

Million Pound Direct-Response Marketing Secrets Volume #2

by

Edmund Baker

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

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

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Advanced Direct-Response Marketing Secrets Volume #2

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 poverty into riches. The millionaire lifestyle I now enjoy is purely down to these secrets.

Copy them for yourself and you too could get rich.

The Manual you are now reading is Manual #2 of 7.

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

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

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!

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 campaign today!

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

Go ahead and begin reading this Manual now.

Advanced Direct-Response Marketing Secret #1

Why Some People Become Millionaires in a Few Short Years - and Why Others Go Broke.

I know several millionaires who started their business with almost no money and made a fortune in a few short years. For every one of those people, I know several who have lost all their money.

Here are three things millionaires have in common...

- They are "in-tune" with their market.
- They know everything about the people they sell to. They know who these people are and where they can be reached.
- They also know what these people want. What types of products and services they buy. What their hot-buttons are. What to say to them and how to say it.

All three of the above marketing knowledge gives a person tremendous leverage.

Now let's take a look at what the people who go broke have in common...

- They are gamblers.
- They are looking for a quick short-cut to wealth and unwilling to pay the price.
- They often hop from product to product without understanding any of the markets or the people who buy those products.

Anybody who thinks direct-mail is just a quick way to get rich with hardly any work is fooling themselves. These people go broke fast.

Direct-response is a method of selling products and services to the people who want them and are willing to shell out their hard-earned money to get them. The "little man" can make a fortune in the business, but only by learning how to do it properly and putting the effort into applying that knowledge.

Advanced Direct-Response Marketing Secret #2

The Amazing P.A.S. Money-Making Formula.

Problem Agitate Solution (PAS) is a popular advertising formula. Here's how it works...

- You bring up the problem that your product or service solves. You tell the prospect about it.
- You personalize it. You bring it home. You make it real to them. You explain how this problem will affect them. You make it hurt. You give them the headache.
- Then, you introduce the solution. The solution is your product or service. The Aspirin. This makes people want what you are offering them – it's their way out of the problem.

Advanced Direct-Response Marketing Secret #3

How to Get People to Send You Their Money FAST!

Making money doesn't have to take a long time. This is especially true for those of us in the Direct-Response Marketing business.

Here are three easy ways you can get people to send you their money super fast...

1. **Use first class mail.** I've mailed to my customer base on a Wednesday and already earned HUGE CASH PROFITS by the following Thursday or Friday.
2. **Use newspapers.** You can get your advert in hundreds of local newspapers. This could put your advert in front of millions of people.
3. **Do a telemarketing campaign** to your best customers. Say you put a £500 product/offer together and began calling your best customers. Within a few hours, a staff of ten people could easily make 10 sales. That's £5,000 cash!

Advanced Direct-Response Marketing Secret #4

The Secret to Making up to £500,000 a Year with Newspapers.

Very few Direct-Response Marketing professionals run adverts in local newspapers. But you can. Below are the steps you can take to make huge amounts of money by advertising in newspapers. I'll also give you a quick mathematical example to show you how simple it could be to bring in £500,000 a year...

1. Use my answering machine methods

Run small classified adverts in newspapers with endings that say something like: "Amazing Recorded Message Reveals Details", or "Call Our 24-Hour Recorded Hotline". The purpose of the small advert is to simply get people to call in and listen to your recording. The recording sells further by giving them all the benefits of whatever you're selling and explaining how they can get it.

2. Sell information products

Information products can be anything from CD's and DVD's, to guides and manuals, to reports or home study courses. You should develop information products for the newspapers you want to sell them to. The next step will show you how to do this.

3. Target your information with the category headings in the newspaper

The people who are reading the different categories of the classified advert section of a newspaper are doing so for a specific reason. They are interested in finding a job, or going to a garage sale, or buying a car. Now all you have to do is develop a product that shows them how you can help them get what they want. Run an advert that promises them the biggest benefit, and get them to dial your number and listen to your recorded message.

4. Test like crazy

Figure out a way to advertise profitably in 500 newspapers. You may have to test more newspapers to find the 500 that make profits for you consistently. You'll make money in some newspapers and lose money in others. The secret is to test your adverts in as many newspapers as you can to find out which newspapers consistently make you money.

5. Aim for a net profit of £1,000 a year per newspaper (that's LESS than £100 per month per paper! Chicken feed.)

In 500 newspapers that is £500,000 a year.

Let's break this down even further and show you how many sales you would have to have to bring in this huge amount of money...

£1,000 net profit per paper is equal to less than £20 per paper every week.

Are you staring to get excited? Good! This is just an example based on mathematical projections, but it's important to break down all of your ideas into this type of formula.

Now let's break it down even more...

£20 per paper means selling just four books priced at £25 and keeping a profit of 25%. This is the total amount of sales you would need per newspaper to reach your goal.

Think about the simplicity of this formula. You start small.... testing slowly.... with a goal of just selling *four* of your £25 books, manuals, or other information products and keeping 25%. You keep testing all kinds of different adverts, sales messages, scripts, etc. until you can do this.

THE DAY YOU CAN EARN THIS PROFIT IN 10 NEWSPAPERS IS THE DAY YOU REJOICE! Why? Because, if you can earn this profit in ten newspapers you have a high chance of repeating it in a hundred, then two hundred and then five hundred. And if that happened, you'd be on your way to earning £500,000 a year.

The secret is to begin at the end. You know the "numbers" it will take to earn this amount. You know you need to sell four of your £25 products at a 25% profit margin per newspaper every week. That's the beginning. Then you simply figure out how to do it by testing slowly.

My £500,000 a year in sales is a mathematical example only that is based on a certain number of sales in a certain number of newspapers. It is not a guarantee that you can do this.

Your own efforts will vary from different promotions and different adverts. However, this example does teach you something very powerful: it takes the mystery out of making money.

All you do is...

Decide how much money you would like to make each year and then figure out how many different products or services you will have to make to do it. Then you work out the strategy to achieve it. This is VERY powerful!

Advanced Direct-Response Marketing Secret #5

Why Many Businesses Fail Every Year.

Many businesses fail each year because they are making serious marketing mistakes. Almost every business could improve its profit performance if it just corrected these mistakes.

Here are four simple strategies you can use to help make sure this never happens to you...

1. Develop a Unique Selling Position (USP)

This is the one thing that distinguishes you from all of your competitors. It's the one compelling reason why people in your market should be doing business with you. This USP will give your selling message clarity and power. It will help you attract new customers and keep them doing business with you for years.

2. Use Direct-Response Marketing

Think about it...direct response literally means you want a response from your customers directly to you. So make certain you always ask your prospects or

customers to take some kind of quantifiable action in every advert or sales letter you send to them.

3. Develop new product lines

Look for the things that sell the best to the people who make up your market. Test new items. Find out what your customers want the most and find all kinds of ways to give them these things in the form of new products and services.

4. Don't guess - TEST!

Don't try to guess what people want. Get into the habit of doing small regular tests to find the things that make you the biggest profits. Ask your customers what they want by offering them new products/services and then tracking the results. You may be very surprised.

These are the four main actions you can take to make sure your business never fails. They are the same simple strategies I've used to make millions of pounds. I'm convinced they can help you earn whatever amount you desire.

Advanced Direct-Response Marketing Secret #6

Answer This Question and You Can Get Rich.

The question is “What are people looking for when they read your advert?”

Which raises another question: How you can give them what they want?

It really is that simple. When people see your headline - which should be about your biggest benefit – if it says something that they want, the rest of your advert will be read. They will want to find out exactly how you can give them that benefit.

So, your priority should be to prove, in your advert, that you can give your prospects what they want. If you can do this, you have the potential to make a ton of money fast.

The good news is that it really isn't that hard. All you need to do is focus on that primary benefit that you told them about in your headline. You simply tell them more about other related benefits, and provide proof that you can deliver. Do this and watch the orders start to flood in fast.

Advanced Direct-Response Marketing Secret #7

The Golden Rule of Marketing.

The Golden Rule of marketing is just the same as THE golden rule: **Do unto others as you would have them do unto you.**

Market a product that you yourself feel comfortable with. If you wouldn't buy it, why should other people? You should always feel good about your direct-response packages before you send them out.

