

# **Million Pound Direct-Response Marketing Secrets Volume #3**

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 possible.**

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

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## **Advanced Direct-Response Marketing Secrets Volume #3**

**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 resulted in me leaving behind a life of lack and mediocrity and living the life of a multi-millionaire – with all that entails.

There is nothing special about me. You could easily follow in my footsteps and use these techniques for yourself to build your own personal fortune.

The Manual you are now reading is Manual #3 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.

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

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

### **A 70 Year Old Money-Making Secret That Works Even Better Now.**

Money-making opportunities have been selling strongly for decades. Magazines that were published 70 to 80 years ago sported a wide variety of different money-making plans and programmes for people of the era who were looking for a way to make more money.

This is a proven and profitable market that is only getting stronger. **The future is bright for people who sell money-making plans and programmes.**

There are presently millions of people searching for a way to make more money.

Millions of people are getting laid off. The employee market place is no longer secure. It's harder for two people to make it on an ordinary salary.

All of these factors added together can spell huge profits in your pocket. Study some of the hottest money-making offers that are being sold right now, by ordering some that appeal to you. Find out how simple and easy it can be to sell products and services that are designed to help millions of people make more money. If you can do this, you will make BIG money.

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

### **How Some People are Earning Well Over £1,000,000 a Year.**

Some people are earning well over a million pounds a year in the direct-mail business.

Here's the secret they are using...

**Begin with the end.** Here's how you can do this...

- Set a goal of bringing in £1,000,000 in sales.
- To achieve this you need to know how many products you will have to sell to achieve this sales volume.
- You need a plan.
- Your plan can and should be simple.

Ask the following questions and use the answers to plot a plan...

- How many products and services will you have to sell?
- What strategy will you use to sell them?
- What kind of response do you need to generate?
- How many prospects do you need to bring in every week?

Here's an example...

Q. How many of these people do you need to close at an average sale of £1,000,000?

A. About £20,000 a week or about £4,000 a day for a five day week.

If your average sale is £500 then you must make eight sales a day.

If you are using 2-step advertising to generate leads and your average close ratio is 10% you must bring in 80 leads a day. See how easy this can be?

Working out a plan like this gives you targets and puts you in control!

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

#### **How to Write Adverts That Will Pay You BIG BUCKS.**

- Figure out what your customers want. Make a list. Add to it on a regular basis.
- Find the items that sell the best to your customers.
- Why do your customers buy these products? How does this tie into your first list? Where are the connections? The common denominators? The similarities?
- Now, pick the best products/services you can that tie-in with the largest number of items on your two lists.
- Write down a third list of the benefits this product/service provides. Make the list as BIG as you possibly can.
- Now, write your advert copy around your three lists. Show your prospects how to get all of the benefits. Make it real. PROVE to them that your product or service can do these things for them.

Show them how to get what they want by sending you their money in exchange for your products and services. That's how simple it is to write adverts that can make you huge amounts of money.

However, it's not easy, it takes time, work and effort to learn. But the more you put into these six steps, the more money you can make.

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

#### **How to Get Rich with Mailing Lists.**

Your mailing list can make you rich. Just follow this powerful strategy...

- **Build your customer mailing list** through space adverts or Direct-Mail. You must always have some type of "Front-End Offer" that attracts new customers to your company.
- **Segment your mailing list** by separating out your best customers from the rest. Segmenting your list is easy: Quickly offer all new customers an additional offer for some type of product or service. Take the buyers of this second promotion and put their names on a special "preferred customer list."
- **Create and develop new products**, services and offers to your best customers. Write all of your sales material to this smaller group. You know these people. There's a bond with them. You appreciate them and the business they've given you.

Now write to them and simply show them how you can give them something they want with the product or service you are offering them.

- **Continue following these steps.** Bring in new customers and re-sell to them again and again. Think of this as a river that is constantly flowing. **You must have a simple system that continually brings you new customers and then repeatedly re-sells to them.**

Here is the quick summary of that powerful strategy to get rich with your mailing list...

- Attract the right kind of customer in the beginning.
- Prove that you have something very valuable to offer them.
- Establish your worth and prove that they can trust you.
- Continue to offer related products and services.

If you action these marketing steps, the payoffs can be huge!

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

### **A Simple Way to Get People to Help You Make More Money.**

The testimonials from your satisfied customers can help you get more business. Here's my simple formula for getting your customers to help you make more money...

- **Design a simple one page flier.** Make your customer a special offer on the front side. Tell them you want to give them a reward for five minutes of their time.
- **Tell your customers you want their opinions,** ideas, and testimonial for your product or service.
- **Offer to give them a free report,** CD, book or some type of product or service for taking the time to fill out your simple questionnaire on the reverse side of the flier.
- **Then, ask several questions** such as: What do you like about my product or service? Why is it better than similar items on the market? Make it easy for them to give you their answer. Give them plenty of space under each question.
- **Your last question should ask** them to give you their written testimonial. Ask them to give you permission to use this testimonial. Just have them sign their name at the bottom of the page.

This is the simple strategy I've used to get hundreds of my customers to give me their testimonials. It's simple and easy. Your customers will appreciate the free gift and their testimonials can be used to help you earn even more money.

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

### **Thirteen Action Words That Can Increase Your Response!**

Regardless of how smart people are, they still must be told exactly what to do at the end of your sales material. You must use words that demand they take immediate action.

Here are thirteen action words to encourage people to send their orders right now...

1. Act Now!
2. While Supplies Last!
3. Don't Delay!
4. Don't Wait Until Tomorrow!
5. Do It Now!
6. Don't Put It Off!
7. It Will Take Less Than 1 Minute To Fill In Your Order!
8. Phone Today Your Order Will Be Shipped Immediately!
9. Take Advantage Of This Bargain NOW!
10. Order Today!
11. Rush Your Money-Making Order Today!
12. Hurry! Mail Your Order Now!
13. Send In Your Order Without Delay!

The list could go on and on. These are just a few of the many action words you can use.

Try to come up with your own list. On another piece of paper, right now, before you do anything else, write at least ten of your own action words. Do it now while you are still thinking about it.

You see how I use action words to get you to make your own action word list? Action words are very powerful sales tools when used properly.

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

### **Here are Three Quick and Easy Ways to Force Prospects to Read Your Sales Letters.**

You already know that you can't sell something unless you can tell people what you are offering. So, if you have a sales letter you need people to read it.

Here are three things you can easily do to get more people to read your sales letters...

1. Promise the reader that they will be getting a benefit from your product but don't immediately tell them what it is. Make them read your sales letter to find out more information.
2. Describe a problem to the target audience and then promise a solution.
3. Ask questions that directly relate to the desires of the readers. But, be careful to make sure the answers are always YES answers that move the prospect closer to the sale.

If you will do these things, you will increase your profits by increasing your response.

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

### **How Ten Words Can Make You Rich.**

YOU can stand to make a ton of MONEY when YOUR sales material has these ten words in it. HOW is this? PEOPLE love to find out about NEW things. They WANT to get these things NOW! WHY? Because YOU live among PEOPLE WHO WANT things NOW! They don't like to wait. So, if YOU can show PEOPLE in YOUR copy HOW they can make MONEY NOW, and if YOU can use all these ten words, YOU stand to make a lot of MONEY yourself!

Each of the words above in ALL CAPS is one of the ten words that can make you rich. Here they are again...

