

# **Million Pound Direct-Response Marketing Secrets Volume #7**

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.**

**For legal reasons we are obliged to state the following:**

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## **Advanced Direct-Response Marketing Secrets Volume #7**

**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 seven-volume course on “Advanced Direct-Response Marketing Secrets”!

Now you are on the final manual, let me ask you a question to see if you’ve been paying attention!

### **“What is the difference between a ‘winner’ Cash-Cow business, and a ‘loser’ limp-along business?”**

Or putting it another way, why is it that most small business owners barely scrape by?

And it’s true! Most small entrepreneurs struggle to make their payroll and bills, even with excellent products and services. They work killer hours. They ruin their health. They spend precious little time with their families. And... *still* they never seem to get ahead, regardless.

### **Why do some entrepreneurs have it made... and others never seem to get out of the starting blocks?**

These elite owners who have ‘cracked it’ have a completely different quality of life. They balance work and play.

They spend limited hours on their business. They are relaxed and work almost effortlessly.

They enjoy plenty of vacations and have seemingly unlimited money. They spend lots of quality time with family, while building a tremendously profitable business worth millions when they eventually sell out.

Here’s what I uncovered (and I hope you’ll find this as fascinating as I did)...

**It’s NOT how much money they started with.** I know billionaires who started with a hundred dollars – literally. I know even more people who went broke starting on \$250,000.00 or more!

**It’s NOT I.Q.** I am living testimony to that! I’m just averagely intelligent. Most millionaires I know are normal people, with average IQ. In fact, many of the *really* intelligent people I know only have a modest amount of money. They’re excellent at their jobs, but never mastered the trick of making the big bucks. Yes folks, rocket scientists really don’t get rich!

**It’s NOT luck.** Over the course of my lifetime, I reckon my good luck has been matched by the same amount of bad luck – and it will be the same for you (give or take).

**It's NOT who they know.** That's an old chestnut. Sure it may have been true in the nineteenth century and maybe it's still true in politics. But in business? It's got little to do with anything. I know many millionaires and I can tell you straight that not one of them made it due to their 'connections'.

**It's NOT their products.** Like you, I've seen truly GREAT products flop hopelessly. I've seen utterly MEDIOCRE products make millions and millions for the business owners. (I'm thinking of a certain computer operating system. But I'd better not go there!)

So what IS The Secret?

It's know-how.

But a very *special kind of know-how* which makes all the difference. **These insider secrets are easy to learn but are not taught in any school or university.**

**Would you like to know the inside secrets of the super rich?**

If so, here's the biggest 'secret' of all....

**Marketing!**

More than any other thing it is marketing that makes the difference between struggling to pay your bills and having so much money you're almost embarrassed to bank it!

Now please.... hold back from what you're thinking right now.

**Don't lose the plot here as I nearly did back when I was broke.**

If I'd wavered I would still be working for minimum wage, instead of enjoying the superb lifestyle of a multi-millionaire.

**So right now, I'm *begging* you... Forget ANYTHING you know about marketing.**

If you think it's a 'dry' subject – forget that.

If you think it's something to do with going out, knocking on doors and selling stuff – forget that.

If you think you're going to have to do a lot of studying and poring over complicated textbooks crammed with graphs and figures – forget that.

**If you have any books on marketing, take them right now and throw them in the trash. I have NEVER read such a book and I have NEVER studied ‘marketing’ in any conventional sense.**

If you’re unfortunate enough to have studied marketing at college – forget it all.

**Erase it from your brain.**

**Burn your notes and warm your hands in front of the blaze – they’re not worth the paper they’re written on.**

How many college marketing teachers are millionaires? In fact, how many of them have made ANY serious money from their own ‘marketing skills’?

Answer – none whatsoever! They are, in the main, nice, well-meaning but BROKE lecturers living in third-rate houses driving five year old ‘family’ cars and taking budget holidays.

**And you want to learn from *them*?!!!**

Want to know what marketing is? It’s selling the sizzle, not the sausage. It’s selling the benefits of the product, not the features. It’s THIS which I’ve been talking about throughout these releases.

It’s selling the dream, not the cold, harsh reality.

Boy, when I got that it was like the old light bulb going off in my brain. It suddenly became totally clear to me why **some businesses made mega-bucks whilst the rest limped-along or failed.**

And this IS possible for you, I am totally convinced. So stick with me on this one...

To remind you, the two parts to The Wealth Secret are:

1. **Start your own small business.** (Don’t worry about what *sort* of business right now. You’d be amazed to learn that it doesn’t matter that much! People get this SO wrong – they focus on the *type* of business and not the marketing.)
2. Apply the **raw power of marketing** to your business.

And please let me also remind you that this is the ONLY way you’re going to get wealthy (ignoring luck and crime) so I’m not giving you an option here.

**Knowing and applying these secrets allowed me to pocket a multi-million dollar fortune for myself.**

That is the God's honest truth about how to get very rich – and remember I'm talking more money than you can handle.

**Millions, tens of millions even hundreds of millions – it's up to you.**

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 final manual now.

## **Advanced Direct-Response Marketing Secret #1**

### **Why Direct-Response Marketing is One of the Safest Ways to Make a LOT of Money**

You don't risk large sums of money if all you do is test small quantities of mailing pieces or run small adverts. If they bomb, you lose a few pounds. If one of them hits big it more than makes up for the losses on the small tests that bombed.

Use this simple formula, and you will take all the risk out of business. This is the safest way of making money ever.

## **Advanced Direct-Response Marketing Secret #2**

### **A 3-Step Strategy for Earning Millions!**

- STEP ONE: Develop front-end offers that attract new customers.
- STEP TWO: Build relationships with your customers by re-selling to them and giving them THE BEST products and services.
- STEP THREE: Take your best promotions and fine-tune them to work on the front-end. Then repeat this process.

This is the same three step process that has made me millions of pounds. It is simple, but extremely profitable. Think about it. Try it. Master it. This really works! It will give you a steady stream of new customers and a great deal of consistent business from the people you do business with.

## **Advanced Direct-Response Marketing Secret #3**

### **An Easy Way to Make Sales Dirt Cheap!**

This is a money-making method that can be started for less than you'd pay for the oldest car at your local used car lot.

Here's a simple three-step formula for getting started dirt-cheap...

1. Run classifieds in magazines or newspapers or run small display adverts in national magazines. Maybe have them point to your web site.
2. Mail small postcards to point to a web site.

3. And use answering machine/digital voice mailbox marketing methods.

The answering machine/digital voice mailbox marketing methods give your small adverts extra selling power – all you need is a headline and a phone number!

These methods are very simple...

- Your advert gets the prospect excited and invites them to call a special "recorded message or hotline" for more information.
- Your recorded sales message picks up where your advert left off. It gives the prospect more information about the benefits of the product or service you're selling and ignites their interest.
- Then, your recorded message asks the prospect to take some kind of action. It either attempts to make the sale to them or it asks them to leave their name and address for you to send additional information (your sales material).
- You send your sales material which attempts to make the sale, or you send your product or service when they pay.

This is an easy marketing method. It gives your small inexpensive adverts major selling power. Just put your profits back into more advertising and keep it rolling and circulating. Keep the cash-flow flowing. Grow with your profits.

## **Advanced Direct-Response Marketing Secret #4**

### **Let Other People's Marketing Secrets Make You Rich!**

Here are four ideas for making money with other people's secrets...

1. Legally steal. Look for marketing materials and ideas other people are using. Be a detective. Snoop.
2. Value the sales materials others are using. Keep these materials. Study them. Spend time analyzing them.
3. Find ways to use these valuable ideas. Weave them into your marketing plan and sales material.
4. Teach yourself how to see the "big picture." Look for the unrelated ideas others are using. Determine the ideas that are behind the strategies. Ask yourself "why are they doing this?" Play with these ideas in your mind...

See if there are ways you can incorporate these ideas into your products/services or company. Remember, the money-making ideas that are working for others right now are 'secrets' because...

- Most people don't recognize them.

