

# **Advanced Direct-Response Marketing Secrets Volumes #1**

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 #1**

**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 marketing techniques you are about to learn took me from feeling hopelessly overwhelmed about being caught in a poverty trap, to realizing my dream of a rich and wonderful lifestyle. I am now a multi-millionaire.

You can build your personal wealth level with these multi-millionaire techniques!

The Manual you are now reading is Manual #1 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!**

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

I want to encourage you to read every word of each Manual in this 7-Manual Course. Don't skip anything.

This course is both for people who are already in the direct-response business... and keen to discover advanced secrets that can send their profits through the roof. It's also aimed at the beginner. If you are a beginner, this course can help you too.

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

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

Put simply, these secrets have the potential to make you Super-Rich as well - but only if you use them! They won't help you unless you study and practice the methods.

As much as I wish it, there is no such thing as learning by osmosis. You MUST study these methods. They are not difficult to learn. You can be successful if you will use the methods. Apply them to your marketing campaigns starting 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 the amazing secrets contained within this Manual now.

## Advanced Direct-Response Marketing Secret #1

### How to Make 1,000% to 2,000% Profit Every Day of the Week!

These levels of profits are common when you produce and sell your own information products. You can sell them every day of the week and make ALMOST UNHEARD OF PROFITS!

So what is the secret? WHY do information products make awesome profits? The answer is simple...

IT'S THE HIGH PERCEIVED VALUE OF THESE PRODUCTS.

It works like this...

Think of a painting that sells for millions of pounds. How much money was spent on the canvas and paint? Does that really matter? Does that affect the price? NO! It's not the cost of the canvas and paint that's important. It's the *perception of value* that people have in their minds about the painting and the artist who painted it that drives up the price.



This perception can turn £100 worth of paint and canvas into well over £1,000,000! The same is true for information - the more these products are wanted the higher the price you can sell them for.

There's another reason and to illustrate it, here's a story about a famous artist...

Seated in a café, he took ten minutes drawing a quick sketch on a serviette. Another customer at the café who recognised the artist asked if he could buy the serviette. But when he heard that it would cost him a £1,000, the man was angry and demanded to know why a sketch which took only ten minutes should cost that much.

The artist leaned towards the disgruntled man and said, "Ah my friend, here's why...it has taken me a lifetime to learn how to pen such a sketch in ten minutes."

**Information products are the same – their value is high because they are the result of someone's years of experience.**

## Advanced Direct-Response Marketing Secret #2

### How to Get a Big Cheque in the Mail Every Month for Making Two Easy Phone Calls.

PUTTING YOUR MAILING LIST ON THE MARKET is the secret to getting a BIG CHEQUE in the mail every month! It takes two phone calls every month.

You simply...

1. Call your mailing list broker and request to rent names you can mail out your own offer to. This lets you make sales and build your mailing list.

2. Call your mailing house and schedule the printing and mailing of your Direct-Mail. Also have them keep your mailing list for you.

Every three months, they will send your mailing list to your list manager and he or she will rent it out to other people who will take your names on a regular basis to mail their offers to.

The amount of money you can make from this simple little method can be staggering. It could add up to tens of thousands of pounds a month and all you had to do was make a couple of simple and easy phone calls!

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

### **How to Make BIG PROFITS with Almost NO INVESTMENT!**

They say it takes money to make money. Guess what? THEY'RE WRONG! I began my multi-million pound empire with a few hundred pounds of cash I received for selling a broken down van that barely ran. It's possible for you to make money with almost no investment, too.



Here is my powerful advice...

- Run *small* adverts. That's how I got started. You can get credit with the newspaper or magazine.
- Sell something really HOT! Something exciting, that's making a profit for another company or person right now.
- Use your profits to grow. Plough those profits back into more advertising.
- Continue using the profits to re-filter back into the business.

This is the same four step strategy I used to go from £300 in 1998 to over £21,000,000 (that is twenty-one million pounds) worth of sales in only eight years.

Another variation of these four steps is to sell some type of distributorship. This allows you to make money on the marketing promotions of other people. You still have to grow with your profits, but your group of distributors becomes your primary market. Your job is to develop new materials for them. You give them new sales material and new products and they spend their money to sell your products and services.

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

### **The Millionaire's Secret to Selling Thousands of Books.**

Don't sell books. Sell results. Sell benefits. Sell solutions. Dramatize. Make them want the end results... This is the millionaire's secret to selling thousands of books. Here are a few other tips, tricks, and strategies:

1. Tell a story about the successes that you or someone else has had with the benefits in your book.
2. Sell these books to the hottest market, to the people who place the biggest value on the benefits you offer.
3. Create a **STRONG MARRIAGE** between your sales message, market and media. Don't try to be everything for everyone. Focus on that one person you are trying to reach... Then find as many ways as possible to give that person something they really want.

These three strategies can help you sell thousands of books or other information products every year just as they have for me.

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

### **A Million-Pound Secret Formula to Getting FREE Advertising.**

FREE Advertising doesn't happen by accident. Most of the people who get free write ups in the magazines and newspapers, or get their stories aired on the TV news didn't just get lucky. **These people set out to get as much of this free advertising as they could.** They make a business out of getting these magazines, newspapers and TV stations to give them FREE Advertising.

Some people even hire public relation firms who do nothing but get them this type of advertising for very little cost. You can do the same thing on your own.

Here's the secret to getting free advertising...

- Come up with some kind of **unique angle** to dramatize your product, service, or company.
- Then prepare a **publicity kit** that illustrates this story.
- Send this kit to all of the newspapers, radio and TV stations and magazines. Do their work for them. They are both busy and lazy.

If your kit is prepared right, a percentage of them will use your story to fill their constant demand to come up with something new for their readers or listeners.

Here are the simple steps you can take...

1. **Make a *story* around your product or service.**

How did you get started? Is there some way to dramatize the reasons why you are in this business? Human interest stories are **BIG** with editors and publishers. Is there some way your product, service, or company helps people or has the potential to help them? Is there some way you can make a story around this? Think hard. Be creative. Find a unique angle.

2. **Prepare your publicity release with the same level of care and commitment as you would any other promotion.**



Many people try to get free advertising in a lazy sort of way. They prepare a cheap flier or self mailer and send it to the publications and stations. These get trashed in a minute.

Remember this: You are always judged by the quality of materials you use to promote yourself, your company or products. You must do everything first-class if you want people to take you seriously.

3. **Create a list of all the reasons the editor of the magazine, newspaper, or T.V. station should use your story.**

Turn your list into a sales letter. Give them the biggest reasons why it's in their interest to use your story. Do your best to make a complete selling presentation.

4. **Send the editor a well prepared package.**

Make it worth their time to look it over and take you seriously. Half-hearted efforts produce weak results.

5. **Make it easy for the editor to use your story by writing it for them.**

Writing the story for the editors is a powerful secret used by the world's most expensive public relation firms. This secret can work amazingly well.

Here's why...

It takes a great deal of work to fill the pages and "air time" of each newspaper, magazine and TV station. Giving them the actual copy they can use (in whole or in part) makes it easy for them to use your story. They will appreciate this. You'll be helping them and helping yourself in the process.

**Hundreds of millions of pounds worth of free publicity are given away every year. Start becoming aware of this.** Look for the articles and TV spots other people are getting for free.

Then think about the five simple steps I've given you. How can you use these steps to get this kind of free advertising? The answers you come up with could be worth a small fortune!

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

### **23 Rules for Writing "Killer" Headlines.**

Here are 23 rules you can use to write headlines that will reach out and force people to read your advertisement...

- Your headline must offer something that your target market wants very badly.
- Your headline must include something of self-interest to the reader.
- If your product is new or improved, say so in the headline.
- Do not just invoke curiosity in your headline you must also include something of interest to the reader.