MONEY . . . . . YOUR . . . . . WHY . . . NOW . . . . . WANT  
HOW . . . . . WHO . . . . . YOU . . . . . PEOPLE . . . . . NEW

When you are writing your next sales letter, try using as many of these words over and over as you can. Don't make it sound redundant, though. Your sales piece should still flow.

These words will make an already successful sales letter outstanding!

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

### **Ten Questions That Will Help You Get the Most Response From Your Mailing List.**

If you want to make sure you get the best mailing list possible for maximum results, you must be ready to ask some important questions.

These ten questions are...

1. Who owns the list? Is it a reputable broker, etc...
2. How many names will you receive for the money you spent?
3. How old is the list? When were orders last received from the names on the list? When was the last time the list was cleaned up?
4. Have marketers with offers similar to yours rented the list? Did they rent it more than once?
5. What percentage of the list is men? Women? Is the list broken down into age groups?
6. What source was used to compile the list? Classified or display adverts, direct-mail, TV, radio?
7. Was the list made up from inquiries and buyers, or was it compiled?
8. What specific products and services were purchased by the buyers on the list?
9. What was the buyers' average purchase amount?
10. How did the buyers pay for their purchases? Cash, Credit Cards, C.O.D., Cheque, Paypal etc.?

Put these ten questions to your list broker and they should be able to answer them. In short, you must know as much as possible about the list, to be sure that you get the best results possible.

If your list supplier can't answer all of these questions for you, you might think twice about doing business with them. So, make sure you ask before you pay any list broker for their names.

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

### **Answer These Nine Questions, and You Could Be On Your Way to Becoming a Millionaire.**

There are nine simple questions to answer before you can make any real money. These questions are fundamental in building a successful business.

These nine questions are...

1. **What Are You Going To Sell?** This is a most basic question. You must decide what business you are in before you can go any further. What product will you sell? Has it been tested? If it has, was it successfully tested? What price was it offered at? These are questions you will need to answer as part of the overall goal of deciding what to sell.
2. **Have You Researched The Potential?** Is there a large segment of the market that will want your product? What is the size of your overall niche market? What is the potential financial amount for profits? What will be the best media outlet for advertising? What is the future market? Will it be the same, smaller, or will it grow? Can you easily introduce new products or services in the future?
3. **Can You Serve The Market Better?** If your product or service is offered to the public already, can you offer it at a better price or better quality? Can you give better customer service? If you can offer a better price, can you still turn a large enough profit?
4. **Will You Be Able To Break Through The Barriers?** What other businesses are targeting the same market? Are they large, well-financed companies that have already saturated the market? Will they counter your prices by lowering theirs? Are your supply sources able to keep up the demand you will encounter? Have you arranged for enough financing to carry you through your first year(s) until you show substantial profits?
5. **What Is Your Overall Marketing Strategy?** Will you specialize in one area, or will you diversify and offer a variety of products and services? Will your product(s) be marketed to a general audience or will you only target a select market segment? Is there a limited supply of your product, or can you get as many as you want whenever you want? You don't want your supply to run dry right at peak sales times!
6. **Will You Be A Tactician?** What tactics will you employ to accomplish your goals? What special offers will you make? How do you plan to keep an eye on your competition? Do you know what media you will use to test the marketability of your products and services? Do you know when your competition advertises and how they do it? Do you know what your competition is doing wrong that you can use to your advantage?

7. **Will You Be Delegating Authority?** Who will be responsible for writing your adverts, sales letters, etc.? Who will be in charge of ordering inventory, shipping the product, taking orders, etc.? Who will keep track of all your book-keeping? Will you do all this yourself or will you hire outside help?
8. **How Will You Stay On Top Of Things?** Which offers are pulling the best response? What are your net profits on each offer? Which media is pulling the most sales? Are you prepared to sort and analyze these patterns of buying? Does your market analysis determine that there is a need to create additional products and services for your customers?
9. **Does Your Plan Include A Budget?** How much money will it take to maintain and support your marketing goals? Have you limited your growth by not allowing enough capital for new marketing tests? How many mailings can you afford to do on a weekly or monthly basis? How much will you need to pay for mailing lists, etc.? What percentage return do you need just to break even and cover your costs?

Answering and then re-answering these nine questions will help you take the mystery out of making a ton of money! A good marketer will constantly re-evaluate and ask questions.

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

### **Three Rules for Making Millions of Pounds in Direct-Response Marketing.**

There are three basic rules you must understand and follow before you can make millions of pounds in direct-marketing. These rules are simple and easy-to-follow.

These three simple rules are...

#### **1. Market Research**

Market Research is simply finding out what the people in your market are buying, why they are buying it, who they are buying it from, and what they are paying for it, etc. Market research is studying your market to learn about their buying habits. Market research is an exciting part of making money. It continually gives you strong marketing ideas.

#### **2. Accumulating Effective Mailing Lists**

Your mailing list is the most vital, important part of the offer. A business could create a spectacular offer brimming over with benefits and value, but with a bad mailing list, it will get very few of the sales it could have had. The flip side is sometimes true as well, though. A mediocre offer mailed to an excellent mailing list, can do extremely well! An efficient, excellently received mailing list is a boon to the business that knows how to use it. Good lists are extremely valuable, due to the amount of sales they pull. Good mailing lists are made up of the best customers or prospects you sell your products or services to.

#### **3. Customer Follow-Up**

You must go back to your customers repeatedly. When many people get into business, they think that all they have to do is sit back and wait for the phone to ring. They wait for business to happen, rather than making it happen. Customer

follow-up, then, is keeping in touch with customers by sending them other mailings. The business always is trying to sell its customers other things related to the first purchase.

So, again, the three things you must do in order to make money in this business are...

- Market Research
- Accumulate Effective Mailing Lists
- Customer Follow-Up!

If you do each of these things, you will be well on your way to increasing your profits.

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

### **How Major Shifts in the Economy Namely Downsizing Make it Possible for You to Make £250,000 a Year.**

Companies are always looking for fresh, cutting edge ideas. Yes, many companies are downsizing today, but they still want to make huge profits. As a consultant, you can give companies the fresh new ideas they are not able to obtain any other way.

Companies are monitoring their money like never before. They are cutting their spending, using whatever means they can to do so. They want the most for the money they spend.

Therefore, many companies are open to hiring consultants, even if they are making workers redundant, because the consultants can show them ways to save their money and increase their profits.

Some consultants make up to £250,000 a year working for companies that are downsizing. The potential is there for you, too!

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

### **Can Pictures in Your Advert Help You Make More Money?**

The answer is yes. The old saying is, "A picture is worth a thousand words."

Pictures can be used in many different ways. You can use "before" and "after" pictures, pictures of your happy customers, and even your own picture to help form a bond with your prospects and customers. Those are just a few uses.

You can use photographs. But it is crucial for you to always remember to write your copy first and then add photographs that complement it. Find the copy that works first, and then find the photo that supports it. This way the photo is more of an enticement, like the icing on a cake with the advert copy as the cake itself.

You won't get anyone interested in an advert just because it looks great. People are practical. They look for a great offer, not an attractive picture. This is why your advert can even be ugly and still make you a lot of money!

Here's the Golden Insider Tip...

**Don't be concerned about how your advert looks; be concerned about how well it sells!**

To make the most sales, you must do a thorough and complete selling job every time. To do this, your advert might have to be extremely copy intensive. But, as long as your advert is selling, it's doing its job.

Always put a caption under a picture.

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

### **Four Things That Can Make Your Advertising Pull BIG CHUNKS OF M-O-N-E-Y.**

The principal role of advertising today is one of persuasion and appeal, rather than of education and information.

