

Direct Response Millions

LESSON ELEVEN

by

Cameron Fulton

How to work smarter not harder, to make BIG money!

Anyone can apply these proven techniques, simply and easily with start-up capital from as little as £50. Countless others are already millionaires from using these principles and now you can join them!

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Welcome and a huge ‘Thank You’ for purchasing ‘Lesson Eleven’ of the twelve part course, ‘Direct Response Millions’.

This lesson is devoted to giving you advanced ideas and insider secrets of the direct response business.

Why Pay For Great Lists - When You Could TRADE For Them?

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

Each party has something the other can use – a valuable and targeted mailing list. Instead of pitting themselves against each other, they trade lists so that they can add more names to their own lists and make even more money. This way, both parties can profit. Trading lists is how to get high profit-making lists at absolutely no charge!

How to Make the Most Money Possible Selling Mailing Lists


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

The better the list works, the more money it’s worth. This is why some mailing lists are worth 10 times more money than others. Imagine a mailing list of 3,000 millionaire Rolls Royce buyers – what would that be worth to someone trying to sell heated swimming pools or luxury holidays? **Therefore, it is very important to offer the best list you possibly can in order to make the most money.**

Good mailing lists are a valuable commodity, and the profit margin is huge. The better the names work, the more money the list will make.

There are many ways to reach prospective buyers of your lists. Here are some of the most widely-used methods.

- Place classified adverts in magazines. Many advertisers use this method because it is inexpensive and reaches a very large audience. Hint: Never try to sell *directly* from a classified advert (e.g. don’t say “Please send me £10 per 1,000 names for this HOT list...”). This type of advert should be used only to generate *enquiries* (e.g. “Superb new mailing list of 37,000 golf accessory buyers. For details, please send an SAE to...”). When you receive the prospective buyer’s enquiry, you then send all the information about your list: price, quantity of names, recency, etc.

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- You could advertise in various trade and business publications. There are magazines, like Direct Marketing Magazine, that list dozens of mailing lists in each issue. These adverts are usually placed by the list broker, list manager, or the list owner. This can be the best method to use if you are going after big results. It may cost a little, but the rewards can make it well worth the investment.
 - Another profitable method used by list sellers is to rent a list of prospective list buyers from another seller. Once you get your list, you then mail out your list information to those prospects.
 - Many firms advertise their lists in business opportunity magazines and periodicals. They develop relationships with customers and get the word out about the lists that they have available. There are many publications available for you to choose from. By testing, you will learn which ones will work best.

Direct Mail - The Key to Truly Getting Rich!

I know the Internet is a great marketing tool, the shop window in front of a worldwide audience, but here are a few cautionary notes about relying totally on the Internet to make your sales.

With direct mail you can reach more people than you can through advertising in newspapers and magazines (called ‘space advertising’), which raises the profit potential higher.

You can sell higher quality and hence more expensive products through the mail than you can on the Internet – particularly if your product is downloadable as most people expect it for free these days.

Getting into direct mail is still one of the best ways to make millions. Many companies have made a fortune with direct mail - and many of the limitations that are present in space advertising and the Internet are eliminated. They say “the more you tell, the more you sell.” In direct mail you are not limited by space and you can give your prospects your whole sales pitch. 8-page up to 24-page sales letters are common.

Also, you can be more personal in direct mail. Your advert isn’t going to get just glanced at by people. Instead, it goes out to the customers individually, giving you the added advantage of a personable, one-on-one communication. The following section shows how to get your fair share of the millions that are being made in direct mail.

9 Ways YOU Could Get Rich with Direct Marketing

Here are **9 proven** ways to get rich in direct response marketing...

1. You must know *who* you are trying to reach with your unique selling proposition. Use the highest quality names available.



2. 'Target marketing' means getting your offer to the right people. Remember, it is not the *quantity* of names you send out, it is the *quality* that is important.
3. Choose the right market for your sales message. Make certain your service or product meets the interest and expectations of your target group. Do not try to sell lawn mowers to an apartment dweller, for example.
4. Make certain your proposition is targeting the right people. Make certain your offer is compatible with the list you are using. Mailings aimed at a targeted audience have the best chance for success. E.g. Selling printer supplies to a list of people who have recently bought a computer.
5. Make your mailing package hard to refuse. What you offer must fit the interests of the receiver. **Fill your offer with self-interest benefits.** Be clear and direct in your sales copy. Do not ramble on with trivial information. Let the receiver know what your unique selling proposition is, and how it will benefit him/her.

Using these techniques will make your mailing package nearly impossible to refuse. Make your offer sincere and believable. It may take hard-hitting copy and a unique selling proposition to get a reader's attention, but your overall sales pitch must be sincere, honest and believable. Many people are sceptical when they receive a direct mailing, especially if they have never done business with you before. **Sincere and believable copy will eliminate doubts and mistrust.** It will motivate a reader into placing an order.