- Avoid negativity in your headline. Always turn the negative into a positive statement.
- Your headline should suggest a quick and easy way to achieve the benefit(s) stated.
- Your headline should be believable.
- Determine what would make you buy your product, and then try to incorporate that idea into your headline.
- Avoid making your headline so short that you don't get the main point across.
- Avoid clever headlines that make the reader think "how clever." Cleverness rarely gets people to read your advert or spend money.
- Avoid headlines that sound dead, or like they should be at the bottom of a statue like "To Serve Humanity Better..."
- Suggest in your headline that your copy contains useful and valuable information.
- Use your headline to reach out and grab the reader's attention.
- Avoid curiosity headlines unless you also include interesting statements.
- Avoid hard-to-grasp headlines that require the reader to think about what you are saying.
- NEVER run an advert without a headline! You must give people a reason to read your advert.
- NEVER run just one headline. Always test several different ones and then run with the one that pulls the best!
- NEVER trust your own reaction to your headlines. Instead, get the reaction of someone else.
- If you emphasize a word in your headline, make sure that word means something and is important.
- Remember that large-type words act as a stopper. People stop and pay attention, so choose words that will get the most attention.
- Don't let an artist or layout person decide which headline words to emphasize. An artist thinks in terms of colour, contrasts and tones, not in terms of making money!
- Take a look at other successful headlines and incorporate some of their ideas into your own adverts.
- Avoid writing an advert that attracts the wrong people. Make sure your headline attracts the people that are most interested in what you have to offer.

If you will follow these 23 guidelines for writing your headline copy, you will be more likely to have a successful headline and a successful advert! Take some time right now and look back over these guidelines. Then, try to write your own headlines.

When you have a few that you think are wonderful, run them by a friend. If that friend asks to see the rest of your copy, you know you have written a true killer headline!

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

### **One Sure-Fire Method You Can Use to Get People to Send You Their Money Quickly.**

One of the best ways to get your customers to send you their money quickly is to make special limited offers to them. This will motivate them into sending you their money faster.

And, it will get some people who would never order otherwise to send you money!

People, by nature, are procrastinators. We all like to put things off as long as we can! This is something that you must overcome in order to get the most sales possible. People are afraid of making the wrong decision, so instead they make no decision. So, you need to put some pressure on them to get them to send you their order. Giving them a limited time offer will do just that. Your offer doesn't even have to be real fancy. It could just be a special low price that is only good for the next 14 days!

So, remember it's important that whatever the offer, you should try to have something that forces people to take action and order immediately. Any procrastination can spell lost sales for you, and you do not want that!

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

### **The Most Power-Packed Word in the Dictionary - Use It and You Will Make Money.**

This one doesn't take much to figure out! The word is... FREE! Use it and you could soon be rich! People love to get something for nothing. Even though they know that nothing really is free, it still makes them feel like they are getting a good deal!

The key for you is to find something that has a high-perceived value that you can give away for free but doesn't cost you very much. If you can do this, your customers will be happy and you will be smiling all the way to the bank.

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

### **Two Words That Can Make You Big Money.**

Whatever the product you are trying to sell, your goal is...

- to fill a need
- or to teach people to do something that they can't do right now.

This is especially true in the opportunity market. You are showing people ways to increase their income, etc.

The two words "How To" at the beginning of the title to your sales material instantly increases your response. These words are powerful. People everywhere want to learn how to....

Here are some examples...

- How To Make Up To £100,000 A Year As A Writer!
- How To Get Rich Quick!
- How To Lose Up To 100 Pounds In The Next 180 Days!
- How To Get On The Internet For The First Time!
- How To Avoid Paying Taxes Now!
- How To Retire Before You Turn 50!

The list goes on.

These are just a few of the many topics that "how to" reports, books, newsletters, etc., cover. Whatever your product, you can make a "how to" report out of it.

Whatever you are selling, your "how to" should be followed by the biggest benefit your product has to offer.

The "How To" will catch the reader's eye and draw them to your copy.

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

### **Eight Things You Can Do To Pull In More Orders.**

Your order form is going to be what people see at the very end before they make the final decision on whether or not to buy your product or service. Following are some things you can do to make your order form more appealing, which will lead to more sales.

Here's how you can achieve that...

**Don't make your order form like a coupon.** Give your prospect plenty of room. A mail-order order form will be a full page, to allow plenty of room for a customer to write in their details.

**Use good paper stock.** Make sure the paper will not allow the ink to bleed. It is important the customer's information is always going to be readable.

**Use a separate form.** Studies have shown that a separate order form will out-pull one that is tagged at the bottom part of a page of the main sales letter or circular. So, try to have a separate order form for them to fill out.

**Make the layout attractive.** Make people want to look at your order form, but don't overdo it. Don't put a lot of artwork on the order form. That will take away its purpose, which is to get people to fill it out and mail it to you with their payment.

**Include a brief recap.** Because you have plenty of room, you should always restate your offer and encourage people to fill the order form out right then and there.

**State your offer boldly.** Make it clear you are not hiding something in fine print. Make sure your offer and any restrictions or rules are stated clearly.

**Use light colour paper.** Your print may not show up clearly if you put it on dark colours. So, be sure to use either pastels or just plain white paper. A good choice is very light cream or pale straw.

**Make it easy.** This covers every aspect of your order form including making it easy for the customer to order. If you can take phone orders, put your phone number on the order form. If you have a fax for orders, put that number on the order form. If you want them to mail the order, it would be best if you included a postage paid envelope. **In general, the easier it is for people to order, the more likely they will be to order from you.**

All these things together will help make your order form pull more sales for you. So make sure your order form is easy to read and easy to use - it can make or break your sales success!

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

### **The Secret Some Companies Use to Make Millions and Millions Of Pounds.**

The secret that some companies use to make millions of pounds is to actually lose money first! Intelligently losing money can make you a lot of money later. Let me explain...

Almost all of the really successful marketing companies realise that their initial offer aimed at attracting new customers is an investment. They have figured out what they will spend, on average, per customer they get on the front-end. They understand that enough customers will order on the back-end to make up for what was spent on the front-end to get all those customers. Back end sales are the higher priced products you sell the customer after their first order.

This is why it is important for you to have a back-end offer you can make to your customers. A lot of times there is not enough profit from just one initial front-end product to get rich. **You must always look for back-end related products to sell your customers.**

It can be a tough thing to do, though. We are so conditioned into thinking that losing money is bad that we try not to lose any money. That is why you must look at it as **investing in a customer** that will make you more money in the future than they cost you to get!

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

### **Fourteen Things You Can Give People to Make You Thousands of Pounds.**

Did you know that there are fourteen things you can give people and they can help to make you thousands of pounds? I'll take you through them.

Give people...

- Better quality
- A way to save time
- A way to save money
- Convenience
- A way to make money
- State-of-the-art products & services
- A way to make life less difficult
- A way to enhance their looks (real or perceived)
- Items that have multiple uses
- Items that are durable and long-lasting
- Items that will solve a problem they have
- Items that are more effective
- Items that make life more enjoyable
- Items that offer multiple benefits

You should find a way that your product can fill as many of these needs as possible. The more needs your product fills, the more likely you are to make a sale. Go back over this list again.

Find the things that make your product stand out above the competition. Point these things out to your customers and they will want to buy from you.

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

### **How to Keep the Most Money Coming to You Instead of Your Competition.**

The way to keep more of the customers' money coming your way instead of the competitors is to create a niche in your market. It really is easy when you know how. The trick is to separate yourself from the competition.

How do you do this? With a Unique Selling Proposition (USP).

That is something that makes you better than all the others in the business you are in. Your USP gives you the perfect opportunity to get rich by cornering your market! Once customers begin to realize that you have something to offer them that is better than your competition, they will keep spending more money with you.