The mission of marketers is to persuade prospects and customers to act in a manner that will be to the advertiser's advantage. The most successful, combine these four elements that can make your advertising PULL IN BIG CHUNKS of money! They are...

- Persuasion
- Appeal
- Education
- Information

#### **Here's another Golden Insider Tip...**

Always remember, that advertising is *intrusive*. People are busy with their lives, and they know that you're trying to sell something. They read advertising very passively, if they bother to scan much more than the headline at all. Therefore, you have to look for dramatic new ways to represent what you are trying to sell. Make your advertising interesting and compel people to read it. The best way to do this is by a strong headline.

These are new ideas that can make you a fortune. Why? Because using them, you can grab the reader's attention and keep them hooked throughout the advert. By the time they are done with the advert, your product or service will stand out in their mind. You will have given them enough desire to send away for your offer.

The more you're able to get people's attention, interest, and desire the more money you will be able to potentially make.

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

### **Adding This One Concept to Your Adverts Could Bring You up to Ten Times More Profit.**

**Risk reversal** is a key to success. In every business transaction, either the customer or the supplier risks more than the other. The prospects are usually the ones who take the greater risk.

**You should construct offers that take the risk away from your prospects and customers and puts it on your shoulders.** Remember, in direct-response marketing, your prospects and customers are buying sight unseen. They need to feel that, even if what you claimed in your advertising doesn't come true for them, they can still be either equally compensated or actually gain. This is called risk reversal.

By using risk reversal correctly in your advertising, you increase the amount of money you can make simply because the prospect really has nothing to lose and something to gain. One tried and tested method of risk reversal is to have a rock solid guarantee. Even better (if you can do it) is a 'send no money now' deal. Add risk reversal to your advertising and make up to ten times more money!

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

### **Here's One Thing You Can Give an Editor to Cause Them to Give You All the FREE Publicity You Want.**

All you have to give them is information that is valuable to their readers. Editors are forced to stare at a blank page of paper and fill it with loads of information that they feel their readers are interested in. You can make their job easier if you will give them something that both fills that empty space AND is of interest to their readers. If you can do this, they will give you all the publicity you want.

One key thing to remember when writing free publicity is to keep your piece from sounding too advertisement-like. Make it more like a news story. Then, briefly at the end of the story, you can include information on how they can contact you for more information.

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

### **Two Things You Can Do to Grab Your Prospects' Attention and Get Them Started Doing Business With You.**

Advertising results take time to come in. Continuous advertising often achieves more if it appears in one magazine monthly, rather than in several magazines one time only.

Here's how to get people to respond to your advert...

1. Attract the reader's attention with a great headline.
2. Show how they can benefit by buying your product - without making outlandish claims or promises.

These two things will, first, grab that prospect and second, get them to accept an initial offer from you. That is how to make a fortune from an advertisement!

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

### **Current Fads Can Make You Rich! Here's an Example...**

Here's an example of how you can make a fad really pay off for you. I brought in 2.5 million pounds in sales in about six months all because I found a current fad and used it to my advantage. It was when the Internet was new.

Everyone was talking about it but few people knew much about it.

I noted this trend and decided to try and capitalize on it. I developed information products that were based on making money through the Internet. Then, about six months after I launched these information products I had brought in 2.5 million pounds in sales!

Look for what's out there that's hot, what's current and what people are crazy about. I did, and it paid off for by giving me sales in the millions.

The same could potentially happen for you.

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

### **Why Will Customer Satisfaction Make You Rich?**

Satisfied customers are customers that will be willing to buy from you repeatedly.

Every time they buy from you, you make more profit. There is an initial investment in getting prospects to do business with you the first time. Every time you resell to that customer, you are paying off that initial investment.

Customer satisfaction does not come on its own accord. To make huge profits you must offer services and benefits that make customers want to come back. You have to sell people something that has real value and makes them feel good about their purchase.

List your satisfied customers, and do not be afraid to ask for their repeat business. They will consider it a compliment, especially if you offer them a discount or something free as a token of your appreciation.

Also, do not hesitate to ask for testimonials from established customers that you can use in adverts, brochures, circulars and sales letters. Using customer testimonials is a proven way that your customers can increase your sales. Ask for signed testimonials.

Be sure to include a self-addressed, stamped envelope.

Tests have been run where they pit sales material with testimonials against copy without testimonials. When the results get back in, the sales material with testimonials always make more money sometimes as much as 30% more.

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

### **Three Little Words That Can Lead to BIG MONEY!**

These three little words will continue to be important throughout all of your advertising ventures. It is an easy formula that works with ALL types of advertising (that includes radio and TV). The name of this technique is the PAS solution.

The first thing that you need to do is start with the "P" which is the "Problem." You need to introduce the problem and use one that is common to the kind of people that you trying to target.

- After you have made the problem apparent, you continue on the "A" or "Agitate." You need to dramatize that problem and make it real to your readers.

- You want to make them want your "solution," which is what you will offer with "S."
- Make them see that you have what they need to make the problem better.
- Finally, you want to give them a "call to action" give them a number to call, or an offer that will help them. Show them that it is easy for them to order, and tell them why it's important that they order RIGHT NOW.

Once you have your PAS plan, write it out. Then reduce your message for full impact. Use the PAS solution to write a beginning, middle and end, then a final call for your customers to action. If you can do that you have learned how to make your commercial sell thousands of pounds worth of your product or service every day!

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

### **Repeat Business Can Make You Rich! Find Out Exactly How To Get It!**

Repeat business is the key to profits. If you have many customers that are happy with you and keep doing business with you, you have the key right in your hand.

If done correctly, your back-end profits will grow and grow. You'll keep adding more customers you gain repeat sales from, and you keep making more and more money.

How do you gain repeat customers? Remember, you want to offer them similar products and services that have great benefits. Then you can build a relationship with those customers. They're more willing to come to you because they have bought your items before and they know they're great.

But remember, if you've sold first-time buyers a product on, for example, "How to Win in Love", the next product you offer *shouldn't* be a book on, "How to Make Money as a Private Investigator". It might be something like: "27 Tried and Tested Relationship Tips."

In the end, keeping your customers happy is how to keep the most customers buying from you continually.

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

### **Keep Your Mailing List at the Peak of its Profitability.**

You have to constantly replenish your mailing list by adding new names and removing the names of those who are inactive, undeliverable and don't buy anymore. This is how maintaining your list can really increase your income.

By adding new prospects to your list you don't waste money on people who don't buy, have moved, asked to be taken off the list, or, are problem customers.

One of the top people in the direct mail business says that your customer base is a bucket with a couple of little holes in the bottom. As you're constantly filling that bucket with new customers, there are always people leaking out of the bottom.

Remember, the more accurate your mailing list is, the more money it will make so always keep it updated.

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

### **How You Can Make Money With Any Product.**

There is a fixed cost to run advertising. You pay so much per thousand for direct mail, and you pay so much for space advertising in various publications. You are going to pay that amount whether your advertising is highly successful or if it fails. Therefore, you should test to find what works the best and brings you the most profits.

This is how a little experimenting can make you a fortune over a period of time.

You may have to experiment on how best to advertise a product.

For instance...

- Have you expressed why your product is superior to your competitor's?
- Is your no-risk deal strong enough?
- Have you addressed all of the strong benefits your product offers?

Simply by testing your different ideas inexpensively, you can find the things that are the most profitable. Then, you can roll them out to bring in more profits.

So, test...

- different offers
- concepts
- techniques
- appeals

Then analyze the resulting data. Zero-in on what works best and discard what does not.