- Most people don't think there's any way to use these ideas in their business.

## **Advanced Direct-Response Marketing Secret #5**

### **How Joint Ventures Can Make You RICH!**

Joint ventures are a simple marketing concept: You make special deals with people or companies using their assets. These assets include their...

- Money.
- Time.
- Customer base (this is the most common JV).
- Skills and abilities.
- Other resources they possess.

The best joint venture partnerships are win/win in nature. This means that both parties come together to do business in such a way where both get something positive from the relationship - profits!

Here's an example of a joint venture that could make you huge amounts of money...

- You simply go to one of your competitors and give them a chance to sell *your* product to *their* customers.
- They use the advertising copy that you have developed for this product or service.

Joint ventures are a win/win situation for you and the other party.

They win because...

- They make money they wouldn't have earned otherwise.
- You put all the copy together, supplied them with the product and did everything for them.

And, you win because...

- You will be making a profit from their customers.
- You will not have any up-front marketing/advertising costs.
- Those that buy from you then become *your* customers.

So this can give you an instant boost of sales and profits without any marketing costs.

## **Advanced Direct-Response Marketing Secret #6**

### **The Simple Four-Step System I Use to Make Millions in Direct-Mail!**

Here is the simple four-step system I use to bring in millions of pounds with my direct mail.

You can use these same steps...

- **Test new offers from the core of your customer base.**  
Any promotion that doesn't make a nice profit to your customer base is probably a loser. You should drop it and test something else.
- **Test offers to your best customers first.**  
Your best customers must be separated from the rest. Always look for ways to segment your customer mailing list, E.G. MULTIPLE BUYERS. Then test offers to this smaller group first. Your costs will be lower to mail to these people, which means you'll have less risk. If it works to them you can roll out to a larger group.
- **Fine-tune your offers and mail it to the rest of your customers.**  
Start from the centre core of your customer base (your best customers) and test outward. Change and develop your sales material and offer as you go.
- **The start testing your offer/sales material to other mailing lists.**  
Do this only once you make a nice profit from your customer base.

Follow these simple steps. Let them be your money-making formula for creating new promotions. Go slowly. Only continue testing if you have made a nice profit to your customer base. This is the safest and most profitable money-making method I know of.

## **Advanced Direct-Response Marketing Secret #7**

### **Secrets of the Highest Paid Copywriters in the World!**

Learning the secrets of writing great advertising copy can make you HUGE amounts of money. There have been times when I have earned as much as £1,000 for every hour I spent writing our ads and sales letters. The same thing could potentially happen to you, too.

Great copywriters...

- Do everything possible to know every aspect of their products and services. They look for uniqueness, special features and benefits they can offer to the prospect or customer.
- Learn everything they can about the market their sales material is targeted to reach.
- Know the right words, phrases or approaches that will make their offer more effective.

- Learn everything they can about the competition. Great copywriters find out how their products compare in value and quality. And they know what type of promotional techniques can be useful to outsell the competition.
- Know how to gather testimonials to increase the response of their adverts and sales letters.
- Collect and study adverts that have offered similar products. They seek out adverts that have been running continually. Great copywriters do this to get creative ideas that help them write their own adverts.
- Focus on the ultimate goal of each advert or sales letter. Who is it written for? What is the end result they are after?
- Know how to create irresistible offers that make people want to buy.
- Know the importance of testing as many different elements as possible, and they do this.
- Know how to close a sale. They know how to create strong sales presentations, and how to make the sale.

### **Great advertising copywriters are made not born.**

You can learn copywriting secrets and earn a fortune. If this seems daunting, consider this, advertising copywriters charge up to £15,000 or more just to write a single direct-mail package. They get paid these huge fees because of all the money their sales material can generate.

You'll always make more money writing your own advertising copy than you could ever earn by freelancing for others. Learn these skills for yourself, to sell your own products or services.

These skills can help you make money for the rest of your life.

## **Advanced Direct-Response Marketing Secret #8**

### **The Super Easy Way to Build Your Mailing List Quickly!**

The best way to build your customer list fast is by offering some kind of low-cost front-end offer. When your customer doesn't have to invest very much money, they are more likely to check out what you are offering.

A lot of businesses offer a free report that gives the customer some general information, but also tells them how they can order their product. The free report gets the most number of people possible because it is free! Another successful low-cost way to build your mailing list is to offer a CD. Not only are they easy and inexpensive to reproduce, you have plenty of time to present your story and sell your prospects on you and your product.

A lot of businesses lose money on the front-end in order to build up their customer list. They see it as an investment in a customer that hopefully will spend more money with them in future. When you see it that way, it doesn't seem so bad to lose a little money on the front-end.

So, try to come up with a low-cost front-end product that you can market and build your mailing list. Then, once you have a large list, mail them other offers. This can add up to big profits for you!

## **Advanced Direct-Response Marketing Secret #9**

### **Here's How to Make Your Product or Service Better Than Your Competitors.**

One of the key ways to get more of your customers to respond to your offer is to make your product or service stand out against the competition.

Here are 11 elements that will give you the edge...

**1. Offer good quality and service.**

Your customers can only judge you by the quality of the product you sell and by the customer service you provide. So, make sure that you provide the highest quality of both so your customers will want to keep coming back to you for more!

**2. Sell a product or service that provides a major benefit to your customers.**

A lot of businesses spend way too much time focusing on the specific product or service they provide rather than focusing on the *benefit* it will provide their customers. You should make sure that your product or service has a major benefit to the customer.

**3. Try to select a product that is not available through retailers, but is in high demand.**

The harder it is for people to find your product elsewhere, the more likely they will buy it from you. Why would people buy a product from you that they can't see when they could go to a local retailer and see the same product before they decide to buy it?

**4. Market products that are new but popular.**

You should try to find a product that is new enough not to have run its course. It must be popular among your target market. Don't bother trying to find or create the perfect product for everyone and their brother. Stay focused on your target market!

**5. Try to obtain exclusive arrangements with your supplier.**

If you rely on a supplier for your product or service, try to make an arrangement so that you are the only business that they work with. If no other business can get the supplies from your source, then people will have to rely on you to fill their orders!

6. **Choose a product that is readily available to you, but hard to find nationally!**  
You want a product that not just everyone can get their hands on. This is why creating your own information product is such a good idea. It can be all yours. Everyone must come to you to get it, because you are the only place they can get it from.
7. **Try to market a product or service that allows customers to switch over to your product from the competition.**  
You want to create a product that will have people running over to you from the competition. It can be a product or service that gives people something that they can't get from the competition. This way, you can get people to switch to using your product or service. Sometimes, you even create an edge over your competition by creating a new and unique way to market something the competition is already selling.
8. **Be flexible with your product.**  
If you notice that your supplier is getting low on a product, switch products. The last thing you want to do is have orders coming in for a product that you can't fill. You should always remain flexible. Give yourself an easy out. This way, if you suddenly experience a problem with a supplier, you can easily switch products without causing a financial strain on your business.
9. **You must make an acceptable profit margin.**  
You must take into account your costs to get the product to your customer before you set a price. This is where many businesses fail, especially in direct-response marketing. Many businesses think that they can survive on 50% profit, and they are dead wrong. Often in direct-mail, due to the high costs of printing and mailing, you must have a mark-up of around 3 times your cost. This is a bare minimum. In all actuality, it would be better if you could get around 5 to 7 times the cost.
10. **Sell newly introduced items rather than worn-out catalogue products.**  
Everyone wants the latest thing. So, even if your product is old, you must find a new way to market it. Or, you must add a new twist. Many people in the market are doing this every day! They may have a product that they have been marketing for years. But they are always finding a new way to market it, and the profits keep coming in for them.
11. **You must test to find the best price.**  
Pricing is a very subjective thing. You have to let the market tell you what to sell your product or service for. If you are not careful when pricing your product, you may price yourself right out of the market. First, you may under-price. If that happens, you will not leave enough profit margin for future production cost increases. It will force you to raise the price, which can anger customers. Or, you could over-price. If this happens, the competition will get more business because they are selling the same thing for less.

