to do. So they plan and action strong marketing strategies to make as much money as possible and plough all their profits back into the business. Consequently, their dream becomes reality. Because they think bigger, the actions they take are right in line with their thinking.

There are many ideas on making money. Once you know the basics, it's really no big deal. You have to remember, though, some ideas will produce thousands of pounds, some will produce tens of thousands and some can produce millions of pounds. What are you going to do? Which ideas are you going to focus on?

This is directly related to the goals that you have. If someone doesn't have a solid goal or a desire to get rich, then they could very well spend a lot of time on ideas that will never generate huge amounts of income.

Here's another important Insider Tip...

- Some big thinkers set goals that are unrealistic. In the end they get frustrated and give up.

Here's how to avoid setting unrealistic goals...

- Everything happens in steady steps. If you seriously want to get seriously rich, focus on the knowledge you need and get started.

Start with learning to make hundreds and then thousands of pounds a month, then how to make tens of thousands of a month, and so on, fine-tuning it along the way.

Many people want to make millions overnight. They don't realize it takes time. You don't start out making millions. It takes a while for everything to fall together.

Advanced Direct-Response Marketing Secret #19

There are Great Ideas Out There Already, Find Creative New Ways to Use Them and You Can Profit Tremendously!

The best ideas are already out there. Yes, people have to come out with something unique, but they do so by using what's already worked and is currently working. Burgers existed LONG before McDonalds. There are many ideas out there, "up for grabs," just waiting for the person who can tune in to them.

So be aware, be open and look for ideas that are making other people money. Then, put those ideas into action for YOU! This is how to legally "steal" something that could be worth millions to you!

In the direct-response marketing business what one person throws away and calls junk mail another person keeps and calls treasure. People in this business save adverts and use the ideas.

Through the years people start to think of those who succeed as "geniuses" or "special." This isn't true. In fact, they are more like plodders. Remember the hare and the tortoise? If they have a thousand adverts out there, they might actually be the result of a thousand different marketing minds.

Advanced Direct-Response Marketing Secret #20

If You Want to Succeed, You Must Remember this Golden Rule of Business.

Do what you say you're going to do. Be honest with people. Make strong promises but then give people more than you promised them. This is how the "Golden Rule" of business can make you rich and happy!

In the Bible, the Golden Rule is to treat other people in the same manner that you wish to be treated. In this business, the Golden Rule is treat your customers the same as people you really care about. These are the people that can bring you success!

Everyone wants the finer things in life, but they tend to forget that it's the customers that supply them with the life they desperately want. This sounds like common sense, but a lot of businesses see themselves *before* their customers and they don't treat their customers very well.

Give people what they really want. Find and develop products and services which they want and appreciate.

Remember, direct-response businesses operate through the mail, and the only thing the prospects and customers have to judge you by is the copy in your advert or your direct mail. They can't see the product like they can in stores. They can't touch it, look at it, or try it out. They are buying sight unseen.

If your advert copy is over-exaggerated or untruthful, people are not going to buy from you. Therefore, it has to become a priority to treat people right, be honest, and really care about them. After all, they are the ones who are allowing you to operate a business and survive - with *their* money.

Advanced Direct-Response Marketing Secret #21

Many Publishers Have No Idea How to Market Their Products. Help Them and You Can Make a Fortune.

You can sell thousands of information products right now that are published by other companies and individuals.

Many people who publish information products are avidly looking for people who can sell them on their behalf. This is how other publishers around the country can help you make thousands of extra pounds a week. It's also a great 'quick start' method if you're just starting out.

First, you find the products that would interest your market the most. Potentially you can have a catalogue full of different publications produced by other people that you can sell to bring both of you money.

As an added plus, you're not just marketing one product at a time. You're marketing a whole range in a catalogue, so the profit potential shoots upwards and you can

potentially make thousands of pounds. The more products you can get in your catalogue that your market would be interested in, the better.

Advanced Direct-Response Marketing Secret #22

What is Background Information? Why Can it Make You a Small Fortune?

Background information is extremely important when it comes to creating a good, effective piece of sales copy.

It is all of the things about your product or service that make it unique, that make people want it. Selling is an emotional process, but you have to be able to back that emotion up with good solid proof.

This can include...

- Case studies
- Tests done on the product or service
- Testimonials of course
- And anything that you can use to support your claims

The more preparation you do, the more money you can potentially make. In *The Art of War*, there is a phrase you should remember: “The war is always won before it begins.”

You can spend your whole life preparing, but the time when the preparation ends and the work begins always comes. Do your homework.

- What are the all the advantages you can think of that your product or service has to offer the prospects?
- How can you *support* those advantages?
- How can you *prove* them?
- What is the best way to *dramatize* the product or service's benefits?