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

### **How a Little Self-Promotion Can Make You Rich.**

You have to decide to call yourself an expert. Many people are afraid to go into consulting work. They are afraid of the self-promotion that comes with consulting. **But, if you do not promote yourself no one else will.** You are an expert the day you call yourself an expert, and you cannot be afraid to take a stand.

Remember, all of the consultants that are out there making the most money now were in your shoes at one time or another. They all had to overcome doubts and inhibitions so they could promote themselves.

Overcoming your fear, getting started, promoting yourself and your services, and "going for the gusto" is how to become an expert and get paid up to £500 an hour! This is how a little self promotion can make you RICH.

Get yourself involved, start promoting yourself without fear. You especially cannot fear what others are going to say or think about you. There are people out there who will be jealous, others will criticize whether or not you really are an expert and some people will react snobbishly towards you.

They may be people who are smarter than you are, but you will be the one with the real guts, going out and offering your services. And if you become a successful consultant who is going to have the last laugh?

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

### **Give People These Four Things...And Get FILTHY RICH.**

One of the keys to successfully offering products and services is giving the prospects and customers what they want. People want four things; give these to them and GET FILTHY RICH!

They are...

- Advantages
- Fulfilling wants
- Fulfilling needs
- Benefits

They are what interests most people. Whether you call it selfishness or human nature that is the way it is with all people: you, me and everyone. There is nothing wrong with that.

It is everyone's responsibility to watch out for their own interests. If you don't watch out for yourself, who will?

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

### **Don't Ditch What's Already Working!**

Many marketers get tired of their old promotions. It doesn't matter whether a promotion is making money or not they still get to the point where the old promotion gets tedious.

Many of them will scrap the old promotions and try to start new ones. What they don't realize, though, is that scrapping a successful old promotion is a mistake! It doesn't matter how tired you are of a promotion - if it's selling, stick with it. Let it continue to work for you.

To increase profits, find new prospects to sell the promotion to. Remember, every time you try something new, you are essentially starting over. If you eliminate the things you used to gain in the first place you will probably lose customers.

Stick with what works and keep expanding out with your front-end sales. This is how to instantly increase your profits. You will continue to expand and grow, and your previous profits can very well pale in comparison to those you gain after expanding your campaign.

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

### **How You Can Bring in Optimum Profits with Your Back-End Offers.**

You want to separate the people on your customer mailing list based on...

1. The different types of products they buy
2. The frequency of their purchase
3. How recent their last purchase was
4. By the amount of money they spent

Once you have the list segmented, you can market to those people very specifically. You can find the groups that are the most profitable and focus more on them.

This is the trick to making very profitable back-end sales. You can focus on the groups that are making you the most money and try to make them more offers.

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

### **How Two Money Techniques Can Help You Build Your Fortune.**

If you desire a large income it's imperative you become familiar and comfortable with large denominations.

Here are two techniques I used all to attract a large income:

For the first technique you need one of your present bank statements and sets of figures printed as near to the size and typestyle of those on your statement. Paste large amounts of money onto your bank statement!

For example: the balance on the first bank statement I did this to was £303.61. Under the receipts column I pasted in these figures, £834.52, £70,852, £9,432.80 and £102,000. Then I added those figures to the total to make it look as if my balance was £183,422.93 and not £303.61.

Twice every day I pulled out that bank statement and read it out. The feeling of excitement grew every time I looked at those figures.

This is the secret – once the feeling of excitement kicks in, positive events start happening in your life. This is what happened for me – your experience will be different but it will give you some idea of how quick and effective this can be. Only five days after getting this real sense of belief in these amounts of money I unexpectedly made £1,500. In the space of seven days, my actual bank balance went from £303.61 to £1,803.61.

Not a king's ransom but it was the beginning. You just keep doing this twice every day. As you make money, then you can increase the amounts you paste into your statement. What level income you choose is up to you.

The second technique is getting used to writing large amounts of money. For example if you don't know how to write say, five and a quarter million pounds in figures how can you write out a cheque for that amount?

Spend a few minutes every day getting used to writing large amounts of money until it becomes easy and familiar to you, until you can write and read, £3,500,000.50 as easily as £350.50.



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

### **Three Ways to Get Your Own Super Valuable Mailing List That Can Make You Many Thousands of Pounds.**

1. **Purchased Lists** are sold by brokers who have built the lists according to people's buying habits. If you choose to go with a list broker, make sure to work with a reputable one. Request lists with the names and addresses of people who have already purchased a product or service similar to yours.
2. **Compiled Lists** can be made by you or someone else using names from directories, records and newspapers, or other sources, and can be useful in sales to dealers. However, the lists should be in categories. For example; a list of plumbers, a list of music teachers etc.
3. **Built Lists** are made by you, using the names of people who responded to your advertising. These are useful for follow-up or repeat offers. You also may exchange lists with non-competitors.

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

### **Don't Think You Can Write Well? Hire A Ghost Writer!**

If you feel you do not write well enough, you may want to hire a "ghost writer." Ghost writers may be hired for a fee at any stage in the writing process. They advertise their services in literary magazines such as The Writers' Forum and on the web in sites like [www.elance.com](http://www.elance.com).

Or you can run a classified advert, "WRITER WANTED" and chances are you will be flooded with inquiries. Make sure you place the advert in a writers' magazine, because there are many people in love with the fantasy of making money from writing but unless they have learned the art and honed their writing skills they won't be any good to you. A ghost writer should be a person who loves to write AND knows HOW to write and will put out the effort to do what you need them to do.

Maybe you write well enough already and merely need an editor to polish your final product? Editors will correct your word usage, sentence structure and punctuation. Submit your work to them in typed form.

A printer will print what you give him/her – it is not their job to point out typing or grammatical errors, so make sure the final copy is error free.

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

### **Pre-emptive Advertising Can Make You Millions.**

You may think that you're not really that special and unique. You may think that you're pretty much the same as everyone else in your market. But there are all sorts of things your customers don't know about...

- processes that are inherent in your type of business

- how you got involved in business
- certain things you offer your customers in a very unique way

In pre-emptive advertising you clearly communicate every single aspect of your business that makes you unique and somehow sets you apart.

This helps add a personal touch to your advertising, and it helps show that you really know what you're talking about and you know what your prospects want and need.

It's a way of showing them that you understand their problems and can fix them. Many companies have made millions of pounds using this very same technique. This is why pre-emptive advertising can make you up to £1,000,000 a year . . . or even more!

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

### **Your Knowledge of Your Product is an Important Factor in Your Success.**

The best selling results occur when a marketer knows the product that is being offered. You can make over £1,000 a day with your knowledge!

People can sense when you know your product or service well. When they feel that you know what you're talking about, they are more comfortable with you and will believe that you can help them. It helps to blow away the scepticism.

This enables you to make more money. Some marketers are making over a thousand pounds a day this way, and you have the same potential as they do.

Know how a customer will benefit from your product and write copy based on those experiences and perceptions. Direct involvement is the only way to develop creative, effective and powerful advantages in a sales proposition.

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

### **How You Can Test Expensive Adverts in National Magazines FOR DIRT CHEAP PRICES!**

Although business magazines generally do not have regional editions, many national magazines do. This is great news – it can mean reduced advertising rates for you. A full-page advert that may cost you £12,000 or more in a national edition could be only £750 in a local edition.

This is how you can test expensive adverts in national magazines for dirt cheap prices! It's also how to make people think you are a very big advertiser even when you're not.

Go ahead and try it out in that local edition. Most readers don't even realize that there are different editions, so it makes them take a second look at you if they see you in a big name magazine.

You can test if your advert is going to do well without risk of losing big sums of money. If the advert doesn't do well in the local edition, you can bet that the regional will be no

different. It will make you feel a lot better to know that you didn't spend a small fortune on an ineffective advert.