The people, who receive your sales packages or see your adverts, don't know you, like you or trust you. You are at a major disadvantage. You must prove to them, through your advertising that you are a firm believer in what you are selling.

There is another advantage of using the golden rule of marketing. If you are excited about your product, it's easier for you to sell it to other people.

It is hard to get other people excited about a product that you are not interested in. It *can* be done, but not very easily.

So, when you are thinking about putting together your next direct-response piece, try to use the golden rule. If you don't like it, if you wouldn't buy it, how do you expect anyone else to?

Advanced Direct-Response Marketing Secret #8

Here are Three Things You Can Test Right Now to Potentially Increase Your Response.

You already know that testing is one of the most critical aspects of business. Here's what you can do to quickly find out if you can increase your response...

1. **Test different bonuses.** Some people will buy a product because of the bonus instead of the product itself. Test various bonus offers to find out which ones make you the most money.
2. **Test different prices.** You can run three different adverts all with the exact same wording. The only thing different is the selling price of your product. You will find that one price will bring a higher response than the other two. This will help you establish the best price for your product.
3. **Test the wording of your offer.** This can sometimes make a huge difference. For example, try to change your "50% OFF" offer to "Buy One, Get One Free," and see if the response goes up. You will be surprised how changing the wording on your offer can increase your response!

These three tests can prove to be very profitable for you! Try to come up with several ways that you can test these three things and then chart your results. Find out how much you can possibly increase your response. You might be amazed.

Advanced Direct-Response Marketing Secret #9

Seven Easy Things You Can Do to Eliminate Your Prospects' Indecision and Get Them to Send Their Money to You Now.

People are naturally procrastinators. You must get them over that hurdle and persuade them to order your product. Here are seven techniques to persuade people to place an order...

1. **Have an introductory offer.** Let your prospects know that you are making a limited introductory offer that will not be repeated.
2. **Make a time-limited offer.** Set a specific date ten days, 30 days, etc. after which your product will go back to its original price.

3. **Let them know your product is in limited supply.** If you only have a certain number of your product, be honest with your customers. Tell them that they must act now or they may be too late.
4. **Offer a bonus for fast reply.** If the prospect responds by a certain date, they get a free bonus.
5. **Let them know about your planned future price increase.** Use this only if you are really contemplating a price increase. Let your customers know that you are planning on increasing the price, but they can save money if they order now.
6. **Use ‘command copy’.** All throughout your copy, use words like "order now," "don't delay," "call now," etc. These will subtly remind your customers to not procrastinate.
7. **Use involvement devices.** Get the customer involved in the order process. You might say something like "check the box for rush delivery. We will send your order to you by fast priority mail!" This will get them excited about receiving your product quickly. You may also try, "Retain this stub for your records." Anything you can do to get the customer involved is good.

Try using some or all of these seven techniques in your next sales promotion to encourage people to order from you.

Advanced Direct-Response Marketing Secret #10

These Four Little Things Can Radically Boost Your Income.

Involvement devices increase your response if you use them properly. They can increase your reader's involvement and move them closer to the sale. They are quick and easy to implement.

Here are four involvement devices you can use to boost your income...

- **Questions.** Design questions that your reader can identify with. Ask them questions that will lead them to the sale. Never ask a question that could bring an answer you don't want. And, it is important to immediately answer your own question with the answer you want your reader to come up with. “Can This REALLY Make You 10x The Money For One Tenth of The Effort? YES IT CAN! And You’re Going to Love...”
- **Check/tick Boxes.** Again, no negatives here! You may want them to tick whether they want a 6 month subscription or a 12 month subscription. Or, you may ask them to tick the special box if they would like to receive the free bonus. Again, this will get the reader involved.
- **Labels.** This is an easy way to get the reader involved. It may be as simple as having a "FREE GIFT" label that they must peel off and stick to a special place on the order form.

- **Stubs.** This can be just a stub that the customer tears off and retains for their own records. It helps them feel good about their purchase because it gives them something to hold on to.

These four quick things can increase your response by up to 30% or more if you will use them. Try right now to think of some ways you can get your reader involved in your sales presentation. Could it be a tick box? Or maybe a question? Test different involvement devices and find out which ones increase your response the most.

Advanced Direct-Response Marketing Secret #11

How to Turn Your Dreams and Goals into HUGE Amounts of Cash.

There are some simple steps you can take to turn a goal or dream into cash in your pocket. When you know how to get an idea and eventually turn it into cash, you will begin to make huge amounts of money. You can simply repeat the process, continually turning new ideas into cash-generating products.

Here's the formula to follow...

- First you have an idea in your mind for a product or service.
- Then you turn that idea into a goal you will try to achieve.
- Then you find a way to turn that goal into profits over and over again.

That is it! What ideas do you have right now in your head that you could work on developing into goals and eventually into profits?

Take some time right now to write down your ideas. That is the first step towards making your ideas reality.

Spend some time taking as many notes as you can on ways you can turn one of these ideas into profits. You will be well on your way to turning an original idea into cash profits. Simply repeat the process whenever you want to increase your income.

Advanced Direct-Response Marketing Secret #12

How to Increase Your Profits by up to 10,000%!

There is one proven effective way to immediately increase your profits. If you are not doing this simple thing, start doing it and your profit will immediately increase and could even skyrocket.

What is this simple thing? **Back-End Sales.** That's it! As simple as it may seem, many businesses skip this important step. They spend all of their efforts on getting new customers but forget about them once they have ordered.

It doesn't matter what you are selling. You must come up with other related products and services to sell the people who initially buy from you. This simple step can increase your profits greatly.

You should always be on the lookout for related products that you can sell to your customers. Your business needs back-end profits in order to survive. There simply isn't

enough business on the front-end to justify not having other back-end products and services.

Remember this important point, and you will be ahead of a lot of others in the business. Take some time right now to write down ideas you may have for back-end sales to your customers.

Advanced Direct-Response Marketing Secret #13

How You Can Know 100x More than Most Small Business Owners.

There are ten mistakes that almost every marketer makes along the way. These mistakes are...

1. **Not developing a unique selling proposition that stands out in your marketing.** You need to make yourself stand out among the competition. Find a unique thing that sets you apart.
2. **Not developing back-end sales.** This is a big one! You must find other related products to market and sell to people who have already purchased from you.
3. **Failing to make doing business with your company convenient and easy.** Make certain there is a phone number, fax number and even email address for people to use. Try to set up credit card paying facilities or Paypal for your customers. The easier it is for people to order from you, the more likely they will do business with you.
4. **Failing to know what customers want and need.** If you don't know what your customers want and need, you will never make money.
5. **Failing to tell customers "why you can."** Your customers need to know the "why" behind the offer. If you're offering a low sale price, tell them why... Is it overstock, or a pre-publication offer? Also, if you are higher than the competition, is it because of that extra mile you walk for the customer? You can never forget to tell the customer the "why" behind your offer.
6. **Forgetting that you must "sell" your way out of a business problem.** Sometimes a company will have money tied up in "X" product and everyone is buying "Y" product instead. If you ever find yourself in this situation, the solution is to sell your way out. You can do this by being straight with your customers. Tell them that you ordered too much product, and you must sacrifice and take a sale price in order to move the product. If you are honest with your customers, they will respond to that.
7. **Not testing the market.** Too many business people are not doing enough testing. This is very important. The more you test, the more you make. It always works that way. You can test various headlines, prices, etc. Always test new things so you will stay on top of the market.
8. **Writing 'institutional' advertising instead of direct-response advertising.** This means that you must focus on the product rather than the company. Many companies run major adverts that tell us about their fancy office equipment and their

state-of-the-art facilities or their Queen's Award to Industry, but they never talk product. You must avoid this costly mistake.

9. **Getting tired of marketing methods that are still effective.** This may sound pretty basic, but a lot of marketers get tired of their promotions and move on too quickly. If a promotion is working and making money, **DO NOT SCRAP IT!** You may be bored with it, but people who have never seen it before are the ones reading it – not you.
10. **Forgetting to focus on the targeted customer.** You must always stay focused on the group of people you are trying to sell your product to. If you start to broaden your focus, you will lose sight of the original customer and your sales will drop.