Advanced Direct-Response Marketing Secret #23

What Makes an Editor Accept a Press Release?

Newspaper and magazine editors will help you get rich. But to gain their help, you have to give them what they want. **Editors are not in the business of helping you promote your product or service**; they are in the business of **pleasing their readers**. Your whole proposal to them should focus on the fact that you have a product or service that can give their readers something very important to them. For example: the book, “How to Stretch Your Paycheque” was profiled in a magazine. That book dealt with a subject very important to the magazine’s readers.

Yes, the man was lucky. But was luck responsible for mailing that news release to the magazine? No, that was his decision. You create your own luck. You get lucky through getting into the market and trying things.

Some people try free publicity by sending out a few news releases. If they don't get a very good response they give it up and say it didn't work. Those people fail to realize that everyone who makes a lot of money plays it as a numbers game. You don't get into many publications, but the ones you do get into have the potential to make you a lot of money.

To succeed, you have to treat it like a business, not a gamble. You can't just cross your fingers and haphazardly slap together loads of cheap items and mail them off to editors. They won't take you seriously, for good reason. You have to put together a professional package. When you read through a magazine and read stories about successful products and individuals, almost every single one of those stories was generated by a professional publicity company.

It seems like common sense, but you would be surprised how many people pay little or no attention to it. They see it as gambling where they just send something cheap to an editor hoping that they will get lucky. Then they end up giving up because no one who gets their mailing takes them seriously. You're streets ahead – you know what it takes to make serious money from a press release!

Advanced Direct-Response Marketing Secret #24

Make Completely Sure Your Advert Gets Read.

Obviously, you cannot get enquiries if your advert is not read. To be read, your advert must command attention.

It has to have the right appearance. It has to be laid out right. It has to have a headline that is great. The best headlines depend on the market, the product and the offer. But generally, the best headlines promise a *specific benefit* that the prospects and customers really want.

The more they want it, the bigger the promise is and the more believable it is, the more the headline will compel the reader to read the entire advert to find out what the offer is all about.

Look for adverts and sales letters that other people are using that are working, right now. Then, incorporate those ideas into your own sales copy.

Advanced Direct-Response Marketing Secret #25

Your Money-Making Ideas Can Make You RICH!

Always look for new things. Always be prepared for that new idea to show itself! I constantly ask questions about how other people are making their money. I am endlessly trying to get to the bottom of what other successful companies are doing that's bringing them success.

I try to get ideas from other people and companies, even when at first glance, it doesn't appear to even be remotely related to what I am doing.

Creative people don't get stuck on what they're doing. They try to see what they're doing from all the angles they possibly can. They try to look at it from a conceptual vantage point. They fully expect great ideas to come to them. Often my best ideas come to me as I work on a different and unrelated project.

You will very rarely find me without a note pad. When I get an idea, I write it down. I always expect great ideas to come . . . and they do!

Quantity of ideas is also important. You need to have as many ideas as possible, because many ideas will not work or will be so-so. Even out of the ideas that don't work, though, you can get closer to what does work. You can get better, stronger, more successful ideas, thanks to the experience which a few failed ideas can give you.

Remember, all it takes is one good idea to get rich. One idea that is well-executed and properly expanded upon can potentially bring you a fortune. As long as you stay open, receptive and ever-thinking, these ideas will eventually come to you.

Advanced Direct-Response Marketing Secret #26

How to Build Trust in Your Customers Before They Send You any Money.

Getting that initial business with customers is how to make your customers trust you completely BEFORE they send you large amounts of money!

This is the whole idea behind a lead generation programme. You make it easy for people to do business with you the first time on some sort of small sale where you're not asking them to trust you a lot.

If somebody really trusts you, they don't have to worry about sending you their money through the mail. If somebody doesn't trust you (because they've never done business with you before) they will have very strong reservations about sending you more than a small amount of money.

This is completely understandable. After all, would you send a large sum of money to someone you didn't know, had never met and knew nothing about?

To get customers to really trust you, do your best for them on that initial contact. Then, you can go back to them with your back-end offers and they will trust you more.

That first sale is the hardest sale to make. The beauty of a lead generation programme is that you're just asking the customer to do a little bit. If you're asking them to send for something like a free report, CD, or any other free item, then how much are you really asking them to give you? Not much, if anything. Because of that, they don't have to trust you very much.

You just get them to take a small action, a small step. Therefore, many people will decide to send away for that free item if it's something that catches their interest. They'll also risk a small amount of money for a low-cost front-end product.

Now they have some trust in you. Now they know you a little better. Now there's a bit of a relationship to build upon.

Advanced Direct-Response Marketing Secret #27

See Making Money as a Game...This Can Help You Win Success!