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

### **Make Sure You Answer These Four Questions Clearly, Concisely, and Dramatically and You Can Make Thousands.**

Your prospects will be confused if they don't know exactly what you represent. If you can answer these four questions you will be in a position to give people this information and it can make you millions!

1. Who are you?
2. What are you selling?
3. What makes your offer better than the competition?
4. Why should I buy it from you?

At first you are going to have superficial, pat answers to these questions. If you take some serious time and thought to develop those pat answers, you will discover your own Unique Selling Position (USP).

I like to equate business and marketing to a game of chess. In a game of chess you can start out as a novice and pick up the moves as you keep playing game after game. As long as you're playing with someone who is more skilled than you, you can always improve. The key to becoming a good chess player is to practice and continually search for answers.

These four questions work the same way. You should not ask yourself these questions once and then forget about them. You should keep asking yourself these things over and over again, always looking for a better answer. This is how you find your fortune in marketing with these principles.

The process of asking yourself deeper and deeper questions as you gain more and more knowledge and experience is how you develop the intimate knowledge you can use to get rich!

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

### **Keep Your Mailing Lists Current and Accurate So They Can Keep Bringing You More Money.**

Many companies want good mailing lists. As a "mailing-list supplier," you can supply mail-order dealers including your competitors with the least expensive way of increasing their direct mail sales. When you supply them with good names, they make money. Then they help you make money through their continual business with you. It's a win-win situation. It's how to make money by helping your competitors make money!

You can also rent your lists by supplying them to a good list manager. They want to be able to trust the lists you pass to them and know where these names were originated from. When you work with a good list manager that knows the origins of the names on your list, his customers feel good about your company's lists.

Soon you and your lists will have a sparkling reputation. The better your lists, the more money you receive for them.

Coming up with the best lists you possibly can is how to get something many people want and will pay you HUGE amounts of money for!

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

### **Your Key to Success With Direct Mail is Your Mailing List.**

What is the most important thing that can make you millions of pounds in direct mail? The answer is the mailing list! You can have the greatest sales material in the world, but unless you send it to the right prospects, you will never be able to realize the real profit potential of that sales copy.

In direct mail, there is a time-honoured belief called the "40/40/20 Rule." 40% of the success of a mailing list comes because the list, 40% comes from the specific offer itself, and 20% comes from the sales material.

For example, if you are selling a book on stamp collecting, target your mailings at people interested in collecting stamps, or at least a current collectors' mailing list. Never mail merely to general book buyers.

If you are selling sports equipment, mail to specialised lists of sportsmen and women, not merely to the general public. **Practice target marketing and zero in on your most likely buyers, so you can make the most money possible from each project.**

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

### **Stay Positive!**

Sadly, many people have deep-seated negative concepts about life. They imagine that limitation, difficulties and problems are their lot in life – and that is precisely what they create for themselves.

Most people use creative positive thinking in a relatively unconscious way.

#### **This is how to succeed...**

- Stay positive and focused on the big picture.
- Believe you really can and are able to attain success.

This belief is vitally important. This is how your creative imagination can produce whatever you want!

When you study the lives of successful people, you discover they had a very firm direction set in their mind. They developed a simple plan for getting where they wanted to go.

With a positive belief in themselves, they worked towards their goal . . . and eventually attained it! This is how to turn your dreams into cash money.

#### **This is a vitally important secret...**

You can use your mental powers to get whatever you want!

This is how goal setters continually achieve their goals...

- Instead of looking for all the reasons they can't make it, they look for all the reasons that they CAN.
- They pursue ideas and follow through to their success.

These people have a solid, unwavering belief that it WILL happen, and they are willing to do whatever it takes to get there. They use all of their powers to move forwards. They refuse to quit, no matter how many times they are knocked down. This kind of thinking is how to make your mental powers stronger and instantly make more money.

Here's a simple analogy I used many years ago which worked for me...

If you were driving a car and aimed it at the brick wall – you'd hit it wouldn't you?

- If you focus on what you DON'T want – you head towards and hit that – the brick wall!
- If you focus on what you DO want – you head towards and hit that!

Spend your days with positive thoughts about what you DO want and you will always be heading towards what you want – even when a spanner is thrown in the works, you will still be heading towards what you want – just a bit slower!!

Believe me, I know what I'm talking about on this, I have proved it time and time again. Even when something totally unexpected happens, more often than not, it turns out to be a blessing, continually steering you towards whatever it is you are after. Whether it's a book you want publishing, or a boat you've set your heart on, or a home, a family it's completely irrelevant – this principle of focusing on what you DO want will get you the most amazing results.

So, if you want to make say, £50,000 a year from direct response marketing – focus on it and you WILL achieve that. And if you want more than that – you've got it – focus on it!

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

### **Six Techniques You Can Use to Easily Beat High Stress and Burn-Out.**

You can revitalize your creative energies by easing the stress of pressing mental efforts. Here are a few suggestions to ease stress...

- **Stretch:** Eliminate the tension in your muscles by giving them a nice long stretch. Gently and slowly stretch the muscles in your legs, arms, neck and back, etc., until you feel a tug. Then hold it for ten to twenty seconds and release. You either can do this just with the muscles that are tense, or throughout your body.
- **Walk:** When tension is high, walk it off. Just get up and take your tension for a stroll. A brisk ten or fifteen minute walk can reduce muscular and nervous tension.

- **Take a Mental Trip:** By visualizing a stress-free scene that appeals to you, you can unwind the tension you feel. Just sit back and "see," as vividly as you can, the beautiful scenery of your next vacation, or a single flower. Use as many scenes as possible to experience your stress-reducing vision.
- **Take a breather:** When a person is tired or uptight, breathing becomes rapid and shallow. You can decrease tension by deliberately breathing more slowly and deeply. Take six seconds to inhale, then seven seconds to exhale. Repeat this until you feel relaxed and refreshed – sometimes just five breaths can be enough.
- **Practice "progressive relaxation":** PR is a way to de-stress yourself anywhere. First, sit down, lean back, and close your eyes. Then, clench your right hand, tensing the muscles in your wrist and forearm, and hold for five seconds, concentrating on the tension building in your hand. Then release, letting the tension drain away. Pay close attention to the feeling of relaxation. Repeat this sequence of tension and release with your left hand, then your upper arms, shoulders, neck, back, face, legs, feet, and toes.
- **Discuss your Situation:** Open the pressure valve. If you are "really" stressed out, open your mouth and let out the pressure. Talking is one way to do this. Sometimes the quickest way to ease writer's tension is to discuss it calmly with someone else. It is a great way to depressurize.

And finally, this is very important - do not forget to laugh. Laughing at a stressful situation can restore calm and give you a more productive perspective.

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

### **How to Earn Steady Money All Year Long.**

You can earn steady money all year long by keeping your advertising message out there all the time working for you.

Think of your advertising message as a radar beam that sweeps your market for the target. The target is your best prospects and customers.

Just develop a simple marketing plan that attracts new customers and re-sells them additional products and services. You can do this by following many of the other secrets in this manual.

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

### **There are Millions of Great Names You Can Mail Your Offer to and Make a Small Fortune.**

There are literally millions of names of people who have bought products from companies that cater to your market. You already know what these people are interested in and what you can sell them based on their past purchases.

A list that has a good reputation is inside information because you have a lot of information on those people before you mail your offer to them. This is insider information that can make you rich in direct-mail.

