

# **Direct Response Millions**

## **LESSON NINE**

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 Nine’ of the twelve part course, ‘Direct Response Millions’.

This month I am going to cover more on making direct response millions through small adverts in the press.

## **How to Generate Thousands of Pounds Worth of Orders**

Tiny adverts can create a huge response. WHY? And HOW can you turn those responses into continuous flows of income?

### **First, here’s WHY...**

The function of a tiny advert is to create a strong desire in the reader to find out everything about whatever it is you are offering - nothing less nothing more. If you’re new to advertising, you may be wondering what’s so special about that. I want to show you just how important it is.

Every single seller in the world of any item – whether it’s a TV or a tin opener, or a typesetting or troubleshooting service – has ONE huge brick wall to knock down BEFORE there is a chance of making a sale. That brick wall, that obstacle is whipping up interest in (at the worst) and at the best a frenzied excitement about a product or service.

**That is precisely what a well-written tiny advert achieves – it whips up interest and excitement.** And once that is achieved, the seller is way-out-front in the money-making stakes.


Next, let me tell you about the HOW. How you can turn those responses – that interest or frenzied excitement – into continuous flows of income capable of making you wealthy. This is what I do and it’s also what many other millionaires do to make their money.

I want to explain two things to you here, both of equal importance. First, the basic two-step method for tiny adverts is, (in summary)...

- Create a tiny advert inviting people to find out everything about your product or service. Then...
- Give them that information and the invitation to buy your product or pay for your service.

At this stage, don’t worry about how to do these two-steps, I cover everything you need to know within this release, so you can make money from your tiny adverts.

The second, equally important thing for you to know how tiny adverts work is tied up with the principle of leverage. Very few people have ever become rich without using the power of leverage.



**It is one of the most powerful inside secrets that every single millionaire knows and uses to make their millions.**

**Tiny adverts are simply and yet majestically – Leverage in Action!**

I want to show you how you can make up to half a million-pounds a year – I'll go for this figure for now – so £500,000 a year with tiny adverts using just two of the avenues of advertising...

- Newspapers.
- Magazines.

All you have to do is get fifty newspapers and fifty magazines (or a different ratio split of each to make one hundred) earning you just five hundred pounds a month each, or to break it down, that's just a little over £125 a week.

**If you do that your income is £500,000 a year.**

And if of course you double it to a hundred newspaper and also a hundred magazines...

**The income is around a million pounds!**

Once you have a tiny advert that pulls in a great response and is making £125 a week profit, you simply roll-out with that. If you can make £125 a week in profit in a few newspapers and magazines, you can make it again and again, because there are hundreds of similar publications across the country. All you have to do is find one hundred of them that are just like those few that make you £125 a week.

When this equation of one hundred publications was first put to me, I laughed. Sure, I could see the sums worked, £125 a week x 100 publications over a year equals £500,000 or so. What I didn't believe, was that there were enough newspapers and magazines I could advertise in. I was wrong!

I wasted eighteen months, kicking my heels, being too stubborn to investigate or ask the experts to explain more. So, right up front in case you're experiencing the same doubts I had, I can assure you...

**There are hundreds of publications and you can access the contacts, target audience and circulation details of each one.**

This is how...



## **Insider Secret**

There are trade reference books which give details of all the newspapers and magazines in print. These books are all updated and republished every year. They are (not in any sequence of importance) ...

## **The Writer's Market UK**

**[www.writersmarket.co.uk](http://www.writersmarket.co.uk)**

The latest copy I have was £12.99 from W.H. Smiths. The contents of nearly a 1,000 pages are divided into...

- Articles
- Directory listings of UK and Irish publishers including magazines and newspapers (local and national)
- Broadcasting (includes TV, radio and music stations even digital, satellite and cable)
- Theatres
- Agencies and consultancies
- Organisations, groups and clubs
- Resources (plenty of website addresses)
- Education
- Competitions and prizes
- Festivals and conferences

Plus more information.

**The details of the publishers of magazines and newspapers often include:**

- Contact details, including the Editor's name
- Present circulation
- Target audience
- Insider Info
- Tips


## **The Writer's Handbook**

**[www.thewritershandbook.com](http://www.thewritershandbook.com) and [www.panmacmillan.com](http://www.panmacmillan.com)**

The latest copy (2007 issue) I have is £14.99 (I paid less in a W.H. Smiths sale).

The contents of nearly a 1,000 pages are divided into...