If you follow these guidelines, you can prove to your prospects that your product or service is worth spending their hard-earned money on. They will help place your product or service above the competition.

## **Advanced Direct-Response Marketing Secret #10**

### **The Two Most Important Things That You Have to Give Your Prospects and Customers.**

There are two aspects you must give to your customers and prospects. If you don't, you will lose out on many sales that you could have otherwise had!

The two aspects are credibility and believability.

Let's take a look at each a little closer...

- **Credibility**

Everyone in business declares they are honest, trustworthy and good. But, we all know that is not the actual case. It doesn't take much to put on a smile and pretend that you care about your customers. But, what are you actually doing to prove to your customers that you are credible? What are you doing to let them see that you are worth doing business with?

- **Believability**

Again, everyone says that you should believe what they say. But, not everyone is worth believing. What are you doing to make your customers believe what you say? Are you providing them with testimonials from other people who bought your product? Do you give them a money-back guarantee to prove that your product does everything you say it does?

To a customer, these things are very important! They must know that you are worth putting their trust in.

In short, people must believe what you are saying before they will spend any money with you. If you told people that you had a way that could make them £100,000 CASH in less than 24 hours, but they had to send you £4,995 first, how many people would actually send you the money? Not very many. Why? Because you have no credibility.

Your story is not believable. Add a page of testimonials from people who paid you £5,000 and then within twenty-four hours had £100,000 in their pocket and you might get some orders.

Remember to always provide the "how." You must tell people how what you say is true. Without proof that it's true, why should anyone spend their money with you? These are questions you must answer for them before they will ever agree to do business with you.

## **Advanced Direct-Response Marketing Secret #11**

### **How to Multiply the Selling Power of Your Sales Letter.**

The easiest way to multiply the selling power of your sales letter is by printing more copies! This may sound elementary, but many people don't do it. They hit a hot promotion, and then stop. They don't realize that all they have to do is print and mail more copies of their successful sales letter.

Here are some pointers...

- **"Don't be a 'sales letter tart'!"**  
What this means is that if you have a successful promotion, don't switch to another promotion until the first successful one becomes unsuccessful. If you know that one mailing list was successful with your sales letter, then you had better make more copies of your sales letter and mail it to more names on that list! Mailed them all? Consider mailing them again – yes with the exact same letter. Test show you will get 50% of your original sales just by mailing the self-same letter to the identical list. Strange but true.
- **Test new headlines!**  
The direct-response marketing business is a lot about testing. You must continuously test to find out what might work even better. If your sales letter is already pulling in orders, nothing of the main copy needs to be changed. Your offer and price must be okay or people wouldn't be ordering. But you can change the wording of the headline to find out if more people will buy. The heading is what pulls people to the sales letter. If they don't read it, they won't buy. So, if you can get more people to read your sales letter by changing the headline, the end result will be more sales.

In summary, make sure that you allow your successful sales letters to work for you. Don't drop a good promotion until it stops making you money.

## **Advanced Direct-Response Marketing Secret #12**

### **Fifteen Rules to Guarantee Your Product Will Sell by Mail.**

There are 15 rules that you can follow to find out if your product will sell well by mail.

If your product doesn't have all of these things, it may not be suited for direct-mail sales. But, if your product has all these things you are virtually guaranteed to make money selling it by mail.

Here are the 15 rules for you...

1. **Appeal to a target market.**  
Mass-marketing is usually expensive and too much of a gamble. If your product is specialized and marketed to a target group of people who are most likely to benefit from it, you are more likely to be able to sell it by mail.
2. **It must fill a need.**  
The more your product can fill a need, the more benefits your product will have. The more your product benefits the customer, the more they are likely to buy it.
3. **It must sell year-round.**  
If your product is a seasonal product, then you must be able to make a huge amount of profit in just a short time. This usually doesn't happen. So, your best chance for huge profits is to find a product that sells year-round. Another alternative is to have several products covering the different seasons (putting it simply you sell swimwear and fur coats!).
4. **It should not be readily available in retail stores.**  
Why would your customers feel urged to buy your product by mail if they could just go to a retail store and buy it anytime they want?
5. **It shouldn't already be sold by a lot of other direct-response marketers.**  
If too many other marketers are selling the same product, it will be hard for you to distinguish yourself from the competition. Don't be afraid, though, to have a couple of competitors out there. This is usually a good sign.
6. **Targeted mailing lists should be available.**  
You must have access to a specialized list of buyers who are most interested in your product. If you can't find such a specialized list, your product may not sell by mail.
7. **You must have fast suppliers.**  
You must be able to contact your suppliers with an order and have them fill it very quickly. Your success depends on how quickly you can get your product delivered to your customer. If you have to wait for your product, then so does your customer.
8. **The product must be mailed easily and inexpensively.**  
If you have to spend too much money to ship the product, it will cut down on your profits. Sure, you can ask the customer to pay, but that will cut down on your response! So, make sure you can mail your product cheaply.
9. **It should have repeat sales potential.**  
If you can't think of other related products you could market to your customers on the back-end, then maybe your product shouldn't be sold by mail. You will limit your earning potential if you can't come up with back-end products to sell your customers.
10. **It may be best if you are the exclusive marketer.**

This one isn't a must, but it would be best if you were the only business they could buy this product from. If you don't have any competition, you won't have anyone to share the profits with!

**11. It must be manufactured on a long-term basis.**

If your manufacturer decides to quit making a product you are selling, your business will cease to exist. You need to find a product that has long-term potential.

**12. The profit margin must be adequate.**

Your product must bring in enough money for you to take home a nice profit while leaving enough left over to market more product. Remember that's a MINIMUM of 3x the cost price. E.g. an item costs you £30, you need to sell it for £30+ via mail order to make money. DO NOT FORGET THIS RULE.

**13. It must withstand the shipping process.**

Your product must get to the consumer in excellent condition. If it arrives in bad shape, they won't blame the post office, but will assume you produce poor-quality products. So, you need to make sure your product will pack and ship well.

**14. Ideally, you should be able to reproduce or manufacture the product.**

If you are the one who controls the production of the product, you can control the profits! If you must rely on other people to produce the product, you can't control the profits. Your supplier may increase the price. Or, they may go out of business, etc.

**15. It should be inexpensive to produce.**

If you have to keep your money tied up in the production of the product, you will lose out. You won't have the necessary funds to do more marketing. So, make sure you can get the product produced as inexpensively as possible.

These 15 things will help you decide whether your product will sell by mail. If your product doesn't do at least 12 or 13 of these things, you may want to think twice about marketing it by mail.

## **Advanced Direct-Response Marketing Secret #13**

### **A Proven Way to Get Yourself Out of any Business Jam.**

If you are ever faced with a marketing campaign that bombs, leaving you stuck with an inventory overload, what do you do? First of all, don't get worried about losing money. There is a proven technique you can use to get yourself out of the bind you are in without losing money.

All you have to do is tell the truth. What a shocking concept! All you have to do is be honest with your customers. Are you overstocked because you ordered too much? Tell the truth!

Just tell your customers that you have overstocked and that you are offering them an extra special price to help move the inventory. In fact, the more specific you are about your problem, the more likely you are to get noticed. So, be honest, and tell them why you are in a bind. In most cases, people will start to buy your product.

Another thing you can do to get rid of overstocked items is to give them away as a bonus when customers buy another of your products. If you are making enough of a profit on the item you are selling, you can move this extra product as a FREE bonus and still make money. And, your customers will appreciate it because they are getting a FREE BONUS!

## **Advanced Direct-Response Marketing Secret #14**

### **Here's a Tactic That Can Make People Want to Spend Their Money With You Rather Than With Your Competition.**

Customers will send you their money rather than your competitor if you make it easy, enjoyable and fun to buy from you. There are a lot of ways to do this. You need to decide how to do this with your product and company.