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

### **A Handful of Quick Ways to Turn Expenses into Profits.**

Sometimes a product you think should sell well doesn't. When this happens it can be a major expense and headache. Here are seven quick things I've done to turn this expense into big profits. You can use them, too:

- **Use the failed product in your back-end offers.** If you are offering a variety of products, switch it from front-end to back-end. This simply means that you sell it to existing customers who have already done business with you.
- **Do price change testing.** Is your price too low? Too high? Test your price. Sometimes a price change will increase your sales and profits.
- **Try different media.** Is your profit margin too low for direct mail? Try space adverts or card decks.
- **Re-position your offer.** Look for a niche that is not filled by similar offers. Instead of mass appeal, target a select group.
- **Promote a more appealing benefit.** Does your copy promote the primary benefit? Have you included all the benefits? Is your current appeal targeted to the right audience?
- **Take a closer look.** Can your product be changed to give it a more competitive edge? Can you add bonuses? Or some type of service after the sale? Think! An original idea could give your sales and profits an immediate boost.
- **Is there a profitable solution?** If none of these six strategies increase your profits, save your money and find a product with more money-making potential.

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

### **Get an Article Published. This is a Great Way to Get Free Advertising!**

Many people don't think of a published article as free advertising, but it is an opportunity not to be wasted. Here's how you turn an article into free advertising of your product or service...

At the end of your articles, you throw in a call for action.

Here's an example...

"John Doe is a direct marketing consultant . . . He has just penned a special report that he titled: '25 Ways to Double Your Profits Right Now'. You can get this FREE report by mailing to -"

The free report gives people some good information, and it helps you build your mailing list. They have already accepted something you had to offer, and you can go back with other profitable offers.

Remember, the strength of the magazine and the trust the readers have in it will help you in getting those readers to take you up on your free offer. All of a sudden you're elevated in status and become considered an expert. This is how to make your name extremely valuable. It can instantly increase your net worth because of the power and respect you gain!

This is how to make yourself an expert and earn thousands of extra pounds every month!

People want to work with experts, and if you can go this route and become an expert yourself, you can enjoy big profits. The more attention and respect you get in the market, the more potential money you can make, up to thousands of pounds more than before!

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

#### **Controversy is a Great Way to Attract the Media and Get Your Product in Front of Millions of Potential Customers.**

Any media (almost) is better than none at all. You want to get into the media as much as you possibly can. If you have a product or service that has some controversy surrounding it, great!

Here's an example...

A product was released on the market called **Sex In A Bottle**. It is just a concoction of vitamins and minerals that have been shown by studies to concentrate certain hormones in the body. But the name, as I'm sure you'll agree, is catchy, and the company is out there doing a lot of aggressive media hype.

This company is trying to stir controversy. The company has its team of doctors that claim the product really works and that it gives people a much better sex life. Then, when they end up on television or radio talk shows, the networks have their teams of doctors ready to dispute what the company's doctors say.

The debate goes back and forth like a tennis ball . . . and who wins? The company wins by getting a huge amount of exposure. Because the product reaches into a bit of a taboo grey space, the company receives loads of attention from the media. **All of this is free advertising.** And it's thanks to the controversy the product causes.

This is just one example of someone using media to gain free publicity, and they are amassing millions of dollars just by stirring up a little controversy and breaking the norm.

If you have something like this that is as dramatic, the media might just be waiting for you to release it. The richest and most powerful people in the world know how to use the power of the press for their own gain. And you can do it too on a smaller scale. It's an example of how to **MAKE MILLIONS OF POUNDS MANIPULATING THE MEDIA!**



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

### **Take the Time to Explain to the Editors Why You Feel Your Press Release is Right for Their Publication.**

An editor's biggest challenge is to pull out the news releases that offer the most to their readers. You will be streets ahead if you specifically explain in a cover letter why you think the news release about your product or service could work for their publication. State your case plain and simple, write to them specifically and cut the amount of time the editor has to spend considering whether or not to make a story out of your press release. This is why an editor's biggest challenge can be your greatest opportunity to make thousands of easy pounds.

Develop the lists of the publications you want to try. Then work out a very simple plan of how to get your message to those publications on a regular basis.

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

### **Your Little, Tiny, Inexpensive Adverts Can Generate Thousands of Cash Orders.**

Many people in this business believe that running huge adverts will make them the most money.

However, if a small advert is used for the right product, placed in the appropriate media and reaches the right targeted audience, you will get results.

Let's say that you've got fifty adverts out there that are generating £100 profit every week. That's £5,000 a week of pure profits! Now double that and have one hundred adverts out there. Suddenly, you're talking about making £10,000 a week! This is the power of small adverts.

Small adverts can be thirty times better than your large ones (pound for pound spent). A short, attention-grabbing, classified advert, for example, is often the lowest, most cost-effective method of advertising and offers the best pound-for-pound return.

**A classified advert really is just a headline with a call for action at the end of the headline.** Classifieds can be your ticket to sales, because inquiries that result from them are from serious prospects. To be successful, however, you must attract a large number of inquiries, and then sell your product to a substantial number of the prospects.

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

### **Other Businesses Have Had to Use Trial-And-Error to Find out What Would Make Them the Most Money BUT YOU DON'T HAVE TO!**

There are many specialized publications and magazines now that cater to certain markets. Go to the library and after some searching, you should be able to find some of your market's specialized publications.

Look through them. Look through as many back issues of magazines as you can. Start tracking and researching who was and is making the most money and who is not. Then,

study the adverts that were making the most money. How do you know they make money? Easy! If they're in the mag time and time again, they're making money.

This is a cheap and effective marketing method. It's way more efficient than going out and testing everything on your own. So get some back issues of magazines, look through the adverts to find those that ran repeatedly, and learn what works that way. It's how the trials and errors of others can help you get RICH!

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

#### **Learning How Others are Using Free Publicity Will Help You Learn How to Profit From it, Too.**

There are many insider "tricks" and "secrets" people in the business know, and FREE advertising and publicity is one of those. I want you to know how other people are using FREE publicity to make millions. You can do it too!

Every time you open a magazine, a piece written about a particular product, service or company was most likely a news release. The editor was informed that it would be very beneficial to his or her readership.

Here's how you learn how to write great press releases that get printed...

Learn by studying any copy in magazines that you believe were taken from a news release, until you know how it's done - then you can do it too!

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

#### **The More Powerful Benefits Your Product Has, the Better.**

When you write your copy for adverts, list all the benefits your product or service offers. Then, build on your greatest benefit by introducing all the other benefits around it. This is how to structure your adverts so they make the MOST IMPACT and produce the MOST SALES.

This principle also applies to small classified adverts. Stress your biggest user benefit. Your list of specific benefits that your product or service offers can be as many as a hundred!

#### **Here's how you achieve a great list of benefits...**

See if you can come up with twenty different specific benefits. Many ideas won't be used. Many may not be related. Maybe you can only come up with ten. But, you would have never discovered those ten benefits if you had not tried to find them.

And if you set out to find one specific benefit, you're going to stop once you find one. So, make it twenty.

Remember, the whole key to selling something is showing the customer or prospect what's in it for them. If you explore your product's benefits, when it comes time to advertise, you'll be speaking the market's language.

The key issue as far as your readers or listeners are concerned is simply, “What's in it for me?”

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

#### **If You Already Have Fire, Drive and Ambition Then You Already Have Half of What it Takes to Make it.**

Ambition is half of what it takes to make it in direct-response marketing. Knowledge is the other half. If you are already ambitious, you already have half of what it takes to be successful in direct-response marketing.

Nobody just goes out, gets rich and stays rich totally by accident. If someone does go out and instantly make money, then they usually end up losing it as fast as they make it.

The people who get rich do so because they believe that it's possible. They start out with a fire inside of them. Since you have this manual in your hands, you already have ambition. If you didn't, you wouldn't be reading this manual now!

Now take your ambition and add it to the other half of the equation – knowledge - and apply it. You have what it takes to make yourself a fortune!

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

#### **Do You Have What it Takes to Make a Fortune? The Answer is...**

...Yes, you do! A direct-response business is one of the last opportunities out there for the "little people" to get rich.

Direct-response marketing is simple. When you're a small business just starting out there shouldn't be anything complicated for you to wade through.