6. Make sure your graphics (if any) fit your copy. The right illustrations can enhance a mailing piece, but too many graphics will simply cause a distraction. If you get too 'graphic crazy,' the graphics may be looked at with great interest, but your unique selling proposition may not be read. Composition, copy and illustrations must be integrated and blend well together.
7. Coordinate your time. Often, people work against the clock instead of with it. Allow enough time to do your job well. Plan ahead. If you want to start a mailing campaign on July 1, do not start writing sales copy the week before. It takes a *minimum* of 3 weeks to organise a mailing assuming the sales letter has been written.



8. Check every detail before you begin. To get the most from your mailing program, you must check every detail for any flaws. Have you checked your printing to make certain the quality is sharp throughout and the pages are in the right order? Is the order form complicated, too small, too hard to read? Does your form have the right return address, post code, telephone number, price, etc.? Those small details are crucial.

Is your fulfilment department organized and ready to go? Getting orders is exciting - but there is someone on the other end who is excited also - the customer! Service means being prepared and organized to get an order out now! If you do not, your customers will be anxiously waiting for their order.

9. Always include 'back-end' offers when you send out a product. The most successful direct-response marketers know they must depend on back-end sales to make maximum profits. The back-end offer is usually a higher price than the front-end. If the buyers are pleased with the original offer they purchased, they will be willing to purchase something else that appeals to them. Get your money's worth from your mailings. With it will come extra profits.

Four Ways to get Ten Times More Money from Your Customer Base

1. Establish a long-term relationship with your customers. Once you start accumulating your own customer list, do not 'allow any dust to settle.' Customers represent your greatest potential source of repeat business. Your own list can out-pull new, untried lists by a three-to-one margin *at least*.
2. Continually develop new offers, even if you have to deal through other supply sources.
3. Send new mailings to your customers *at least* every three to four months and preferably monthly. Many serious players claim they can mail their list fortnightly, without detriment.
4. Let them know that you value them as customers and as a convenience to them, you will make them aware of new products and services continually.

Seven Strategies for Maximum Sales

This is how to develop your marketing strategy for maximum results! Do these seven things and you can make mega-profits!

1. Are you in close contact with your mailing list broker?
2. Do you work closely with your printer and suppliers?



3. Are you selling, renting, or trading your own list to obtain full financial benefits?
4. Is your fulfilment department operating smoothly?
5. Are you looking for new ideas you can incorporate into your mailings?
6. Is every aspect of your marketing strategy working smoothly?
7. Keep moving forward!

The Power of the USP - One of the Most Important Elements in Making Your Fortune!

Your Unique Selling Proposition is the one thing that completely separates you from every other business in your market. It brings people to *you* instead of to your competition.

You already know you must have a great USP, in order to make the most money possible. Here is a vital question that you can ask in order to find your USP.

Ask yourself:

What can **YOU** give people that no other businesses can give them?

Every year many businesses simply don't make it. They fail because they have no distinguishing angle or value that the prospects and customers cannot get from other companies.

There is no trickery to this. It really comes down to having a good knowledge of who your customers are, what they want and what the most important things are to them. It's all about providing the kind of value that they cannot get elsewhere.


It comes down to always serving the customer and serving them better than any other business in your market. **This is the one reason people do business with you instead of with anyone else.**

The best USP's come when you are dealing with a niche market in which your customers have very specific, narrow interests. For a mail order business to reach its optimum potential, it has to cater to a very targeted customer group.

Over time, you find out through a process of working with these customers what they like the best, and you gain an intimate knowledge of them. With that intimate knowledge - knowing their problems, frustrations, what they want more than anything else, and what the competitors in your market are (and are not) giving them – you gain the information to develop your USP.

Once you have done all of this and you have come up with a really great, effective USP, it can make you very wealthy in a short period of time!

The *Real* Purpose of Business



The goal of every business is - or should be - to bring in the most profits that it possibly can in the shortest space of time.

You generate those enormous profits by having a large group of customers that come back and buy from you repeatedly.

Each time a customer purchases again from you, the profits can potentially be bigger because the acquisition costs you put out to bring the customer in have all been paid off a long time ago, so if you have a large enough group of customers who do a large amount of repeat business with you at a large enough profit, you can become rich.

In case you're thinking: "I could never find a niche market." Help is at hand.

One of the best articles ever written on the subject of USP was by top UK information marketer Stuart Goldsmith (www.stuartgoldsmith.com). I reproduce it here with his kind permission.

The next section is a special report by marketing guru, Stuart Goldsmith. It explains how you can link up the important elements of niche marketing and your unique selling proposition.

Niche Marketing and USP

By

Stuart Goldsmith

At a recent direct marketing seminar I attended in Bermuda I picked up the following unbeatable advantage and want to share it with you: **"Work your niche"**.

What the heck does that mean?

Well, 77 people were at that seminar, all in non-competing niche markets, each with the potential of a **hundred million pounds apiece**. That's *7.7 billion* pounds. It could have been seven hundred and seventy people, and still you would not have had two in the same niche.

