

Million Pound Direct-Response Marketing Secrets Volume #6

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 #6

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.

You can easily spot the single major factor which makes the difference between a winning company and a mediocre company. It is marketing. One has it, the other doesn’t. In fact, it’s been my experience that the losing companies don’t actually believe in marketing! They see it as something flaky or even dishonest. That’s why they do not succeed as well as they should.

They do have a small point. It’s a little odd this ‘marketing’ business. We’re always trading a fine line between the bald truth (which sells hardly any products) and downright lies (which would sell a lot of products but be dishonest). Why do we have to do this? Why can’t we just tell people the straight facts about our products and leave them to decide whether to buy or not? Well, you CAN do this with certain products (say a concrete lintel or steel cable) but for the vast majority of products (99%+) you would fail with this strategy. Why? Because **we all buy with our emotions, not our heads** – no matter how much we think the opposite. That means we have to sell the sizzle, not the sausage.

But that doesn’t mean, the sausage is no good! That’s an important point. The sausage must be excellent, it’s just that we’ll sell more talking about the aroma, the fine taste and how you’ll be the envy of your friends at the next barbeque, than we will if we try to explain that it contains 56.56% beef, 11.67% pork, is 18.2cm long and so on; i.e. the bare facts about the sausage.

So you need to learn marketing and these manuals are here to help you.

The Manual you are now reading is Manual #6 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 ever dreamed of getting rich in direct-response marketing, then this 7-Volume Course is perfect for you.

The secrets 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

How to Make Millions of Pounds Without Running a Single Advert in a Magazine or Newspaper.

USE DIRECT-MAIL. My company has used this marketing method exclusively for years. It is quick, private and can be extremely profitable.

My secret to making BIG Direct-Mail profits is...

- **Start slowly.** Test small amounts of Direct-Mail packages.
- **Test as many different** headlines, subheads, offers, prices, etc. as you can until you get a winner. Simple changes in any of these elements can double your response rate – instantly doubling your profits.
- **Test slowly** If you do this, you only risk small amounts of money until you find the right combination of elements that pull in the largest response. Direct mail is expensive so you need to tread cautiously.
- **Work with a good mailing list broker** who knows the market you are trying to reach. They can help you find the best mailing lists to make you the most money. Direct-Mail is more expensive than space advertising but the profits can be enormous! I've brought in millions of pounds with Direct-Mail promotions by following these simple four steps above. You can do it, too.

Here is one more Direct Mail Insider Secret...

You make the most money by knowing as much as you can about the people you are trying to reach with your offer. That's why I teach people how to build their mailing list first and then create many offers for their customers.

I've talked about this simple money-making strategy before – it's the route to success.

- Create Direct-Mail offers and promotions for your best customers first.
- Then, take the most profitable of those offers and make them available to the rest of your customer base.
- If you're still making a nice profit, begin testing variations of that same promotion to new prospects who have never done business with you before.

This is the safest and most profitable way I know of that can consistently make BIG money for you.

Advanced Direct-Response Marketing Secret #2

Instantly Increase Your Profits by up to 900%.

MAKING BACK-END SALES is the key to increasing your profits by up to 900% or more.

Here's a simple way to use this secret...

- Create some great offers for your best customers.
- Then, filter these promotions down through the rest of your customer base.
- Then, take the best of these promotions and make them an on-going promotion.

Here's how it works...

- 10 days after you do business with a brand new customer, send them your best-pulling package.
- Send this follow-up package systematically to these people every ten days automatically.

This system works because so long as the initial fulfillment package satisfied these new customers, they feel good about you. That is why a high percentage of these new customers will do INSTANT REPEAT BUSINESS WITH YOU.

Advanced Direct-Response Marketing Secret #3

How to Make a Fortune by Targeting Certain Groups of People.

Direct-Response Marketing works best when you are selling to a niche market. **The smaller and narrower this niche is the better just as long as there are enough people in it to make a good business.**

You can make a fortune selling to these smaller groups because...

- People in a niche market buy specific products and services.
- The bigger companies do not serve these smaller markets.

These two factors mean there is less competition. You can make a fortune by selling these smaller groups of people the specific types of products and services they want.

Here are a few tips that can help you tap into this mega-goldmine...

- **Think about the market first.** Don't worry about the products or services you want to sell.
- **Find markets (groups of people with specific interests) that interest you.** Become a customer of other companies who are serving these markets. Buy their products and services. Find out what this market buys the most.
- **Then develop similar types of products and services for this market.** Serve these people by giving them the types of products and services that offer them the biggest benefits.

A niche market can also be a group of people who responded to your initial front-end offer...

- These people have proven their interest in the type of item you're selling.
- They have also taken the important step of doing business with you the first time. **THEY ARE NOW PART OF YOUR NICHE MARKET.**

All you have to do is constantly stay in touch and re-sell them more of whatever they bought from you the first time - related products and services that are similar to the first item they purchased.

Advanced Direct-Response Marketing Secret #4

Here is a "Crash-Course" in "Killer" Headlines and How They Can Make You Millions of Pounds.

This course isn't going to cost you a lot of money, just some of your time. And, the benefits could pay you for years to come. What is this crash course? Put simply, it is a list of headlines that have been used by successful marketers to bring them each millions of pounds in sales. You can pull various ideas from each of these "killer" headlines.

Here they are...

- You Can Laugh At Money Worries If You Follow This Simple Plan!
- Which Of These £2.50 To £5.00 Best-Sellers Do You Want For Only £1.00 Each?
- It's a Shame For You Not To Make Good Money When These Men Did It So Easily!
- Announcing a New Home Money-Making Plan!
- End Money Worries!
- A Special Message to Anyone Who Wants To Quit Work!
- They Laughed When I Sat At The Piano - But Not When I Started To Play!
- You Are Just One Toll-Free Call From The Biggest Profit!
- Start A Million Pound Direct-Mail Business!
- Train At Home For One Of These 49 Career Opportunities!
- Be Your Own Boss!
- I Retired Early - Then Made Big Money In A Part-Time Business Of My Own!
- The Best New Book On Making Money By Mail Is Free!
- Free Money-Making Programmes!
- They All Laughed When I Said I Was Going To Start My Own Business!
- Check The Kind of Body You Want!
- FREE!
- For The Woman Who Is Older Than She Looks!
- How to Start a Really Small Business!
- Do You Make These Mistakes In English?
- Hands That Look Lovelier in 24 Hours or Your Money Back!
- How I Improved My Memory in One Evening!
- Thousands Have This Priceless Gift But Never Discover It!

- Today Add £10,000 to Your Estate For The Price of a New Shirt!
- This Book Was Written For People Who Want To Write But Can't Get Started!
- Wanted - Your Services As a High-Paid Real-Estate Specialist!
- I Gambled on a Postage Stamp and Won £49,000 in 1 Year!
- Here's a Quick Way to Solve Money Problems!
- Suppose This Happened to You Next Monday Morning!
- Free Book Tells You How to Make Big Money in Your Spare Time!
- You Create The Next Million Pound Headline!

You can learn a great deal from these headlines. The wonderful thing is that it doesn't even matter what they are selling! By studying the phrases, you can learn to develop your own headlines that can make millions of pounds.

Advanced Direct-Response Marketing Secret #5

Here are Three Powerful Ways to PROVE to Your Prospects That You Have What They Want Before They Even See it.

Your customers are buying a product or service without seeing it. If they go to Debenhams or Smiths they can look at the product before deciding to buy. But with direct-mail you are asking people to send money on blind faith.

Here are three powerful ways to prove to your customers that you have what they want before they even see it...

1. Performance Evidence.

This is something that tells people that your product really does everything you say it does. The best way to provide this evidence is with testimonials! Let your prospects hear what other customers are saying about your product.