If you can avoid these mistakes, you can be well on your way to making huge amounts of money in your own business. Study these mistakes and learn how to avoid them.

Advanced Direct-Response Marketing Secret #14

Should You Use a Blind Advert to Promote Your Product or Service?

Blind adverts work for some products and services but not for others. People don't get to see your product or service, and all they have to judge it by is your advert copy.

Remember, part of the compelling nature of buying products through the mail is looking forward to getting what you ordered. Blind adverts make people want to see what you really have. Sometimes you can tease people with a blind advert and make them curious enough to respond.

Advanced Direct-Response Marketing Secret #15

Which Kind of Advertising Can Make You the Most Money?

These days much "creative" advertising consists of cute jingles, clever sayings, rhymes, music and artwork. It's funny, clever and cute. It's supposed to give you a warm feeling.

But, creative advertising is not where the money is. The money is in fundamental headline-driven, benefit-driven advertising. Fundamental advertising is termed as, "salesmanship in print." Early advertisers realized that their job was to sell. Direct response advertising still has this as its foundation, where the customer or prospect is requested to take a specific action every time.

With fundamental advertising you can find what works and expand it to bring you more money. But with creative advertising you have no real certain way of knowing what is pressing the market's "hot buttons."

The true heart and soul of selling by fundamental advertising is presenting your product or service in the best light and asking the customer or prospect to take a specific action. That is the best kind of advertising that can make you the most money.

Advanced Direct-Response Marketing Secret #16

How Do the Most Successful Marketers Find New Products?

They read trade directories, special industry publications, back issues of magazines that are within their field of interest, technical journals, business-opportunity books and magazines, and any other available materials that will inspire a new product that spells profits. And, where do they find all of this resource material? By subscribing, or going to their local public library. This is an idea that can make you RICH.

Go to your local library and hunt up old magazines. The magazines don't even have to even be published anymore. Then, take a look at the advertisements. This is how you can easily find ideas that will sell like CRAZY.

Always look for ideas that you can use in your own business. Look for the ways others have used to make money and use them to bring you money. This works because good marketing ideas are almost never time sensitive.

Advanced Direct-Response Marketing Secret #17

How to Let *Other People's* Marketing Secrets and Experience Make You a Small Fortune.

What if a business has a successful concept that would increase your profits?

The obvious answer is to simply contact that person with the required expertise, and offer to pay him/her a fee for his/her advertising, operational, production, marketing, or other concepts that are working for him/her.

The most successful marketers are never so arrogant as to assume that they cannot learn some very valuable lessons from someone else.

You could offer an appropriate business a percentage of all your profits or savings that are the result of having applied its concepts. The type of deal you make is entirely up to you.

Advanced Direct-Response Marketing Secret #18

How Joint Ventures Can Bring You a BIG Income.

Joint ventures can make you rich! Why? Because joint ventures allow you to use the leverage of other companies' customer bases.

In joint ventures you work with companies that are involved in the same market that you are. But they are not necessarily reaching your exact customers with the exact same products. This gives you a whole new source of customers or potential prospects you could be reaching out to.

A joint venture really is a partnership between your company and their company. You allow them to use your information, and vice versa. Many times you will have a product or service you can sell to their customers with your partner's endorsement.

Remember, accepting an offer is an act of trust, and your partner's customers have already shown their trust by continually buying. Therefore, when your partner endorses you and your offer, your partner's customers will be much more trusting of you. This gives you a tremendous amount of potential leverage as far as gaining sales. That's why joint ventures can make you a lot of money.

I have had many profitable joint venture relationships with just a handful of companies, and I always end up making between 40% and 50% more profits during the periods I have joint ventures as opposed to the times I don't.

Also the cost to go out and try to reach those all-important prospects and customers has been eliminated or greatly lowered because you are using your partner's customer base. You don't have to go out and spend a great amount of your money trying to find them - they're already there!

Joint ventures also work just as well when you can take products or services that your partner creates and sell them to your customers. It does and it should work both ways and be a win-win situation for you both. Joint ventures are how to easily make 40% more money every day of your business life. Remember, I am always able to pull at least 40% more profits through them and you have the same potential.

Joint ventures are also how to make yourself extremely valuable to some people and then cash in on it. In a joint venture relationship between you and another company, you are sharing the responsibilities inherent in the project. This way, instead of one company having to do all the work, each company only has to do a portion.

This makes it much easier and less time consuming for the companies involved in a joint venture. But, it also makes you extremely valuable to your partners. You are performing specific functions for your partner. You save your partner time and money.

Hence, you become very valuable to your partner. You have done the real work in this scenario. You have found the prospects most likely to accept what you and your partner are offering. This makes you the lynchpin of the joint venture. You are supplying your partner or partners with prospects and customers.

This is a unique scenario because all you're selling is the names of qualified prospects and customers. Most businesses are so involved in marketing they don't realize there are great profits to be made simply by finding prospects and customers for other companies to use.

This is one very unique way you can make big bucks with your customers and other company's customers.

Advanced Direct-Response Marketing Secret #19

How to Locate Extremely Valuable Assets That Most Businesses End up Overlooking.

The reference sections in libraries are the most valuable resource centres ever. This is how to locate very valuable assets that are overlooked by almost every other business.

There are many thousands of pounds worth of good contact sources that most people don't tap into because they don't know about them. To locate references on writing, publishing, printing, marketing, and distribution, ask your Reference Librarian to search the files.

If you want to purchase a book that interests you, visit your local book store or write to the publishers for their latest price information.

Advanced Direct-Response Marketing Secret #20

Selling Books Can Be EXTREMELY PROFITABLE for You!

Here's Why...

Since books and information products have such a high perceived value, your profit margins are tremendous. By keeping costs down you can create something that you paid very little to produce but sell it for a great profit.

This is why selling books by mail can be extremely profitable for you. You can write and sell books from your own home.

Many people have already done it. But the market is so broad, and the public's need is so great, that you, too, can be a fantastic success. People are always interested in reading more about a subject. Your books will be different, as well as up to date.

Advanced Direct-Response Marketing Secret #21

Remember Patience is a Virtue.

Often I have had promotions where it appeared that the campaign wasn't pulling enough profit. Consequently, I would stop paying as much attention to it. Then, a couple of months later, I would go back and look at the campaign's numbers and discover it was making money.

Be patient! This is how you can still make money if you run your advert and nothing happens. Don't wait a few weeks and then drop your campaign. It can take time for a campaign to start pulling in money.

Many marketers do not give a winning concept enough time to start working for them. They allow four weeks to pass and expect miracles. When the orders do not flood in as anticipated, they become anxious and bail out.

Be patient and your patience could result in more success than you ever expected.

Advanced Direct-Response Marketing Secret #22

Buying Radio Advert Time.

Radio advertising may be a lot cheaper than you might imagine. You are simply buying air. Often you can get a special rate which helps to keep the cost down. Non-regular hours are even better than regular hours, because people are not as busy. During regular hours people are busy, and their minds are anywhere but on your advertisement.

That is why people are more likely to respond if you advertise during off hours. They are more relaxed and have more time to listen and think about what you are saying. This way, you can get the hours that no one else wants which are usually cheaper for you to run your advert in and yet often get a better response.

Advanced Direct-Response Marketing Secret #23

Direct Mail the Key to Truly Getting Rich.

You can reach more people through direct-response mail than you can through space advertising, which raises the profit potential higher.

Getting into direct-mail is how to catch the wave of millions. Many companies have made millions with this, and many of the limitations that are present in advertising are eliminated. You are not limited by space and you can give your prospects or customers your whole sales pitch.

It goes out to people individually, giving you the added advantage of a personable, one-on-one communication. With a sound knowledge in direct-response marketing, you could get your fair share of the millions that are being made every day in direct mail.

Advanced Direct-Response Marketing Secret #24

Three Proven Ways to Make Money With Your Mailing List.

Three types of arrangements can be made when you are renting a list of names, although variations of these arrangements exist. They have been used repeatedly by many companies, and they've worked over and over, proving their worth. Now, make them work for you...