There is a vast array of possible niche markets - almost one for every person on the planet - each of which can be worked like a gold seam to a huge depth. I'll explain more in a moment, but first I want you to avoid making this mistake: Don't work a niche to a shallow depth and then abandon that rich gold seam for another, unrelated niche. The trick is to find your niche; work the niche to its full depth and to concentrate your efforts only on that one rich seam. Only when it is totally exhausted should you consider moving on to another niche.



where you have, experienced your life and gained your particular slice of wisdom. Let me tell you, if Dr Batman can make ten million out of the message ‘drink water’, then start getting your brain into gear to think what YOU could do. I mean, **you’ve GOT to come up with something with more substance than that, right?**

[Aside: Isn’t that ‘drink water’ idea really neat? For example, the ‘challenge’ with the whole health industry is that people are queuing up to sue you because they claim your product harmed them or didn’t help them. But who would sue because they drank an extra glass of water a day? Also, the product is FREE and that’s a benefit for the customer. In other words, his message isn’t “go out and spend a fortune on Dr Batman’s special water at £10 a bottle”. In fact Dr Batman advocates *tap* water, not bottled water! Also, we all kind of know we should drink more water, so it makes sense. We all want a ‘miracle cure’ and there’s something simple and appealing to this one. A strong idea and I wish I’d thought of it first, damn his eyes!]

Each one of the 77 attendees had a niche just as interesting and just as deep.

Work That Niche, Baby!

Next example:

One “go get ‘em” lady of the sort who evangelise at MLM meetings had made a fortune selling a book. This was a thin paperback with the title “Everything Men Know About Women” or something similar.

She had two very neat angles. She sold the book in lingerie and fashion shops - a pile of them would be on the check-out counter. This way her book was not lost amongst ten thousand other titles at a book shop. (I have always maintained that if you want to sell cameras, advertise in a golfing magazine and if you want to sell golf clubs advertise in a camera magazine, and she was applying this technique.) Women going to the check-out to pay for their clothes would see the book on the counter, pick it up and glance inside.

The second neat thing was the product. The title is very catchy and few women could resist picking it up to have a flick-through. On the back of the book there are the usual quotes from The Times, etc., saying things like: “*This book really does expose for the first time ever the shocking truth about men’s knowledge of women.*”

You pick up the book....open it....and... what’s this? **Blank pages???** Every page is blank!



*“What the... Oh, I get it! Bwahahahah. ‘Everything Men Know About Women!’ Blank pages! Nothing! Men know nothing about women... Ahhahahahahahahahhh! What a laugh. I MUST get a copy of this for Margerie, Jane, Tracy, Sharon, Susie and...let me see.. oh yeah, Dawn’s gonna LOVE this.... So... er..., that’s one pair of size 18 knickers please (we guys have got to get our own back somehow! I’m going to do a blank book like her and call it ‘**The Complete Directory of Non-Manipulative Women!**’ Sorry, did that sound bitter???) and, lemme see...yeah I’ll take eleven copies of this great book for all my chums...”*

Cost to produce such a book? Well, there’s no printing on the pages, no collation....hmm... about 30p in bulk? Cost of the book? £2.95. I LOVE those mark-ups.

Of course, you couldn’t possibly come up with such an original idea as this, could you? I mean this is real genius stuff. She must have gone to marketing school for a decade to dream up this complex little gem! Sorry, but she was a secretary before **she decided to stop playing around and make some money instead.**

Also, the idea is not even new. It’s been around for years in the form of racist material such as ‘The Complete Book of Italian War Heroes’ and suchlike (sorry to any Italians reading this, but heck, you did invent the tank with 4 gears. 3 reverse and 1 forward in case the enemy attacked from behind... Letters to my publisher please!).

The novelty was in the way she applied the idea **and the way she marketed the book.** Note the huge market - every woman on the planet.

This title would have sunk without trace in the ‘feminist issues and gender sociology’ section of the average book shop, but it was marketed perfectly. **Another niche, worked to perfection.**

This one title alone could easily make **5 million pounds.** She could then expand her niche into novelty books if she wanted to, but NOT into books on drinking water, or into pre-packaged lingerie. There is almost infinite depth in her niche with this one title! Think of the world market. Think of the cost of translating a normal book into a hundred languages. Now consider the cost of translating this one...

A niche market does not necessarily mean a *small* market. What is the potential for Dr Batman’s product? **Every person on the planet is a potential customer.** The niche aspect comes from the tiny sliver you decide to select from the vast array of products and services available. There are millions of products and services and each one is a niche. Some people are making decorative plastic clothes pegs, others are writing machine code for telecommunications routers. One person is ‘the expert’ in Holistic Elbow



Massage Therapy, another makes a fortune out of telling business people obvious marketing truths.

Your key to a fortune is to find a good niche market and work it to death!

To help you to discover and define your niche, I want to remind you of the concept called your Unique Selling Proposition, or **USP**.