This is how, through testing you can make money with any product **NO MATTER WHAT IT IS!**

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

### **Here's the Easiest Way for You to Make Thousands of Pounds a Week with TV Advertising. It's Simple.**

Remember your target audience, the same way you do when advertising with magazines.

You think in terms of targeting your audience, by running your spots on the programmes they watch. It also means running several spots each day, all week, all month. For instance, if you want to sell fishing equipment, the best times to advertise are during fishing shows. This very simple formula will work for you time and again.

Remember, if you correctly target the people who are the most interested in the types of products and services you have to offer, you can make the most money by placing your adverts in the shows that are specifically on the air for them.

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

### **What Kinds of Mailing Lists Will Make You the Most Money?**

Whenever possible, rent a list made up of just buyers' names. The more recently the customers have purchased (30 to 90 days for example), the better. This is because the more recent the names, the more chance that the person is still involved with the market.

If it is not possible to get an exclusive list of buyer names, you may have to rent a less expensive mixed list consisting of both those who have purchased, and those who have only made enquiries. But be aware that enquirers are NOTHING LIKE as responsive as buyers. They are a class apart.

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

### **How Good Record Keeping Can Really Help Your Business.**

Good accurate record keeping is essential, if boring. If you keep accurate records from year to year, you will gain vital information. It will show you what works best in your particular market.

With direct response marketing you are allowed the luxury of testing and tracking to learn what is making you the most money. When you put an idea out on the market, you can quickly learn whether or not the idea is a winner. You can test it against other ideas you might have, to see which is the most profitable for you.

By keeping accurate records, you are able to learn how well your ideas are received by the marketplace. As this goes on over time, you gain a real feel for what works and what doesn't.

It helps you take the guesswork out of the business. Without record keeping, you are simply gambling.

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

### **How You Can Pick the Products that Sell the Best NOW!**

You have to know what is selling the best in your market right now. What products are making others in the market the most money?

Market research is the key. When you have decided which market you are going to sell to, you should go to a library that carries the publications that cater to your market.

Over the last few years every market imaginable has gained publications that are circulated for and by people immersed in that specific market. This allows you to go directly to the market's main sources of information. These are magazines, newsletters and whatever else caters to the market's interests.

How can you find out which products are very popular? Simple. When you locate these publications, go through back issues as well as the current ones. Find out which adverts have run for the longest times. If the advert hadn't been profitable, the advertiser wouldn't have kept it running.

Ask these questions...

- What are these long-running adverts selling?
- What are they promising?
- What benefits are they offering to give people?

If the advert ran for a long time and was profitable, then the product itself was a strong part of the success. Therefore, you have found a product that the market was very interested in!

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

### **The Hottest, Most Profitable, Best-Selling Type of Products There Are.**

The "Hottest" type of merchandise you can sell is "Information". It sells like crazy!

The "How To" guides and manuals written generally by people with expertise in a particular field are the best sellers. These books tell the reader "How To" succeed in the topic of their choice. This is how to use two words - "How To" - that are guaranteed to double your money!

Why are "How To" products the hottest products you can sell? The profit margin is incredibly high.

For an example, let's take a look at books. You can have them printed usually for, in most cases, under a pound each! But, it isn't the physical materials that make books and other information products so profitable. It is the information in the book that makes it valuable.

A customer is not buying the paper, cardboard and ink that make up the book, they are buying the information. Therefore, you can give your information product a high profit margin and charge many times more than the cost of production. This potentially brings in gigantic profits!

Also, **information is always in demand**. People want to know how to do certain things. They want to know more about their topic of interest. They want to know ways to make their tasks and life easier. They want to learn ways to make more money or start their own businesses.

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

### **Magazine Editors are Willing to Give You Literally THOUSANDS of Pounds of Free Advertising. Why?**

Magazine editors have to sell magazines. That's their job. In order to sell magazines they have to give their readers what they want. This is why magazine editors will give you thousands of pounds worth of free advertising.

You have to be able to supply that editor with what he or she is looking for that will satisfy the readers.

The best way for you to give the editor what his or her readers want is to give them something that will interest their readers, **and tell them why it will interest their readers!**

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

### **Your Success Will be Determined by One Thing...ADVERTISING!**

Your success depends on how well you publicize what you have to offer.

All businesses have to get their message out. But some businesspeople want to avoid the difficulty (as they see it) of advertising. They have a mindset that they're in business to make money, not mess around with advertisements. These people do not see the whole picture. **Advertising is the key to getting the message of what you have out to your market.**

Some businesses can develop and run a small amount of advertising and make respectable profits. Direct-response marketing is NOT one of these businesses. The direct-response business is highly dependent upon advertising.

Direct-response and direct-mail are just a form of marketing. Hence, they're not so much a business in themselves, but simply a way of doing business.

Advertising is the key - it's what attracts people to you, your products and service. It keeps them attracted and buying more from you. It is the lifeblood of a direct-response marketing business. This is why your success depends largely on one thing . . . advertising!

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

### **The Scientific Approach to Making Money with Direct-Response Marketing.**

Study the adverts of successful companies. Keep testing to find out what things will make you the most money. Learn everything you can. Read books written by the "masters" of direct-response marketing and direct-mail. Try new things. Make it your life and learn how to do it! This is the scientific approach to making money in direct response marketing and how you can use it to make £1,000,000 a year!

Many marketers are doing all of these things RIGHT NOW. If you want to get rich and make your own million, you have to do the same things they are doing. There is competition in this business.

Take me for example. I am out there following my own advice. When it comes to my competitors, they'd better be as good as I am at creating and developing campaigns and advertisements, because I have made it my life. I can always out perform people that aren't taking the business seriously or are stuck in a rut.

The people who are out there making the most money regardless of the market they are in are the people you will have to compete with. These people have advertisements written by some of the best advert copywriters. The adverts are laid out by some of the best graphic artists. They spend a lot of time developing their sales messages.

If you aren't willing to learn everything you can about the business and how it operates, you are going to have great difficulty in finding the success you are looking for. You will never be able to compete with those other companies out there.

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

### **If You Want to Make the Most Money You Possibly Can, Stay Away From These Products!**

Stay away from short-term products if you want to make the most money possible. These would include products that are popular for a very limited amount of time. Also, you should stay away from products that the customer only has to buy one time.

You want to build long-term solid relationships with your customers. That involves continual sales to your customers that accepted your offers in the first place. You want to look for things that build on-going relationships with your customers because that is the secret of doing more and more business with them.

Most short-term products don't allow that to happen. So, even if you make a lot of money for a short while, you will end up losing money in the long run. There are exceptions, but tread cautiously.

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

### **The Trick to Writing Small Adverts That Bring in Money Like Crazy!**

Small adverts have the potential to make you HUGE amounts of money. I know many people who are making money month after month this way. They just keep running small adverts for years. You could do this, too. Here's a simple trick for coming up with a winning small advert...

- Study
- Write
- Analyze
- Write some more

Do these four things until your advert reads right, feels right and is right. This is the trick to writing small adverts that bring in money like crazy. Study the concepts, techniques and strategies of successful marketers. With a little practice, you'll be able to write your own profit-pulling adverts.

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

### **ALWAYS Carry a Note Pad With You Because You Never Know When a Million-Pound Idea Will Hit You.**

Ideas will hit you at times that seem very odd, and they usually happen when you're involved in something totally unrelated in the business.

Sometimes it will be when you're involved in a hobby, or simply when you're busy on other tasks or a fantastic idea can even strike when you're in the shower.