One way to make it easy is to accept credit cards. If people can call you instead of having to write to your competitor, you are more likely to receive their order. You can get a merchant account to accept credit cards from most banks or use Cardnet or Worldpay. Also, some companies that advertise in the opportunity magazines will help small direct-mail businesses get merchant accounts.

There is also Paypal for people to order from you through the Internet. Make it easy as possible for people to order and you'll take business away from competitors.

## **Advanced Direct-Response Marketing Secret #15**

### **How to Make as Much Money as You Want for the Rest of Your Life.**

Too many businesses today are trying to figure out what "should" happen when they market their products and services. Logic is fine to a certain extent, but only if it is drawn from proven results.

For example, if you received a lot of orders from a direct-mail package you could assume that if you mailed that exact same promotion again, it will be successful.

Or, if you are running a full-page advert in a Business-Opportunity or Entrepreneurial magazine, and it does well, you could assume that if you run that same advert again it will also be profitable.

In essence, you should never assume you will get a predicted end result unless you have already achieved that end result on a previous test.

## **Advanced Direct-Response Marketing Secret #16**

### **How to Make Your Adverts Pull up to 50 TIMES MORE RESPONSE.**

Testing and finding out which headlines work the best is how to make your adverts pull up to 50 times more response.

The headline is the road sign that draws the reader into your advert, like a road sign will draw people into a little restaurant or gift shop along the roadside.

By testing to find the right headline, you can easily reach the people who really want your product or service. By focusing on the headlines that work the best and expanding them out to more people, you increase your money-making potential.

Some companies have even ended up with 50 times or more response simply by expanding out - the same can happen for you, too.

## **Advanced Direct-Response Marketing Secret #17**

### **Here's a Simple Advertising Strategy That Can Produce Money for You Like Magic.**

Giving away free samples works better with some products than others. But when you have a product that naturally lends itself to being bought and reused again and again, there is no better marketing strategy.

The key is getting people to try it one time and getting them hooked in. Then they are compelled to buy from you repeatedly. This is how "samples" can make you THOUSANDS OF POUNDS.

Also, anytime you are willing to give someone a free sample, you are proving that your product is the best. You are making a strong, convincing argument for your product or service.

## **Advanced Direct-Response Marketing Secret #18**

### **What Does it Mean to be a Marketer?**

To be a marketer is to be able to serve other people and show them your product or service gives them what they want.

There is a false belief that salespeople and marketers are greedy, self-absorbed people who conjure up schemes to get people's money under false pretences. In fact, nothing could be further from the truth.

A marketer always thinks about the *other* person, not himself or herself. A marketer is constantly thinking about how to give those people the benefits they want the most in terms of a product or service.

A marketer studies people. A marketer studies why people buy certain kinds of products and services, and how they can influence people's decisions.

Why can it make you rich? Through advertising a marketer is able to reach millions of prospects, which is the key to making the big bucks. With the right advertising, you can sell to millions of people and get rich.

## **Advanced Direct-Response Marketing Secret #19**

### **Back-End Selling is the Key to Making the Most Profits You Can!**

In direct marketing, as you know by now, "back ending" is re-selling other related items to people who have already purchased your primary offer.

A previous customer will likely respond to a new offer, if you make one. Many businesspeople fail to recognize how responsive a previous customer will be, if only the opportunity is presented to him/her. It sounds almost unbelievable that a firm would not consider a previous customer as a primary-sales prospect that can be resold. Still, many firms do not.

Once a prospect has been sold and becomes a satisfied customer, that customer will expect, even look forward to hearing from you again. It does not matter what the business is, the principal dynamics are the same. From that perspective, a company can actually make more money on back-end sales than from primary offers.

For example, if your primary offer is one book that sells for £20, but you can offer ten more compatible courses on the back-end that also sell for £200 each, it does not take a math genius to figure out where the greatest profit potential is. This is how to make sure you get every single pound that is due to you. An example follows:

**Front End:** Sell £1,000 manuals at £47. Total costs (including mail shot and printing & posting manual) £39. Profit =  $1,000 \times £8 = \underline{\underline{£8,000}}$ .

**Back End.** Sell course for £497.00. 5% buy. Cost to produce and mail course £47 (getting customer is free). Profit  $50 \times £450 = \underline{\underline{£22,500.00}}$ . NO COMPARISON!!!

## **Advanced Direct-Response Marketing Secret #20**

### **Here's a Simple Way You Can Let an Employee Make You Many Thousands of Pounds.**

You will need the best of the best to make it work and grow. Incredibly, some marketers overlook the most obvious prospects with a deep understanding of the overall operation - their employees. Many already have experience in some of the areas you want to cover in a teaching, knowledge-sharing seminar.

For instance, it can be very simple to put together a one, two, or three day seminar showing people how they can develop, package and sell information easier than they have ever done it before.

Then an employee who understands and knows the concepts, or someone brought in and trained in the concepts can run the seminars, teach the materials. If you used this marketing route, all you would have to do is sit back and count the money as it came in.

## **Advanced Direct-Response Marketing Secret #21**

### **The Secret to Getting Thousands of New Customers Every Year.**

Create irresistible offers that the people in your market really want. You can attract thousands of new customers every year. An irresistible offer is one that offers your customer so much value that it's almost too hard to pass up. They feel compelled to send their money to you in exchange for your products or service.

This is how you can create irresistible offers...

- Know what your market wants. Understand the things that excite the people in your market the most.
- Know what it is out of all the things people want that is the most important to them. Know what they are not getting enough of right now.
- Then apply this knowledge to whatever you're selling.

Your knowledge of these things will grow through the process of serving your market. You'll learn a great deal about the people you're selling to, you'll find out what these people want and how you can help them get it. This knowledge and experience can help you attract thousands of new customers every year.

## **Advanced Direct-Response Marketing Secret #22**

### **Protect Yourself and Your Heirs From Getting Ripped Off! Copyright Your Books!**

Copyrighting is how to easily protect your book from anyone stealing it. It protects you from anyone reprinting, publishing or copying your work.

You can type in "Copyright notice" on one of the first inside pages and underneath that © followed by author's name and the year. Just look inside any printed books for the full copyright wording. This can differ slightly between books, so choose to copy whichever one is suited to your book. (The wording of a Copyright Notice is not copyrighted!)

A copyright protects the author for life, plus 70 years. Any copyright should be mentioned in your will, so you can pass on this valuable asset.

As a publisher you can apply for a set of ISBN's to:

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There is a registration fee, but this gives you 10 ISBN's. There is no legal requirement to have one but it is necessary if you wish to sell books through shops and the Internet stores like Amazon.

## **Advanced Direct-Response Marketing Secret #23**

### **How You Can Figure Out if You're Making the Most Money You Possibly Can.**

Do you know how to quantify advert costs? In other words, do you know if you're making the most money you possibly can? Do this, and you can easily build a business strategy that will make you maximum amounts of money.

All of these questions need answering...

- What does it cost you to get an enquiry?
- Of those who enquire, how many will buy?
- What will a customer's average order be?
- Will they buy again?
- How many will buy a month from now or a year from now?

Until you know those dynamics, you have no basis on which to build your business strategy. How will you determine if it is going to be profitable or not to spend £2,000 on another mailing or series of adverts?

How will you know what your results will be when you do a mailing campaign or run an advert?

Here's how you find the answers...

- Always test to find out what is making you the most money. Test slowly.
- Build a simple marketing strategy by deciding where you should test your adverts, and then focus on the places that make you the most money.
- Test small, find out what works the best, and then find out how many ways you can capitalize on the promotion and make that successful test bring you more money.

Through quantifying this way, you can always make your maximum profits. You can use quantification to get rich.

Most marketers do not understand the advantage of doing things like this. Still, it is advertising testing that will give you an overwhelming advantage over your competition.

Before people will appreciate what you have to offer them, you must articulate it. If you sort through fifty products from fifty sources before you select a product worth

offering, customers will not know unless you inform them. Nobody can appreciate something unless you explain it to them.