- **The "Average Arrangement"** is an alternative means of renting names. This method is used to simplify bookkeeping, and is normally available only on large orders.
- **The "Net Name Arrangement"** is becoming one of the most used forms of compensating a mailer for non-mailed names. This arrangement is a guarantee of payment to the list owner for a certain portion of names.
- **The "Gross Name Arrangement"** is generally used when testing or renting a small quantity of names. This arrangement specifies that the mailer will pay for exactly what he/she orders, no matter how many names he/she actually mails.

Both the net name arrangement and average arrangements must be negotiated individually. When applied appropriately, however, they can substantially lower the cost of a mailing and benefit both the mailer and the list owner.

Since they save those who make them work so much money, this is how "net name arrangements" are making some people a fortune.

Advanced Direct-Response Marketing Secret #25

Here are 11 Ways to GET RICH WITH MAILING LISTS.

Although different strategies may apply in different situations, the following information regarding mailing lists is applicable in most cases.

1. People who have purchased products or services through the mail are valuable prospects. A direct-response list will consistently out-pull a compiled list.
2. The "hottest" names you can acquire are those that have purchased something through the mail within the last 30 to 90 days.
3. To get the most for your money, you should review and clean your name lists semi-annually (twice a year). "Gone-away" and undeliverable mailing pieces will not make a favourable impression if you are renting your list to other firms. They represent an unnecessary mailing expense if you are sending out your own promotional pieces.
4. An in-house customer list will out-pull other compiled or direct-response lists.
5. People who live in urban areas respond to mail-order offers to a lesser degree than those who live in rural areas. The reason, in part, may be because shopping malls and other conveniences are not readily available in rural areas.
6. Use professional people who have made a career out of compiling lists. List-broker consultants and other outside service organizations are your best source for getting the right list.
7. Ten percent, or more, of your direct-mail budget should be allocated for the development and upkeep of your list. There is a limit, of course. But generally the more you spend on maintaining a first-class list, the more money you will take in. Ten percent, however, is the minimum you should spend.
8. If you have employees, you should delegate the responsibility of maintaining your name lists to one or two designated individuals if possible. Too many people working on the same project can create disorganization.
9. When developing a product, keep in mind that people in the 35-years-and-over age group buy mail-order offers at a considerably higher rate than people under 35 years of age.
10. Buyers who have purchased more than once through the mail within a seasonal buying period will always out-pull buyers who have purchased only once within a particular seasonal buying period.
11. There are many different list categories. As many as ten percent to twenty-five percent of names on a list, may have to be cleaned and updated every year. In the case of high schools, vocational technical schools and colleges, that turnover rate would be a hundred percent.

Advanced Direct-Response Marketing Secret #26

Don't Give Up! Success Only Comes Through Perseverance.

Often, people are ready to give up on their goals at the first sign of misfortune or opposition. Just when it seems possible that their dreams may come true, they surrender.

These same people may have had the necessary knowledge to carry through, but knowledge does not provide the energy, or the power to move forward. Knowledge is not power – until it's put into action. **The persistent application of knowledge produces ideas and results that make dreams and goals come true.**

Success begets success. It builds on itself. Steady perseverance will allow you to accomplish small goals, which lead to medium-size goals, which ultimately lead to bigger and bigger goals. This is why some people turn everything they touch into "gold" and you could, too!

Advanced Direct-Response Marketing Secret #27

Direct-Mail Millionaires are No Smarter than You.

When you really tap into what the other companies are doing, you'll find an abundance of ideas. "Borrowing" ideas and implanting them into your own offers and sales messages is what almost every successful direct response marketer does. It has made many companies very successful over the years.

IT'S TRUE! Direct-Mail millionaires are no smarter than you! And they're not doing anything that you can't do, either. All they are doing is taking ideas that other companies are using to make money and incorporating the ideas into their own advertising copy and offers.

Your best ideas will often come from companies that sell products and services that are completely unrelated to your own. If you are only looking in your own market for ideas, you are limiting and possibly hurting yourself.

Most companies look at what the companies making the most money in their market are doing. This is fine, and it can very well be vital to your success. Remember, these are the companies that know your market, and they're doing something right. Otherwise, they wouldn't be the success that they are.

Historically in all different markets, there are "Me Too!" companies. They are exactly what the name implies. There's nothing unique about them. There's nothing separating them from most of the other businesses catering to their market.

Therefore, most companies have no unique strategies or positioning. There is nothing that will compel a prospect towards one of these businesses, because they are all the same.

Only when a company is truly different and stands out from the crowd will they gain the attention and interest of those serious prospects with jaded palettes.

If you look at the ideas being used by companies in a related and totally unrelated market, you will never run out of ideas that can make you thousands of pounds.

You are not limited in where your ideas can come from. All it takes is some thought to turn a seemingly non-related offer into a possible winner for you!

Advanced Direct-Response Marketing Secret #28

How to Make a Ton of Money Just by Helping People.

Having a company that sells products and services which are designed to help people get something valuable they really want is the secret to long-term success. Think about this.

Think about all the ways you can serve people and help them get what they want.

Remember this: Every product or service solves some kind of problem. You should pick the items that solve the biggest problems. These are the items that can make you the most money.

Then develop as many ways as you can to help the people who buy these items to solve their problems. **MAKE THIS YOUR MAIN FOCUS.** This is the simplest, easiest way I know of to get rich by helping people.

Advanced Direct-Response Marketing Secret #29

Increase Your Chances of Making a Financial "Killing" ...Follow These Five Rules When Creating Small Display Adverts.

A small display advert is mostly used to gain a request for further information. This information would be in the form of a catalogue or sales material or possibly pointing to your web site.

You don't have much time or space to get your point across in the small advert so it must be in a clear and compelling way with the correct media.

Your aim is to create interest and desire for the product with specific, clear, yet exciting copy and headlines.

Include the following five specific details and you are almost guaranteed to make a financial "killing!"

1. How and why this is an excellent product.
2. How the customer will benefit.
3. Any guarantee the product can offer.
4. A conclusion that appeals to direct action by the customer.
5. An easy and convenient ordering method.

Include illustrations in display adverts that grab the customer's attention. If he/she can associate a picture with some benefit for him/herself, you will get action!

Advanced Direct-Response Marketing Secret #30

Many Talented Writers are Just Looking for a Chance to Write Professionally Give Them This Opportunity, and You Can Profit Tremendously.

You don't have to be a writer to be a self-publisher. Today's smart entrepreneurs know how they can make enormous profits by having a professional ghost writer create books, manuals, reports or anything else that requires copy for them.

Many people dream of writing for a living. If you put a small classified advert in a newspaper that says "WRITER WANTED, PAY CAN AVERAGE £20 AN HOUR," you will attract a lot of people.

Ghost writer situations can be handled several different ways. They are...

- You can supply the ghost writer with the reference material and tell them you want something similar or following the main ideas without plagiarizing.
- You can give your writers your ideas and let them put it into print.

I have used ghost writers to put together over 75 different products. I paid the ghost writer once for each product, but these products are mine to market forever and make profits with forever. This is how a ghost writer can make you RICH. They supply you with a product that you can sell repeatedly and make profits from over an extended period of time.

If you can keep coming up with new ways to market the product, it has the potential to keep making money for you indefinitely. Try www.elance.com for ghost writers.

Advanced Direct-Response Marketing Secret #31

Free Publicity is the Best and Fastest Way to Start a Profitable Business with Hardly Any Cash.

Some people can't see themselves taking advantage of free publicity. And because of their lack of vision it's never going to happen for them.

I want you to realize that it is out there and yours for the taking. It is the fastest, simplest, and easiest way to build your business with no cash, as long as you have the right kind of product or service that would appeal to readers of publications.

It's a very simple concept: Letting the media you select carry the weight of the effort.

It takes time, work, effort, energy, commitment and confidence . . . everything you can give. Be determined. Get out there and find your success.

Choose the publications with readers interested in the type of product or service you have to offer and write a press release and send it to the editor.