2. A Strong Guarantee.

How are you going to back up what you are saying? Are you so positive that the product will get the results you say that you will offer a strong guarantee? Many people think that a strong guarantee will somehow cause you to lose money in refunds. But the opposite is true - with a strong guarantee people are more likely to believe what you say and the result is increased sales and more money in your pocket. You will also get MORE orders with a guarantee than without one.

3. A Free Sample.

A free sample can be a variety of things, depending on the product or service you are offering. If you sell a wonderful chilli seasoning, then include a small sample with your sales letter. People try the sample, see that it is everything you say it is, and then order. Whatever your product, if you can offer them a free sample, it gives you credibility and increases sales and profit.

Do you include these three things? If you haven't put together any sales packages yet, then you can use these with your very first one and instantly reap bigger rewards.

Advanced Direct-Response Marketing Secret #6

The Three Reasons People Won't Do Business With You.

There are only three reasons a prospect will not do business with you. If you can eliminate these, you stand the best chance to make the most money.

Here are those reasons for you...

Reason #1: You are selling to the wrong market.

In this case, you have picked the wrong market to target your product or service to. They aren't buying what you are offering because they don't want or need your product or service. This is why it is so important to focus on a target group. You must find the target market that most wants and needs your product or service.

Reason #2: People don't have the money.

This is a very rare situation. It's amazing how people will magically find the money to buy something when they really want or need it! Usually, people who say they don't have the money don't want your product. Possibly you haven't created enough desire or your product doesn't give them enough benefits. So, there again, you are back to making sure you have selected the right target market so the maximum number of people are going to be interested in your product or service.

Reason #3: People don't trust you.

This is very important. You must make sure each customer trusts you. Why wouldn't they? Well, that depends. Nobody will trust you if they feel that you are not being 100% honest with them. Maybe what you are telling them sounds way too good to be true. That is why it is important to tell them why you can do what you are doing. When a business tells a customer the regular price is £495, but they are selling it today only for £19.95, the customer questions such a big discount. If you make an offer, you need to tell them *why* you can do this. You must give them every reason to believe in you and your product. Give them a good list of benefits, and then back it up with your product. Sometimes offering a good, honest money-back guarantee is all it takes to make your customer believe you.

These three elements are very important to the success of your business. You must be able to overcome your customers' objections before you can successfully sell a product.

Advanced Direct-Response Marketing Secret #7

How to Figure Out What a Customer Costs.

Depending on how much money you made from an advert, you bought a customer at either a profit or a loss!

Assume that you place an advert that costs you £500. It generates one hundred orders. That means you spent £5 for each order you received, in other words, you ‘bought’ each of those one hundred customers for £5!

Through testing you can find ways to pay less for each customer. For example, you might test another advert and run it in another magazine or newspaper. Let's say that advert cost you £300 and you still get one hundred orders. That means you only spent £3.00 per customer.

So, here's the format...

- Work out how much you are spending to get each new customer.
- Then test to find ways you can bring in each customer for less.

Advanced Direct-Response Marketing Secret #8

How to Give Something Away FREE and Make More Money!

Many businesses are giving something away for FREE to their customers and getting rich by doing it. When you offer a free gift, it increases your front-end response. Then, you can build a bigger customer base to mail your back-end offers to – and that's where you make the big money.

Millions of pounds have been made with this one secret alone. Let's take a look at some real-life examples of how this method works to make more money.

- A photographer offers a free 8 X 10 photo. Yes, he/she loses money on the photo but, they make money from...
 - The sitting fee
 - The frames he may sell you
 - Reprints you may buy
 - Future pictures you have taken by him/her.
- A Music Club offers 10 CDs for 1 penny! Sure, they lose money up front, but they are betting that you will buy more CDs in the future at full price, so they can make their money back quickly.
- A Direct-Response Marketer gives away a book valued at £25. Sure, they lose money on the book, but they have studied the market and know that on average they will make their money back selling that person other related back-end materials!

These are powerful examples of how you can give away something for FREE and get your money back on the back-end by offering other products for sale. Try to come up with something that you can give away on the front-end.

Here are a couple of guidelines to follow...

- **Make it inexpensive to produce.** For example, paper and ink products and CD's can cost pennies to copy.
- **Make it a product or service with a high perceived value.** Your customer needs to think that you are getting the short end of the deal.

Advanced Direct-Response Marketing Secret #9

How You Can Convince Almost Everyone Who Reads Your Advert to Send You Their Money.

When you write an advert, a higher degree of believability can be achieved by stating specific facts.

By stating you are "offering a discounted price," you are making a generalization. But if you offer, "32 % Discount from the Original Price!" that is a specific fact and benefit to the reader. A prospect perceives the "full value" of your offer.

Also, by being specific you demonstrate that you know what your product can do.

When you know what you are talking about, prospects will be much more open to buying what you have because it builds their trust in you. Specifics make your words more believable. And the more specific you can be the better.

Once you get a reader's attention, it is time to list the advantages, values, benefits and positive arguments. This is how to sell to the sceptics!

Some advertisers feel a need to be brief in presenting their claims, assuming that people will be bored with a complete explanation. Nothing could be further from the truth. People want to know the facts - all of the facts.

Also, one fact may appeal to some, while a different fact appeals to another. By leaving out one fact, you will lose those who otherwise might have been convinced.

People will generally not read an advertisement twice, for the same reason you would not read an editorial twice. People will make a buying decision based on the first reading.

Therefore, you must tell your full story and present all your facts within that first reading. There is no second chance to convince a reader.

Advanced Direct-Response Marketing Secret #10

How do the Multi-Millionaires Get the Ideas That Make Them Super RICH?

What is the one thing that all millionaires have in common? Multi-millionaires in business realize that ideas rule their world, and they realize that marketing ideas are interchangeable. They have a conceptual view of marketing and ideas, so that they don't lock themselves down into one way of operating.

Successful businesspeople are constantly looking for new ideas to test. They understand that people buy for a reason, and they search out those reasons and how to fulfil them.

They look at other successful companies' techniques in order to find out what they are doing right. Then they find a way to incorporate the successful techniques into their own campaigns.

Always look for ideas that other people have used. An unsuccessful businessperson or newcomer might say, "That won't work for my business." The highly successful marketers understand that when it comes to marketing, all ideas are interchangeable. What works for one company may work for another even if you are in an exact opposite sort of business. This is how to make money with proven methods that many rich people have used and are using now.

In sports they teach athletes that there are many different strategies and methods to win a game. This same principle applies in all forms of advertising and marketing.

There are all sorts of different ways to win the game of business, sales, and profits. Look for all of the different avenues you can use to your advantage. Look for all the ideas out there being used successfully.

Advanced Direct-Response Marketing Secret #11

Seven Powerful and Proven Things You Can Do to Get Your Customers to Spend Even MORE Money With You.

Here are seven proven things you can do to get people to spend MORE MONEY WITH YOU! They have been successfully used repeatedly by many marketers over the years. If used correctly, they can work for you too.

1. Offer a customer first choice on limited items.
2. Offer customers' special discounts or bonuses that are not offered in sales literature mailed to prospects. This shows your customers how much you value them by offering them more.
3. Find out what problems represent their No. 1 priority, and look for ways to solve that problem in your offers.
4. Be innovative.
5. Do everything in your marketing ability to fill their needs.
6. Give the sincere impression in your sales literature and offers that you deeply appreciate their previous business, and that your priority is to serve their continuing needs, whatever that may be.
7. Make certain you follow through with your promise.

Acknowledge your customers for the true value they represent. Tell them repeatedly. Educate them about the product or service you are offering. Ask for their order. If you are offering them a special deal, tell them why. Make a solid case for your product, and then ask them to try it out at your risk. Always ask them to buy. Doing these things is how to get people to send you their money FAST!