The Unbeatable Advantage of Having a USP

Each human being is unique. There really are no two the same. Every one of six billion people has their own story to tell, their experiences to share; their own 'slant' on this crazy world. And each one is able to help his fellow humans in some way.

The key to becoming wealthy is to help others to achieve their dreams.

People will PAY you good money to have problems solved or their desires fulfilled.

It's that simple. Every penny of your own personal money goes on dream fulfilment or problem solving. The money goes to a huge queue of traders, all jostling for your attention, hoping you will fling the cash their way. **In order to be noticed, the good traders stand out from the faceless crowd of also-rans.** They try to be different.

They try to be unique.

Everyone should have a unique selling proposition.

Why? Because *everyone* is in sales. And since the term 'everyone' clearly encompasses all human beings alive today, then this means YOU. If you run a business or are self-employed it is obvious that you're in sales because if you don't sell yourself and your products continually, every minute of every day, then your business is dead. But what about everyone else? Is the employed person in sales?

You bet!

Think back to your last interview. **Wasn't that a sales pitch?** It certainly was!

You

were pitching as hard and as well as you knew how in order to **sell your talents, enthusiasm and knowledge** to someone willing to pay you by the hour for them. Do you think your selling job finished the moment you received an employment offer?

No. You are selling yourself hour by hour to the company you work for, saying in effect: *"Look at me! I'm a GREAT product! Remember the benefits of*



buying me? *Keep buying - it's a super product at a give-away price.*” If you doubt this for one second, then you are either currently unemployed (not through choice) or are on your way to becoming so. Fact.

What about personal relationships?

If you are married or have a partner of any sort, think back to when you ‘wooded and won’ them. **Was that a sales job or what??** If ever there was a case for calling in Consumer Protection it must surely be concerning that pitch you made to your current partner (!) Do you think your sales job stopped the moment he/she said “I do” (in whatever form)? No. You are continually selling your talents, human qualities, ambitions and personality to your partner - that means hour by hour, minute by minute. Keeping the deal alive. This is not a ‘one time buy’. **These goods can be returned at any time if they don’t measure up to the brochure...**

Did your selling process stop when you had them hooked? If so you are either single (not intentionally) or heading that way rapidly. Fact.

What’s that? You live alone on a desert island with only a keg of Cap’n Morgan’s Rum and a parrot named ‘Dead-eye’ for company? Bad news is - you’re still in sales!

In our quiet moments with no other pesky humans around, we are selling - to ourselves. You know the phrase ‘to sell yourself short’? That means doing something which doesn’t come up to the standards you sold yourself on some time ago. You can’t escape it. You are in sales. If you earn a living (no matter how) you are in sales.

If you have a boyfriend, girlfriend, wife or husband you are in sales. **If you interact with any human beings at any time, then you are in sales.** If you are a recluse, you are in sales (selling to yourself).

I hope this is clear. Get rid of any stereotyped notion you might have of a ‘salesman’ or ‘sales woman’. You ARE that person. Start believing it.

So what are you selling?

Tip: You are *always* selling YOU first and any ‘product’ second. People buy people first, product and services second.

(By the way, when I give you a ‘tip’, this is not some margin note in a cookery book telling you the best way of avoiding pastry sticking to your rolling pin. When I use the word ‘tip’, I mean a life-changing, absolutely essential piece of information. Such ‘tips’ are to be implemented urgently if you want to become a wealthy man or woman and have a wonderful, fun-filled life. So here’s my next ‘little tip’ ...)



It is a feature of the car you are trying to sell that it has a sixteen valve, overhead cam, ultra-torque dyno power cryo engine. Who cares? **What is the benefit to the customer?**

The *benefit* is that it makes him feel like James Bond because it does 0-60 in five seconds. It also pulls the chicks because of its great looks and sex-appeal. He hopes...

It is a *feature* that you are a Cordon Bleu cook. So what? What is the **benefit** to your partner? The *benefit* is that she or he will feel pampered, special and loved because of the time and care you take in preparing meals.

It is a *feature* that you can word process at 80 wpm accurately. Big deal. We don't care. The *benefit* is that the boss can get urgent, last minute letters in the post and/or that employing you saves her an extra half a person in wages.

If you learn nothing else, remember this:

“Everyone’s favourite radio station is WIIFM. Also known as What’s In It For Me?”

Believe it! **People are interested in themselves morning, noon and evening.** Here’s a snappy little rhyme I invented to help you remember this home truth:

“For Breakfast, lunch and tea it’s me, me, ME!”

Fully 95% of your thoughts concern *you, you, you*. Other people are an irritation at best, a bloody nuisance at worse. We are all utterly self-obsessed. I am definitely the most important person on the planet; no question. Trouble is, you think that YOU are too (you’re wrong, of course! It’s me, me, ME). I do not see this as ‘bad’ or ‘sinful’; it is simply an observable fact concerning those quirky, strange ape-like creatures called human beings.