Advanced Direct-Response Marketing Secret #32

Here's a Tremendously Underused Source of Free Publicity - Newsletters!

Newsletters place their emphasis on a niche market - because in order for a newsletter to be successful it has to be for a niche market.

In many cases, newsletter editors are actually easier to deal with because of their (on the average) smaller distribution and absolute dedication to doing everything for one market that they can.

Newsletters can be the easy way to get FREE PUBLICITY that reaches millions, and practically no one is doing it!

Advanced Direct-Response Marketing Secret #33

Always Remember the More Professional Your News Release, the Higher the Odds the Editor Will Accept it.

Making your news release look appealing and professional is how to make sure your press release makes the most money.

Remember, the better your press release looks, the more this says of you and your company. It says you care. It says you are hard-working. It shows that you believe your offer is truly important, and you have complete confidence in what you have to tell that editor.

This will help you get into that magazine and gain you a favourable write-up.

And the more favourable that write-up is the more readers are influenced to believe what the magazine says about you - readers will consider it a valid opportunity, not just a veiled attempt to garner free advertising. Consequently, you have increased your profit potential.

Advanced Direct-Response Marketing Secret #34

A News Release Can Make You a Ton of Money and IT'S FREE!

Why does a news release make money? Let's first go through what is a news release. It is nothing more than a write-up of your product or service with a picture, preferably, if it is a product. It is very similar to a sales letter. Its purpose is to show the editor of the publication all of the things that your product or service can do for their readers.

Editors are always looking for something that is of interest to their readers. That's why they will give you this free publicity. The magazine's life or death depends on whether or not they can find material that will interest their readers.

If you have a product or service that really would be of interest to the magazine's readers, you are actually doing the editor a big favour. That's why hundreds of magazines and newspapers willingly give you THOUSANDS OF POUNDS WORTH OF TOTALLY FREE ADVERTISING!

Whether the medium is a publication, radio show or TV talk show, the same principle applies. The people in charge are looking for things that interest those who read, listen to,

or watch the media they produce. If you show them how your product or service will interest and help the people who are in their market, they will be much more open to giving you an endorsement or write-up. It is a win-win situation.

Your news release must be interesting and have news value. It must somehow be perceived as being useful and benefiting to the readers. That means presenting all of the factual benefits and advantages that your product has to offer.

Before you can begin to write a news release with the skill of a seasoned newspaper reporter, you will have to learn the differences in approach and style that differentiate adverts from news releases.

The secret to getting free publicity is to make it as easy as possible for the editor so they don't have to work on it themselves. Do the writing for them. Give them all the ideas of what to write about.

People are busy. People are lazy. If you have already come up with some great advertising ideas to sell your product or service, give the editor those ideas.

All of these concepts of free publicity are currently being used right now. There are large, multi-million pound advertising agencies and publicity agents that specialize in using these concepts. Every time you open a magazine and see write-ups about some company's product or service, someone sent that publication a news release.

Advanced Direct-Response Marketing Secret #35

How to Instantly Increase Your Net Worth.

Go to your best customers with very specific offers. Re-sell to them many times. This is the key to instantly increasing your net worth. You'll spend less money to mail your offers to these smaller groups of customers. Build a solid relationship with these people and they'll buy like crazy. This can give you major profits.

Re-selling to your best customers is a simple but powerful money-making secret I've been talking about all throughout this manual. It sounds like common sense, but very few of your competitors will ever use this strategy as much as they could. The money they lose by not using this secret can be yours.

Advanced Direct-Response Marketing Secret #36

Do You Want to Convince Your Prospects That You Have Something Great for Them? Then Speak Their Language.

It is always a good idea to keep your writing to average words, and try to speak the reader's language. This is how to get your message branded into the reader's mind.

When it comes to writing advertising, always remember that you are not writing an advert that is pleasing and attractive to you. You should create an advertisement that is compelling and attractive to your prospects. Tell them and show them how your offer is going to give them the benefits that they want. Always keep in mind that the important thing is "what's in it for them?"

All of us that are in the business of selling products and services have to give people the things that they value the most – that is their own gain, benefit and advantage. That is what they want.

I don't want to make people seem bad or selfish, but when people spend their money, they only have so much "disposable income," money not spent on necessities. Disposable income is the money we marketers are after, and you have to be sharp to earn it. You have to cater to the wants and needs of the prospects. You have to give them the most of what they want!

Advanced Direct-Response Marketing Secret #37

A Solid Marketing Plan Can Make Your Fortune.

A solid marketing plan is the result of knowing who your customers are and why they buy. This seems like common sense. But many businesses are guilty of falling into the rut of doing things like they have always done it.

Fresh thinking is gone when this happens. In many companies the founder will put the company together, the company will become successful, and then, when the founder dies or sells the business, it fails.

The main reason the business fails is because that founder had all of the great, fresh ideas.

When he was gone so were his ideas. Since nobody else in the business could think in the same way, the business floundered.

Many businesses today are stale. They have no real marketing plan.

I consider a marketing plan an ongoing system that brings new customers and then resells to those customers repeatedly. Good marketing is the process of finding and keeping customers. A good marketing plan shows you exactly how to do that. That's how a solid marketing plan can make you RICH!

Advanced Direct-Response Marketing Secret #38

How Losing a Little Money Can End Up Making You a LOT of Money!

All of the "free" offers advertised have a value and expense attached to them. When a marketer mails out a free offer, they automatically assume an initial loss. So why do they do it? The answer is, because many marketers know this is how to lose a little money in order to make a lot of money!

When you give away something for free, it's an investment. You are spending money on the promotion. The promotion itself doesn't produce a profit. Only when you sell to that customer for the first time do you actually make a profit.

The key is, you're investing and losing a little bit of money until you make that initial sale to the customer.

Once you sell to that customer, you add their name to your mailing list. That mailing list keeps growing as more and more customers purchase from you or "raise their hands" for

the first time. Then, you're able to go back to those customers and start offering them your back-end products, which will bring you the real profits. That is how losing a little money can end up making you a LOT of money.

Advanced Direct-Response Marketing Secret #39

Eight Things You Can Do to Pull in More O-R-D-E-R-S!

Here's the simple eight-step advertising strategy I've used to pull in millions of pounds worth of sales and profits. You can use it to pull in more orders, too! The strategies are...

1. **Keep your layout simple** and your graphics clear. Make all of your sales material easy to read.
2. **Focus on your primary offer.** Avoid multiple offers that might confuse your prospect. Keep it simple.
3. **Make your offer stand out.** Don't hide it somewhere in your sales material. Make it clear and compelling.
4. **Use subheads,** copy blocks, and illustrations.
5. **Employ "eye-directional" devices** that will lead your prospects to your order form.
6. **Highlight** all important points.
7. **Give your prospects** enough information to make a decision, but no more.
8. **Make it easy** for people to order.

This eight-step strategy has the potential to make you huge amounts of money, just as it does for me. Use it as a checklist before you send any of your sales material into the marketplace.

Advanced Direct-Response Marketing Secret #40

Here are 14 Things a Catalogue House Requires to Sell Your Product.

If a catalogue house is interested in your product, they will mail you a "product data form" for you to complete and send back. Here are 14 things a catalogue house needs to sell your product nationwide.

The data form will ask for...

1. Your name, address and telephone number.
2. A description of your product.
3. Materials that are used in your product.
4. Colours, sizes and applicable instructions.
5. Cost per item to catalogue house.
6. Suggested mail-order retail price.
7. Length of price protection (6 months, 12 months, etc.).
8. F.O.B. point and shipping terms.
9. Shipping location.
10. Packing and weight per carton.
11. Time, required to ship an order.
12. Warranty regarding defective products.
13. Advert copy selling features.
14. Samples.

Advanced Direct-Response Marketing Secret #41

A Three-Letter Word That You Can Use Over and Over Again in Your Advertising AND MAKE A TON OF MONEY.

Always remember the value of using the word YOU in your headlines and copy.

Remember, you are writing to one person at a time, so 'you' is a magic word to people.

You should get into the habit of writing to just one person and writing in the context of, "You'll get this," "You'll get that." Focus on what is in it for the customer. What are they going to get? Remember, people want to know what is in it for them, so you should tell them what's in it for them over and over again. Never use a sentence such as : "Now some of you out there might be wondering..." Instead say: "Now you may be wondering..."