- You run your lead generating adverts
- People respond to those lead generating adverts
- You make that initial sale
- Then you simply follow-up by sending sales copy of another, higher priced, product in the same genre, and make money on the back end.

That's really all there is to it. So once you find those customers you keep those customers buying from you again and again.

Remember, all of us are in business to do two things: FIND AND KEEP CUSTOMERS. That's it. It's as simple as that. The challenge is in all the dynamics that come into play when it comes to finding and keeping customers. It's a life-long study into the market and should be approached that way.

Recently I was reading a book by Lillian Vernon, a very famous direct-mail entrepreneur with a catalogue. You may have heard of Vernon's catalogue? Later I was talking to a very good friend about that book which tells of Vernon's success, how she turned one-sixth of a page advert into a 288 million dollar company. The friend listened for a few moments then

replied, "I HATE her catalogue." My reply was, "Well, she's not targeting people like YOU."

Moral? We all have our market, a group of prospects and customers that we're trying to reach. What suits one, won't suit another. But guess what? We're not trying to get everyone!

We should try to understand who these people are, what these people want, and how we can give them more of it. In the end, that is what will determine our long-term success.

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

### **How to Pattern Your Future After the Direct-Mail Millionaires Already Out There.**

Simply find the people who are making millions of pounds, study their adverts, their promotions, and use the information you learn to better your own sales copy. Pattern your own future after the people who are already making millions.

Get on their mailing lists. Become a customer and receive the mailings that the company sends out. Eventually you get a real handle on what that company is doing.

You can't always tell what a company is doing right by studying the front-end adverts they run. You have to get in deep with them. Back-end sales keep a company growing and making more and more money. How are their back-end adverts working? How do they keep people coming back to buy more?

**You should model your own business after these companies because the things they are doing to make millions can make millions for you too.** Ideas are interchangeable in business; it's just a matter of being creative enough to find a way to use them.

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

### **How to Cut the Fluff from Your Small Advert and Make it More Effective Than Ever Before.**

You can pack your sales message in as small a space as possible because the less space you use, the less it will cost you. This brings up a paradox because you need the advert to be as long as it takes to get the sale, but because this increases the price you don't want it to be too long.

Where is the line between too much and not enough? You have to ask yourself this question continuously when you are writing your advert copy.

It is a good idea to have sales copy critiqued by other people who are not involved in your advert writing and know what they're talking about. They can look things over and give you fresh perspectives that will help you develop a better advert.

On many occasions advert copy writers try to defend what they've done. But when they let another person read it, their different perspective on the advert can help to show where it can be cut while keeping the sales message to its peak efficiency. This editing by outsiders

allows you to keep the most effective parts of your sales message while discarding the extra or "fluff."

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

#### **Come Up With the Concepts That Can Bring You Many Thousands of Pounds . . . Through Brainstorming.**

The potential to make £20,000 a year or a lot more, depending on the size of your market is an opportunity that is just waiting for you to take advantage of.

The secret to doing this is in brainstorming. Sit down and think through all of the advantages and benefits of your product or service. Then, once you have your best ideas, find the best ways to present them. You want a simple, compelling idea presented in a way that your prospects can instantly grasp. This is how a little brainstorming can make you £20,000 a week or more.

Right now my company is working on one marketing plan. My personal goal for this marketing plan is to bring in £200,000.00 a month. Currently I am making my goal come true because I am going through the brainstorming necessary to come up with the best ideas. I am looking at all of the various elements of the product, and I'm putting a marketing plan together that incorporates many unique and simple functions to the benefit of my market.

Brainstorm things out. Through this you can come up with many advantages and benefits, you can find something that can work for you, and you can crack open the safe that produces your success.

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

#### **People Want More Money. If You Can Offer a Product or Service That Can Make Them More Money, You Could Have a Hot-Selling Product on Your Hands.**

Everyone is interested in making more money, because people want to be financially independent. No-one wants to worry about where their next pound is coming from, or if they can afford to pay the rent. Even a continuing succession of bills is part of life, but people do not want to be burdened by worrying if they can pay them.

Many people feel that, in spite of the fact they work hard, they seem to be getting nowhere. They may even feel they are not appreciated or given credit for their efforts and abilities.

Many people dream about going into business for themselves and quitting a job that seems to be going nowhere. Then, they could buy the clothes they always wanted, save money, get their dream house, maybe get a luxury car and help their children go to college.

Many people get tired of taking orders all the time. They feel that if they had some power they would do things differently. Although they are fed up with the same old grind and feel there must be an easy short cut that will allow them to get ahead faster, they do not know how. If your offer shows them how they could get ahead and fast – you could have a Hot Selling Product on your hands.

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

### **What Kind of Products Make it in Mail-Order Catalogues? The Answer Could Make You Financially Set for Life!**

Mail-order catalogue products that are duplicates of a widely-distributed item often do not succeed. Those that do succeed are usually original products that are less likely to be found through other distributors.

You need an item that is unique and different from all the other things out there in the market. The more unique your item is the better. This is why many good products I recommend to people are self-published items, such as CD programmes, manuals, reports and guides. These items can be targeted to a specific market very easily, and the profit margin is there, so you can share it with the catalogue house.

The point is it should be an item that is not available in stores. If the market can get what they want anywhere, there is no incentive for them to order it through the mail.

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

### **How to Make a Fortune with Your Own Mail-Order Catalogue.**

The trick to making thousands a day with your own mail-order catalogue is to remember that the market comes first. You have to send your catalogue to the people who are the most likely to be your best customers. In some cases they will have had to "raise their hand" to some kind of lead generating offer. In other cases, you can get them from mailing lists.

Many mail order catalogues run small space adverts looking for certain kinds of people, or they rent mailing lists of people who have shown a pattern of buying the same types of merchandise that they want to sell.

The more "qualified" prospects and customers you get your catalogue to, then potentially the more money you can make, maybe even up to thousands of pounds a day.

Remember don't let yourself fall into the trap of trying to be everything for everybody. Those people who try to get into the mail-order business by trying to please everyone without specialized products go broke . . . fast!

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

### **Dozens of Ways to Cash in on Your Creativity.**

Here's the secret: Quit trying to come up with all of your own ideas. That's like trying to re-invent the wheel. Why bother doing this? Instead, collect dozens of different adverts and sales letters. Flip through them. Write down the best headlines, subheads and copy ideas.

A cautionary note...

Don't copy other people's work word for word - it's an infringement of copyright. Instead use a combination of these ideas to help you become more creative and make money. Collect dozens the best of these ideas and use them in all of your adverts and sales promotions. All of these ideas can become a powerful part of your knowledge and

experience. A combination of these ideas can help you become more creative and make more money.

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

### **The One Thing You MUST Do to Get Prospects to Buy Your Products.**

If you want people to buy your product, then you must offer something they want and need. That's the one thing you MUST do to get people to buy from you. That is the key. Offer them something they want and need that no one else is offering them.

Here's how to achieve this...

- Know your market
- Know what the priorities are of the people in this market
- Know what kind of products they spend the most money on
- Find out why, and get creative.

For example, people want...

- Products/services that offer multiple benefits
- A product/service to do as much as it possibly can
- More for their money

Think of a child in a store trying to pick between two toy cars. One of the toy cars, a model of a Gremlin, only rolls back and forth. That's it. The other car is a scale model of a Viper. That car can steer, the lights light up, the horn can beep and the voice of the driver can be heard. The child will buy this car and put the other back on the shelf.

All products are like that. The more they can do, the more popular they will be.

Here is what people want in more detail...

- **Better quality**  
People want a product to last. They do not want it breaking or falling apart while they are using it. If the products you sell them are cheap, they won't want to buy from you because they know the products will fall apart. If you offer them the highest quality you can give them, though, they will be impressed with what you sent them and will be much more open to buying from you in the future.
- **Products/services that will save people money**  
People want to have more money to do with as they please. They don't want to pay out as much. Therefore, if you have an offer that will either save them money or show them how they can spend less money, you have a good product.
- **Something that will save people time**  
People want more time to do the things they enjoy. They want difficult projects to be done faster, simpler and better.