If you tell people that your product is one of a kind and you spent hours researching it, and that the world's wealthiest entrepreneur shared wealth-building secrets with you exclusively, you can build a perception of value. Do not think that people automatically understand anything about your product or service. You have to educate them.

You have to get your product placed. Get someone to buy it and try it. If it does not work, allow them to send it back for a refund.

## **Advanced Direct-Response Marketing Secret #24**

### **If You Can Give Your Customers Any of These 14 Things, You Can Get Rich!**

If you want people to respond to your offer, you must provide some need-filling benefit. Following are some of the needs that people want filled. Give your customers these 14 things AND GET RICH!

They want...

- Products that make them more money
- State-of-the-art items
- Better quality
- Products that offer multiple benefits
- Items that will enhance their looks, real or perceived
- Convenience
- Anything that makes life less difficult
- Products that have multiple uses
- Products that save them money
- Products that make their lives more enjoyable
- Products which are durable and long lasting
- Products that offer solutions
- Something that saves them time
- Items which are more effective

Many other businesses are using these to build their fortunes. You could too!

## **Advanced Direct-Response Marketing Secret #25**

### **What Advantage Can Magazines Offer You That Newspapers Can't?**

The big advantage that magazines have over newspapers is that they are often saved and even passed on to someone else. Newspapers are usually read once and then meet their destiny. Whether it is the bottom of a bird cage or the recycling bin, no one else is probably going to get the chance to read that paper and discover your advert.

Old magazines, though, are a whole different story. You see old magazines at places like the doctor's office, libraries and all kinds of other places.

If you think of how many people go into a doctor's waiting room a day and your magazine is left there for several months, hundreds of people may read your advert in that one magazine!

This is why magazines will make you three times more money than newspapers! A newspaper only reaches one reader once but magazines keep popping up, read by different people. This gives them a much higher profit potential than newspapers.

Another advantage that magazines have over newspapers is their circulation area. Most magazines are circulated nationally, but most newspapers are localized. Think of the increased number of people that you are reaching with a magazine that is distributed all over the UK, compared with a local paper.

## **Advanced Direct-Response Marketing Secret #26**

### **Go the Extra Mile to Gain That Prospect's Attention and Interest!**

In a solid direct mail market that is dominated by many successful competitors, you have to shake people up. Your advert has to be different, unique, and you may have to shock people. Don't get me wrong. I'm not suggesting you offend people, but you can focus on their pains and offer dramatic solutions to their problems.

Remember, you should always create unique, different advertisements. Do your best to grab that reader's attention. This is how to make a new customer read and respond to your advert instead of someone else's!

## **Advanced Direct-Response Marketing Secret #27**

### **Why Pay for Great Lists When You Could TRADE for Them?**

Trading lists with others is how to get the extremely valuable names of people who have bought from your competitors WITHOUT PAYING A PENNY!

Each party has something the other can use. Instead of pitting against each other, they trade lists so that they can add more names to their own lists and make even more money. This way, both parties profit.

Trading lists is how to obtain high-pulling mailing lists at absolutely no charge!

## **Advanced Direct-Response Marketing Secret #28**

### **How the Mailing List You Have Built Can Overcome the Scepticism and Cynicism of Your Customers.**

Many of the best direct-response marketing companies send their sales material to their mailing list many times a year. This can be as high as thirty times a year. They

keep going back to the customers that have bought from them and make offers for additional related products and services.

When you are using your own mailing list, you are sending your offers out to the people that have bought from you before. They know and trust you. When you write to them, you're writing to a friend.

This is why some mailing lists are more valuable than gold or diamonds! The barriers of scepticism and cynicism have, to a point, been stripped away by your previous sales to these customers.

And the more you sell to these customers, the more you break through the barriers of scepticism and cynicism. Consequently, your profit potential rises even higher.

## **Advanced Direct-Response Marketing Secret #29**

### **The First Step in Attaining Success is to Believe That Success Really is Possible!**

Visualizing is whatever process you use to bring important things to mind. Two different modes are involved in creative visualization...

- Being Receptive
- Being Active

These two proven methods will stimulate your money-making creativity. In the receptive mode, you relax and allow images or impressions to come to you without choosing their details. You take whatever comes. In the active mode, you consciously choose and create what you want to see or imagine. The results can be incredibly vivid and powerful!

Create an idea or mental picture of the situation that you want. This is the very first step you must take today to get rich. Know what you want and focus on it. Do it TODAY!

Think positively, and encourage yourself as you focus on your goal. Tell yourself in a positive, reinforcing manner that what you want is available, that it has happened and is coming to you. See yourself achieving, and see yourself receiving what you want. This is how to turn your biggest money-making dreams into solid reality!

At the heart and soul of every success story every fortune and people who believed it was possible. They continued to have that belief. They didn't let their fears, negativity, problems or other people beat them. They kept on believing and working. Their ability to always be positive launched them into taking actions that resulted in achieving their goals.

## **Advanced Direct-Response Marketing Secret #30**

### **Do You Want Success? Do You Want Huge Profits? Then KICK THE PROCRASTINATION HABIT!**

Direct-response marketing is simply a method of marketing and selling.

There is no room for procrastination when it comes to successful marketing. You have to tune yourself to what has to be done, and do it.

The people who are respected the most get the most done. They have learned how to make themselves take action.

Kick the procrastination habit and you'll make ten times more money. Turn all of that dead time into work time. Thanks to your own increased output you can enjoy more input from those responding to your offers and advertisements in a quicker amount of time and you can increase your response tenfold . . . and more!

## **Advanced Direct-Response Marketing Secret #31**

### **How to Come up With Your Best Headlines!**

Spend time writing headlines. Sometimes it will take pages of headlines to come up with the best possible idea. Go for volume and don't worry about how good the ideas are.

When you've written reams of headlines, go back and pick out the best ones.

Too many people try to come up with the perfect headline in one step. The really good ideas are hidden in a mass. Remember, gold is rare, and for every ounce of gold in the earth there are many pounds of simple, common dirt.

Take a notebook with you everywhere you go and write down everything you come up with. Be enthusiastic! When you are enthusiastic, you tap into an energy that has the power to catapult you into a highly creative state.

Write down your ideas as they come to you. Then go back and use the ideas that are the best for your business. This is how creative ideas can make you a multi-millionaire!

## **Advanced Direct-Response Marketing Secret #32**

### **Growing With Your Profits is the Ultimate Key to Success!**

The people who grow with their profits are the people who find the most success with direct-mail.

Profits are a sign that you're doing something right.

They say luck comes when preparation meets opportunity. The truth is, if you're using the profits of your business to grow, and you stay flexible to new ideas and new things, you will always be able to do well.

**Insider Secret... Luck always smiles upon the people who refuse to quit and keep coming up with new ideas.**

Always keep that cash flow moving, and use your profits to expand your business. When you do, you'll find the success you're looking for.

### **Advanced Direct-Response Marketing Secret #33**

#### **Add One Small Thing to the Packages You Send Your Customers and Prospects and Potentially Bring in Three Times More Money!**

Customers are busy people. Advertising is very intrusive. It attempts to poke a hole in a person's train of thought and persuade them to do something. People have their own routines, lives and problems.

They don't care about you. That is, unless they believe you are looking out for their best interests and your offer can make their life better.

Return envelopes are a powerful thing because they make it easy for people to send for your product. Often people mean to take up your offer, but their regular life interferes and they don't do it. Including a return envelope is something simple but powerful you can do to instantly stop a lost sale!

This is how to add one small thing to everything you send to your prospects and customers and make three times more money! That return envelope makes it easier for people to respond.

### **Advanced Direct-Response Marketing Secret #34**

#### **What Types of Products Will Make Money With Direct-Response Marketing?**

Some products and services bring in money in direct response marketing, others won't. Because of the higher costs of direct mail, there are a lot of campaigns that would work in a medium like space advertising but not in direct mail.

Therefore, the product has to be "special." You have to look for the things that are "hot," that are popular.

This is why some products will always make you more money in direct mail than others!