The word YOU is a word that gets them involved right "off the bat." It brings them into the context and helps them picture themselves with the benefits of your product through phrases like...

- YOU can have more leisure time!
- YOU can have more money!
- Imagine YOURself owning your own successful small business!

And so on.

A good rule of thumb is...

For every time the words I, ME, or MINE appear in your copy, you say YOU four or five times.

Go through your copy when you edit it, and get the word YOU working for you immediately.

Advanced Direct-Response Marketing Secret #42

How to Make 20 Times More Money Than Your Competitors.

Do multiple mailings to your customers. Let them know who you are. Tell them about yourself. Let them know you are a real person who cares about them. Tell them your story about how you got into the business. Let them know why you can relate to them.

Show them how you can help them get the things that are most important to them. These are the kinds of things that relationships are made of.

Your repeated mailings to your customers will help you form a bond with them. Build loyalty in these customers and many of them will continue doing business with you for years.

This is the secret that has made me at least 20 times more money than my competitors. It has the potential to do the same thing for you.

Advanced Direct-Response Marketing Secret #43

How to Make Thousands of Extra Pounds with No Extra Work.

Telling a "story" in your advert is how you can easily make thousands of extra pounds with each advert you run. It really is easy. If you are selling a money-making programme, then your story can be how you went from being broke to making over "X" pounds a month. Then you can show them how they can do it too.

People are fascinated by hearing about other people's success stories. That is why newspapers and magazines always run them. If you can make your next sales letter into a story that your potential customers will enjoy reading, you will see your profits soar!

Advanced Direct-Response Marketing Secret #44

THE SMART WAY to Make Money Starting with Zero.

Get credit on the adverts you run and all your printed sales material. This is the smart way you can make money starting with zero. It may take a little time and work to put this together, but it can be done.

I started my empire with around £300 for my first advert. All of my initial sales material was printed on credit. And I built the business from the profits that were generated from that first advert.

Here's a tip you can use...

Develop your first promotion around something that's selling extremely well for other people. This gives you the best chance to make a fast profit on your first advert.

Use the profit to pay back your creditors and then run more adverts.

Advanced Direct-Response Marketing Secret #45

If You're Able to Create an Offer That's Exciting to Your Prospects Point Then Success is Knocking at Your Door.

One sad fact is that many of the unprofitable ideas that marketers come up with could really be good ideas. The marketers just need to look at the ideas from the prospects' or customers' point of view.

You might need to add services with the product or change it slightly. You have to see the vision of what your prospects and customers could possibly gain by accepting your offer, and then effectively communicate that vision to them in all your marketing and sales material.

Millions of pounds are lost every year because of laziness. Businesses don't test like they should. Once again, imagination is a key. Look for fresh new ways to look at your product or service and present it to your prospects and customers then look for different angles and themes you can use.

Soon you will know which advert makes you the most money!

Advanced Direct-Response Marketing Secret #46

The Powerful Secret Used By Almost All Millionaires.

LEVERAGE is a powerful get rich method that almost all millionaires use in one way or another. This strategy lets them get the biggest result from every pound they spend and every hour they work.

Rich people don't have any more time or energy than you do. They find many different ways to make up for their limitations. That's what leverage is.

Many of the secrets in this manual let you tap into the powerful get-rich principle of leverage. They let you make the biggest amount of money for the smallest amount of time, work, and effort.

Advanced Direct-Response Marketing Secret #47

Stay Focused on Your Back-End Sales . . . Because They Will Determine Your Success.

By focusing on your back-end sales and keeping them stable, you can make sure your income doesn't go up and down like a roller coaster. The most profitable side of your business can make you rich . . . and that is the BACK-END SIDE!

Remember, marketing is all the things you do that make people do business with you the first time and then all the things you do that keep those people coming back to do repeat business with you. Back-end sales are the second part of that two-part formula.

How do back-end sales work? First, you sell a product or service. Then, you go back to those people with offers of related products or services. The aim is to keep as many of them buying from you as you can.

That accounts for a certain amount of money coming in. **While this is going on, you still have that initial offer out there attracting more new customers.** These customers are added to your list of back-end customers. Every time you get a new order from a new customer you have another name to add to your back-end list.

Potentially, the money you make from back-end sales should keep growing and growing, while the front-end offer keeps getting prospects to "bite" and become customers.

It's a never-ending cycle that once it works correctly, builds momentum and keeps more money flowing in all the time.

The money made from back-end sales will soon become the money your business is most dependent on. Why? Because it is the most stable amount of money you have coming in.

There should always be a certain amount coming in. That money is then used to finance the testing and implementation of other front-end ideas you have that will bring you new customers . . . and new repeat customers. Always keep in mind, front-end sales are not the most important part of your profits - back-end sales are.

Advanced Direct-Response Marketing Secret #48

How to Sell Your Product to Foreign Countries Tap New Markets and Make a Huge Fortune.

The foreign markets are a resource that most business owners aren't taking advantage of at all. When they think about their market they don't even stop to consider markets in foreign countries. They don't think on a worldwide scale but limit themselves to local, regional and national levels.

They think like their competition thinks. Local businesses should be thinking regional, regional businesses should be thinking national, and national businesses should be thinking worldwide. Expand your thinking to expand your income.

There are many virgin markets overseas that haven't been tapped into yet. These markets are just waiting to have a smart entrepreneur give them his or her offers.

They haven't been drained yet. They aren't as negative towards advertising. They don't have stiff competition. Remember, there are potentially millions of people in other countries who want your products.

The Internet is a worldwide window.

Advanced Direct-Response Marketing Secret #49

Use Simple Lead Generators to Point to Your Web Site.

Many marketers get this SO wrong. You want to drive people to your web site with a simple little 'teaser' email which is only a few lines long. Then your web site should be a sales letter, not a lot of fancy graphics and logos.

The very first thing your prospects should see when landing on your site is a big, bold, benefit-driven headline.

Advanced Direct-Response Marketing Secret #50

Eight Great Reasons for You to Start Your Own Direct-Response Marketing Business.

Here are eight very good reasons why you should start your own direct-response marketing business AND THESE REASONS MEAN MONEY.

Read through them very closely...

1. **You don't have to leave your house to go to work.** You can set up your own office in the comfort of your home. You can type up sales pieces from the comfort of your own recliner if you so wish, all the while having a cool drink to sip between paragraphs. No stuffy work environment and no driving across town to work.
2. **Once a programme is in motion, you can sit back and fill the orders.** That's it. You simply accept the orders that come in, take the money to the bank, send out

orders to the customers and spend the money you put in the bank. It can't get much easier.

3. **You can operate a part-time direct-response business while pursuing another career.** You can keep your regular job while you get started. When the business makes enough, it becomes your full-time occupation. How many other businesses offer you the convenience of keeping your old job for stability until you're off and running with a successful promotion?
4. **You can schedule your own work hours.** You are in charge. You decide when you work and when you don't work. You have no boss peering over your shoulder. You don't have to punch a time clock.
5. **You can get repeat orders from satisfied customers.** You can develop continual back-end sales that keep more and more money coming in to you from customers who continually buy from you.
6. **Operating overhead is less, because orders must be paid for in advance.** You don't have to put up much money. Come up with an inexpensive product, put out some good adverts in the right publications, and you can have money start coming in . . . for almost none of your own money!
7. **You can expand a product line with back-end sales.** You can first hook customers with an initial offer. Then you can keep many of them with your back-end offers made especially for them. This allows you to keep a certain amount of money when your initial offer brings in new customers, and you get more names to add to your back-end list.
8. **You can build and then sell** a successful direct-mail business for a great amount of money.

A direct-response business can earn you a fantastic income AND when you want to retire – you can sell it for big money.

Advanced Direct-Response Marketing Secret #51

The Secret to MAXIMIZING Your Profits.

Use *long* sales copy when you are writing to your best customers. Long copy gives you the room to educate them on all the reasons they should be doing more business with you.

Use it to cover every single aspect of why you, your business, your product or service is the best their money can buy.