Some of my best ideas come to me when I'm working on a totally different project. Other times I get my best ideas when I'm faced with deadlines.

So be prepared for ideas to come to you at any time, usually when you least expect them. Always have a jotting pad close by you. Whenever an idea strikes, you can jot it down and quickly get back to your original task.

Every great fortune begins with an idea – so get excited about ideas! This will encourage your mind to dream up even more and better ideas!

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

### **Want to Ensure Yourself Success? Learn Everything About the Business That You Possibly Can.**

Many marketers are unsuccessful because they did not take the time to learn the business.

Learning the business is the one thing you can do to ensure your success. IT CAN MAKE YOU SUPER RICH! A physician could not make a correct diagnosis without some background education. And he/she could not treat a problem without specific, tested and proven information.

Learn the business of developing leads and inquiries. Learn the market that you are serving. Some of what I say about knowing your market fully and totally is just common sense. You would think that everyone in business would know and follow this standard rule.

A lot of businesspeople, though, don't seem to have any conceptual view of their business. They are just operating it the same way they've seen others run their businesses. There's nothing new or innovative about what they are doing.

They don't take the time to study their market, opting instead to stay in one comfortable little niche. Instead of looking for ways to improve and expand their business, they let it sink into a rut.

You should learn as much as you can about...

- your business
- your market
- your customers

None of the successful techniques of generating inquiries, building lead programmes, etc. are going to work unless you have a truly solid understanding of your market.

Generating leads and developing a lead programme is impossible unless you know your market (who your customers are likely to be) and you know how to attract those people.

Here's details of how you can attract customers with a lead programme...

Initially, you just want people to "raise their hand." In other words, you run adverts that are targeted to reach the kind of people you most want to reach. They might send for a brochure or a free report. You just want them to say: "Hey, I'm interested..."

Then you try to get them to do business with you one time, maybe buying a low cost 'front end product'. That is the summation of what a lead generating programme is. It's how you build a mailing list.

Here are some more insider tips...

- Study everything when it comes to your market.
- What attracts your prospects and customers?
- What interests them?

The answers to these questions will help you develop a solid lead-generation programme.

Know who your market is, what they want and how to best supply them with what they want. I think that to do this, you must have a strong interest in the market yourself. I don't think you can sell stuff you don't care a finger-snap about, no matter how profitable it may seem.

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

### **How to Cash-In on Virgin Markets.**

A market is a group of people who have something in common. A "virgin market" is a market of people who have specific needs that aren't being filled as well as they could be.

There is due either to...

- an absence of competition serving this market
- Or strong needs in this marketplace aren't being filled properly

Here's how to cash-in on these virgin markets: Find people or companies that are making money in spite of themselves.

This list could include companies that are...

- Making BIG profits but giving lousy service, or...
- Selling worthless products and services, or...
- Making money in a market full of other companies who are all doing business the same way as everyone else

These are virgin markets. You can enter these markets with fresh, new and creative ideas for products and services that nobody else is offering. Do this successfully and you stand to make HUGE profits!

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

### **Advert Writing is a Craft Just Like any Other . . . and the Better You are at Your Craft, the More Money You Can Potentially Make.**

An advert has to tell readers how your product is going to benefit them. It's the words or phrases that you use that compel people to buy. Using the right words and phrases in your sales messages is the secret you can use in every advert that will make people BUY YOUR PRODUCT OR SERVICE!

Writing advertising copy is a craft just like, for example, carpentry. The difference is the tools aren't hammers, drills, saws or screwdrivers. In advert copy writing the tools are words and phrases.

The carpenter's main goal is to create a new object from raw materials, while the advert copy writer's job is to use the tools of words to bring them money. You have to have the best tools possible to do the best job possible. When you're a copy writer, the better the tools you use, the more money you can potentially make. The better the words and phrases, the greater the results.

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

### **If You Can Offer People Security in Their Senior and Retirement Years, You Could Make a Killing.**

People are interested in financial security when they get older. They have worked hard all their life, and when they get on in years they want to be able to take it easy. They do not want charity and they are not interested in living with their children. All they want is to be independent, healthy, go where they want to and not have to worry about money.

People feel that they should be able to enjoy peace, quiet, safety and security when they grow older.

"Senior citizens" all want the above wish list plus one extra thing. Give it to them, and make mega bucks! That one thing is SECURITY. They want to know everything is going to be all right. Many businesses have been catching up with this fact as the elderly population has boomed over the last few decades. Real estate companies have created housing specifically for the elderly. Insurance companies have policies specifically for elderly people. The idea is out there, and it's being put into successful practice by many diverse companies.

Another important factor that should be looked at when it comes to the elderly is the fact that over the last twenty years the number of elderly citizens in this nation has grown continuously. And, according to current polls, there is no end to this growth in sight for a while due to the 'baby boom' effect.

There is a large market out there that you can develop products and services for. It's a market that's still growing. This means if your products and services are successful, you can possibly keep steadily making more profits.

There are many things that older people wanted to do in their younger years, but they never seemed to have enough time or money. They used to talk about a trip to America, but the years went by and they never did travel far from home. There were too many responsibilities, too little money and never enough time.

There must be a sure, safe way to become financially independent, so that a person can enjoy life after he/she retires. (Can you think of a solution that would solve this problem?)

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

### **How to Convince the Mail-Order Catalogue House That They Should put Your Product in Their Catalogue.**

It will be your job to introduce an unknown product for their catalogue and I have to say this is not easy because they are inundated with offers each and every day. Your offer must provide solid reasons why the catalogue house should consider selling your product to their customers.

Here's how to develop convincing reason...

- Research every fact that could possibly influence a buying decision.
- Offer an item with a more competitive price, a major price break, better quality or extra benefits.
- Prove that the product is a good seller.

You have to think about every aspect of your product first. The simpler and easier you make it for the catalogue house, the more inclined they will be to accept and run your promotion. Why? Because you've already done all the work for them.

**Nobody should put in as much work to sell your product as you do.** This is the same thing I tell anyone writing a press release. I tell them to do it all for the editor and make it as easy as possible for them to run the piece in their publication.

The key here is to know everything about your product. Work on it as hard as you can. Then, you can write the best pieces about it. You can get it into the catalogues much easier because the editor of the catalogue doesn't have to put much if any work into what you've already done.

By doing this, many companies have made thousands of pounds in a matter of months. And knowing everything about your product could put giant sums of money in your pocket within only a few months.

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

### **The Thing That Scares Most Newcomers Can Make You Money.**

Most newcomers to Direct-Response are afraid to give solid guarantees. This is the thing that scares them and can make you rich. I have always offered **STRONG** guarantees. My prospects and customers know they can completely trust me. This is one of the secrets I've used to get rich. It can work for you, too.

Listen closely: the secret to making the most sales and profits is to give people an irresistible offer they will find hard to pass up and to back it with a cast-iron guarantee.

A guarantee that takes all the risk away from the person you're trying to sell to can make your offer irresistible. As long as you're selling a product that lives up to its promise, you don't have to worry about being overwhelmed with refunds (you will **ALWAYS** get some, no matter how brilliant the product.) The additional sales you can get will more than offset

the returns. For example: With a guarantee, sell 100 items, give 10 refunds. Net = 90 items. Without a guarantee, sell 70 items. No competition which is better!

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

### **The Two Things You Need to Start Building Your Fortune with Catalogue Houses.**

There are two things you need to start making thousands of pounds a week with catalogue houses. If you do them you can increase your chances of making it into the catalogue you want to be involved with.