By working your customers more efficiently and effectively with proven sales concepts and techniques, you will increase the frequency, purchase amounts and the duration of the customer/business interaction with you. This is, essentially, how to get the most leverage from your profits.

Many people in business don't understand the concept of building relationships through the mail with customers. But it's very real and powerful. As your customers send you their money in exchange for the products and services you are offering, you should be grateful. These are the people who supply you with the money you use to live, grow and prosper.

Direct-mail is often promotional based marketing. But, the truth is, **you want to build a company, not a promotion**. A company has customers that continually buy. If you work towards establishing and keeping good relationships between you and your customers, you are building a company, not a promotion.

Advanced Direct-Response Marketing Secret #12

How to Get Rich by Speaking at Certain Group Meetings.

Speak at group and organization meetings about your book. Even if you do not receive a fee, you will be able to sell your books. This method will reach a new market for you and may result in added publicity for your book if the meeting is publicized.

If you have a book which appeals to the mainstream, this is a dynamite way to make large amounts of money. I know a man from Arizona who sells a million dollars worth of his information products every year simply through speaking in front of groups.

He publishes information for small businesses and business owners that are looking for marketing information to help them make money with their business. He goes to seminars other people put on and shares some of his best marketing strategies. He is rich through speaking at group meetings. You have the same potential.

Offer to sign your books at a local bookstore. This will give you ample opportunity to promote both your books and yourself.

Advanced Direct-Response Marketing Secret #13

Let Your Enthusiasm Help You Bring in the Sales.

Think about sales from day one. Develop the advert, and then the book. When you've had hundreds or even thousands of people already send away for your information product, thanks to your pre-publication promotion, you gain a strong, incredible incentive to get that project done. The same is true when it comes to advertising.

The time to be creative with your advertising ideas is at the beginning of a project when your enthusiasm is strong. Let that enthusiasm help you sell! Then, fulfil on the project by creating the information product.

This method has the same advantage as the pre-publication offer, it helps to motivate you to get finished. The advertisement development - which is the hard part - is already finished and over with.

Creating a title that's a headline for your book is a very smart thing to do. A headline implies a benefit. **Remember, the only reason people buy information products is for the benefits they provide.** Therefore, if you start thinking about benefits from day one, you can potentially sell much more of your product.

Advanced Direct-Response Marketing Secret #14

Which Kind of Direct-Response Advert Will Make You The Most Money?

Generally speaking, there are two forms of direct-response adverts.

- One makes a complete sale.
- The other arouses a person's curiosity to the extent that he/she writes for more information.

This second way is called the "two-step" sales method, and it is the type of direct response advert that will make you the most money. It brings in the largest amount of qualified prospects, which you then convert into sales. You have separated out the prospects that are the most willing to buy what you have to offer, and you don't waste money on those who possibly wouldn't buy it anyway.

The "complete" sale is dependent on the mailing piece that follows. The advantage of making one-step sales is that they save time, effort and any follow-up expenses.

However, a one-step sale also requires more advert space than an inquiry advert, and consequently it costs more. Why is more space needed? Because it takes a lot of copy to convince a person to send money for a product he/she cannot see, and to a firm he/she has never done business with. You also usually need to add a coupon. Unless the value and benefit of an item is self-evident, you must have adequate space to describe an offer to the satisfaction of a customer.

On the other hand, if you are just seeking enquiries for more information, then a great headline and some well-chosen words will stimulate curiosity and responses.

Advanced Direct-Response Marketing Secret #15

Some Specific Magazines Out There Can Potentially Make You Thousands of Pounds if You Advertise in Them.

You must pay attention to the people who read magazines. The key is in the market, not with the product. You have to place your product in the right magazines that cater to the market your product is developed for. This makes choosing the magazines that you advertise in rather simple.

There are magazines for nearly every interest that you can think of, so there will be magazines that fit your product. This is especially useful in specialized markets, like hobbies. Advertise in hobby magazines and you can key in on those people interested in the hobby your product or service is about.

This is why certain magazines will help you make thousands of pounds! It allows you to zero in on that specific group who are most likely to want what you have to offer.

Advanced Direct-Response Marketing Secret #16

How to Make the Most Money Possible Selling Mailing Lists.

What can you do to make your mailing list worth a ton of money? The price of your list, as well as any other list, is how well the list works for those who rent it.

The better the list works, the more money it's worth. This is why some mailing lists are worth ten times more money than others.

Because good mailing lists are a valuable commodity, the profit margin is huge, which is why it's easy to make money in the mailing list business.

There are many methods to reach prospective buyers with your lists.

Here are some of the most widely-used...

1. Place classified adverts in magazines. Many advertisers use this method because it is inexpensive and reaches a very large audience. Never try to sell directly from a classified advert, just solicit inquiries. When you receive the prospective buyer's inquiry, you then send all the information about your list: price, names, post code, etc.
2. You can advertise in various trade and business publications that have dozens of mailing lists in each issue. These adverts are usually placed by the list broker, list manager or the list owner. This can be the best method to use if you are going after big results. It may cost a little, but the rewards can make it well worth the investment.
3. Another profitable method used by list sellers is to rent a list of prospective buyers from another seller. Once you get your list, you then mail out your information to those prospects.

Many firms advertise their lists in business opportunity magazines and periodicals. They develop relationships with customers and get the word out about the lists that they have available.

That's how many people are getting rich with mailing lists. There are dozens of publications available for you to choose from. By testing, you learn which ones work best.

Advanced Direct-Response Marketing Secret #17

If You Have These Four Elements, it Can be Simply a Matter of Time Before You Find the Success You Wish For.

First, you need these 3 elements...

1. Forward motion.
2. A defined goal.
3. The right application.

Now add a fourth element, **persistence**, and you've got a winning combination that can make you millions and millions of pounds! If you just do these things you can be a huge success.

Persistence is the embodiment of desire, self-reliance, organized planning, courage, will power, cooperation, dedication and habit. You can teach yourself to be persistent.

Maybe you have been a quitter in the past. You may have left a trail of half-finished projects behind you. Do not worry about it now. Many of us have been "in the same boat."

Remember, it is what you do about it now that counts. So, what are YOU going to do? If you refuse to stop and continue to keep moving forward in the right direction with the right application, nothing is going to defeat you. You will be successful. This is how to attract good luck to you like steel is attracted to a magnet.

Luck is when opportunity meets preparation. You prepare yourself by doing the three things mentioned above. Then, refuse to quit! Keep going!

Advanced Direct-Response Marketing Secret #18

How do Successful Writers Cope With Their Stress and Rise Above it to Reach Even Greater Plateaus?

Stress experts have investigated what distinguishes writers who cope well with stress from those who do not. They have come up with some surprising data. Researchers found that all the people who cope, use simple anti-stress strategies that other executives ignore.

Most writers who don't cope well with stress don't use these coping techniques. In short, this is why some people completely destroy their chances of making huge amounts of money. It's not what happens to you that counts in life; rather, it's how you handle what happens to you that matters.

When you search for success, you have to face a lot of obstacles. Problems go hand-in-hand with success. In business, the highs are higher and the lows are lower.

Business has a lot to offer. It can give you freedom, flexibility and money but there's also a price for this.

There is no simple road. The more you want out of life, the more you have to do.

Successful people have more problems than unsuccessful people. As you step out there to achieve more, more obstacles will come your way.

Now let's look at some of the coping devices writers use to help meet their struggles. Here are 7 things that separate the rich winners from the losers...