To continue...

It is a *feature* that you have been to ‘Chantelle’s Joy of Love Finishing School’ and studied the Karma Sutra from cover to cover. Whoopee! Have a certificate. The *benefit* is that you will make your partner feel like the most special person alive when you hit the sack running.

If you want to be in business, you must have a USP otherwise you relegate yourself to the mass of near-identical businesses all scrabbling for the same tiny slice of the pie.

If you want to *excel* as an employee, you must have a USP otherwise you relegate yourself to the third tier of ‘mass employees’ who are little more than



worker-drones to be hired or fired as conditions change. If you are in any kind of relationship, or aspire to be in one, you must have a USP otherwise you relegate yourself to the well-populated bottom of the heap with only a dog's chance of success and a choice of specimens as fine as you – which isn't saying a lot!

Tip: Phrase your USP in *benefits*, not features. That is, benefits to the customer, not to you!

Tip: Don't sell on price only, if you can possibly avoid it.

This last point is important. Although customers the world over seek a keen price, you should not make this your USP. In other words 'we are the cheapest' is not a recommended USP. It is dangerous in the same way that calling yourself the 'fastest gun in the west' is dangerous - you are begging for someone to come and outdraw you, and one day soon, some gun-slinging punk will shoot you in the back. **Any fool can lower the price.** This is not a marketing strategy, **this is a route to going bust.**

If price is all you have to sell on, then you are not really in the game. The next guy will knock a few pennies off HIS price, forcing you to shave even more off yours. Next you will be selling at a loss, and *still* someone will be cheaper.

A keen price is important, but a strong USP is far more so. For example, a headline 'Cheapest Burger in Town' is, in my opinion, a very bad headline. Who wants a 'cheap' burger? Not me. If I had a straight choice between two, I'd prefer "The Most EXPENSIVE Burger in Town."

A far better headline would be:

'We Aren't The Cheapest Burger But We Are The Tastiest AND The Fastest'.

Here, the USP is flavour and speed. Speed is an important USP **in the fast food market** (note this would be a negative factor in, say, the oak-matured sherry business). Also, the 'not the cheapest' tag gives the burger a classy feel, so you are getting good burger AND fast delivery.

Knowing your exact niche and USP allows you to do two things:

- Avoid distracting side-markets - other gold mines on distant hills which look tempting.
- *Focus* on your niche because you have defined it.



Consider my own USP. Now I could make a start and say that I was in the “Information Business”. But so is half the planet, so I need to narrow it down. (I’m doing this to help you with your own refinement process, not to boast.) Okay, so Stuart Goldsmith is in the **human potential information business niche**.

Now already, that’s a very small niche compared to all the other goods and services offered by people around the globe (e.g. pre-stressed concrete lintels for bio-hazardous installations...). But I have hardly started! What the heck is the ‘human potential’ movement? It covers every sort of flake from wacky ‘religions’ like Scientology through to dubious cure-alls masquerading as ‘alternative’ health.

It encompasses all major world religions, all cults, mysticism, occultism and UFO watchers. It embraces every one of a hundred thousand self-styled, starry-eyed gurus. It also includes positive thinking, evangelist Christians, goal-setting, business gurus, crystal therapy, angel channelling, aura-watching, marketing experts, management advisors, NLP, memory courses, time management, wealth building materials, mind-mapping, contacting dead American-Indian chiefs (excluding that guy from *The Village People* because he’s still alive last time I heard...) etc. etc. Not forgetting all correspondence schools with subjects ranging from accountancy to bat breeding; night schools, evening classes in flower arranging, etc., etc. I think you get the idea of the size of this so-called niche!

So let me narrow it down to a sub-niche.

I am in the business of helping people to achieve wealth and happiness. Better. Okay, scratch all religions (they specialise in poverty and misery!) and most flaky stuff (they eschew wealth as too far beneath their refined spiritual dignity), but that still leaves a huge number of people and businesses. **What makes me stand out from them? Why do people buy from me and not from them?**

Within my own sub-niche, there are *dozens* of players (possibly hundreds), all working their own sub-sub niches to infinite depths. To name a few people just off the top of my head you have on the circuit: Anthony Robbins, Jay Abraham, Peter Thomson, Ted Nicholas, Dan Peña, Randy Gage, Jim Rohn and Brian Tracy.

Each of these people (and hundreds of others) are in the same business as me; that is, using spoken and written words to train people to cut a better deal for themselves. Okay, we’re getting close to a USP here, but you still can’t distinguish me from a hundred other players. If you know all or even some of these people you will realise that their ‘gold mines’ are far apart from each other. They are as different as different could be. Loyal fans of Dan Peña would not be seen dead at an Anthony Robbins gig, and vice versa. Jim Rohn isn’t Brian Tracy, and Brian Tracy isn’t Randy Gage. Peter Thomson isn’t me.



Yet all are excellent in their niche. All have a huge following. They have **infinite-niche potential**.