Everything has to do with making money. You will start seeing money-making opportunities and ideas everywhere. One of the best things you can do is to make it a game.

This is a method of how you can focus completely on making money AND GET RICH!

Develop your interest in making money as if it was a hobby. Start thinking about business and see how others are making money. Make a game out of it and focus on it. This will help you develop into a better marketer and a better businessperson. Soon you will start seeing evidence of people making money wherever you go.

When you look at a magazine, read all of the advertisements. What's behind them? Stop and think about all the other companies that are making money by running those adverts. Start asking yourself certain questions like, "I wonder how good business is for them?" or "I wonder how they got started?"

The more you think about this over time, the sooner you'll get rich. Many people who are new in business do not have good ideas. They don't really have a handle on what they're doing yet. It takes several years of being involved in business before you really get good at it.

The more you focus on it, your thinking will mature and develop and you'll get rich – it's almost inevitable.

Advanced Direct-Response Marketing Secret #28

Paper and Ink Products Can Make You a Millionaire! Sell Them for 10-50 Times Their Cost.

You may be asking yourself how this is possible. It's not the paper and ink part of the product but the *information* that is worth all of the money.

Take for example a famous painting. Some paintings sell for millions of pounds. Some are even considered priceless. But the painting's worth is not derived from the cost of the canvas, frame or paint. It's the feeling that the finished product gives to people who see it that establishes its worth. If someone really likes the painting, they are willing to pay a lot for it. If someone doesn't like the painting, they are not willing to pay much for it, if anything at all.

Books and manuals work in a very similar way. The person who buys the book isn't really buying sheets of paper with ink on it. They are buying the *information* that is inside the book.

Depending on what the book's topic is and who you are marketing it to, the book can be worth a lot of money to people within that market.

Books and manuals can be printed for a pound or less per copy. But, since the information in the book is the real product, and since it is that information's worth to the market that establishes its price, you can have a mark-up of up to ten to fifty times of the cost price, sometimes even more.

Advanced Direct-Response Marketing Secret #29

How to Increase Your Profits by up to 1,000%!

Develop a line of products for back-end sales. **Back-end sales are the key to increasing your profits.** These are the sales you attempt to make to your customers after the first time they buy from you. You can make up to 1,000 percent more profit by re-selling to your customers again and again.

Here are the reasons...

1. **Your customers represent a smaller group of people.** This means the cost to mail to them is lower.
2. **They already trust you.** This means that a larger percentage of them will respond to your back-end offers.

Re-selling to existing customers is the single most powerful strategy I've used to make millions in profits. Look for products and services that are closely related to the item you initially sold to your customers. The closer this "relationship" is, the more profits you can potentially earn.

Advanced Direct-Response Marketing Secret #30

How Classified Adverts Can Make You a F-O-R-T-U-N-E.

Let's say you have a small classified advert that brings you £100 a month in profit.

Now all you have to do is see how many other similar publications you can run this advert in. Let's say you test three hundred different publications and found that you can profitably run it in a hundred of them and earn the same profit. Here's how much you'd make: 100 ads x £100 a month = £10,000 a month!

I know of a man in Santa Barbara, California who advertises in hundreds of newspapers every week and earns just a small profit on each one. According to a friend of mine who knows this man, he averages about \$60,000 a week in sales! His secret? He just sells something that people who read the newspapers want and are willing to pay for.

Here's how he does it...

- His adverts ask prospects to call a toll-free number for more information.
- Then his staff members tell them a little about the item for sale and take the order right over the phone.

You can do something just like this. Make sure your offer is strongly related to the market of people you're trying to sell to. Give them something they really want, at a price they're willing to pay and you can make huge amounts of money.

Advanced Direct-Response Marketing Secret #31

Make THREE TIMES MORE MONEY by Doing One Small Thing.

Test new headlines. Constantly write new headlines. Then test them against each other to find out which one brings you more sales and profits. Be creative. Make a game out of it.

This one small thing can help you make up to three times more money. It's also one of the easiest money-making methods in this entire manual.

Advanced Direct-Response Marketing Secret #32

The Two Essential Things You MUST DO in Order to Succeed!

There are two things you absolutely MUST DO to make your fortune.

They are...

- Secure new customers
- And get repeat orders from established customers

These two things are the heart and soul of any business, and direct-response marketing businesses are no exception to this rule. This is the foundation of good marketing strategy. It's all the things a company does to get prospects to buy from them initially.

Then it means going back to those customers with offers for related products and continually selling to them.

Advanced Direct-Response Marketing Secret #33

Test Your Prices to Find out Which Bring You the Most Sales and Profits.