1. Size up stressful situations, and decide which aspects are worth worrying about and which can be ignored. Postpone thinking about a problem until an appropriate time. Expect the unexpected, and allow time and energy to deal with the inevitable stressful events that seem to come from nowhere. Easily detect fatigue and respond to it by cutting the day short or taking a little time off during the week.
2. Know when perfection is possible and when it is not (hint: most often it is not!).
3. Take vacations.
4. Get regular exercise.
5. Talk to colleagues, friends and their spouses about job pressures they feel.
6. Delegate tasks, such as typing, proofreading, etc., to others when stress starts to increase.
7. Do not be afraid to laugh at yourself.

Advanced Direct-Response Marketing Secret #19

A Good List Broker Can Make You Thousands of Pounds a Week!

A list broker is a person who recommends specific mailing lists for your offers and recommends certain lists to you.

List brokers are in the business to help you. You are their client. The more money they help you to make on your mailings, the more you're going to go back and get lists from them.

It's a win-win situation, and you should build a relationship with your list broker. I have built a relationship with my list broker. He has supplied me with millions of names and addresses. He knows which lists work the best and which lists don't in my market. He has helped me stay successful. As a result, I help him stay successful by renting his lists.

Good list brokers can make you rich. Why? They know the right lists for you to mail to, and which ones to stay away from.

They stay on top of the facts, and have many other clients out there in the industry sending out direct mail as well. Therefore, a good list broker has great insight as to which lists work the best.

Their inside information can put thousands in your pocket.

Advanced Direct-Response Marketing Secret #20

Being Your Own Publisher Can Make You Millions of Pounds Just Like it Has for Many Others.

Many Direct-response marketers have learned that self-publishing can be a powerful route to success and profits.

It all starts with a specialized market, a group of people with something in common. It can be an interest or a hobby, some reason these people are reading certain publications and advertisements.

You have to cater to those interests, to those wants and needs of that market. You have to let them know that you can offer them something special that no one else can offer them.

If you do this, you can find the success you're looking for. Write around your market.

Remember, it's what they want that counts. Many marketers have made millions of pounds this way and the same can happen for you. People in a particular market are usually 'nuts' for that subject and will buy and read pretty much anything on that subject. Steam trains, magic tricks, collecting Roman coins – the list really is vast.

Advanced Direct-Response Marketing Secret #21

Striking Per-Inquiry Deals With Magazines.

Magazines tend to be more difficult to make per-inquiry deals with, but they do have what is known as "remnant space." Magazines are printed on large sheets of paper that are folded and guillotined down to sixteen pages. Let's say they only have fifteen pages filled with material and copy, the sixteenth page remains unfinished.

The magazine publishers have to fill those blank spaces, and that's where you can come in and try to get yourself a deal. You can split the profits on an advert and both win! This is how to make thousands of pounds helping the magazines and newspapers solve one of their biggest problems.

You're getting the free publicity and the profits. The smaller your advert (within reason) the more likely you are to get such a deal as they often have odd spaces left over.

Advanced Direct-Response Marketing Secret #22

There are 3 Things You Must Have in Your News Release to Make Millions of Pounds.

Readers want information that is...

1. Interesting
2. Factual
3. Useful

And that is what you must present to them in your press release. Yes, of course you are selling the main benefits to the prospect. But the whole project should be geared towards helping people.

You have to write press releases that are interesting to the readers, factual in nature, and supply the readers with useful information. This makes the readers want to read it.

The power is in the fact that the reader believes that a story about a great new product is just a service to them that the magazine is offering. People don't realize that stories about products, services and companies the magazine prints, almost always started out as a press release sent to the magazine by a company or trader.

Everything centres round your attempts to serve people and show them how the product or service will improve or greatly benefit their lives somehow. These are the things that really interest people.

Everybody's looking. Everybody desires products and services that will improve their life at some level somehow. You should do your homework and find out how it's done. Then, help the editor and the writers of the magazine to see all of the benefits easily.

Implementing these three things in your press release requires you to do some homework. It never happens by accident. You have to work at it and do the best job of it that you can in order to ensure that you have given yourself the highest chances of success. The rewards can be huge.

Advanced Direct-Response Marketing Secret #23

"Indirect Publicity" Can Make You up to £250,000+ a YEAR!

This idea works best for local businesses, but it can also work on a national level. It is to start a non-profit charity function, event, activity or organization. The newspapers and television stations can give this FREE PUBLICITY. Or, if you start an organization, you can get plenty of FREE PUBLICITY from all of your members.

Your service or product could be raffled off, or given as a prize. Your product, service or company can get indirect publicity that could be worth up to a quarter of a million pounds a year or more.

Advanced Direct-Response Marketing Secret #24

How to Legally Steal Something That Could be Worth Millions.

Study other peoples adverts. Pay special attention to the words, phrases, headlines, subheads, sentences or other key methods used by all smart advertisers. This is the

way you can "steal" the exact methods and techniques that are making money for others.

You won't copy word for word, but you can legally borrow themes and re-jiggle sentences and phrases. Just treat the text as a spring board for your own imagination. THIS REGULAR PRACTICE CAN EVENTUALLY BE WORTH MILLIONS OF POUNDS! It's perfectly legal if you do it carefully. Most copywriters steal from one another.

Advanced Direct-Response Marketing Secret #25

Don't Focus on Yourself if You Want to Get Rich, Focus on Your Customer Base!

Focusing on your customer base will help you make the right business decisions and make a fortune. Do not focus on yourself, which is a mistake that many businesspeople make. They spend too much time thinking about themselves, their company, and their problems. They don't spend enough time thinking about the customers, their problems and what they can offer those customers that will solve their problems.

The more a marketer tries to give customers what they really want, then the better their success. All of your business decisions need to be centred around your customers, serving them and giving them what they want.

In many cases, people in charge of marketing, especially with bigger companies will make all sorts of suggestions as to the way the business should be run. Management will fight every decision that the marketing people come in with, though. Why? Generally, management tends to think only about their own needs.

The right business decisions that will make you a fortune are generated around the customers. And when you're developing lead generation adverts, you have to have an idea of who your customers are and what they really want.

Advanced Direct-Response Marketing Secret #26

Money Making Ideas are EVERYWHERE!

Never isolate yourself from the rest of the world. Knowledge can be found in many different places. Money-making ideas are everywhere you look. You've got to be open to seeing things that other people generally don't see.

When you see a good idea, don't just notice it, try to figure out how YOU could do something like that. It's all a matter of thinking. You need the ability to think big. **Start thinking like someone on the other side of the cash register.**

After years of this mode of thinking, reading tons of good books and magazines out there about the success other people have had, you will begin noticing the common denominators in many different businesses.

How do they generate their profits? How do they create the sales? You will be able to start figuring out all of these kinds of things. You'll start seeing that money-making ideas are everywhere you look. Then, all you have to do is go out there and put it into effect.

Advanced Direct-Response Marketing Secret #27

Yes! Even GOOFING OFF Can Make You Money... if You Know How to Do it Right.

Giving people what they want can make you RICH! Just goofing off can make you money IF you know how to do it. Make this "lazy money."

How do you do this? You have to stay in tune with what people want. In order to do this, you will spend a lot of time "goofing off," but in fact, you'll be doing research as to what's currently popular and what people want.

Watch the popular talk shows. Go to the bookstores and find out what titles and types of books are selling the best. What are people buying?

For a marketer, these types of things are vitally important, because marketers have to stay in tune with the masses. You have to keep track with what your market wants and is buying.

Instead of thinking like a consumer thinks, now you're raising yourself up another level. You are looking for the signals and signs that indicate clues to human behaviour. Sharp marketers do this frequently, and it pays off for them. It could also pay off for you.

Finding the subject that people are interested in and that will make you money, is your first task. "Market research" can be a lot of fun, easy to do and make you a fortune.