They are the things you can use to get in the door. Once you get into a good catalogue with many regular customers, you can potentially make hundreds, thousands, or possibly even millions of pounds!

Here are those two things...

#### **1. A good imagination**

Albert Einstein once said that "imagination is more important than knowledge," and he was one of the smartest men alive. It takes a good imagination to see the things that others can't see. It takes a good imagination to come up with concepts others can't understand. Most people tend to be very "linear" in their thinking. In other words, they can't "see the whole picture." Having a good imagination is very helpful in being able to do this.

An entrepreneur is a person who doesn't read things at face value, or see it only for what it is at that moment. They are able to see what things can be. They do not suffer from "tunnel vision," and are able to see all sides and beyond what they're looking at. It is this finely tuned peripheral vision that allows them to see opportunity and see if they can make that opportunity a reality.

#### **2. A basic knowledge of what people want.**

Knowing what it is that people really want is the fundamental key to all sales. Learning how to master the art of sales comes quite simply from realizing that people **buy what they want or need to buy**. They don't necessarily buy products or services, they buy the results or their perception of the results that they believe the products or services will give them.

The good mail-order catalogues are very similar to good direct response marketing advertisement copy. You have to be able to communicate what product you want them to place in their catalogue. You have to be able to tell them and/or show them what your product can do for their customers. You have to figure it out. You can't leave it to them to decipher.

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

### **Testing...the Key to Finding Out Will Make You the Most Successful!**

Falling in love with your ideas is dangerous. You should never accept an idea totally without testing it. Test your idea to see how well it does against other ideas in the market.

The ideas that pull the most should then be kept, utilized and tested to find out how you can make them pull even more money. Testing is how to know whether your product or service will sell or not.

It's all based on how well each idea performs. Remember, through your sales results the market will show you what works best and what doesn't. A business should try different headlines, packages, prices and back-end offers, constantly probing and looking for the most effective pull-in power. They should review the performance of each and analyze the data.

Many people are under the false impression that business is a gamble, and finding what will make the most money is a matter of luck. This is completely false.

By testing different things against each other, you learn what works before you spend serious money. Then you roll out with what works and make more money.

Completely take the gamble out of doing business by doing one simple thing! TEST!

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

### **How To Find Products That Will Sell Like Crazy.**

Just Do These Two Things...

1. Find the products and services that are making the most money for your competitors. What's behind their success? How can you use the best of their ideas without doing the exact same thing they're doing?
2. Test new items to your best customers first. Then find ways to sell the most profitable items to the other people in your market.

The more you do these two things, the easier it will get. Your intimate knowledge and on-going experience in your market will help you find the items that sell like crazy.

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

### **Want to Buy a Business? Find Out Why it's Usually Better to Buy an Established Business.**

On the whole it's better to buy an established business. In most cases the owners are exhausted and frustrated. They've done everything they could think of and it didn't work for them, so they have put their business up for grabs for a low price just so they can get it off of their hands.

The truth is, these owners have been making seriously detrimental mistakes. Their best ideas, their best thinking and their best way of running that business has driven it to the brink of bankruptcy. And their low sale price for their business allows others to buy an established business for little or EVEN NOTHING DOWN!

What did these business owners do wrong? In most cases they didn't use sound marketing principles. Or if they did use the right principles, they were used incorrectly or lazily.

This is when someone new can come in with a clear vision and clear ideas. If they understand that business's market, and how to give the market the best possible offer, they can turn it around and make a fortune.

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

### **Many Businesses Close Every Year Because the Operators Made One Simple Mistake...They Expected Customers to Come to Them!**

Many businesspeople involved in direct-response marketing simply do not understand how to generate customers. They expect customers to start "showing up on their doorstep," so to speak, simply because their business exists.

However, customers will not simply appear. Every customer must be found through the right media or targeted mailing list. Target marketing is the key. You have to hunt for customers. You have to attract them to you with your advertising.

You have to have offers out there all the time that are attracting the people you most want to attract. You should always be in the marketplace with promotions that bring customers in and build your mailing list. Also, you're always looking for more products to sell them.

This is the secret you can use to easily find as many customers as you want.

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

### **Make Sure Your Advert Won't Offend the Sensibilities of Your Prospects Make it as Believable as Possible.**

People don't believe and don't trust advertisements. They think advert writers are liars. And many times they're not disappointed!

They expect advert writers to...

- Say good things about their companies and their offers
- Brag
- Mislead or even lie outright
- Invent testimonials

Getting people to believe you is the key to advertisements that work. Before people can trust you they have to believe you.

If the prospect reading your advert doesn't believe it and has no trust in you, you've lost money.

So, how do you get over this? There are two things you can add to your adverts that will make it hard for people NOT to buy from you.

They are...

1. **Write copy that gives your prospects specifics that are believable.**  
Don't round off numbers (say £3,678.32 instead of £3,000). Don't cut corners. Don't be afraid to be specific and scientific (53.72% instead of 'about half'). This helps

gain the trust of the prospects. It shows you're informed. It shows that you know what you're talking about. It is a DEFINITE. It seems much more like a fact.

2. **Write copy that gives your prospects specifics relating to something they want.** Show them the benefits of your product or service very specifically and directly as mentioned above, and tie it in with them. Put them in the picture. Do your best to get them involved in the advert. They will understand the specific figures, facts and statements you use if they are qualified prospects. And it will help them imagine themselves enjoying the benefits of your offer.

Anybody can hype anything, and many times advertisers do hype. The reader is expecting you to hype in your advert copy. But when your reader comes across specific information that backs up your claims, you are able to capture much more of their attention and interest.

By using specific information in your advertising, you can make all of your adverts SUPER BELIEVABLE.

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

### **Want to Build Your Own Fortune? Here are Ten Advantages You Can Gain by Using Small Adverts.**

Small adverts can be powerful things because they cost little money, and they provide a way to see whether or not your offer is "hot" while only risking a little money.

Here are ten extremely powerful advantages of making your fortune with small inexpensive ads...

1. If you are offering a variety of products, you can feature each product separately in a series of small adverts.
2. You can test your market by running small, inexpensive adverts in several different publications. This is a cheap, effective way to "test" your market! It will demonstrate how well your offer is accepted by the prospects you're aiming for. Essentially, you can get a "feel" for how your product will sell without spending a lot of money!
3. Many direct-mail success stories have originated from small adverts offering free books, booklets, samples, catalogues and other literature.
4. Small adverts generate inquiries that result in follow-up sales.
5. By using key words and phrases in small adverts that appeal to a targeted audience, you can attain a pronounced visibility and high readership.
6. You can run dozens of small adverts in dozens of publications for the price of a single, full-pager. It spreads your message out to more publications and therefore a wider audience. This means you can make more money pound for pound on these small adverts than you would on a big one.

Also, there are agencies out there that you can hire to place your adverts for you. This can save you a lot of time, especially if your advert is running in many publications.

7. Small adverts can be run in newspapers and magazines, in special opportunity sections at no extra cost, and at a greatly reduced rate compared to block adverts.
8. If a product has a variety of uses, you can test the market featuring the different uses in different publications.
9. You can achieve even more flexibility by placing a part of your advertising money into small adverts, and another part into larger adverts. Flexibility in your advertising budget can make you up to **TEN TIMES MORE MONEY!** The more publications your advert appears in, the more people will read it. And chances are the more prospects read it, the more sales you'll get. Therefore, you can make potentially ten times more money since more prospects are coming in contact with your advert.
10. One-word and one-phrase headlines can be just as effective as a full-page advert, when the right audience is targeted with the right copy. This means you can test the same headlines you'll run in a big expensive advert in a cheap little classified.