Hmm.... I'm hanging on to that one; I like the cut of its jib. Infinite Niche Potential. INP... Hmmmm.....

“Experience the Awesome POWER of INP - Infinite Niche Potential. Master motivator, Stuart Goldsmith, helps you unleash the force of INP in your life. Yes, Infinite Niche Potential really is THE key to undreamed of wealth, yahdiyahdiyah....”

Now THAT came right off the top of my head as I was writing, and there is a whole sub-sub-sub niche there with INP tapes, INP videos, and INP seminars. (It's MY idea, so keep your thieving hands off. Think up your own buzzy acronym!). Heck, if Michael Gerber (E-myth) can do it with the message: “Entrepreneurs work too hard and ought to consider an exit strategy” then I can do it with INP, right?? You bet!

Where was I? Oh yeah, right.... Still narrowing it down...

So if I'm not Brian Tracy or Jim Rohn then what IS my USP? What is the difference between them and me? Well I'll give you an example of *my* guess at some of these USPs. I hope they won't mind if I have a go. These USPs did not come from them:

Dan Peña: “I show serious business people how to achieve Quantum Leap growth in their businesses by expanding through aggressive corporate acquisition.”

Is that me? Nah. No confusion there. Dan is Dan. His followers worship him.

Anthony Robbins: “I show people how to unleash the infinite power within each human being so that they can achieve their full potential and ultimate spiritual destiny.” (Not quite right, but I'd have to ask Tony to improve it. It's close though.)

You'd never hear me talking about spiritual destiny, infinite energy, power of the cosmos, unlimited life force flowing through people, or getting in touch with the infinite part of creation.

Not in this lifetime! I'd rather flog bibles for a living. Tony is 'touchy-feely' - group hug stuff. No confusing him with Dan, right? No confusing him with me. Tony is Tony. His followers adore him.

Jay Abraham: “I teach business owners the dynamic marketing tools they need to unlock the overlooked potential within their business.”



No group hugs there. No infinite human potential stuff. No ray-channeling from the seventh plane of Thoth. Nothing about take-overs. Nothing about rational philosophy.

No mistaking Jay. He has a USP - in spades. This man wrote the goddamned BOOK on USP, so it shouldn't surprise you to learn that he has one! He has a fanatical following. I have made a small fortune by just listening to the 'obvious' stuff he says and DOING SOMETHING ABOUT IT.

Are you getting the idea? Even within the sub-sub-sub niche which I inhabit, there is almost infinite variety. In each case you need a simple, easy to understand sentence which encapsulates the uniqueness. Obviously each one of those USPs can be expanded to fill a page, or a book.

Which brings me on to humble, self-effacing little ol' moi... It is quite hard to reduce everything you do, say and believe into one succinct, snappy phrase, but I'll give it a try.

Here goes:

Stuart Goldsmith: "I show you how the correct use of your rational mind can lead you to wealth, freedom and true happiness. I expose the mystical illusions which keep you poor, trapped and powerless."

I could add: "I demonstrate that a rational and coherent philosophy of life is the basis for achieving ultimate human happiness."

Who else says stuff like that? Nobody I can think of.

Does *any* of that sound like Jim Rohn, Dan Peña, Ted Nicholas, Jay Abraham? Does it sound like anyone you know apart from Stuart Goldsmith (assuming you've ever heard of me or them, of course. If not, try www.stuartgoldsmith.com)? Can you get that blend anywhere else? No, you cannot. I am unique - the only seller; and this is why I make a fortune. One supplier, many buyers.

Of course I got all the philosophy from Ayn Rand, mixed it in with Wayne Dyer, added a smattering of Jim Rohn and Jay Abraham, stirred in a sprig of Gary Halbert (rest his soul), a touch of Ted Nicholas, a sousing of Joe Karbo, and spiced it with Dan Peña; cooked for twenty years and voila! Le Goldsmith Special. But this is exactly what makes me (or you) able to have a USP in the first place - our own absolutely unique life experience and exposure to the ideas of others.

If you think Jim Rohn or Brian Tracy invented their unique style out of thin air you're dreaming! Ask any of these guys and they will list their mentors and people who influenced them early on.



To conclude this very important discussion. To make your fortune and/or be admired, loved and sought out you must have a USP. Of course your business USP does not have to be your personal relationship USP.

To make loadsamoney, find a niche market in line with your USP

Niche doesn't mean a *small* number of potential customers, it means the benefits you are offering to the customer base are as unique as possible. Ideally your customers should not be able to find these benefits anywhere else in this exact form. This applies to human relationships too. **Ideally your potential partner should not be able to find the benefits you offer in anyone else because you are unique.**

You are a special person. Nobody has quite your combination of talents and abilities, coupled with your experience. **Stop thinking you have to be a rocket scientist to make the big bucks.** A blank book and 'Drink Water' aren't exactly Einstein level are they?

Consider these simple but fortune-building ideas:

E-Myth

"Entrepreneurs often have their noses so firmly to the grindstone that they don't know where they are heading."