## **Advanced Direct-Response Marketing Secret #35**

### **What's the Secret Key to Making Up To £1,000,000 a Year or More in Self-Publishing?**

The secret is specialized information! Specialized information is giving a specific market (a group of people who have something in common) the specific information that they want or need.

You want to find groups with a common, narrow interest and centre your information products around what they want or need. The more specialized the market you choose, and the more you supply these people with what they want, the more profits you can potentially make.

Depending on which market you choose, you can potentially make as high as £1,000,000 a year or more!

## **Advanced Direct-Response Marketing Secret #36**

### **Take Free Publicity Seriously! Those That Do Have the Highest Chance to Succeed With it!**

Some of the people who should be the most attracted to free publicity are the people that are least likely to get free publicity. These are, in many cases, people that are looking for something for nothing.

The individuals and companies that make the most money with free publicity have worked hard to get into those publications. They take it very seriously, spend a lot of good money, follow up, and treat it as if it were a business.

Often I see companies and people that want free publicity. But they send reporters and editors materials done in a haphazardly lazy fashion, printed poorly on shabby paper with a high number of typing errors.

Editors are in the business of printing and communication. They are professionals who demand high quality copy.

When it comes to trying to forge a working relationship work with editors and reporters, you have to try harder and do more. You want them to take you seriously. Remember, they are getting material constantly from publicity companies, and if you don't have something professional that looks to that editor like it's worth his or her time, the press release will be binned without a second thought wasted on it.

Reporters turn down hundreds of "stories" every single week make sure they don't turn yours down!

Here's the simple and easy to understand format accepted most often by editors...

- Indicate who the reporter should contact, including your name, address, home and office telephone numbers.
- Indicate a story title such as, "Local Author Writes Best Seller," or "Entrepreneur Opens New Business," etc. Then, briefly tell your story.
- Tell the reporter who would be interested and why they would benefit from what you have to publicise.
- Briefly tell any interesting or unique facts about your product, business, etc.
- Include an appendix if you have any supplemental data.

### **Advanced Direct-Response Marketing Secret #37**

#### **This is the Real Secret to Making Your News Release Earn You a Small Fortune!**

When you write your news release, talk more about the benefits of your product than about the product itself.

It's not the product that people want. People don't buy products. They buy the benefits. They buy what the product will do for them.

When it comes time to selling the product and making people want to buy, your whole message, language, and communication has to be totally centred upon the benefits and end results that could potentially be gained. What are they going to get for their money?

### **Advanced Direct-Response Marketing Secret #38**

#### **How to Use the Profits You've Made to Bring You Even MORE Profits!**

Advertising is how to make your profits work for you and make even more profits!

With advertising, you attract customers and pull money in. As more profits come in, you use some of those profits to build on your advertising by placing more adverts in more publications.

As this goes on, you should use the "Snowball Effect" to its greatest advantage. The snowball effect gets its name from what happens when a snowball is rolled down a snow-covered hill. As the snowball rolls down the hill it collects more snow, growing larger as it travels downwards.

When you have more profits come in from placing more adverts, you should use a certain amount of those profits to expand your advertising out even further. The advertising reaches more people, you make more profits and then you expand your advertising again.

Potentially this can just keep going on and on, making you more and more profits as you keep those adverts expanding out in more media.

## **Advanced Direct-Response Marketing Secret #39**

### **What Do People Want When They Read Your Advert? The Answer Can Make You Millions!**

Most readers look for facts and information that fulfils their own self-interest.

Remember those five magic words that prospects and customers are thinking when they read your advert: "WHAT'S IN IT FOR ME?" That's the only thing people really care about.

The advert has to be totally centered round the idea of giving people something they really want. The more you can do that, the stronger and more believable your advert.

In the good markets where people have insatiable desires for certain products and services and habitually buy, there is a lot of competition. The better the market, the more promises you will find. Everyone is trying to outdo each other. In these markets you have to be even better honed. You have to give people more.

Catering to the self-interest of the prospects and customers is the key. The more you're able to make them believe you, the more money you can potentially make. And, if you hit the right headline, you can make millions!

## **Advanced Direct-Response Marketing Secret #40**

### **How to Ensure Your Adverts Pull the MAXIMUM ENQUIRIES POSSIBLE.**

Creating distinctive adverts that are different and stand apart from your competitors is the one thing you can do to get MAXIMUM ENQUIRIES every time and end up making seven times more sales. The more it stands out and the better the benefits, the more potential money you can make.

"Distinctive" means that it must be unique in design, size and copy, so that a reader is drawn into the copy with a desire to know more. This is accomplished by concentrating on a benefit-packed and different sales proposition.

Remember, your advert should be benefit-packed, but YOU'RE NOT TRYING TO ATTRACT EVERYBODY. One phrase that I like to tell people is that if you're trying to attract everybody, you don't have anything to offer anyone.

## **Advanced Direct-Response Marketing Secret #41**

### **These are Four Steps to Becoming a Multi-Millionaire!**

Here they are...

1. Have a product or service that you know your targeted audience wants.
2. Know how to write pulling adverts.
3. Offer a competitive price and service.
4. Target your market.

If you can do this, there is no reason you should not be a huge success in the direct-response marketing business. It's that simple; it's just that easy.

## **Advanced Direct-Response Marketing Secret #42**

### **Five Proven Things That Will Make Your Prospects Believe What You Say... and Want to Buy From You!**

Everyone who wants to make money from marketing and sales should do a thorough study on what it takes to make people believe in your offer.

Here are five proven things that will always make people believe your adverts. And people buy what they believe!

1. Belief is a matter of feeling and emotion rather than reason.
2. Belief is a personal matter, a fabric of personal experiences.
3. Truth is not a primary factor in determining belief (if this were so, there would be fewer world religions, cults and bizarre beliefs of every sort.
4. Belief is dependent on desire. People believe what they want to believe.
5. Belief also has a social component: the need for conformity with one's peers, and especially with those in authority.

If the adverts appeal offers self-interest benefits, a reader will want to believe your offer.

The more emotional involvement, the more the reader will believe that the benefits represent advantages for him/her.

## **Advanced Direct-Response Marketing Secret #43**

### **Put Your Prospects in the Picture, and Reap the Rewards!**

To get a reader's attention and then generate interest, desire and action, your advert must show a reader that by enquiring further there is a greater chance for a better life. Show the reader the benefits your product has to offer them. This is how to use the magic ingredient that will always sell your product, that magic ingredient is benefits!

People only buy for one reason: they only care about what the product is going to do for them. So, in your advertising, you have to put the reader in the picture. You have to show them how your product or service can give them what they need. If you can make them believe it, and you're appealing to the correct market, you have earned yourself a sale.

The advantage first must get the prospects' attention. Second, it must get them either to order or enquire further.

An important fact you should remember is: **it's not up to you to decide what the right product is. It is up to the prospects to decide what the right product is.**

Your favourite promotion or product may not be something the market is willing to spend their money on. You have to test different things to see which ones bring you the most money. Those are the things the market most wanted to have.

## **Advanced Direct-Response Marketing Secret #44**

### **You Can Work Part-Time and Work Your Way up to Making Thousands of Pounds.**

You can start a direct-response business small and slow before you expand. You can learn as you go. You can make money as you go. You don't have to take big risks or do anything rash.

Starting out you keep it slow by testing things carefully. When you're doing lead generation, run smaller adverts. Remember, all you're doing is trying to get people to "raise their hands," not get people to instantly send you money.

Adverts that ask for people to send their money typically take up more space. Since the lead-generation adverts cost less money, there is also less risk. This is how you can get paid fantastic amounts of money while you are learning and just getting started!

You can start small. You can start part-time. You don't have to risk much in the beginning.

- Go slowly
- Test as you go
- Learn as you go

This is how to test the waters before you jump in!

## **Advanced Direct-Response Marketing Secret #45**

### **Make Your Small Advert a Lean, Mean, Profit Machine!**

Most successful advert writers begin by using the "process-of-copy-elimination method."

This process begins by taking a big advert and eliminating every word, phrase and sentence that has minimal punch.