Make sure all of your prospects and customers know this. And then offer them a full-money back guarantee if they're not 100% happy.

Do these things and you can maximize your profits.

Advanced Direct-Response Marketing Secret #52

Get Involved With Your Customers!

One of the things I like to do is hold seminars. Yes, it is a nice profit source, but it also serves another important purpose: it allows me to stay in touch with my customers. I can spend some quality time with them face to face. I talk with them and discuss their wants and needs.

I recommend that you deal with your customers personally at some level. It sounds so easy, but dealing on a personal level with your customers is how to "zero in" on the exact needs of your prospects and customers and make HUGE WADS OF CASH!

Also, stay focused on how important those people are. Show pride in the fact that you have customers. Build a bond with them. Take good care of your customers, because they're the ones who will take good care of you.

If you focus on your customers and know exactly what they want, you stand a high chance of making thousands of pounds.

Advanced Direct-Response Marketing Secret #53

Inspire Your Prospects to Accept Your Offers - Create Great Closings!

Assuming you have developed a great headline that has captured a reader's attention, and you have kept that attention by offering a benefit or advantage, you must now get action.

Finish your advert the right way and you'll get more people to send you their money.

Many writers seem to think their job is over after the headline and body copy are written. You must, however, inject that all-important, last-minute desire for what you are offering. You can use every technique and have the most beautiful, attractive, enticing headline and body copy in existence, but if your closing is weak, none of the above is any good.

Let your prospect know that they will lose if they let this opportunity slip away. Let them know that what you are offering has been well thought out, and that what you have to offer will benefit them immediately. Ask for action!

Remember, the big, overall goal - the goal all of the other factors are working towards - is making you money. If one factor drops out, the chances of success are lessened by a wide margin and a lot of potential money will be lost.

Advanced Direct-Response Marketing Secret #54

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

Classified adverts can make you a, F-O-R-T-U-N-E! If your advert runs in 100 different publications and you make ten pounds from each one a month, that's £1,000 a month.

The secret is you have to be able to locate the good publications that will continue to pull a nice net profit for you. Then test new publications all the time.

Match your service or product with the publications that have readers with interests and tastes likely to want what you're offering. Don't try to take money 'off the page', instead have a simple advert which points to a web site. On the web site you put your long sales letter. This is known as a 'two step' campaign (because you get no money for the first step, it just generates leads.)

Advanced Direct-Response Marketing Secret #55

Use Small Adverts to Build a Super-Powerful Mailing List.

Potentially, there are millions of people who can make up your market. That means potentially you can get millions of people to give you their money in exchange for your product or service. How? By using small adverts to attract those people and build up your mailing list.

Since there isn't much room in a small advert, it is typically better to use it to dramatically present your product or service's biggest and best benefit. Then tell your prospect how to contact you for further information.

Another great idea is to use the small advert for an introductory offer. For example, you could sell a very inexpensive product and include a free gift with every purchase. Another great idea is a free report.

When you get responses from your small adverts, you are gaining the names and addresses of good prospects to send future offers to. Keep them and put them on your mailing list.

Once you build up a mailing list, you can go back to those people on that list time and again with related products and services. That way, you're able to keep the list you have of your best, regular buying customers and keep expanding it all the time with new customers.

Advanced Direct-Response Marketing Secret #56

The Only Way to Quickly Know if an Advert is Working.

The only way you can be sure that an advert is working is by tracking. This is where direct-mail can be much better than other means of advertising such as television. When you advertise on TV, you can ask the viewer to mention where they saw your advert, but how many times does that really happen? Not very many.

With direct-mail, you can "key" each advert so that you can track its success or failure very quickly and effectively! You can know which adverts are doing well.

There are several ways you can "key" to track success. One is with a mailing list. If you are using names from a mailing list called "home-workers," you can simply put an "HW" in the bottom right corner of the order form. Then, when the order comes in, you can see that it came from the home-worker mailing list. So, if you had the home-worker list and another list called "money-makers," you could know which list produced the best results.

Another way to track success using "keys" is with the sales letter. If you are testing different headlines, or testing a different price, etc., you can "key" the order form in some way so that you know which headline, or different price, etc. works the best.

Let's suppose you wanted to test two headlines. You could have a "#1" for the first headline and a "#2" for the second one. So, when you get more order forms with the #2 key, you know that the second headline worked better.

If you're tracking several things at once, you simply use several different numbers or letters.

If you are testing several mailing lists, and you send the offers out at various times, you need to track both the time and the mailing list. So, you might have a "key" that looked something like "010208HW." This code means that you mailed the sales material on Jan 2, 2008, and you sent it to the "home-workers" mailing list.

You should never mail something out without tracking it! You should always be able to tell where your order originated from. You never know when one list gives you an instant success.

When it does you need to be able to track the order back to see where it came from. If you know where it came from, then you can make more money by offering your product or service to that same group of people. A "key" can tell you when a headline out-pulls all the others and you'll know which headline is the one to roll-out big time.

Advanced Direct-Response Marketing Secret #57

Here are Seven Questions Every Customer Wants to Know. Answer Them, and You Could Get Rich.

Following are seven questions that every prospect wants to know before they will send you their money. If your sales pitch answers every one of these questions, people will be more likely to send you their cash.

These seven questions are...

1. What is the product?
2. How much does it cost?
3. Is there a bonus if I buy?
4. Is there a refund guarantee?
5. What are my payment options?
6. Are there any special incentives?
7. Are there any restrictions?

You will make the most money possible when you find the best way to answer these questions and include them in your sales package.

Advanced Direct-Response Marketing Secret #58

The #1 Secret Used by Professional Copywriters to Make Millions of Pounds and How You Can Use it Too.

Many unsuccessful marketers make the mistake of trying to tell the prospect everything there is to know about their product. This is a huge mistake. This is where knowing your

market can really pay off! A professional copywriter knows the market – because they study it before writing any copy.

I'll explain in more detail...

Often your product might benefit more than one target market of people. But, you need to write your sales letter to the specific group of people you are going to mail it to.

A good example is the car market. Take a Ford Taurus, for example. A mother with a small child would be sold on the fact that it has side impact beams and dual airbags. A college boy would be sold on the fact that its V-6 engine goes from 0 to 60 in less than "X" seconds!

The Taurus provides both benefits, but **the mother of the small child will be *less* likely to buy the Taurus if she were told that it goes really fast!**

So, your goal should be to find out what benefit will be most appealing to your target market, and then make that benefit stand out as the central point of your sales letter. Create your entire sales presentation based on that one central benefit.

This is how the million-pound copywriters create their sales letters, and now you can use this powerful concept as well.

Advanced Direct-Response Marketing Secret #59

A Simple Way to Get More People to Respond to Your Offer.

Simplicity is a simple way to get more people to respond to your offer. The *easier* it is for people to respond, the more likely it is that they will respond.

If your customer reads your sales letter, and is really excited, then gets to the order form, what happens? You could start out with 1,000 people who read your sales letter. Then, if they have to mail in the order, some will drop out. If they have to put a stamp on it, still more will drop out. Then, if they actually have to get it to the post office, still more will drop out. You will have lost a lot of people along the way who intended to order your product.

Think of how many sales you could have saved if the customer could have simply picked up the phone and called with their credit card, or you included a pre-paid envelope. The answer is that quite a lot of those sales could have been saved.

Whatever product you are marketing, make sure that you have as many ways as possible for your customers to respond. The four most common ways to accept orders are...

- By Mail with either cash, check, money-order, or credit card.
- By Phone with credit card
- By Fax with credit card
- By Paypal over the Internet

In closing, you should try to come up with as many ways as possible to take your customer's order. The more options they have, the more money you will make.

Advanced Direct-Response Marketing Secret #60

How to Make Your Small-Time Operation Seem Like One of the "Big Guys."

Direct-Mail is one of the best mediums for doing this. If you run a small retail clothing store that is located down-town right next to that huge TK-Max store, you are likely to lose some potential business because of the image that a big retail chain can project.