NLP

"Visualise stuff and it may help you to achieve it."

Mind Mapping

"Use pretty pictures instead of acres of written notes."

MacDonalds

"People want food when they're hungry, not in an hour and a half."

INP

Infinite Niche Potential (just getting a plug in...) "Find a small niche and work it deep."

You too can come up with ideas like this if you understand what I've been telling you about niche marketing.

Find your niche. Work your niche. Work it deep and don't go wandering the hills for a better gold mine. I'm reminded of Earl Nightingale's 'Acres Of Diamonds' story where the man sold his farm to go looking for diamonds, only to realise years later that the farm he had sold contained a huge diamond field.

He had never thought of looking on his own farm.



End of article from Stuart Goldsmith. Find out more about Stuart Goldsmith's work on www.stuartgoldsmith.com

How to Market Back End Products

Because the back end is so crucial in mail-order, here are a few more tips on exploiting this. There are lots ways successfully to sell follow-up products to your customers. Some may be obvious. But here are some unique ones that probably would not occur to you:

1. Build Repeat Factor into the Product Itself

This may be the best approach of all. Plus, it usually costs little or nothing extra. For example, a razor that requires blades; consumables (food or vitamins); a book; newsletters; or loose-leaf service that needs frequent updates; cosmetics; equipment that needs fuel or batteries; an annual membership club, etc.

2. Insert Offers in Outgoing Packages for Related Products

When customers receive a smartly produced product from you, they are highly receptive to other offers. So including offers with their order can increase the number of sales.

3. Insert Your Offer in Other Companies' Outgoing Packages

You can often arrange to insert an offer for your product with companies not competitive with you. The financial arrangement can be your paying a fee per 1,000 outgoing packages of e.g. £100, or 10p per package. Or a split of sales, such as 50/50 (this is the least attractive option, as you could make a killing only to lose half of it to the other company).

If you are dealing with a quality company, their customers may be receptive to your offer. Of course, you must test to see what type of products for which your offer will work best.

4. Send a Well-Written Sales Letter to your existing customers offering the new product - in most cases this will be your most effective method.

5. Telephone or Fax Existing Customers informing them of the new product.

6. Use an Internet Website

Add information about the new product to your Internet website. Follow up enquiries with a sales letter. Yours just might be one of the many products offered on the Internet which will really take off this year. This is your *least* effective option.



Actions to Take to Make Millions

- Capture and stay in your niche.
- Develop the back end approach to build a very profitable company.
- Employ direct marketing techniques.
- Keep developing quality follow-up products.
- Put a strategy in place to sell them.
- Learn to write great sales letters.

More Great Tips for Improving Your Sales Letters

1. Be Creative and Get Your Message Across: One of your greatest challenges when writing copy is to communicate your offer in a new and different way. For example, you can encapsulate the main benefit of your product or service, but with a new twist:

"You Don't Have To Give Up The Foods You Love To Lose Weight."

2. Get Closer to Your Prospect: For example, **"Which Of These Two Diets Would You Like To Get Slim On?"** Here you've narrowed the gap between you and the prospect by conflating two steps into one. This headline also employs the assumptive close used by sales people: "Would you like to buy the blue shower or the pink shower?" Failing to mention of course the 'no shower' option!

3. The 'You' Rule - When to Ignore It: There is one exception to always using 'you' rather than 'I' or 'we' in copy, and that is when you are making a reference to something that is negative or shameful. Nobody wants to be accused of being a slob (procrastinator), or a bad debtor (in debt). So use the third person "from time to time we all spend more than we can afford...". The danger here is that it may end up sounding like a scientific thesis, rather than gripping copy, so if you have to use the third person then weave it into the copy like a story. Such as: "In September 2007 Joe Smith was in severe debt..." Of course, the other time you can use 'I' is to establish credibility, or if you are talking about yourself as a thinly disguised substitute for the reader: "I found myself in debt, and slipping further into the mire with each passing month. I just couldn't seem to spend less than I earned. There was always too much month left over at the end of my money. Then...."

4. Bigger Isn't Always Better: Using specific numbers can often give your copy more clout and believability. Such as: "How I Made £1,347.23 in 7 Days On The Internet, Read How You Can Do This Too," has more credibility than "How I Made a Lot Of Money On The Internet, Read How You Can Do This Too."

However your headline: **"1001 Ways To Make Money On The Internet"** may be 991 too many! It may even be 1,000 too many. Isn't this headline better? **"The One, Sure-fire Way to Get Rich on the Internet."** Similarly,



have you seen the length of some books offering to save people time? Don't make the mistake of offering "537 Ways to Save Time." Avoid copy that suggests your product will take up a lot of time or effort, especially if yours is a business audience, time and effort are two of the greatest dissuaders. People want instant 'pills' which will solve their problems. They don't want 999 ways to get rich - they want ONE way.