Here's how you do it...

Try stripping it down. First, see if you can cut it by a fourth and see if it'll still bring you great profits. If it does, keep stripping it down until it either doesn't make good

profits anymore or you plainly can't strip it any further. This allows you to continually test your smaller advert and see how well it works.

Example: Take the headline “Use These Amazing Money Making Secrets to Bring You and Your Family More Money Than You Ever Thought Possible.”

We can eliminate a lot of words there.

**“Amazing Money Making Secrets Bring You More Money Than You Ever Thought Possible.”**

And again...

**“Amazing Money Making Secrets Which Bring You HUGE Wealth!”**

And Again...

**“Amazing Money Making Secrets!”**

Only testing will tell which works best, but in general, strive to eliminate ‘wordiness’.

It's all about shrinking your big advert down WITHOUT MAKING IT LOSE ITS PULLING POWER. This is also the most powerful secret to creating solid, jam-packed, lean-and-mean advert copy that sells and sells!

## **Advanced Direct-Response Marketing Secret #46**

### **You Can Take Advantage of Incredible Leverage Simply by Using Small Adverts.**

Small adverts can give you tremendous leverage. You can run more of them in more publications more often because they are cheaper to develop and run.

Your overall advertising could be extremely profitable by advertising in many publications instead of using the same money on a larger advert that you can only afford to run in a few publications.

Let's say that you have a small advert placed in a hundred different publications every month. Now let's say that each of these, after taxes and any other cut in the money, finally brings in just ten pounds each month. That's a thousand pounds a month you can keep and that's just from making ten pounds per publication!

A classified is simply a good headline with a call for action. That's it. Always remember, though, a headline is the number one benefit expressed in the most clear, dramatic and compelling way.

## **Advanced Direct-Response Marketing Secret #47**

### **Use Your Competition's Weaknesses to Make Your Company More Efficient and PROFITABLE.**

Looking for an advantage you can use that your competition doesn't have or hasn't developed is how you can successfully compete with all of the other advertisers.

You're looking for a unique angle. You want to offer your market something that no one else can offer them, or something that no one else is able to offer them as well as you can. This can be many different things. If the businesses in your market have poor customer service, make your own customer service as strong as it possibly can be.

If the competition is expensive, offer customers and prospects the same type of products for a cheaper price. If the quality of your competition's products is bad, develop the highest quality products you can.

Find your niche that separates you from your competition, let the market know what you have to give them and use it to your advantage.

## **Advanced Direct-Response Marketing Secret #48**

### **Four Proven Ways to Instantly Increase Your Profits!**

Constantly change these four things to increase your profits...

- **The Copy:** By changing just a few words in the message, marketers have increased their response percentages dramatically.
- **The Offer:** Just by telling a prospect "exactly" what he or she will get for their money, when, and how, including bonuses, you can increase your percentage of response many times.
- **The Format:** A change in format (the way you deliver your message), colours, enclosures, envelope size, paper, shapes, print, designs, logos, etc., can all be responsible for increased responses (but this should NOT be what you concentrate on first).
- **The List:** Targeted lists can help you realize dramatic response increases.

80% of your business will come from 20% of your customers. Constantly focus most of your marketing efforts on this smaller group. Try to do more business with them. Serve them first. Always try to increase the amount of business you do with them. This is a simple money-making plan that can give you steady profits.

It never fails!

## **Advanced Direct-Response Marketing Secret #49**

### **If You are Willing to do These Two Things, You Could be the Next Successful Direct-Response Marketer!**

Direct-response marketing is a multi-million-pound-a-year business that continues to grow steadily, despite the Internet. Anyone with average intelligence, desire, and determination can learn it, as long as they are willing to do two things.

They are...

- Learn everything they can about the business.
- Apply proven direct-response marketing knowledge.

Anyone who is willing to do those two things can get rich.

Business is a lifelong study. You can be successful if you have the willingness to learn everything you can.

Often you hear the old phrase that, "A little bit of knowledge can be a dangerous thing." You have to be willing to accept the idea that you really don't know enough, or you might just know enough to get into trouble. You have to be willing to keep learning what has worked and what can work for you.

Sometimes you will think that your ideas are absolutely correct and that you have figured it out on your own. This can be a very dangerous train of thought if you haven't done any research on proven techniques and implemented them into your plan.

The truth is, you should always be learning something about the business. Knowledge is your guide, and the more solid knowledge you have, the easier it is to succeed. Jumping in blindly with ideas that have no facts supporting them takes the guide away from you. And it's very easy to get lost in unfamiliar territory unless you have a guide.

That is the purpose of learning and applying proven knowledge. Through correct study and utilization of these two things, ANYONE can get rich!

Do your homework. Learn what's good in this business and what's bad. Use the best proven principles at your disposal. Always grow, and continue to increase your stockpile of information.

## **Advanced Direct-Response Marketing Secret #50**

### **You May Know How to Operate a Business, But if You Don't Know Anything About Marketing, Chances are You Will FAIL!**

When compared with almost every other form of business in existence, it becomes clear that the direct-mail business is something very different. Many businesses fail because they don't understand the principles of marketing.

Once, I came across a magazine published for those who want to start their own business. In that magazine there was a list of sixteen steps that the reader was supposed to go through in order to start their own business.

Out of the sixteen steps, not ONE step had anything to do with the customer.

Everything dealt with items like buying a business, obtaining licenses, purchasing fixtures, taxes and payroll. None of them stated anything about serving the customer or giving the customers what they wanted.

This is a major reason many businesses fail. Businesses need to utilize marketing in their strategies.

Basically, marketing is made up of...

- All the things you do to get prospects and customers to buy from you initially.
- And all the things you do to keep those customers coming back to do business with you.

Running a business and **understanding** a business are two DIFFERENT THINGS!

And the difference can mean M-I-L-L-I-O-N-S in your pocket! Good marketing can put millions of pounds into your pocket.

All millionaires who are in business for themselves have a good knowledge of who their markets are, who the people they're serving are, how to serve them better than the competition, and how to get that message out to the best prospects.

## **Advanced Direct-Response Marketing Secret #51**

**Here are Seven Things That Can Boost Your Response by up to 5,000% or More!**

Test...

- Various similar offers against each other
- Different formats
- Different copy
- One advert against another
- Different prices
- Copy and appeals
- Test everything significant, but test only one major item at a time.

When you know what you are selling, who is buying, why they buy and how best to provide the value and benefits your customers want, you will realize more profits.

But you're never going to find out what things are the most profitable unless you test.

There are all sorts of consultants in this business that want to argue this point. They tell you that their ideas are the best, and they want to convince you that they have the power to make you rich.

The truth is, no one has this power. **The market has to determine what works best.** You have to test to find out what your winners are. You have to test to find out what sells the best. Testing is crucial to making the most money possible. PERIOD.

## **Advanced Direct-Response Marketing Secret #52**

### **How to Make Your Prospects Emotionally Yearn for the Products You Offer.**

It is vital that you get your prospect emotionally involved with your offer so that he/she yearns to have what you have to offer, right from the start.

An emotional appeal usually disarms the sceptic who does not want to buy an unnecessary item. An emotional appeal is how to get your prospects emotionally involved when they read your advert. And an emotional appeal is the biggest possible benefit you can give.

For instance, let's say that you're offering a diet programme. The headline is "Imagine Yourself Ten Pounds Thinner In Thirty Days WITHOUT DIETING!" Many people would like to be able to do that, and it appeals directly to their emotions - the hope of gaining a better self-image and their need to be accepted by society and their peers.

In a roundabout way, the advert is really saying, "You can be healthy, win friends, gain power and status with people, and all by accepting what we have to offer." The headline doesn't say that, but that's the strong, emotional picture that will appear in the prospect's head.

Appealing to the emotions is not limited to weight-loss products. Within every specific market there is a want an unfulfilled feeling of need that you can present emotionally.

For example...