- Articles
- Directory listings of UK and Irish, (European and US book) publishers including magazines and newspapers (local and national)

- 
- US Media contacts in the UK (includes, The Associated Press based in London, Global business for Europe, Africa and the Middle East and details of the London Bureau for the Wall Street Journal)
  - Broadcasting (includes TV, radio and music stations even digital, satellite and cable)
  - Theatres
  - Agencies (includes press cutting agencies)
  - Organisations, groups and clubs
  - Resources (plenty of website addresses)
  - Competitions and prizes
  - Festivals and conferences
  - Library services

Plus more information.

**The details of the publishers of magazines and newspapers often include** (although in a different format to the Writer's Market UK)...

- Contact details, including the Editor's name
- Present circulation
- Target audience
- Insider Info and tips

## **The Writers' and Artists' Yearbook**

[www.acblack.com](http://www.acblack.com)

Available in June of the preceding year priced at £14.99. To buy direct – Tel: 01256 302699 or email: [direct@macmillan.co.uk](mailto:direct@macmillan.co.uk)

The contents of 815 pages are divided into...

- Articles
- Directory listings of UK and Irish, (European and US book) publishers including magazines and newspapers (local and national)
- US Media contacts in the UK
- Broadcasting (includes TV, radio and music stations even digital, satellite and cable)
- Theatres
- Agencies
- Organisations, groups and clubs
- Resources (plenty of website addresses)
- Competitions and prizes
- Festivals and conferences
- Library services

Plus more information.





**The details of the publishers of magazines and newspapers often include** (although in a different format to the Writer's Market UK)...

- Contact details, including the Editor's name
- Present circulation
- Target audience
- Insider Info and tips

The Writers' & Artists' Yearbook was (I believe) the first of these reference books and is the standard issue that most people use. However, if you are serious about making money, I recommend you buy all three of these reference books, at least in your first year of trading. You will gain invaluable information from each book and not least of all, may spark off a great idea for a new product or service.

Finally, there is...

## **The Brad**

This publication is the 'bible' of the press industry. You can access it online, one user costs £1,220 +VAT Extra user £25 each + VAT.

bradgroup, t: 020 7728 4390 e: info@brad.co.uk

It has...

- 13,500 entries across all media sectors
- Full advertising-related profiles for each entry
- Is available in print or online

Most libraries have a copy in the reference section. So there is no need for you to buy it until you have made enough money from tiny adverts to justify the investment. In the early days, it simply means spending some time at your local library, photocopying or writing down the details of the newspapers and magazines you decide to place adverts in.

Now you have the insider information on how to find out what newspapers and magazines are in print and the contact details...

**You can see that placing tiny adverts in a hundred issues is perfectly do-able. It's not some pie-in-the-sky dream!**

When I first discovered all of this I was extremely excited – and annoyed with myself for wasting eighteen months just because I was too stubborn to believe it was so possible. I was turning the pages and seeing for myself the long lists of publications, places I could run my tiny adverts and reach huge audiences. And even more important to me at the time, was how little money I needed to invest. I started on a shoestring – and so can you. There is absolutely no need to invest more than one hundred pounds to get started.



### **Here's an inspiring story that contains three Top Tips...**

A direct response marketer in Santa Barbara in California has made as much as twelve million dollars a year in sales and made a clear profit before taxes of three million dollars - by solely running tiny adverts and then sending details of his offers.

### **Top Tip Number One**

**This is how he makes his millions...**

He runs tiny adverts in over a thousand **small local newspapers**.

### **Top Tip Number Two**

**This is how he started out...**

He ran a tiny advert in **one** newspaper.

### **Top Tip Number Three**

**This is how he went from advertising in one newspaper to a thousand...**

When he made a profit from the first advert **he invested a percentage of his earnings into advertising in two newspapers.**

Then he went **from two to four** and **four to ten** and **ten to twenty.**

**It took him just eighteen months to reach a thousand newspapers and a clear profit of \$3million a year!**

Are you surprised at how simple the equation is to become a millionaire? That's what so few people realize, it IS simple when you bite-size the advertising campaign.

**All you need to think about first is how to make a profit in ONE newspaper.**

When that is achieved, you take a portion of your profit and re-invest by advertising in TWO newspapers and continue building the number of tiny adverts you place. You use exactly the same format the Californian and many other businessmen, including myself, use to make millions.

This is not a get-rich-quick scheme, but a solid business venture. To succeed, you need patience. The biggest mistake many people make is to write their first tiny advert and place it in about a dozen different publications. They sit back and wait for the enquiries or (if they've really got it wrong) for the orders to roll in.

So, what's wrong with doing that? First, instead of having to invest about a hundred pounds, their investment will be around six hundred pounds. Immediately, they are risking more of their money. But, the biggest mistake is this...