5. Don't Exempt Potential Prospects: A lot of copy advertising seminars and conferences, unnecessarily limits their potential audience, by having "Who should attend?"/"Who will be there?" Followed by a list. This is a mistake because many people, no matter how wide ranging the lists, will think "that doesn't include me." Also the space this takes up could be put to better use.

There is a much more productive way of zooming-in on your target audience, and that is to write copy that targets and qualifies the prospect. Customers should be able to read his or her own problems into the copy and see that the solution you are offering really is for them.

6. Beating Your Own Control: 'International Living' is a consumer travel and retirement newsletter published by Agora, Inc. Their control for 15 years was a plain white envelope with the envelope teaser 'retire overseas'. Several years ago they tested enclosing this package in a brown oversized envelope with no teaser. They included a one page letter beginning with: "I'm concerned that you have not had a chance to review the enclosed letter." When mailed to lists that had previously received their old control, it boosted response rate by 20%. The package caught the attention of people who had previously ignored the mailing by evoking curiosity. The letter encouraging the prospect to take another look, offered the recipient another chance. According to Agora, despite the extra envelope and letter, this package is still cheap to mail. How could you beat your control?

7. Push Those Emotional Hot-Buttons!: There is nothing like a threat or scare to motivate people into parting with their money, but make sure your offer is executed carefully and tastefully or it could flop. You can also attract unwanted attention from the authorities - you are not allowed to use fear as a motivator. This headline would be unacceptable (selling a book on personal security);

"What Would You do if Armed Thieves Broke into Your House Tonight and Held You Hostage?"

But within the bounds of taste and decency, you must use emotional headlines and copy. If your reader can't identify with what you're saying, and more importantly doesn't feel they have anything at stake, they will disregard your advice and hence not order. Before you write a word, be certain that your appeal is relevant to your chosen audience. If you seize upon a 'hot' topic in the press, be aware that these 'hot' issues can very soon become old news.



8. Another Advantage of Long Copy: There are exceptions to this rule, but people who are at home are happier to spend the time reading long copy, whereas people who are at work, have less time and want your offer encapsulated in as few words as possible.

An overlooked advantage of long copy is that you have more room to qualify the prospect. If a prospect knows what to expect in advance, they are far less likely to be disappointed with the product and ask for a refund.

9. Summarising: If you have successful copy that has worked well in a long sales letter, you may want to use it in a shorter format. The trouble is, what to keep and what to cut? Imagine you are going to turn it into a classified advert of only 25 words. This will ensure you home-in on the essence of your message and make cutting an easier task.

10. Don't Under- Or Overestimate Your Audience: Keep your message simple without patronising your prospect. Copy that is easy and interesting to read is far more likely to hold the attention of your audience than copy that the prospect has to 'study', in order to understand. Most people scan copy, and they should be able to get the gist of your message from doing so.

11. How to Avoid Long Lists: Sometimes, long lists of bullet-point benefits can be tedious to read. Where space is at a premium and/or you want to avoid these lists, you can encapsulate the topics covered by your newsletter or book using words that imply a wide range of topics are covered plus a lot more in between. For example: "From how to get started in business, to employing the right staff... From keeping proper records to filing tax returns..."

12. Have Your Sales Letters and Adverts Look 'Real': When using photos in copy, use 'real' people rather than models as people can relate better to them; they are more likely to feel your message applies to them too. Boardroom, Inc. beat their original control by 57% simply by changing the photo on the cover of the book. They used the photo of an older active couple, instead of a photo depicting the Washington Monument. This was beaten again by 43% by using a photo of a married couple who appear to be whispering secrets to each other. Aim for a photo that draws the reader in and makes them want to take part in the activity being depicted. Getting the reader to identify with the product in this way, makes them far more likely to order.

13. Keep it Simple: Your letter needs to be read to make a sale. So avoid all graphics that detract from its ease of reading. These include reverse type, hard-to-read fonts, text in anything other than black (except the signature which should be in process blue), bright coloured paper, overlong sentences and paragraphs that aren't separated with white space. The colour of your paper can help project the particular mood you are trying to create. Pale reds and yellows (depending on the tint) can be intense and exciting, whereas pale greens, blues and pastel tints are more calming and quiet.



14. Hierarchy: Start with the most important benefit of your product or service and end with the least. This tactic keeps the prospect reading. There is no point having your most important benefit at the end to motivate the prospect to order, if he/she didn't get past the headline or first sentence.

15. Maintain the Flow: Build in 'breathers' in your copy to avoid fatigue, by having some pages that are more intense and exciting while having others that are still interesting but less heavy.

16. Put a Border Around Photos: This gives the photo a clean edge.

17. Getting the Reader to Act: Ask yourself: What steps must the reader take? Can they be done easily...quickly.. without confusion or frustration? Are your instructions clear? **Have you told the reader exactly what it is that you want him or her to do?** If so, you are far more likely to get the sale.

Phew – we've covered a lot of ground this time.

See you next month for the final lesson.

Cameron Fulton