This isn't the case with direct-mail. This is good news for you if you are operating out of your home. It doesn't matter how big or small you are. All the customer has to judge you by is the quality of the direct-mail package you send them. This is why it is so important for you to put a lot of time and thought into your direct-mail package before you send it out.

If your sales letter is on cheap, thin, white paper, and you don't include a postage-paid return envelope, you are going to look like a small time operation. However, if your sales letter is on off-white, heavy paper, and you include a postage-paid return envelope, the customer is more likely to get the impression that you are operating a huge firm that has 100+ employees. They won't know if your other employee is your spouse who occasionally helps you balance the books.

The key is perception. And with the availability of high-quality printers these days, you can give your customers the impression that you are a major business and that you deserve some recognition.

So, as you create your next direct-sales package, keep in mind that your sales package is all your customer has to judge you by. Ask yourself, "What impression am I making?" Will people think you are a small-time operation with no stability? Or does your sales package make them think you are a big-time operation that will always be there to serve their needs?

How people perceive your operation can determine whether or not they send you their hard-earned cash.

Advanced Direct-Response Marketing Secret #61

How to Turn a Money-Losing Advert into a Cash-Generating Machine.

There is one simple way that you can take any advertisement that isn't making money and potentially turn it around quickly so it will become a cash-machine. The answer is to change the headline.

You can test several different headlines to find the ones that will work the best for your advert. Changing the headline is one of the fastest ways to turn a money-losing advert into a cash-generating machine.

There are thousands of adverts out there that are considered dead and buried because they did not pull a response like their creators hoped they would. These people could make simple changes to the headline and immediately turn those adverts around.

All you have to do is test dozens of different headlines and then stick with the ones that create the most profits. It really can be easy.

Take a moment right now to write at least 10 different headlines for your product.

Then, after you are done, throw out the five that you don't like. Then, test the five that are your favourites. Who knows, you may just write a "killer" headline today that will make you a million pounds or more.

Advanced Direct-Response Marketing Secret #62

Two Words You Can Include in Your Headline That Can Easily Double Your Response

There are two words you can add to your headline that can help make you more money every time you use them. They are "HOW" and "TO." One of the adverts that I ran had the headline "How To Turn a 49 pence Computer Disk Into a Huge 97 Pounds and 50 pence CASH!" How is that for an attention-getter?

The words "how to" get people's attention and makes them want to read for more information. In the case of my advert, people wanted to find out how they could really turn a 49 pence computer disk into £97.50 and repeat it over and over again! The information on that computer disk is so powerful people will want to pay almost £100 to get the information.

The "how to" advert gets people to ask themselves "so, how can I do this...?" It forces them to read further to find out how your statement can become true.

Check out these "how to" headlines...

- **How To Make Direct-Response Millions**
- **How To Start Your Own Direct-Mail Business**
- **How To End Your Money Worries**
- **How To Make Up To £16,000 A Month**
- **How To Stay Home And Get Paid £100 Or More For Every Book You Read**
- **How To Get Paid To Write**
- **How To Retire Before You Turn 50**
- **How To Start Your Own Mail-Order Business**
- **How To Cash In On The internet**
- **How To Make £2,000 A Week Selling Information By Mail**
- **How to Make £3,467.00 a Month From eBay.**

These are just a few of the many examples that exist today. Take a look in any opportunity magazine. See how many "how to" headlines you can find! Then, try to come up with your own "how to" headlines for your product!

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

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

Good luck and enjoy the process of making money. I look forward to meeting up with you again for Volume #3.

Edmund Baker

BONUS SECTION – NOSTALGIA ISN'T WHAT IT USED TO BE

Your Childhood Dreams Are the Key To Your Wealth and Happiness

The most frequent moan I hear is this: “I haven't a clue what I want to do. If I did, I'd do it.”

What can you do to get in touch with your passion?

Answer – think back to your childhood and remember what you absolutely LOVED doing back then. The trick is – don't worry at this stage if/how you could turn that into an exciting money-making venture. The point is to get back in touch with something special from your past. To re-kindle the fire of your passion. What did you love to do? It might have been insect hunting; scribbling with crayons; making stuff out of Meccano or Lego; dancing; bird-watching – anything. It doesn't have to be high-powered. And avoid the temptation to think; “Oh, I couldn't make money out of THAT!” Now's not the time for negative thoughts. But in any case, you'd be amazed what you can make money out of! This stuff works. I've been sharing it with friends for decades. I shared this with a pal of mine over ten years ago. The only thing he could come up with from his childhood which he used to love, was riding on the old red buses. He got all breathless about the spiral stairs, the little windy handle thing which they used to change to numbers – even the detail of the fabric on the seats. I was getting nervous that he might edge into talk about sensual leather straps and stern looking conductresses! Rather lamely, I suggested he might get involved with a bus renovation society (I had no clue if such a thing existed near him – it didn't).

You should have seen the light in his eyes! Within six months he'd bought his first 'antique' (= clapped-out!) double-decker bus! Within a year he'd renovated it completely. He has used that bus for the last decade to rent out to wedding parties, 'nostalgia' tours and suchlike and he drives it himself on most occasions, having passed his bus driver's exam. Okay, he's not making a packet out of it I'd admit. About £10k a year. But he LOVES it. I tell this story because I would have considered his passion hard to make money from – but he went and did it!

What did you love as a kid? Since I was born in the fifties, one thing I loved as a kid was Watch With Mother. This is a huge nostalgia rush for me. I cannot hear the theme tune to Andy Pandy without coming over all gooey – even tearful. True! Okay, for you it might be Postman Pat, Fireman Sam or that dreary monotone delivery by Ringo Starr in Thomas The Tank Engine. But my point is that these nostalgia niches are huge. Truly vast. Don't believe me? Type any of those old TV show titles into E-bay and check the hit rate! In fact,

think of any toy from your childhood and enter it (eg Meccano) and prepare to be overwhelmed!

The biggest market by far are the people my age - the baby boomers. Bottom line is, they have the time, the leisure and... they want their childhood back! I know I do! So, chances are that if you loved something as a kid (e.g. Muffin the Mule, now that it's legal...) then a whole heap of others will too. There's copyright on a lot of this stuff of course – I'm just giving you the principles here.

There's a mega market in Barbie dolls, customised with various 'interesting' outfits...so I've heard! (Check out www.chillibomb.com/barbie/index.htm if you dare and if it's still there by the time you read this!) There are a million niches here. Make it something YOU love. Don't just pick something you think could make money but which you are not really interested in. Your heart won't be in it. So why not find your own money-making nostalgia niche? It could be your ticket to riches.

I'm not kidding around here - this can make you serious cash.

Let me leave you with a key question to motivate you into DOING something about making a thriving business, instead of just reading about it.

*****Whose Life Are Your Living?*****

Are you living your own life, or someone else's?

Strange question, but think about it for a moment.

What messages were you given as a youngster by your family, friends and teachers? Who were you supposed to be? Yes you may have come from that 'one in a thousand' family who said you could be anything as long as you were happy. But I doubt it. (You can test this by imagining how they would have reacted if you'd said you wanted to be a happy rent boy or a happy stripper!) For the rest of us, we were programmed from an early age to become something we're not.

Often the programming was blatant: "All Bradley men are motor mechanics..." (So you'll be one too.) Or: "We come from a long line of great cooks..." (Time to get the recipe book out then!)

Maybe the programming was more subtle: "Sarah's husband is such a great family man." Or: "Joan's daughter is so musical and talented." Bottom line is –you got the message.

Usually it was drip-fed into your soul over many years – often in a well-meaning way, of course, by people who had 'your best interests' at heart. So you ended up where you are right now.

Take a long hard look at your life. Is it where you want to be? Are you living your dream?

Probably not.

I've had hundreds of one-to-one consultancy sessions with my students over the years and one thing has always struck me – people simply aren't doing what they WANT to do but

what they're SUPPOSED to do. They are living lives of quite misery, largely unfulfilled and wasting their genuine natural talents.

Isn't that tragic?

How about you? Which sort of life are you living? Maybe you can make a start at finding out what went wrong by trying to tease-out your own early programming. Who and what were you 'supposed' to be?

You may discover, with horror, that you've been living someone else's life instead of your own!