**Their advert has not been tested.**

## **The PLATINUM RULE**

To make the **maximum money with minimum risk** ALWAYS use the following format...

- Create a tiny advert and run it in ONE publication.
- When it makes money – then and ONLY then – roll it out to more publications gradually.

**This format applies every time you have a new product or service to offer, no matter how much money you have previously made.**

For instance, if you have reached millionaire status, you still use the format. Guard against adopting the attitude that you've made loads of money so you can afford to risk £600. Wise business people don't take risks – they test first and only roll-out on the successes. **The roll-outs are the times you make big money.**

It takes time, it takes patience – but if you do this – it pays HUGE dividends.

## **Ask any millionaire and they will tell you they only take CALCULATED risks!**

In other words they do not sink huge amounts of money into untested projects. If you doubt this, watch a few episodes of the TV program, *Dragons' Den*.

It doesn't matter how exciting you think your product or service is, nobody in business gets it right every time. One of the easiest mistakes to make is to be so attached to your product or service that it blinds your judgment.

We all experience at some time or other in our careers, a product or service that completely does the opposite to what we expect.

In other words we experience...

- A product that we could swear would do well but it bombs.
- A product that didn't excite us at all, we assumed it would just be a nice little earner, but it takes the market place by storm and becomes a massive HIT.

That is why – no matter how much money is in the kitty – TEST before rolling out.

## **Choosing Publications**

Even if you make and sell the best chocolate in the world, you wouldn't sell it to people who are diabetics. The same goes for selling racing car parts to women or dentures to teenagers.



This may seem common sense but people often overlook this fact when choosing the publication to place advertising in. They simply look for the lowest advertising rates for the highest circulation numbers. Wrong!

Unfortunately, this does not work out. Even though you need to look for good deals that make it easy on your pocket, you will be throwing money away if you don't pre-qualify the publication you choose.

One way of pre qualifying the publication is to send for a sample copy. Most publishers will send them to you free of charge for the asking. Just explain you are looking to place an advert if the magazine proves suitable.

Enclose a stamped-self-addressed return envelope or four first-class postage stamps in with your request to offset postage costs.

Study the publication. This is what you are looking out for...

- What other people are advertising.
- How they advertise it.

Always consider contacting some of the people who sell items similar to your own with the hope of networking with them. You can get free publicity just from corresponding, calling and networking with others.

Once you locate a publication you want to advertise in, give it a try for one insertion only.

**If you don't get any response...**

- Test a different headline for your advert – ask yourself is the hook strong enough?

**If the poor response continues for another month...**

- Either test another headline, or pull you advert apart and re-write it

**If after three months the response still isn't any good...**

- Try another publication.

Don't allow them to sell you a series of adverts no matter what the discount. Remember, what I explained earlier, that if you want to make BIG money, the best way is to test first. **Only when an advert is working, should you then roll-out and duplicate that success in other places.**

If you test in the way I've described above and you find it was the advert that was weak, you can then proceed to roll-out to other publications. If you discover the advert works in another publication, you know you have to make certain the publications you roll-out to, are of the same ilk.



It's far better to wait for a few months, and then make real income, than it is to sink your money into untested advertising and lose the lot. Far more is lost than the money – it's also your confidence.

Remember there are thousands of magazines and newspapers, you'll never run out of places to advertise and eventually you will hit the right target market that will be interested in what you have to sell.

### **A Golden Insider Tip...**

**Don't be tempted to change an advert just because it's been running a long time. If it's pulling in results – leave it.** You may be bored with it, and tempted to play around with headlines, but only do this when an advert is not making money, or as much money as you feel it should do.

If you're not sure you understand how to know when an advert is making enough money, just go back to the power of leverage details. One step at a time makes it easy. If an advert is pulling in sales of £100 a week and you want to roll-out to another four publications, you can assume your income will then be £500 a week. If that's what you want to earn, then the advert is making enough money for you – and it's working.

However, if you want more than that, you can choose to roll-out to another four, and if that works then to ten publications, or you can test headlines to see if your advert can pull in £200 a week from each publication. There is no wrong or right about this. You decide how much you want to earn.

For instance, you may want to save enough money to buy a house for cash, whether at home or abroad. With a goal like that, you have a specific figure in mind. Work out a plan of how much each advert needs to make, and how many you need to place, in order to collect the income and divide it up like this...

- Re-investment into the business – which covers running costs.
- Savings.
- Tax bills.
- Living income.

Broken down into these four categories, it is easy to work out a business plan. I personally always have two columns, one marked "projected income" and next to it, "actual income". This makes it easy to see if you are behind or ahead of your target – in other words, if you are making less or more income than you anticipated.