- **Durable and long lasting products**  
People want products that will stand up to the test of time. They don't want time-sensitive information that will go out of date. They want something that will last them a long time.
- **Product/Services that make their lives more enjoyable**  
People want to enjoy what they do. They want more leisure time. They want to be able to spend time with their families. They want their life to be fun, not a drag.
- **State-of-the-art items**  
"Latest technology!" "New!" "Latest edition!" People want the newest, most recent up-to-date things they can get.
- **Convenience**  
They want everything to be less work, quicker to do and with high gains.
- **Products/Services that will make them more money**  
People want more money. They want to be able to buy the things they want. They are, for the majority, greedy. This want can be a powerful lever for you to use in your adverts.
- **Products/ Services which are more effective**  
People want to do things better, quicker, and with more impact.
- **Products/Services that offer solutions**  
People have problems. They want to find a way out of those problems, and your product or service could be the answer that will eliminate those problems.
- **Anything that will make life less difficult**  
People are lazy. They want everything to be as easy as possible. They don't like to work; they'd rather play.
- **Products that have multiple uses**  
People like products they can use for a number of different jobs.
- **Items that will enhance a person's image - real or perceived**  
People want to look better. It improves their self-esteem and helps them gain higher places in society.

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

### **Use a Promissory Note to Get Financing.**

Your "promissory note" can be used as CASH! Learn this secret financing trick. Many people overlook this option. They think that having no money has killed their chances to buy a business. Promissory notes can be a good way around this hassle and as good as cash.

A promissory note allows you to promise in writing that you will repay. If people believe you can turn that business around, they will go for it.



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

### **Five Proven Things That Can Ensure Your Success in the Direct-Response Business.**

There are many reasons some marketers fail in the direct-response business. To ensure your success, here are five proven things for you to avoid...

**1. Their optimism was greater than their knowledge.**

Don't get in a rush! Take your time and learn all that you can. Do research. Do your homework. Learn your market. That way you stand the best chance of success.

**2. They tried to sell inferior products that led to few orders or many returns.**

People want quality. People want products that work. People don't want gimmicky gadgets. Create or get high-quality, highly-useful products. The better your product, the less chance it will get sent back and the less chance you'll lose money.

**3. They spent too much money on name lists that did not work, or marketed a product they did not have full control of.**

Get the good mailing lists from the most reliable list brokers you can find. There are many people out there with lists that are not good, so you always have to be "on your toes."

Also, do not offer a product that you have no control over. The company producing it might discontinue the product, or even go out of business. This can cause massive damage to the company selling the product, especially if it was a real winner!

**4. Others may have misled their prospects with exaggerated claims they could not back up.**

Be as believable as you can. Don't make outrageous claims that read like they just aren't true. Use testimonials. Use specific numbers. People believe that if something sounds too good to be true, it probably is. You have to make what you offer sound good, but not beyond the point of reality.

**5. Others simply ignored complaints or refund requests.**

Customer service is a very important key to continual success. You have to treat those who have bought from you correctly. You have to be gracious and quick with a refund. You have to take complaints to heart and do your best to correct the situation that brought them about.

You serve your market you do not control it with an iron fist. People don't have to buy from you, and if you show them you don't care what they think or what their concerns are you'll lose their custom.

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

### **Three Elements You Must Have to Succeed With Your Direct-Response Business.**

The direct-response business requires three elements to be successful. You can make a lot of money by simply having three things...

**1. A new or unique product that is in demand by consumers and not available on a large scale in retail outlets.**

Why would a prospect buy something from you if they can just go to a store and get it? To many people, it is more of a hassle to go through mail-order rather than buy it in a store. Mail ordering requires the prospect to fill out an order form, write a cheque, stamp an envelope, mail it and wait a few weeks to get what they ordered. For purchasing from a store, they can simply drive there, find it, buy it and it's theirs. This is why it is important to always try to come up with something that isn't available in stores but could still be very valuable to the market you are serving.

**2. A basic understanding of how direct-mail works.**

Nothing can replace a basic understanding of how the system works. To get started, start testing and start learning. Then keep testing and learning as you go. Direct-response marketing is a life-long study to find the products and services that sell to the market the best.

**3. Powerful advertisement for your product that people will read and respond to.**

You have to get the attention of the prospects your product or service is designed for. You have to get them involved and excited. Show them that there's no risk involved. They need to know what a great a deal they're getting. You have to make your prospects' special offers, free bonuses and a guarantee with proof that what you have really does what you say it does.

Incorporate all of this in your advertising and it will be easy for the reader to justify buying what you offer. If the reader can justify buying what you offer and they have the money to do so, you have just made yourself a sale!

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

### **The Most Profitable Places to Run Your Advertisements.**

Since there are many publications, it can be difficult to make the right choice. Experience has shown, however, that magazines and newspapers that provide space for mail-order shopping have conditioned their subscribers to purchase articles by mail.

This is the secret of finding magazines that will be just right for your advert: Look for those that provide mail-order advertising space AND YOU CAN MAKE MEGA-PROFITS!

The people who get these publications buy from these adverts. Why else would the publication still be offering so much to sell if it wasn't profitable? Chances are, if you pick a publication that caters to your market, people will buy from you too.

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

### **Know Whether You Have a Winning Advert on Your Hands Before Rolling Out With It.**

How can you know if your advert is good or bad? The answer is: test it!

That's the only way to see whether or not your advert is doing what you want it to. You can cover every phase of advert writing, use every inch of space to save money, every ounce of creative energy to focus on mailing a profit, and still not be "proven" good.

An advert (large or small) is good only after it has demonstrated that it can produce a profit. In essence, to run an untested advert is to gamble with your business. Testing allows you to know how well it will work for you. After your test you can improve the advert. Then, once you've come to the point where it is a real winner, unleash it full scale.

Testing is the scientific approach to making HUGE amounts of money. As all inventors and scientists know well, it is the process of elimination that ultimately leads to a successful conclusion.

It is not only important to know the right way, but also the wrong way. You must have access to both past successes and failures. You must be aware of the roadblocks, detours, and toll-ways, to make a timely and profitable journey to success.

It all boils down to testing new elements against other elements, such as one price against another, one offer against another, these free bonuses against those free bonuses. It's all scientific. You just tally up the results, find out what worked and keep it.

The easiest way to find out what strategies will make you the most money is to test many different things that you think stand the biggest chance of making the most money. Also, look for things that are working for other businesses and then weave them into your own offers and advertising.

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

### **The Seven Questions You Must Answer in Every Advert You Create in Order to Make the Most Money Possible.**

Your prospects will want to know seven things when they read your advert. Your ability to answer these questions will determine how high your response will be. It's not just a question of whether you answer them, though. It's also important to ask yourself HOW you answer them.

You must answer these questions in the most motivational way possible, showing prospects that they truly have an advantage if they take-up your offer.

Get creative. And remember, your prospects want to know, "What's in it for me?"

Here are the seven questions your advert must answer...

1. What is the product?
2. How much does it cost?
3. Is there a bonus if they buy?
4. Is there a refund guarantee?
5. Are there payment options?
6. Is there a special incentive?
7. Are there any restrictions, such as a limited-time offer?

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

### **The First Few Words of Your Advert are Crucial - Use the Right Words, and Get Many More Prospects to Stop and Read Your Offers!**

The first objective of a small advert is to get the reader's attention. There may be hundreds of classified adverts on a single page, so yours must say something special, unique or outstanding that will make a reader stop when he/she sees it.