It's all about learning how things work, why things work. You don't have to go very far to find direct advertising you can gain ideas from. You don't even have to leave your house. It's all over the television. It's in the newspapers. It's in the magazines. You even get direct mail advert copy delivered to your house. What could be more convenient?

There's a lot of it out there, and it's everywhere. All of it has a lesson somewhere in it that you can pick up and use to make your adverts better in some way.

Using this knowledge can help you get more MONEY-MAKING IDEAS THAN YOU CAN POSSIBLY HANDLE IN YOUR LIFETIME!

Advanced Direct-Response Marketing Secret #28

People Want to Advance Socially. Create a Product That Shows Them How, and Reap the Rewards!

People want to move into better social circles, not to show off, or "keep up with the Joneses," but to advance socially. The best way to advance is to meet and associate with different people.

A person can advance socially by getting involved in social clubs and circles, which will ultimately better his/her social position.

There is nothing wrong with trying to meet and associate with influential groups of people. Social advancement will make it possible for your children to converse and mix with anyone.

If a job opportunity develops because of mixing socially and being in the right place at the right time, it will benefit the whole family. (Can you think of a book that would show people how to advance socially?)

Advanced Direct-Response Marketing Secret #29

How to Make Millions by Giving Something Away for FREE!

Give away FREE samples of your product or service. If it's good, people will re-order.

Another idea that I have used many times is to give away free books, CDs or DVDs that explain the product or service I am selling. This allows you to demonstrate how your product or service is worth the price you're asking for it.

You'll have lots of room to give your best prospects all the information they need to feel good about sending you their money. Just one of these "free give-away" ideas can help you make millions in sales and profits.

Advanced Direct-Response Marketing Secret #30

How to Get Your Competition to Help You With Your Catalogue...for FREE!

Send away for catalogues that you know cater to the market you're trying to get into. Go through them, looking for ideas you can use. Then take the best ideas and incorporate them into your own catalogues.

This is how your competition can actually HELP YOU build your business!! You can get the best ideas that are in the market for FREE. Then, you can hone those ideas, use them for your own purposes and make them your own.

Advanced Direct-Response Marketing Secret #31

The True Key to Beating Your Competition and Succeeding Like Never Before is Your Unique Selling Proposition!

Unique Selling Propositions (USP) are how to "kill" your competitors in the marketplace!

There isn't anything unique that sets aside most companies. There's nothing that separates them from every other company in their marketplace except for perhaps the company name.

Find out what your customers really want. Find out *why* your customers buy. Find out *what* they aren't getting right now. Make that your USP. Make it known to your market. If the USP is beneficial enough to the customers and prospects, you can set yourself aside from all of the other businesses in your market and make more profits than ever before.

Developing a good USP is how to carve a very profitable niche out of your market.

You have to think of reasons people should do business with you. It's not good enough to say, "We have the best products and services guaranteed!" Almost every business goes through this rhetoric, and it's too commonplace. You have to come up with something bigger and rarer with more benefit to the prospects and customers.

Give them something unique. The closer it is hinged onto things that bother the prospects and customers, the better.

Advanced Direct-Response Marketing Secret #32

How You Can Use Other People's Money to Make You Money!

If you have a Best Seller and a business plan that promises a strong marketing campaign, but not enough capital to launch your book, you can approach other people for start-up finances.

In return they receive a percentage of profits in direct relation to finances they have loaned to you for investing in your project. You can use a solicitor that specialises in publishing and royalties contracts.

Bear in mind you need repeat business though. You can't build a profitable business on just one book or manual. Get subsequent books ready for back-end sales.

Advanced Direct-Response Marketing Secret #33

Where to Find Creative Ideas That Can Make You Rich!

Here are three quick ways to find creative ideas that can make you rich...

1. Study the adverts, products, services and promotional materials other people are using to make money.
2. Write down their best ideas.
3. Experiment with different ways you can use these ideas in your own promotions.

The ideas other people are using to make money can make you money, too. Use their proven ideas to get rich.

Advanced Direct-Response Marketing Secret #34

Ten Secrets of the Highest Paid Copywriters in the World!

Here are 10 secrets of the highest paid copywriters in the world. Practice these things. Once learned and put into action, you can develop the high-impact advertisements you want and need.

1. Professional advert copy-writers experiment with formats to maximize the amount of copy they can fit in.
2. They try to achieve maximum clarity and impact of key points, even if it is at the expense of eliminating lower-priority points.
3. Seasoned writers make every effort to bullet low-priority points, one after another, into an advert, and get them to fit into any length with clarity.
4. Professional writers immediately reduce, or even eliminate, graphics to incorporate more copy. They know that graphics should seldom be used in a small advert.
5. Professional copy-writers transfer low-priority copy points, which cannot be introduced into an advert, to a sales letter, brochure, or another follow-up insert.
6. Professional advert writers know that it is more important to cover key points clearly, completely and persuasively, than it is to include the low-priority points.
7. Because the first draft will be edited and rewritten to length anyway, professional copywriters DON'T try to write an advert to the exact length they want it on the first draft.
8. They don't try to cram in more copy, and then end up compromising the adverts readability.
9. They don't reduce the type size beyond what is tolerable and reasonable. Clarity and readability are more important than trying to squeeze in low-priority points. They realise, not everyone is able to, or has the tolerance level to read small type.

10. Professional writers know that providing prospects with proof of claims is more important than trying to include all of the low-priority points.

Advanced Direct-Response Marketing Secret #35

Use Your Product's Biggest and Best Benefits to Grab Your Prospects' Imagination, Excitement, Desire and Money!

By using the biggest, most important benefits to your specific market, you can create enough desire in your prospects and customers to want to buy from you.

These benefits should be clear to the reader. Make them picture themselves having these benefits. If you can make people see that in their mind, you're able to create a desire for what you are offering them.

In every market, the people are longing for something to...

- Make their tasks easier
- Make work less difficult
- Save time or effort

Fishermen want lures that will catch more fish. Golfers want clubs that let them drive further with better accuracy. Home-businesspeople want more profitable business options. The list can go on and on.

Your job as a marketer is to come up with products and/or services that serve as the solution to the problem your market has. That solution is the biggest and best benefit of buying that product.

Therefore, it is ESSENTIAL that you dramatically show your prospects the benefits of your product or service in your advertising. Your product is the answer to their troubles - it supplies them with something they have wanted for a long time.

If you are able to illustrate those key benefits dramatically and justify them, your advert will be much more powerful and profitable.

Advanced Direct-Response Marketing Secret #36

How Using Classifieds Can Make You More MONEY Than Using Big Space Adverts.

Classifieds cost far less than large adverts so you can place them in more publications. Since your message is in more publications, potentially your sales message will reach more people in your market.

It is essential, of course, to have the right ingredients when it comes to creating your small, classified advert. The biggest benefits that your product will give to those who accept your offer have to be communicated in the most dramatic way possible.

It has to be EXCITING! The more exciting and enthusiastic the message, the more it will attract the prospects you want to get as customers.

The best advice I can give you is to study the different writing that many people are using in their classifieds. Then, you learn how to write and create powerful classifieds by finding those that excite and capture your attention the best.

You should always be testing different adverts you come up with. You should always be searching for the right combination of words that create the most compelling and powerful message.

Doing so, has resulted in many companies doubling and even tripling the money they previously made. It works and has been proven time and again.

So, use these ingredients so you can double or triple your income from small adverts.

Advanced Direct-Response Marketing Secret #37

Seven Ways to Sell Your Product or Service Like Crazy.

Here are the 7 basic steps to use in all of your adverts to get people to send their money to you.

You must...