If you were to ask most businesspeople why they've set a certain price on a product, they will shrug and tell you, "It seemed like a good price." The truth is, **prices should be tested as well as anything else.**

Different prices will bring in different numbers of sales and different amounts of profits.

Sometimes lowering prices will bring in more sales and less money, while a higher price will bring in more money but less sales.

This can also work the opposite way. Sometimes people will look at lower prices and think that the price is too low. They think what's being offered isn't good quality in

one way or another, so they won't buy it. How can you tell which scenario you need to follow?

TEST!

Advanced Direct-Response Marketing Secret #34

How "Silent Partners" Can Finance Your Business.

The people you want as your silent partner are people who have money. They want to invest and get a better return than they normally get in a savings account.

Those silent partners with a lot of money to put into your business can help you raise hundreds of thousands of pounds.

It's a simple equation. You've got something they want (a working profitable business), and they've got something you want (capital). As long as you control the business successfully and they keep investing in you, you pay them the interest due to them. They really won't have much say in how the business is run, and odds are they really won't care just as long as they're getting their end of the bargain fulfilled.

Don't forget to work with a good accountant, because they can help you put a good contract together. A good accountant will cover all the legal issues in a way that is satisfactory to both you and your silent partner.

Advanced Direct-Response Marketing Secret #35

You Can Operate Your Direct-Response Marketing Business Part Time Until You Hit the Big Time.

When I first got into the direct-response marketing business I started with one £300 advert. At the time I had a small carpet-cleaning business. Until the direct-response profits started coming in, I worked both businesses at the same time. The profits grew to the point where I retired from the carpet-cleaning business altogether and made direct-response marketing my full-time occupation.

This is, in fact, a very smart way to start in this business. It is not wise to take big risks like quitting your job and throwing your life savings away on an early promotion. If you do it part-time, though, you can have money to fall back on until you find that promotion that really works for you. This is the SMART WAY to make money starting with zero!

Advanced Direct-Response Marketing Secret #36

A 3-Step Strategy for Getting Rich!

To get rich in Direct-Response Marketing just master the same three step formula I've used:

STEP ONE: Get the right sales message...

STEP TWO: To the right market...

STEP THREE: Through the right media.

Combining these steps in the right way can help you make huge amounts of money, just as it has for me. Practice these steps by testing as many different promotions as you can.

Eventually you'll find the perfect promotions that tie all three steps together.

Advanced Direct-Response Marketing Secret #37

How to Make Money in as Little as 7 Days.

You can run your adverts in local newspapers, national newspapers or use direct-mail.

This gets your advertising message out there fast. It's possible to generate huge profits very quickly when you have the right offer.

It has to be something very exciting, and you must target your marketing. Assuming you can get these two things you can make huge money fast - in as little as 7 days!

Advanced Direct-Response Marketing Secret #38

Feature Easy Payment Plans in Your Advert and Potentially Bring in More Cash Than Ever Before.

Installment-plan offers generate more sales than would otherwise be made. Many successful direct-response marketing adverts have featured the easy-payment appeal in their headlines.

Here are five things you can use in your adverts to make it super easy for your customers to spend their money with you. These all lower people's barriers and get them to trust you and what you say.

1. First payment due in 30 days!
2. Only 3 payments of £49 will...
3. Send no money... We'll bill you later!
4. Your credit is pre-approved!
5. Use your Visa/MasterCard!

Advanced Direct-Response Marketing Secret #39

Learn as Much as You Can About Your Very Best Prospects and Use That Information to Get RICH.

You want to single out the people that are the most likely to become your best customers. No one else matters. You have to be extremely focused as far as knowing who you are trying to reach. Some of this comes with learning through experience.

There is no substitute for knowing your best customers, and you will get to know your best customers if you're dedicated to them over a period of time.

You'll learn what they like and what they don't like, what kinds of products and services attract them the most. This is how to easily target the select audience that you want to reach!

It all comes down to having that important knowledge of what gets your prospects interested, excited and passionate. What are their interests? Use this information to target your specific market, get its attention and get the orders.

Advanced Direct-Response Marketing Secret #40

How to Turn Your Dreams into Huge Amounts of Cash.

Your *desire* to make huge amounts of money is the first step to riches. Now turn this into huge amounts of cash.

Just follow these five steps...

1. Pick an area that excites and interests you greatly.
2. Find people and companies who are serving this market.
3. Study the ways they are making money.
4. Find or develop products and services that can help the people in this market get something they really want.
5. Constantly stay in touch with your customers. Let them know they're important. Give them more of what they want.

Remember, the secret to getting rich is **to re-sell enough products or services, at enough profit to enough people.**

The steps above help you do this.

Advanced Direct-Response Marketing Secret #41

Some Tips on What to Look For When You Buy a Business.