You take your classified adverts that work the very best and find out which offers, phrases, sentences and advert styles bring in the most money. Remember, a classified advert is basically a headline with a call to action, which means you'll automatically be testing headlines. Then, take all of this winning information and use it in your big advert. It's like testing big, expensive adverts **WITHOUT** spending **BIG** money.

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

### **How to Get Ten Times More Money from Every Advert You Run.**

Here are the simple steps I use to create my own million-pound adverts and sales letters.

- **Use Direct-Response Marketing.** Each advert or sales letter must ask your prospect or customer for their order, or try to get them to take some kind of action.
- **Track all your results carefully.** This will tell you exactly what's making the most money.
- **Create a checklist** of the most important things every advert or sales letter must have. Check your sales material against this list. It's **SO** easy to miss something.
- **Test carefully.** Only roll out with the winners.
- **Match each sales message** to the right market. And make your reader an irresistible offer.
- **Expand your knowledge** of the market you are serving.

These are the same steps I've used to make a fortune. They have the potential to work just as well for you. You can make up to **TEN TIMES MORE MONEY** from every advert you run by following these simple steps.

## Advanced Direct-Response Marketing Secret #49

### Seven Ways to Sell Your Product or Service Like Crazy.

Here's a simple 7-step formula I've used to sell millions of pounds worth of my products:

1. **Attract the "right audience" for your product, service and sales message.**  
Remember, you're only trying to reach a certain type of person. The clearer you are about this, the more POWER your sales material will have.

2. **Capture and hold your readers' attention.**

You do this by talking about *them*, not you. You talk about their interests, not yours and you tell them the most compelling reasons why you can give them what they want.

3. **Create desire for whatever you're selling by using the right copy.**

Personalize your copy by writing to just one person. Put the reader in the picture. Make them "own" the benefits you're offering by making these seem real.

4. **PROVE what you're saying is true.**

Make the reader trust you by giving them examples. Give them testimonials from other satisfied customers. Show them statistics or vital facts and figures. These things build a strong case for whatever you're selling.

5. **Establish your credibility and eliminate people's fear of getting cheated.**

Always tell your readers about yourself, even if you're writing to a customer who already knows you. Remind them about your Unique Selling Position (USP). Remind them of all the reasons they can trust you, and why YOU are different from everyone else who is selling similar products and services.

6. **Make it easy for people to take action and send you their money.**

Give your customers a strong guarantee. Take all the risk off of their shoulders and put it on your own. Let them know they'll get a full (no questions asked) refund if they're not 100% happy. Also, make your ordering instructions crystal clear. Give people several ordering options by letting them call in their order, fax it, mail it or send it over the Internet by Paypal to you. Here's an example of a good guarantee:

### Your 'Peace of Mind' No-Quibble Guarantee From ABC Publications

Examine *The Crystal Profit System* in your own home for a full 30 days from receipt. Tear open the packaging, watch the DVD, listen to the audios, read the beautifully produced full-colour training materials. Do whatever it takes to completely convince yourself that it is possible to retire from the rat-race, work just an hour a day and make enough money for a superb lifestyle. If, for any reason whatsoever, you are not completely convinced and delighted, simply return the course in any condition within 30 days of receipt for a full, no-quibble refund of your money. We have seen many courses and opportunities over the years, and this one really does deserve our full backing – that's why we are prepared to offer this extraordinary guarantee. We know that once you have seen what this can do for you. we couldn't bribe you enough to hand it back!

## **7. Give people a reason to act NOW!**

Make them a compelling offer. Make it so irresistible it's hard to pass up! Limit your offer so it can expire any time. This creates a sense of urgency and makes them want to buy right away.

Following these steps can help you sell huge amounts of your products and services, just as it has for me. These steps are proven to make money. Think about the ways you can use these steps. Study how others are using them now. Create. Use these steps in your next promotion, and you can sell your product or service like crazy.

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

### **Three Ways to Get Ideas That Can Make You a Fortune.**

Here's the simple three step formula that has helped me create and develop the winning ideas that have made me a fortune...

- 1. Find promotions that are working well for other people right now, and use their ideas.** Products, services, selling messages, or advertising formulas that are making profits for others can be modified to make money for YOU. Find the promotions that are making the most money for other people right now. Study them. Think conceptually. Try to explore the "real" reasons these promotions are making money. What's behind their success? Why are people so excited? Use this information two ways: A) By selling something similar, or... B) By using their main selling themes or copy formula for whatever you're selling.
- 2. Get to know your customers intimately. Know what they like, and develop products and services from this knowledge.**  
This is one of my most powerful money-making secrets. It can work amazingly well for you, too... Constantly think about your best customers. Offer them a variety of different products and services. Test selling messages to find the things they respond the best to. Your intimate knowledge of these people will grow. You can tap into this knowledge and use it to create winning ideas. It gets easy. The longer you do it, the simpler and easier it gets.
- 3. Collect every great advert and sales letter you can find.** Study them. Keep notes on what you like. Use this information to piece together your own powerful adverts, products and services.

I keep huge 3-ring binders of the best adverts and sales letters other people are using. This collection is priceless to me. **YOU SHOULD START YOUR OWN COLLECTION.**

You can discover all kinds of breakthrough ideas by studying sales material others are using. Find ways to transfer these ideas and concepts to your own promotion. You may be shocked at the amount of money you can make.

These ideas are simple to remember and easy to use. Make these steps a regular activity, and you'll generate ideas that can make you a fortune.

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

### **THE EASY WAY to Publish and Sell Your Own Book.**

Writing a book doesn't have to be hard. Here is my easy six-step method for publishing and selling huge amounts of your book or other information product...

- Pick a title that will sell well to your market. Make it something the people in your market really want.
- Write your advertisement about the benefits around the subject you are covering.
- Make the advertising super powerful. Include everything. Push the biggest benefits. Add all the things you think will make it sell.
- Now your advertisement is written. This will show you what your book needs to have in it.
- Make a list of all the benefits you can possibly think of. Come up with as many as you can... 5... or 7... or even 20.
- Then, write ten pages around all of these benefits. These pages add up to a valuable book or manual that is completely focused on helping your reader get the things they want the most.

Listen closely: Most people make the mistake of writing the book first and then trying to create the sales material to sell it. This is not a good strategy. **YOU SHOULD DO THE EXACT OPPOSITE:** Writing your advert first lets you focus on the selling of your book or information product. It puts all your focus on the group of people you are trying to reach.

This will make your information product more powerful to that group of people.

Writing your sales material first will also get you off to a powerful head-start. It will motivate you!

Your advertising message will be created and developed while you're full of enthusiasm for your product. This is the secret to making more sales and profits.

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

### **How Personalization Can Make You a Small Fortune.**

Personalization can make you a fortune because people want to feel special. Here are some of the methods you can use to make them feel special...

- You can personalize each sales letter. The technology to do this is getting cheaper all the time.
- Or, you can segment your list by what people order. Your customers can be placed into different positions that are called different names such as: "Preferred Customer" - "Exclusive Distributor" - "Founding Member" etc. This lets you mail to the whole group, avoid the personalization charge and still make it "feel" personalized.
- You can do things to make the customer feel special. You can write to them in a friendly style. You can record CD's for them. Send your picture with every offer and do other things to make them feel special. It is actually possible to create a bond

with the people you do business with. Make them value you. Build an actual personal relationship with them. That may sound corny, but think about it.