1. STOP your prospects with a self-interest headline.
2. HOLD a prospect's interest in the sub heading and body copy.
3. CREATE DESIRE by offering them as many benefits as possible to buy from you.
4. PROVE that your offer is a bargain.
5. MAKE IT EASY for your prospect to act.
6. GIVE your prospect a reason to ACT IMMEDIATELY!
7. ELIMINATE your buyer's FEAR of being cheated.

Tack these 7 steps up on your refrigerator door and memorize them. They contain the secret that can help you sell your product or service like crazy.

Advanced Direct-Response Marketing Secret #38

Here's the Secret to Getting Catalogue Houses to Carry Your Product AND DO ALL THE SELLING FOR YOU!

The secret is **catalogue houses desperately need new products to survive!**

Catalogue houses do all of the selling, hustling, printing, postage, advertising . . . they do it all. But they constantly need new items. People want new things and catalogue houses know this. They have to keep up with the times and trends.

So if your product is either in demand or has a lot of potential, you stand a great chance of getting it into their catalogue.

If you have confidence in your product, be persistent and convince them that people want to buy it.

If you are apprehensive about trying to get a catalogue house to carry your product or service, the bottom line is if it's a solid opportunity they'll want it. You can't waste their time with product ideas that won't work in their catalogue. You have to be professional.

The business is there, and the ideas I have given really work. I know. I've used them successfully myself. And you can do it too!

Advanced Direct-Response Marketing Secret #39

How You Can Buy Good, Quality Books for Mere PENNIES and Sell Them for Pounds!

Although the best book to sell to catalogue houses is one you have written yourself, consider "Remainder" books. These are left over editions that the original publisher could not sell through book stores and regular book wholesalers. You can buy books that sold for ten pounds for as low as fifty pence or less!

These books sell cheap because the company is trying to get rid of them. Perhaps the company's marketing plan was inadequate. Perhaps they didn't locate their best prospects, or their advertising wasn't up to par. Whatever the case, there are a lot of excellent products out there that other companies don't know how to sell . . . but you could.

Because remainder books are so inexpensive, you can afford to make them a bonus or a free gift. Since many of these remainder books are good products, though, you may decide to sell them for maximum profit. The choice is up to you.

Buying and then reselling remainder books is how to get a best-selling product for pennies and sell it for pounds!

Advanced Direct-Response Marketing Secret #40

Turn Those Prospects into Buyers RIGHT NOW With a Great CALL TO ACTION.

Using the right words that are a call to action, is how you can turn non-buyers into buyers. Really compel people to take advantage NOW!

People are naturally procrastinators. They may want to buy, but will keep putting it off until your offer fades from their memory.

That's why you have to get them to buy RIGHT NOW! Encourage people to strike while the iron is hot. Get them excited about doing it IMMEDIATELY! If it works, this turns people who would have never bought due to their own procrastination into people who accept your offers and send you the money as quickly as they can.

Think about the offer from the customer's perspective, and get creative. And remember to give people a strong, believable reason to respond NOW.

Advanced Direct-Response Marketing Secret #41

How to "Kill" Your Competitors in the Marketplace!

Develop a strong Unique Selling Position (USP) and you can dominate your market. Most businesses are weak in this area. There's no compelling reason to do business with them.

You can "kill" these competitors in the marketplace. All you have to do is clearly communicate the specific benefits of doing business with you instead of them. Make sure all your prospects and customers know this. Use your USP in all of your adverts and sales letters. People will see your USP and favour you over your competitors.

Advanced Direct-Response Marketing Secret #42

People Want to be Able to Enjoy Their Life. If You Can Show Them How, You Can Make Thousands or Even MILLIONS of Pounds!

People want as much enjoyment in their life as possible. The enjoyment may come from hundreds of different sources. People want to live life to its fullest. They work hard and do the best they can, so why shouldn't they get some enjoyment in life?

People tend not to think of themselves all the time, or consider what they want in life. But, if they do not stop to think about their feelings, who will? It is not being selfish to have things that give a person enjoyment.

Do you have a product, book or item that will give enjoyment and enhance a person's life? If you do, it will be a winner!

Advanced Direct-Response Marketing Secret #43

The Secret to Getting Started for Pennies.

Use tiny classified adverts. This is the secret to getting started for pennies. Here's a simple strategy you can use: Try to break even on the initial item you sell through the classified advert.

This means that you make enough money from the sale of the product or service to cover all of your advertising costs. Next, sell related products and services to the people who purchased your initial item. This can help you earn tremendous profits. The people who buy from you once trust you. They have proven how serious they are. You can easily do more business with them by just giving them MORE of whatever you sold them the first time.

The tiny advert can point to a web site or a toll-free recorded message. So your advert can be as simple as: "Earn £657.00 per week for an hour a day. Call 01234 567890 or visit www.easymoney.com. That advert will cost very little.

Advanced Direct-Response Marketing Secret #44

How to Take the "Guesswork" Out of Making Money!

Making money doesn't have to be risky. You can take all the guesswork out of it by doing these four things...

1. Test something new all the time.
2. Test small and you'll never take big risks.
3. Test new offers to your best customers first. If you can't make a profit to this small group you won't be able to make a profit to the larger groups of people who have never done business with you.
4. Only "roll-out" with the proven offers that have made you money.

Do these things consistently. By following these steps, you'll take all the risk out of trying new ideas. "Rolling-out" means finding out how many people you can profitably sell your offer to. It's possible to get rich by simply rolling-out with just a few of your proven offers. I have MANY a time made a quarter of a million from a single back-end product in 4-6 weeks.

Advanced Direct-Response Marketing Secret #45

How to Create a Simple Business Plan That Will Allow You to Make as Much Money as You Want for the Rest of Your Life!

Make your business plan serve a specific type of customer in as many ways as possible, and you'll never have to worry about making enough money.

Your business plan can guide you to make as much money as you want, for as long as you want by doing these three things...

- Centre your plan around every way you can attract new customers and make repeat sales to them.
- Always look for more ways to serve your best customers first. Then, develop simple strategies to attract more of these types of people to your business.
- Constantly develop new promotions that bring you new customers. Then re-sell to these people as many times as you can. Make this a continual, on-going activity.

There's nothing complicated about these steps. Find several people or companies that are using these three steps and study the things they do. Then use their ideas and methods in your own unique kind of way.

Advanced Direct-Response Marketing Secret #46

How to Make a Fortune Selling Through Catalogue Houses!

Catalogue companies make their money by repeatedly mailing to their customers. They create mailing lists of their past customers and continue to mail to those selected people. If you've ever bought a china plate with Princess Di on it, or a cute figurine of a bear, you'll know how often you get mailed with similar junk (sorry... valuable collectibles...)!

These catalogue companies are continuously looking for new customers by mailing to people who haven't bought before, but might just be willing to take that chance. A trusting relationship develops between catalogue companies and their customers.

If the customers have purchased their products before and were satisfied, it is an incentive to buy again. Customers like to buy from the same companies they have used before because they know what to expect.

This is where you come in and use this to your advantage. Customers constantly want something new and exciting, and your product could be what satisfies that craving.

You could offer your product to a catalogue house, become rich in the process . . . and the catalogue house will absorb the extra costs that make it difficult to make money. You don't have postage, advertising space or printing costs to bog you down, so you are able to keep more money that would have gone to other things if you were trying to sell your products yourself. Yes the catalogue house take a big cut, but they're also picking up all the costs and all the risk.

Catalogue companies are also usually focused on one market, be it cosmetics, home interior, business products or any of hundreds of specific markets. This means that when you have a product designed and developed for a specific market, it can just be a case of finding the correct catalogue house to offer it to.

These companies mail to millions of people on a regular basis, and you can be right there with them, making your fortune. You won't have to pay one single penny, and you can get rich!