- How is the seller living? Do his/her claims of success appear compatible with his/her standard of living?
- If the seller will not allow you to audit his/her books before making a purchase, you should think about doing business elsewhere.
- You should ask what a seller has to hide if he/she will not let your accountant or lawyer review the company books or financial statement.
- Make certain the office equipment (copy machine, computers, office furniture inventory, etc.) is paid for. You do not want to buy a business and have part of it repossessed.
- If the business owner claims to have been operating for years but has no tax returns to show you, you will have nothing to go by except the seller's word. That may not be enough.

- Sometimes you will find a business that has brought in more money than shows on the books. This is done by "skimming" a percentage of sales off the top. Keep in mind that if the seller will defraud the government, he/she may feel quite comfortable in defrauding you as a buyer. Don't get cheated when you buy your first business. There are many people who will mislead.
- Remember, if you purchase a business and the seller owes back sales taxes, you could be held liable.
- Never let a seller rush you into a purchase, even if it means little or nothing down, unless you can verify all available records.
- If there is a large inventory, either do the inventory yourself, or have an inventory firm do it for you. Never agree to the owner's inventory of stock.
- Never assume the lease on a business is ready to take over. Check it out. Many are not.
- While a business loan may not contain a penalty clause for early repayment, interest rates may increase during the loan period. It is important to keep interest rates as low as possible.
- Banks may hesitate to provide financing if the seller is not willing to carry any part of the financing. Banks will wonder why the seller wants all cash. Are the financial records accurate? Does the seller have some concerns that are not so apparent to everyone else?
- Make certain that "net profit" on a seller's books is really net profit. Sometimes, a seller will not draw any salary for him/herself, or pay any wages particularly in the run-up to selling a business. Consequently, what shows on the books as a net profit, is not a net profit at all. In other words, the only real net profit that will be made is if he/she sells the business to you at retail.

Advanced Direct-Response Marketing Secret #42

With a Great Direct-Response Promotion Out There, You Could be Bringing in the Easiest Money You've Ever Made.

I often tell people wondering about the direct-response business that this is the easiest business in the world to be in once you get something working for you. Getting that first promotion out there is the initial stumbling block.

Don't give up! Study what's doing well out there in the market. Find out what kinds of products are the most popular and what kinds of adverts are the most successful. Use these concepts to your advantage to increase your chances of coming up with that great promotion.

Many people try it, don't get it and give up. What they don't see is: **once they have a promotion that's working, all they have to do is sit and watch the money come in,**

take the money to the bank and spend it. Creating a successful direct-response promotion is how to sit back put your feet up AND MAKE THE EASIEST MONEY YOU'VE EVER MADE!

Advanced Direct-Response Marketing Secret #43

Three Fast Remedies for Unprofitable Adverts.

What happens if your first advert doesn't make the kind of money you want it to make? Try these three fast remedies...

1. If you receive absolutely no orders within two to five weeks, take a close look at the media you are advertising in.
2. Are you targeting the right market?
3. Can your advert be improved? Make some test changes, but do not abandon your entire package yet.

Advanced Direct-Response Marketing Secret #44

Six Ways You Can Get Your Prospects to Take Action and Accept Your Offers NOW!

The longer it takes a prospect to respond to your advert, the less chance they will act. What you want to achieve is immediate action.

Here are six ways you can PUSH your prospects "over the edge" and get them to send their money for your product or service RIGHT AWAY.

1. **Introductory Offer.** Let your prospects know that you are making a limited introductory offer that will not be repeated (ever, in the near future, until, etc.).
2. **Limited Time Offer.** Set a specific date (ten days, two weeks, etc.), after which time your special offer will end.
3. **Limited Supply.** Be honest with your prospects. If your special offer is the result of a limited supply, say so.
4. **Bonus Offer for Fast Reply.** Offer a bonus for those who reply by a specified date.
5. **Price Increase Notice.** Let your prospects know that they will benefit and save money, by ordering now (if, in fact, you are contemplating a price increase).
6. **Command Copy.** Through subtle commands, such as "Order Now," "Don't Delay," "Don't Wait," etc., you can tell your prospects exactly what to do.

Those six techniques can help you turn "procrastinators" into cash-paying customers!

Advanced Direct-Response Marketing Secret #45

Before You Spend Hundreds, or Even Thousands of Pounds Hiring a Copywriter to Write Your Adverts For You, READ THIS!

You should always know your product inside and out. This is why you can write better advert copy in certain situations than SOME COPYWRITERS WHO MAKE UP TO £100,000.00 FOR WRITING AN ADVERT!!

Direct-response is a form of marketing, and if you really want to make the most money possible, you should learn how to write your own sales copy. Almost everyone in direct response marketing uses outside copywriters, but it is much better for you to do it yourself and get that direct involvement with your copy and your offers.