- Success
- Money
- Social stature
- Power
- Love
- Relationships
- Easier work
- Self-employment opportunity
- More family time
- More hobby time

The options are seemingly endless. Study and know your market inside and out. Then use your imagination!

## **Advanced Direct-Response Marketing Secret #53**

### **A Powerful 4-Step Formula You Can Use to Get Your Prospects to Send You Their Cash in Exchange for Your Product.**

The ingredients of a well-written advert, large or small, include...

1. ATTENTION
2. INTEREST
3. DESIRE
4. ACTION

This is the 4-step formula you can use any time anywhere to get people to send you their money in exchange for whatever you have to offer.

First, you get the prospect's attention. Then you follow with interest and desire, which is where the factor of arousal comes into play.

Then you call for the prospect to take action. "Send for this . . . ," "Do this . . . ," "Pick up your pen and fill out this order form . . . ," and "Call this toll-free number right now . . ." are common examples of calls for action.

## **Advanced Direct-Response Marketing Secret #54**

### **Five Super Ways You Can Make Your Adverts Incredibly Profitable!**

I use this list to give adverts the utmost profit potential I possibly can. These steps work for me, and they can work for you, too!

1. **You must get the reader's attention.**  
Remember, you're trying to flag down the prospects most likely to become your best customers and get their attention and interest. People read advert copy very passively. You have to grab their attention from the moment they first see your advert and keep their interest throughout the copy. If you don't, chances are that your advert will end up in their recycling bin and you won't get their money.
2. **You must show the reader the offer's benefits and advantages.**  
The only reason people buy is because **they want the end result that the product or service will give them.** The only thing they care about is what's in it for them. A lot of thought has to go into this initially. You have to think what the biggest benefit your product or service provides that would attract the most number of customers and prospects. In a small advert it's even more important to give the prospects and customers the strongest, **most powerful benefit that you have to offer right at the beginning.**

3. **You must prove your claims.**

Whether your advert or sales copy contains testimonials from happy, satisfied customers or some other form of data backing up what you say, you have to go to great lengths to prove that what you claim is true. Prospects and customers are sceptical people. They've been ripped off before. Tell them, show them, and do your best to convince them that YOU'RE not trying to rip them off as well!

4. **You must persuade the reader to grasp the advantages of the value, quality and benefits being offered.**

You have to convince your prospects and customers that you have something great for them. This has to be something that no one else can provide in that exact form. And it has to be special and help them to overcome their problems and make their dreams and goals come to fruition.

5. **You must tell the reader to act.**

You have to make it as easy as you possibly can for them to react to your offer. The less work it is, the better. You have to tell them to act, and show how easy it is for them to do business with you.

Follow these five steps, and you will design your advert to be a SUPER SALES MACHINE that will crank out pounds like crazy!

## **Advanced Direct-Response Marketing Secret #55**

### **How to Maximize the Profit Potential of All Your Direct-Mail Pieces.**

The trick to making millions in direct mail is to offer your products to the people who already have a past history of buying those kinds of products.

These are the people you know are interested. They have shown trust in either your company or other similar companies. Therefore, these are the best prospects to send your sales material to.

By sending your sales material to these prospects and customers, you are maximizing your chances to make sales. This raises your profit potentially to a very high degree. If the list you use has enough prospects that fit this description, you can potentially make millions. This is so obvious. You're selling used ticket stubs for past Elvis concerts? Which would be the better list – those who have bought Elvis memorabilia or those who have bought general memorabilia? No prizes!

## **Advanced Direct-Response Marketing Secret #56**

### **How to Know Whether or Not a Mailing List Can Make You Extreme Profits.**

The first determination you must make in deciding to use a particular list is whether the prospects on a list have purchased something similar to what you have to offer. At the very least, they must have shown an interest in an item that falls within the same general category.

This is the one way you can tell whether a mailing list will work or not BEFORE you mail to it! For instance, people who have already purchased a book on home-worker business opportunities would be ideal prospects if you are selling a "How to make money at home" book.

The right mailing list managers and brokers will provide you with lists of prospects that have bought products and services like the ones you are offering.

Here's an example for you...

- Let's say through research and dealing with list brokers and managers, you can find a million names (a million different people on fifty lists). You know that you can potentially make a lot of money simply because you know exactly where your prospects are.
- Let's say that all of these prospects have bought products or services similar to your offer.
- Now, you simply go to those people and show them you have a product or service too that they would be interested in.

This is how you can make giant piles of money. With a million different qualified prospects that have bought products or services related to your offer, you have the potential to bring in a huge amount of money!

## **Advanced Direct-Response Marketing Secret #57**

### **Small Direct-Response Marketing Companies Can Make You Rich.**

There are many little direct-response marketing companies that don't know what to do with their names and lists. They are in the business, making sales, filling orders and building their list . . . but they don't know what to do with it. This is how to make a fortune by targeting certain groups of people, namely these small direct-response marketing companies.

You can often buy lists from these little companies or work out deals with them. They have the gold mine, but they don't know how to mine it (usually they just have one product and no intention of introducing another).

Then, you can turn around and rent those lists out on the market to make money. This is how to make a fortune by compiling mailing lists. Not many companies out there are doing this.

It is a unique way you can really cash in with mailing lists.

## Advanced Direct-Response Marketing Secret #58

### Here's a Great Way You Can Cut Your Magazine Advert Costs as Low as Half-Price!

Remnant space is how to run your advert for up to HALF the cost others pay!

If there is blank space in a magazine, they have to fill it. And if you can make a deal with that magazine publishing company that would allow you to advertise there for free and split the profits, you can turn that blank page in an advertising space for you . . . and profit from it. This also saves on the money you would normally spend for advertising.

You can even save a lot more than half on your advertising. Some people are paying as little as ten pence on the pound for remnant space! Let the magazines know you want it, go after it, and be determined to gain that space.

To achieve this, lodge your artwork for your advert with the magazine or newspaper so they've got it on file. With 'distressed space' as it's called, they won't have time to wait for you to post it. Leave a standing instruction: "Anytime you can run this advert for £x, then please run it."

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## CONCLUSION

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?

Learning to be a successful direct-response marketer is the same as learning to be a good driver. The car has all the tools ready for you – gear stick, clutch, brakes etc. – but you have to learn how to use these tools before you can become a good driver. And it takes much more than just one lesson. You can't jump in a car, be shown the tools and immediately grasp how to do it. It takes time to get the right balance of the clutch and the handbrake for a hill start, to back a car into a small parking space or execute a three-point turn. However these and more are all essential and have to be learned before you can pass a driving test.

With direct-response the tools are there. You have the sales letter, advert, brochure, circular, return envelopes etc. – but you have to learn how to use these tools before you can be good at marketing. The seven part course you have read, is your Driving Instructor, it has given you HOW to use the tools of marketing that are out there.

And then every time you set out on a journey, you know your destination, and you have maps or a SatNav to guide you along your route – giving you the route of the least resistance. In other words, it points out traffic queues, so you can avoid the delays etc. Once you can drive, you steer the vehicle along the quickest and easiest route to reach your destination safely.

Every time you decide to make money from direct response marketing you are setting out on a journey. If you know where your destination is and you plan your route - just as you do for every car journey – you will steer your marketing strategy along the quickest and easiest route to reach your destination safely. And that means you don't lose money along the journey but make BIG money each time you reach your destination.

I would like to offer a sincere 'thank you' for taking this course. The information contained in it was built up over two decades of direct marketing experience, putting my own money on the line. I made a lot of mistakes on my way to multimillionaire status and we hope that this course will prevent you making those same, costly mistakes!

More importantly, I hope you have been inspired enough to make a start in this lucrative business. There is still plenty of room out there for a good idea, done properly. Above all, I hope we have emphasised the importance of honesty and integrity when dealing with the public - don't forget, it is they who are trusting you with their money. Do not abuse their trust. Mail order really is one of the few areas left in which you can become wealthy, relatively easily and in a short space of time.

I hope that your dreams will become realities and you will have all the wealth, health and happiness you so richly deserve.

Good luck and enjoy the process of making money.

Edmund Baker