Advanced Direct-Response Marketing Secret #47

How to Prosper Faster Than You Ever Thought Possible.

Be there when your customers need you. Do not give a thirsty person one sip of water and then walk away with the full container. If you will just do one thing very well - master back-end sales - you will prosper faster than you ever thought possible.

If I can give credit for the fortune I have made to anything, first and foremost would be the fact that I have really worked to serve my customers. I try to stay in touch with them. I do everything I can to give them more of the things I know they want. I spend

a lot of time thinking about my customers. I spend quite a bit of money on customer service. I try to do everything possible to make sure my customers are happy.

And this is the most important question, the question you should always be asking yourself, “What will it take to satisfy my customers?”

The only way you are able to answer this question is by gaining an in-depth knowledge about your customers.

- Who are they?
- What do they really want?
- Why do they buy what they buy?

As long as you can answer these questions and come up with products or services designed for these people and meet their needs, you can potentially keep the money coming in.

Advanced Direct-Response Marketing Secret #48

How Little Things in a Business Can Equal BIG BUCKS!

Be observant everywhere you go. Keep a notebook and pen in your pocket and write down...

what people are buying,
where they go to buy,
how retailers and companies are servicing and responding to the clientele.

You have to constantly be looking, and asking yourself questions about your business. You have to be willing to look for the deeper things, take down all of your ideas and study them.

The success that will come if you learn to look at the little things is worth the hard work.

- How did the retailer respond to a request?
- How did the customer respond?
- Are customers acting like invited guests?
- Or, do they appear uncomfortable?
- Do certain displays and signs cause people to stop and find out more?

If you see something that could be done better, write it down. If you see a product that interests you (and shoppers), think of ways you could improve it. Always, write your ideas down - if you don't you'll lose them.

These are little things in your day-to-day operation that can net you large amounts of cash. These are the things that show you what grabs people's attention, what gets them to buy, and what keeps them happy so they'll keep buying. As long as they're buying, you're making money.

Treat people like kings and queens. The most important thing that you can ever remember about customers is that they want you to appreciate them to the point of adoration.

Everyone wants to know how special they are. If you treat them as if they are special, they will respond to you the same. If your customers feel this way, they are much more likely to want to do business with you over and over again.

Advanced Direct-Response Marketing Secret #49

How to Learn to Succeed From the Multi-Millionaires.

Study what the people who are the most successful are doing. Learn from those who have made it work. Those who are making it have done their homework. Chances are, the things that they use to gain success can probably be adapted to bring you success too.

This is how to best learn from the multi-millionaires. Capitalize on what is working! Don't gamble with your business.

Don't just try to strike out on your own when there are so many resources to help you along the way. Study your test results. If they are not favourable, cut your losses, and get busy with something that will work in your favour.

Advanced Direct-Response Marketing Secret #50

Why Some Marketers Always Fail...Make Sure it Doesn't Happen to You!

Many marketers think they know what their customers want when, in fact, they don't know. They aren't asking their customers, and they're not even in touch with them.

When this happens, these marketers end up with a weak, ineffective sales message.

Here's the winning formula...

- Keep in touch with your customers.
- Know your customers and know what they want.
- Then, use that information to create strong, effective sales messages.

Not doing this is the greatest reason why some marketers fail. But doing this is how to make sure it never happens to you.

Advanced Direct-Response Marketing Secret #51

How to Make the Very Most Use of Every Single Square Millimeter of Magazine Advertising Space.

In the early days of direct mail, adverts had extremely small type with hardly any white space at all. Advertisers still using those old strategies are doing extremely well.

Don't worry about how it looks; worry about how it sells. Does it compel people to buy?

Does it make you the best profit? Put your whole sales message into as small a space as possible and you will have a high potential to always do well and bring in profits. This is a proven formula that has been tested by the best marketers. It has made many marketers rich.

It may not *look* good. But who cares as long as it sells? That is what it's supposed to do in the first place. You are not in this to win awards for graphic design. You're in this to SELL STUFF!

Advanced Direct-Response Marketing Secret #52

How to Find the Best, Most Profitable Headline.

Come up with as many headlines as you can. Then look at them and ask yourself...

- Am I being as crystal clear as I can be?
- Could it be clearer?
- Could I make it more compelling?

Then, test the headlines to find the ones that work the best. This is how direct-mail millionaires make their adverts PERFECT.

Here's another method for running a headline test. Take two identical sales letters but give each a different headline. This way you can easily find out which headline pulled more response. This is how to pick the perfect headline that will make you the biggest amount of money.

Another technique is to take a best headline from a sales letter and test it in your space advertising. It's no risk advertising because you've already tested the headline, and you know it's a winner.

Advanced Direct-Response Marketing Secret #53

How Just One or Two Very Small Ideas Can Put You "Light Years" Ahead of the Competition.

All it takes sometimes is just one small idea that can give you a marketing edge over your competition to turn your profit-machine into high gear! What is that one idea? Well, that depends on you. But, it could be as simple as finding a unique marketing idea that your competition isn't using. Or, you could find something your competitor is doing wrong, and get rich by making sure you don't copy their mistake.

There are so many unique ideas. But, most of them are in your head. You know your product better than any one else. Grab a pen and a piece of paper and see how many ideas you can come up with. How many ideas can you think of that can give you an edge above your competition?

Advanced Direct-Response Marketing Secret #54

How to Make a Fortune Giving Your Customers Something No One Else Can Give Them.

You can create a Unique Selling Proposition that gives your customers something they can't get from anyone else. You must come up with that unique thing yourself. All it needs to be is something your customers cannot get from the competition.

One example is when the big auto makers all come out with their new models for the next year. It seems like one of them always has a unique feature that makes their vehicle better than the competition. Or, at least that's what they are hoping.

You, too, must come up with something that separates you from the competition. When you use this powerful strategy correctly, you have a tremendous chance to increase your profits quickly!

Advanced Direct-Response Marketing Secret #55

How You Can Make Big Bucks Sharing Your Trade Secrets.

Whether you are selling locally or nationally, you can sell your techniques and concepts to competitors and non-competitors.

Your first instincts may tell you that it could be dangerous to sell company secrets. That also is what owners of name lists used to think. But, this competitive interchange only stimulates business. If you are the innovator, creator and master, you will learn and improve your business more through interchanging with other firms. After all, they will be coming to you for advice, not the other way around.

The odds are against helping a company with the very same product or service as yours.

You will be selling techniques and concepts that are applicable in a multitude of businesses, not just for a direct competitor. If you doubt your own abilities to counter a direct competitor's challenge once you have sold your services and expertise, then do not do it!

However, if you know that you are the best innovator and marketer around, and that as a result of an interchange you will profit more from the experience, in addition to your consultant fees, then forge ahead. With that attitude, confidence and fortitude, you stand nothing to lose and everything to gain.

Once you know a company's income profits, you will have a better idea of how much to charge. It is up to you, but you can ask from five to twenty-five percent of the increased profits that result "after" your techniques or concepts are adopted by that company.

This is the ultimate win/win situation that can make you RICH! Since the companies that successfully implement and profit from your ideas end up making more money, you end up making more money for supplying them with the knowledge you had.

When you approach a prospect, or when a prospect approaches you, he/she must be convinced that you can deliver a technique or business concept that can dramatically increase his/her inquiries, primary sales, back-end sales, etc.

You not only must know your concept inside and out, but you have to be able to "prove" it has worked for yourself or someone else. This is how you can get a piece of the other person's money pie! Convincing that prospect is the key.

The proposition you make is, "If I can produce £25,000 for you above what you are currently taking in as a result of my professional know-how, would you be willing to give me twenty-five percent of those profits, or £6,250?" This is the smartest way you can make huge amounts of money!