Think about what a personal relationship is all about, and you'll see that you probably have a few of these relationships with the people you like doing business with the most. Now set out to build these kinds of relationships with your customers.

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

### **How to Get Paid up to £500 an Hour!**

WRITING YOUR OWN COPY is the secret to paying yourself, £500 an hour or MORE. Just one really strong campaign can make you £1,000,000 or more!

Here's the secret to becoming a powerful copywriter...

- **Practice.** Nothing takes the place of this. You can gain the knowledge and experience you need by simply sitting down and writing some adverts and sales letters. It may take several months or even years to perfect your skills and ability, but anyone with enough desire and a willingness to do it can become a dynamite copywriter. Here's an easy way to do this...
  - Collect the best adverts and mailing pieces you can find.
  - Practice re-writing them. Do this many times until you get the "feel" of the powerful language in them.
  - Then, with these adverts as "models," begin writing your own adverts and sales letters for imaginary products or services. Or, if you have a business right now, begin writing your own sales copy.
- **Commit yourself to learning everything you can about advertising and copywriting.** There are many good books you can read. Start with reading all three of John Caples books, then read "My Life In Advertising" and "Scientific Advertising" by Claude Hopkins. If you did nothing but read these five books and used the ideas, you could make a ton of money. Call your local bookstore and order these books NOW! If out of print, try Amazon.
- **Now it's time to write your own sales copy:** Develop as many different adverts and sales letters as you can to sell your product or service. **HERE'S THE SECRET:** Test 5 different sales letters and adverts.

All you need is one of these to pull like crazy. That one offer could net you a million pounds. If all five of your adverts and sales letters took you 50 hours to write that's 250 hours (less than an hour a day for a year). Divide that into £1,000,000 and you'll have made £20,000 for each hour you spent writing. Please do not think I'm inventing these figures. I have many times written sales letters that have pulled in over a million in sales each.

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

### **The Hottest Type of Merchandise That Sells Really Well.**

The hottest type of merchandise that sells like crazy is anything that's tied in heavily to the market you are selling to.

- Choose a niche market carefully, one that is unique and one that you have an interest in.
- Get a feel for the types of products and services this market is crazy about.
- Test different types of products/services that you see working for others. Continue testing new offers/promotions to your best customers.
- You will soon gain a tremendous knowledge of what your customers want. You'll produce products and services that they buy like crazy.
- Take your "winners" (the products and services that sell the best to your customers) and use them to attract new customers.
- Milk your winners. Drop your losers.
- Don't try to sell different stuff. Sell more of the same type of stuff to this market. They're hot for it. They've bought the Star Wars figurine set? Sell them the Star Wars T-shirt and the Star Wars coffee mug. Don't try to sell them a *Star Trek* item!!!

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

### **Creativity is How to Turn Ordinary, Every-Day Situations into Thousands of Pounds.**

Creativity is something that a lot of people don't think they have. Everyone can develop it, though.

Here's how: Ask yourself these questions over and over again...

- How can I really dramatize this?
- What can I say that will really get people interested?
- How can I make it better?

Creativity is constantly digging deeper, looking for the hidden messages, looking for the potential things that you could say. The deeper you dig for these things, the luckier you get because eventually you will come up with better ideas.

And the better the ideas you come up with, the more money you will make, and the more ways you'll find to expand and make more money. The potential is almost limitless!

You could say that creativity is how to get rich by finding situations other people can't see!

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

### **A "Review Package" Can Make You Thousands Of Pounds.**

As you already know self-publishing your own book can be an extremely profitable way to make money.

But here's a little-known strategy you can use to make it even more profitable. Book reviewers who work for major newspapers and magazines offer a great way of getting FREE PUBLICITY for your book.

Send "review packages" to these people. Each package should contain...

- A copy of your book
- A photograph of the book
- A news release type of review
- A cover letter that gets an editor interested and excited

This simple strategy of sending out review packages can help you sell thousands of pounds worth of your book each year.

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

### **What is the "Hottest Subject Ever" That Could Make You £1,000,000 a Year?**

The most highly recommended books to wholesale teach, "How to Make Money."

Millions of people are interested in starting their own business, and millions more are keen to increase profits in their established businesses.

If you can show your customers how they can do the one magic thing that they really want then you can "write your own cheque!" That one magic thing that people want is a **legitimate, solid, proven, no-risk way to make more money**. If you can convince your market that you can give them this information, you've got a winner!

Simply offering your market a way to make more money isn't enough, though. You have to remember that your offer has to stand out. It has to be different. It has to be unusual. It has to get their attention and interest right off the bat. I have used this over the years to make millions of pounds and you could do it, too!

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

### **Ask Yourself Some Simple Questions, and You May Discover in Which Area Your Expertise Can Result in a Money-Making Book.**

Go ahead. Fill in the blanks and take the first step to making bigger profits as your own publisher. Answer these seven questions, and you can easily make thousands of pounds!

- Selling used \_\_\_\_\_ means big profits.
- How to make money as a \_\_\_\_\_.
- Selling \_\_\_\_\_ and making money.
- Save big with \_\_\_\_\_.
- How to start a profitable \_\_\_\_\_ business.
- Make profits each week by \_\_\_\_\_.
- I am an expert at \_\_\_\_\_.

You need to spend some serious time thinking these seven things through. These phrases represent hooks; things that gain people's interest when they read them, things that compel the reader to keep reading to find out how your offer can give them the powerful benefit mentioned. And please don't complain that you're not an expert at anything. I bet there's something you know a LOT more about than most people.

These are the kinds of ideas you need to come up with and use. This is not an all inclusive list, and you should always try to come up with your own.

This is merely a sample list, a "starter's block" for you to start with and gain some idea of what will make big profits. These are the kinds of ideas which many direct-response marketers use to grab the attention of their prospects and make thousands of pounds.

If you learn how to correctly incorporate these ideas to develop your own product ideas and your own advert copy, and you are advertising to the correct market, you stand a very good chance of finding the same kind of success yourself.

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

### **The "Tried And Proven" Secret to Making Millions in Direct-Mail and Direct-Response Marketing.**

Testing is the real "tried and proven" secret to making millions in the books-by-mail business.

Never be content with what you have. Always test new ideas, new titles, new books, and new information products. Always condition yourself to what the market wants.

Testing allows you to do this. With testing you can find out which ideas are the most profitable and which aren't. Testing allows you to keep up with what the market really wants to buy.

Keep testing and experimenting. If you do, you have the potential to make millions of pounds and keep the money rolling in by constantly having products that the market wants!

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

### **How Turning an Idea on its Head Can Make You a Mint.**

Sometimes a straight-forward idea turned upside down – given a twist – can result in big money. This is how an author penned a Best Seller by doing just this.

He came up with the idea of writing a book about 100 ways to treat your dog. However, market research highlighted that the book shelves were already weighed down with similar books.

After further market research, he stumbled on a published book that gave 100 ways for a dog to care for its human. The author immediately recognised that if he changed the focus of his dog book from a human telling the story to the dog talking about 'his human', he could be on to a winning idea.

So he wrote a gift book, 'One Hundred Ways For A Dog To Train Its Human'. He got a publishing deal within 30 days and the book went on to be a Best Seller.

This author used two vital marketing techniques...

- Carried out extensive market research BEFORE he wrote the book
- Used a PROVEN format for his book

That's all it takes to make BIG money! If that author can do it, I'm sure you can!

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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 #4.

*Edmund Baker*