You are the most qualified expert as to what your product or service can do for your customers and/or clients. Therefore, you are the best person to write the advertising copy!

One good advertising promotion can make you money for years just for a small amount of concentrated time, work and effort!

Advanced Direct-Response Marketing Secret #46

How to Make up to £5,000 A Week in as Little as One Hour a Day!

The secret to this is to have a product or service that is tested and selling well through a variety of media. If the profits are high enough it's possible for you to sit back and collect thousands of pounds every week.

These are the systems you can use:

- A mailing house to mail out all your Direct-Mail, process and ship your orders.
- An answering service to take your phone orders (your mailing house might be able to do this).
- An advertising agency to place all your adverts (these people work on commission from the magazines and newspapers so it doesn't cost you a penny).
- Somebody to fill out your bank deposits, take your money to the bank and pay the bills.

The secret to making up to £5,000 a week or more with this simple plan is to GET A PROFITABLE PROMOTION WORKING. To do this, you have to test. It takes some experimentation but the payoffs can be enormous. To make £5,000 a week all you have to do is sell one hundred £50 products. THAT'S IT! The more profitable this promotion is the more money is yours to keep.

Advanced Direct-Response Marketing Secret #47

How to Choose the Perfect Name for Your Company.

These eight ideas will help you choose the perfect name for your business or company...

1. Pick a name that has a meaning to your market.
2. Stay away from cute and clever names.
3. Pick a name that expresses a benefit of some type or makes a promise.
4. Don't make it too specific, because your market can change.
5. Make your company name imply stability and trust.
6. Make it easy to remember.
7. Pick a name that you can be proud of for years.
8. Study the names of other successful companies. Write down the names you like the best.

Advanced Direct-Response Marketing Secret #48

How to Run Your Advert For up to HALF the Cost Others Pay!

All magazines, newspapers and card decks publish something called a "rate card." This is a list of prices they charge to run various size adverts in their publications.

Here's the truth...

The only people who pay these rate card prices are those who are new to this business. The rest of us negotiate for the best price we can get.

Negotiating is the simple secret you can use to get all of your adverts for up to HALF the cost others pay. Sometimes you can even get as much as 90% off the rate card price!

Here's an Insider Secret...

Send the publisher your camera-ready advert with a cheque for a fraction of their rate card price. Include a small letter that says something like: "I am struggling for cash and can't afford a penny more than this amount. If this suits you, please run my advert when you have some dead space. If not, send this cheque back."

Most publishers will keep your cheque and run your advert.

Advanced Direct-Response Marketing Secret #49

22 Things to do to Your Advert to Increase the Response Every Time.

Following is a list of 22 different things that you can do to your advert to get a larger response every time.

1. Tell prospects to buy it!
2. Tell prospects how to buy it!
3. Give prospects easy and complete buying instructions!
4. Tell prospects how to order by telephone!
5. Make your coupon and order form easy to complete!
6. Offer an easy payment plan!
7. Offer a free booklet or report!
8. Offer a free sample!
9. Make a special bonus offer!
10. Tell prospects why your price is higher or lower than your competition!
11. If your supply is limited, or you have a time limit on supply, tell them!
12. Offer a bonus reward for prompt ordering!
13. Use action words as many as you can without sounding repetitive!
14. Present facts that prove your offer is a bargain!
15. Make it believable!
16. Create a desire to buy!
17. Give prospects a reason to act now!
18. Give proof of popularity of your product!
19. Repeat important points!
20. Say that your product is a bargain!
21. Tell how others are paying more!
22. Make it as easy as possible to act now!

Each of these 22 things will help your advert pull a bigger response. In short, make it as easy as possible for people to do business with you. Be precise, bold, and straightforward!

Your sales will tell you that you have done the right thing.

Advanced Direct-Response Marketing Secret #50

How to Create the Perfect Guarantee That Will Increase Your Response!

The more liberal your refund policy, the more orders you will receive. It's that simple and easy.

The problem is that most marketers don't see it this way. They think that they are dooming their business if they offer refunds. If your product really does live up to the expectations your customers have, you shouldn't have a problem with refunds.

So, what kind of refund should you offer?

More and more businesses are getting creative with their refund offers. Some companies offer a lifetime refund policy. Others offer a refund but the customer keeps a free gift. Still others offer double-the-money-back guarantees.

In general, you should make the customer feel like everything is stacked in their favour, nothing is stacked in yours. They should feel like you are taking 100% of the risk. Your orders will start to flow in when your customers begin to feel like they have

absolutely nothing to lose by ordering your product. Yes you'll get refunds, but your net sales and profits will be far higher than without a refund guarantee.