Be specific and knowledgeable about your offer. Be willing to negotiate smartly. Show them that you have confidence in what you have, and give them specific numbers to roll around in their head. You will seem professional, knowledgeable, and earnest in your desire to strike a deal. This way you will have a much higher chance of being able to gain the acceptance of the prospect and get the ball rolling.

Advanced Direct-Response Marketing Secret #56

The Secret of How to Sell Thousands of Books or Manuals.

Developing and marketing your own information products is the millionaire's strategy you can use to sell thousands of books or manuals. It's also how to cut out the middle men and make huge profits in publishing!

The secret to selling thousands of books is you. You can make fantastic profits and receive the exciting prestige because you are the one who can write, publish and sell it.

There is nothing that I know of that offers the same kind of high mark-up value that books and information products offer. Because of this high mark-up, the profit margins that you generate can be incredibly high.

The reason for this difference between production cost and asking price is especially emphasized with the most specialized markets. The more your product is created for a specific market the more value it has. If you have something that targets a very specific group of people, you are able to generate high mark-ups.

Often you can take the books you have already produced and change the format to make them home study courses, or a series of reports. After you have changed your format, you can again make great profits because you have made your target audience more specialized.

You can cut out the middle person and have control over your own destiny. By cutting out that middle man and publishing it yourself you can create great profits. Sure, you must commit your time, energy and money - but after that, you get it all!

Selling books and manuals by mail can be extremely profitable as a second income, or as your primary occupation. It is a business with so many advantages that it can answer your own desires and needs without investing a great deal of money, or requiring elaborate offices.

Advanced Direct-Response Marketing Secret #57

How Big of a Mark-Up Should You Put on Your Book?

Large publishers set the retail price five times the cost. As a beginner, you may sacrifice the larger profit per book to sell a higher volume. Do not cut yourself too low, because you need money to sell your books. Without advertising or promotion, your books will sit in your garage or basement doing you no good at all.

Retail price: £5.95
Printing and advertising: £1.20
Your profit: £4.75

Less wholesale cost, 1-24 books (40%): £3.57
Your profit: £2.37

Less wholesale cost, 25-100 books (50%): £2.97
Your profit: £1.77

Less wholesale cost, 100-250 books (60%): £2.38
Your profit: £1.18

These prices and profits are examples only. If you set the price too low, you cannot give offer discounts to your wholesale buyers who will buy in quantity. But you want to move this book, so do not overprice your product!

You can test any price by contacting potential dealers in advance to determine if there is an interest in your topic at that cost. You also may run a test advert in an appropriate magazine to see if any orders are generated. If you receive orders but your product isn't ready to send, you must under the law, advise your customers there will be a delay and he/she may cancel now, or wait for a later shipping date. And remember, a 'manual' can sell for ten times the amount you can charge for a 'book'.

Advanced Direct-Response Marketing Secret #58

Here are Four Ways to Sell Thousands of Your Manuals.

All four of these methods have sold thousands of manuals for companies over the years and they can do the same for you.

1. **Sales Letters:** In your sales letter, give the potential customers enough information so that they will want to buy your manual. Tell them how they can benefit from the manual. Be enthusiastic about it in natural and simple language without over exaggerating. Begin the letter with a headline to catch their attention and keep them reading. Conclude the letter with your signature. If you can include the words, benefit or guarantee, your letter will have a strong impact.
2. **Circulars:** This promotional literature accompanies your sales letter. The letter catches the buyers' attention, while the circular presents the most important selling points of your manual and closes with an ORDER FORM. Start your circular with a headline also. Illustrations or artwork can be used here as well, but they should only enhance the sale. They are not for looks only! Get a little fancier with the circular borders, colours, etc. and always strive to maintain the buyers' interest in your manual. Close with a direct appeal for the customers to order today without delay. The order form at the end of a circular should be convenient, easy to read and simple to complete.
3. **Testimonials:** After you have received letters or comments that praise your manual from individuals or dealers, compile them into an attractive page. Include this sheet in your sales package.
4. **Return Envelopes:** Make buying your manual as convenient as possible for the customers. If you supply a return envelope, filling out and mailing your order form will be that much easier. Business-reply envelopes are available through your Post Office, and are considered by wholesalers as a valuable part of the sales package. Coloured envelopes are also recommended for creating an impression with the buyers.

Advanced Direct-Response Marketing Secret #59

How to Keep Making Money With Adverts You Ran Years Ago!

If you can get your advert in a major magazine, you are well on your way to taking advantage of something that has the potential of being a great money-making opportunity.

Once you have placed your advert in a major magazine, you can make copies of that advert and include it in your mailings and sales correspondence. This is how to make thousands of pounds with an advert you ran several years ago.

These magazine reprints can give you instant credibility. The better your credibility, the more money you make. All you have to do is add these four words; "As seen in (your magazine), as seen in TIME Magazine," etc.

You can use those reprints in mailers, signs, envelopes, other media, blow-ups, framed easel or window displays, or anything else you can think of that promotes your product or service and business.

This added credibility can help you defeat your prospects' scepticism, giving you the opportunity to make more money.

Advanced Direct-Response Marketing Secret #60

How to Get Your Message Out to the Prospects Who Will Most Likely Accept Your Offer.

It is very important to pick and choose carefully which magazines you stand the best chance of hitting your target audience. Special interest magazines have become very popular.

If you stick to the interest magazines that your product is associated with, you can attract loads of sales. This is how to get your message out to your target audience and make thousands of pounds a week.

Advanced Direct-Response Marketing Secret #61

Your Success in Business May Come Down to One Small Thing . . .

...Aggressiveness. Why? Success in any business demands that a person be aggressive.

You can't be afraid. You have to remember that your message has to be strong, so don't be afraid to say what you have to say. You have to take it upon yourself to do what has to be done.

Aggressive marketers do not depend on guesswork to accomplish their goals.

Guesswork, hope-it-works attitudes and a lack of direct-response marketing know-how can lead to complacency. And complacency can eliminate any possibility of creating good adverts and sales copy.

Those who expect little will receive exactly that.

Advanced Direct-Response Marketing Secret #62

Why Do People Buy? The Answer Could Make You Millions!

Every product or service that is sold is the result of a prospect's belief that the purchase will somehow provide the solution to a problem. It does not matter what sales method is used. The sale was made because of the buyer's perceived problem.

When you write your copy, always use the "They have a problem, you have the solution" approach. First, you must determine what problem, or problems your product will solve.

Advanced Direct-Response Marketing Secret #63

Increase Your Advertisement's Believability Through Testimonials.

Testimonials are why there may be thousands of pounds locked away in your filing cabinet AND YOU DON'T EVEN KNOW IT!

People will believe your customers more than they believe you. Believability is a key element in any advertising because it decreases scepticism and makes people more open to buy what you offer.

One of the best ways to gain this believability is through testimonials. You have to aggressively go for testimonials, though. Offer customers free bonuses to gain their testimonials. Ask them questions. Get statements. Have them sign a release that gives you permission to use their name. Then, use them to your advantage to make your adverts more believable and more profitable.

Advanced Direct-Response Marketing Secret #64

Where Will Your Biggest P-R-O-F-I-T-S Come From?

The answer is through the selling of related products and services! Repeat sales from your established customers will always make you the most in profits.

Remember, if you start a promotion aimed to bring in new customers without focusing on selling to the old customers you are starting from the beginning again. But, if you keep money coming in from those old customers, you keep a profit foundation coming in.

Look at it this way...

- Front-end sales are the foundation of your building
- Back-end sales are the extensions, the growth, and the expansion of this building.
- With back-end and repeat sales, you can keep your profits growing and growing!

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 #7.

Edmund Baker