This means that the first two or three words of an advert are crucial. Words or phrases that quickly involve a reader are the most effective. Words like FREE . . . MAKE BIG MONEY . . . WIN . . . SUCCESS, are tried and tested winners. Using words like these is the secret to making your advert stand out in a huge crowd of others.

You should become a student in "advertisement reading." Look to see how the other people and businesses out there are doing it. When you read other adverts, you get to see many of these ideas being used by other copy writers. Seeing how others use ideas makes it that much easier when you go to write adverts yourself.

Remember, you learn much more from witnessing ideas at work than from just studying the theory with no real-life application to compare it to.

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

### **Make Your Advert Stand Out to Your Prospects, Screaming, "Hey! Here I Am! I Have Something Great To Offer You!"**

In advertising, you must get the attention of those people most likely to be interested in your offer and what you have to say. This is the job of your headline. It must shout out information that will attract those prospects.

Direct-response marketing is just a form of selling. It's a form of salesmanship in print. In sales, one of the first things that you learn is that timid salespeople raise skinny kids. You have to be bold and not worry about offending people. **You're in the business to make as much money as you can and bring in as much success as you can.**

You have to be willing to "stick your neck out" via your advertising. You want to develop an advert that really stands out and shouts to the best prospects out there, "Here I am! Look what I have to offer you! Isn't it GREAT?"

One of the best things you can do towards achieving this goal is to single out the best small adverts that you see in publications that scream out their benefits.

When you find a great advert, give a lot of thought as to why it stands out the way it does, and then utilize that method in your own advertising.

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

### **One Way to Let the Experts Help You Make Money.**

No expert will help you if he/she thinks you are the competition. That is the way it is in any business. If you need help, do not expect the competition to help you - unless there is an incentive. And that is the key to getting help.

You have to convince your competitors that you will help them if they are willing to help you.

Here's how you can do this...

Call some of the bigger names in the mailing-list business and tell them that you are interested in having your list of names managed by them. Tell them your list contains many buyers of mail-order books. They will be more than happy to answer your questions, if they are interested in managing your list.

You might say that this method is unethical. But if it is the only way to get knowledge of the mailing-list business, either you use it or get out of the business.

Here's another way you can acquire inside knowledge about the business...

When it comes to experts, remember that a good list broker is an expert on the lists he or she manages. They will tell you everything you want to know, because as long as that list makes money for you it is making money for them.

After all, it is free publicity. They want you to know they have something to offer you.

This is how to get the insiders in the business to tell you everything you want to know! Occasionally, you might even find someone who will be willing to give you some free advice just because he/she knows you are sincere and need it. It never hurts to try.

## **Advanced Direct-Response Marketing Secret #58**

### **Offer Your Customers More Than the Same Old Rhetoric Offer Them a Distinct Advantage.**

A well-thought-out advantage varies depending on the market you are catering to, but **it is always something no one else is offering**. Hopefully, it is exciting to everyone who sees your sales messages.

If you were to ask most businesspeople, "What are you giving your customers that no other company in your market is giving to them?" they will say something along the lines of, "We give them the best prices, quality and the best service."

Yawn! This is not distinct or specific enough to call a unique selling proposition. Almost every business out there thinks or says exactly the same thing. How can it be unique if all of these other businesses make the same claims?

When you are getting your offers out to your prospects, be it through direct mail or advertising, always remember to give them a distinct advantage. This one simple thing will make all your advertising super powerful. It will set you apart from all of the other companies in your market. It will stand out, and it will garner you more attention . . . and, potentially, more sales!

## **Advanced Direct-Response Marketing Secret #59**

### **The One Thing That Will Make People Absolutely Want to do Business With You Instead of Your Competitors is . . .**

. . . offering them something unique. What does unique really mean? Let's see what our dictionary has to say:

Unique: Not typical or Unusual or Having no equal.

In other words, it's something you have that no one else but you has in that exact form. A selling proposition is the thing about your product or service that makes people desire what you have on offer. Therefore, a unique selling proposition **is the something special about your product or service** that makes people buy from you - because no one else is offering it in that exact same form. We're not talking about inventing anti-gravity or time machines. It can be a slightly better burger or a mildly superior carpet cleaning service. Those are both unique in the sense I am talking about.

A great USP will enable you to rise above the competition - it will make people want to do business with you, not your competitors.

## **Advanced Direct-Response Marketing Secret #60**

### **Here's a Way Newspapers Can Help You Make a Small Fortune.**

It is a good idea to make your newspaper advert look newsy. Why? People read newspaper to get the news.

Advertising is read in a very passive way. People know that you are asking them for their money, and they aren't going to give it to just anyone. But if you can make your advertisement appear to be an article, chances are good that they will take the time to read through it - to get the news.

It is important to make it look like any other article in the publication that you are using. Test it out, and always remember that people feel more comfortable about giving their money to something that looks professional.

A newspaper story is not looked at as an advertisement it's looked at as journalism. This can be a big help in gaining credibility. The more credibility you have, the higher the profit potential.

One idea that works well is to take out a "newspaper spreadsheet." The newspaper publishers will run a full page advert so that they can use a whole newspaper tear sheet. This helps to give it some credibility, and people tend to take it more seriously. As an added bonus, some newspapers will even typeset your advert for free if you accept a full page.

## **Advanced Direct-Response Marketing Secret #61**

### **A Professional Reporter Can Help You Get Rich...Over and Over Again.**

A professional reporter has the power of the written word. This is combined with the power of the perception the readers have that the magazine or newspaper is giving them this story on their own accord because it's something the readers might find helpful or be interested in. This is powerful advertising.

Remember, people don't know you, your company or your products, but they do know and trust in most cases the magazine that prints the story written from your press release.

When the readers read the write-up the magazine gave you, it carries a lot of weight in giving you credibility. This is why a professional reporter can make you HUGE amounts of money over and over again.

A reporter can give you a great story with their writing ability. And the more they believe in what you have, the better they will write the story. You have to speak their language and show them what you can do for them and their readers.

## **Advanced Direct-Response Marketing Secret #62**

### **Book Reviewers Can Make You Loadsamoney.**

Magazines and newspapers like to write about books because the people who read their publications tend to be people who buy and read other products, too. Some publications have a book reviewer, and some publications' book reviews are simply done by the editor and/or writers on staff.

Whatever the case, you should remember that these are people who are deeply involved in the market. They will be very knowledgeable in this area of expertise, and it won't take them long to know whether or not your press release is right for their publication.

Determine which targeted group would most likely be interested in your book, and target magazines that also appeal to that select group. This is how a book reviewer can make you thousands of pounds.

## **Advanced Direct-Response Marketing Secret #63**

### **How Mailing Lists Can Make You a Millionaire.**

My mailing list strategy was a prime method I used to get rich. This strategy helped me turn a £300 one-time investment into over 21 million pounds in sales in just eight years. The steps I used to do this are very simple. You can use them, too.

Here they are in their correct order...

- Build your mailing list with some type of front-end offer (note, sometimes you have to lose money on the front end).
- Segment your list by creating an immediate back-end offer to your new customers. And, separate the names of the customers who buy this offer from those who don't.
- Develop special offers for the smaller group of your best customers. Then "roll-out" the winning promotions to the other less responsive segments of your customer list.
- Take the most profitable promotions and use them as "front-end offers" that attract new customers who have never done business with you (say by renting-in lists from brokers).
- Let a mailing list manager rent your general customer list to other companies in your market. A manager will do all the work while you sit back and collect the monthly cheques.
- Repeat this process. This constant repetition can bring you steady profits for years.

These same six steps helped me become a millionaire in a few years. Who knows, you may be able to use them and earn even more than I've made.

The Insider Tips, Techniques and Secrets you have now finished reading have the power to make you as wealthy as you want to be. Once you start using them, you will be continuing the exciting journey you embarked on at the beginning of this manual.

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 #2.

*Edmund Baker*