Advanced Direct-Response Marketing Secret #51

Here are 12 Things That Everyone Wants. Give Them to People and You Can Make a Small Fortune!

These are all things that everyone wants. If you can find a product that will fill at least one of these desires, you can make a small fortune.

These twelve things are...

1. **More Leisure**

People are always seeking ways to find more time to spend with their family and friends. They want to find ways to lengthen their days and shorten the work load. For most people, work is how they survive, but they would like to earn more in a shorter amount of time. If you can offer them a product or service that will give them more time to do the things they love to do, you can make a small fortune.

2. **More Money**

Money is very important to people. Money gives people choices in life. They can choose between the Lincoln or the Cadillac. They can choose to live wherever they want. A product that will give people more money stands to draw a lot of attention. If you can give people a way to make extra money, you stand to make a lot of extra money for yourself!

3. **Better Health**

Everyone always has the shadow of mortality hanging over their head. People are losing loved ones and becoming more conscious about their own health. People want to do all they can to ensure that they will live a long and healthy life. A product that helps them stay healthy will stand a good chance to make you a healthy profit.

4. **Greater Popularity**

People are always looking for social advancement. We are social beings. We have a need and strong desire to be liked by other people. We dread the thought of being alone. Find a product or service that will help people increase their popularity.

5. **More Comfort**

Most people sweat it out at the office all day, and when they come home they want to be as comfortable as possible. Why do you think there are so many homes filled with big, fluffy, comfortable recliners? If people were not concerned about comfort everyone would sit on the floor at home! So, if you can find a product to sell that will make people more comfortable you will find a comfortable reward yourself.

6. **Pride of Accomplishment**

People love to see themselves accomplish something. Whatever it is, if they complete something, it makes them feel good about themselves. If you can help people feel that they have accomplished something, you can accomplish something too - huge sums of cash to take to the bank.

7. **Business Advancement**

People love to move up in the business world. If you asked, most people would tell you that their goal is to be their own boss. They would be on top of the world. This gives people many of the twelve things I am talking about here. If you can show people how to move up in their business, whether that means career advancement or starting their own business, you can make a lot of money.

8. **Social Advancement**

People want to be accepted by people who are of a higher social class than they are. They want to do everything possible to move up in society. If you can give people a feeling of social advancement, you will get a financial advancement of your own.

9. **Improved Appearance**

Everyone wants to look better. They want to feel like they look their absolute best every day. If people can make themselves look better, they are willing to pay tremendous prices for it! Take a look at the plastic surgery explosion today. People are paying thousands to be nipped and tucked. If you can find a way to improve people's appearance, perceived or actual, you can make a lot of money.

10. **Praise from Others**

People love to hear from others that they are doing the right thing. They love to hear that they have others' approval. If they can get praise from others, you can make a lot of money.

11. **Security in Old Age**

People are afraid of not having any money left after they retire. They want to know that they will have money to live off after they retire. They want to prepare properly for their retirement. They don't want to end up in a rest home where their kids are forced to pay the monthly fee. If you can give people something that will help them plan for retirement and make them more secure, you can have monetary security whatever your age right now.

12. **Enjoyment**

Overall, people just like to have a good time. They like to feel good about life. People spend so much time at the office doing serious work that they desire to just have plain old fun when they are not at work. If you can give them a product or service, that will help make their lives more enjoyable, you will enjoy a financial reward.

To sum that all up, people either want Money, Time, Personal Prestige, Self-Confidence, Praise, Health, Popularity, Security, Comfort, Business Advancement, or anything else that will give them a benefit.

Advanced Direct-Response Marketing Secret #52

How to Compel People to Open Your Outer Envelope and Read Your Sales Letter!

You can have the best sales letter in the world that sells the best product on the earth, but if people don't open your envelope and read the letter, they will never have the chance to buy your product.

People are always bombarded with this and that offer. That is why most "junk mail" gets thrown in the trash even before it's opened! Your envelope must stand out and force the reader to open it and read what's inside.

You can compel people to open your outer envelope by putting what is called "teaser copy" on the envelope. Teaser copy is simply a phrase or sentence that gives people just barely enough information to make them want to open the envelope.

You must be careful and not give too much away. If you say too much, the reader will immediately assume they know it all and throw it away.

Here are a few samples of good teaser copy...

- Here's Something Worth Checking Out...
- FREE 30-DAY TRIAL....Details Inside
- Time-Dated Material....Open Immediately
- You May Have Already Won...
- Open Immediately For Free Gift...
- For My Best Customers Only!
- Private For Addressee Only!
- RUSH DELIVERY PLEASE!
- Inside: Your Money-Making Information!
- The list could go on...

You get the idea. There are hundreds of different "teasers" you can use to get customers to open your envelope. It's a good idea to test several different ones to see which get you the most orders.

Advanced Direct- Response Marketing Secret #53

How to Increase Your Sales by up to 1000% by Doing One Simple Thing!

There is one simple thing you can do that can almost always increase your sales if you are not already doing it. That one thing is to continuously experiment. Your goal should always be to search for a new way to push your sales even higher.

Keep going with the promotion that is making you money. But keep trying to change it a little bit and test those changes on a smaller scale.

If you can keep coming up with new and better ways to sell your product, your profits may begin to snowball. That is what your goal should be. Always search for another twist you can put on your sales presentation that will make you MORE MONEY!

Advanced Direct-Response Marketing Secret #54

A Sure-Fire Way to Make Your Advert up to 300% More Effective!

People resist salespeople, and they resist sales messages that are all puffed up. The customer doesn't care if you're "number 1." Such claims made by conventional advertisers usually backfire.

One sure-fire way to make your advert up to 300% more effective is to drive home the biggest, most important benefit your product or service has to offer the prospect. What can you provide them that can help them?

We are all in business to serve customers and make a profit. The better you can serve the customer in most cases, the more profits you can make. Serve, help and give those people what they want. Do this well and loyal customers will continue to order from you for many years.

Put yourself in your customers' shoes. **It's all about them, not about you.** Think about them. Try to think about them as if they were you. Try to become one of them. If you put yourself in their place, you will be able to write to their heart and soul. Speak their language. The more sincere your message is, the more sales you will make.

Know what your market wants, and find a unique way to give it to them. This is how studying customers can flat out make you wealthy!

The secret to getting rich is...

- Sell enough products and services
- With enough profit
- To a large enough group of people

That's it. You don't have to go to college and get a degree. Simply get enough people to buy from you repeatedly at a high enough profit.

Advanced Direct-Response Marketing Secret #55

How You Can Make the Most Money Possible With Every Promotion You Run.

It is important for you to make it as easy as you can for people to order what you have to offer. People are busy and tend to procrastinate. Your offer is an intrusion in their

life, and you have to make it as easy as you possibly can for them to respond. Otherwise, you will not meet your full profit potential.

Once they turn their attention away from your materials and start to focus on something else, the chances are high that they will put off accepting your offer.

There is a small window of time for your promotions to work. Use it to its full advantage!

Making it as easy as you can for them to accept what you have is one way to make the most money from every sales promotion you run.

Advanced Direct-Response Marketing Secret #56

Break Through Your Prospects' Scepticism. Be as Honest as You Possibly Can!

People want to believe in what you have to offer. However, they are wary of being ripped off and so are sceptical. That is why you have to be as absolutely honest as you possibly can.

These days, everyone wants to talk benefits. All the successful lead generation adverts out there focus on benefits. You have to find a way to raise yourself above every other advert. You have to find a way to set yourself apart from the crowd.

Honesty allows you to do that, and the prospects' need for benefits that satisfy their self interest is the secret to "hooking" customers and "keeping them on the line." Let people know all of the reasons you can give them what they really want. The better you can convince them of that, the more sales you are going to get. The more sales you get, the more customers you'll be able to go back to with back-end offers.

Advanced Direct-Response Marketing Secret #57

Five Tips to Help You Drum Up Great Ideas, Even When You Think Your 'Idea Well' has Gone Dry!

Some of the following suggestions will help you overcome those moments of frustration.

Here are five proven ways to develop new ideas for making money...

1. **Postpone thinking about problems** until you feel more relaxed and rested.
2. **Examine how you feel.** If you are experiencing fatigue, respond to it by cutting the workday short, or by taking time off during the week. If you feel stressed, decide which aspects of a situation are worth worrying about and which ones should be ignored.
3. **Get regular exercise.** It can do wonders by releasing tension and clearing the mind.
4. **Talk to your colleagues,** friends and spouse about job pressures.

5. **Expect the unexpected.** Try to allow time and energy to deal with inevitable stressful events that seem to come from nowhere.

Advanced Direct-Response Marketing Secret #58

The Most Powerful and Profitable Word You Could Ever Use in Your Advertising!

The most popular word in the English language is FREE!

"FREE" will lead to future sales. Your FREE offer may take on different forms, such as: A FREE sample of a product or service, A FREE booklet, A FREE trial, or a FREE product that is offered with the purchase of another product or service.

Many direct mail businesses out there struggled until they discovered this and then many of them enjoyed much better profits, sometimes as high as 500% more . . . or even more!

Free offers are how to "bribe" people into sending away for whatever it is that you want to offer them. It can make sales copy, strong and compelling. People have a hard time saying no to your offer when you use a free offer to promote it!

The Insider Tips, Methods 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 #6.

Edmund Baker