For instance, let's suppose you have rolled-out a successful advert that was creating an income of £150 a week to a hundred publications. Your "projected income" from that would be £15,000 a week. But maybe your "actual income" is £16,500 a week. That immediately tells you, the advert is working even better in some of the roll-out publications than it did in the original issue.



So, when you have adverts in multiple publications, how can you know how much each advert is making? You need to track your adverts. The best way to do that is by 'keying' your adverts.

## How to Key Your Adverts

I personally never did this in the early days and ended up losing a lot of money. So please don't make the same mistake I did. Keying your adverts means that you place a code within your advert so that when people contact you, immediately you will know where they saw your advert.

Here are the methods for doing this with tiny adverts, using the earlier examples for the writers' market place. Just to remind you, here's one of the adverts...

**FREE Guide to  
Self-Publishing  
Call (my name) on....  
Or visit [www.companyname.co.uk](http://www.companyname.co.uk)**

To key this advert for each publication it appears in, first choose letters from the titles. Suppose you wanted to advertise this in Writing Magazine the key code could be WM. So, your advert would read...

**FREE Guide to  
Self-Publishing  
Call (my name) on....  
Or visit [www.companyname.co.uk](http://www.companyname.co.uk)  
Please quote WM.**

Although it means an extra cost for the three words, it's well worth it. You can keep track of which publications are making the most money.

### A Top Tip....

Carry that code through to the order form of your sales information you send to every enquirer. It takes a few seconds to either type it in, or handwrite it in a corner.

It means every time an order comes in...

- You know instantly which publication attracted the enquiry that led to the sale.
- Your records will show instantly how many sales you make each week from each publication.

This is essential information that will keep you updated on how the marketplace is performing.

It will give you the very valuable information of...

- The percentage of enquiries that are turned into sales.





Knowing that, gives you invaluable information when it comes to selling further products or services. But it also gives you what you need to know about the present campaign.

For instance, if your records show that a publication results in loads of enquiries but only 5% of those are turned into sales, while the same advert converts enquiries into 25% of sales in another publication, then you know the advert is good, but the readership of the publication is wrong.

This could be down to several reasons, which are...

- The readership of that publication would never spend the amount of money you're asking for, on that type of product.
- There are similar products or services offered in that publication for a much lower price than yours.
- Readers are not convinced of your credibility and professionalism. For example, if you were offering a ten-month course on stocks and shares, unless you can prove you are making the money you say you can show other people how to make, they will not buy your course.

So, sometimes, the advert is right – it presses the right buttons in your readers – but when they receive the follow-up information, it disappoints, it doesn't carry through pressing the right buttons, giving the reader all the benefits they are looking for.

Only by putting a key code onto your tiny adverts and carrying it through onto the order form of your follow-up literature, can you know where the problem lies...

- With the advert.
- The publication.
- Or the follow-up literature.

Just a quick tip, don't forget to record the details of each publication you advertise in along with the key code you chose for that publication. Once you get past twenty publications, it's impossible to remember these details, without referring to the records.

### **Another Insider Tip...**

If you don't want to blatantly let your readers know you have a key code within an advert there is another way. Sometimes you can change your name on the advert for keying purposes. For example, let's suppose you have a range of books and your name is Harriet Ranger. Instead of using the name Harriet Ranger on the advert, you title the book, "Harriet's Recipe Book" for one advert, and "Harriet's Cookbook" for another, and "Harriet's Solution to Stress".





The drawback is of course, this ties you down to advertising one book to one publication. However, if you have a full range of books, this is how you would try to get multiple sales ...

- You send full details of the book, that the reader has enquired about.
- Once you have made a sale of that book, you send the book along with details – which can be a brochure - of all the other publications you have on offer plus an order form.

Whichever method you use, remember to key code all of your adverts and you'll keep track of how much money each of your adverts are making.

## **Press Releases are FREE Advertising!**

One of the best ways to learn how to write press releases is to actually look at real life press releases that have helped people get free advertising.

**That's another product idea - a compilation of great press releases!**

**Some specific magazines out there could potentially make you millions of pounds if you advertise in them!**

Pay attention to the people who read magazines. The key is in the market, not with the product. You have to place your product advert in the *right* magazines that cater to the market your product is developed for. This makes choosing the magazines that you advertise in simple.

There are magazines for nearly every interest that you can think of. So the key is finding the ones that fit your product.

This allows you to zero-in on that specific group – the group most likely to want what you have to offer - the group that is most likely to spend their money on your product.

This is very useful in specialised markets, like hobbies, because you can key-in on the people that are interested in certain hobbies by advertising in hobby magazines.

Look for a specific target! If you are trying to reach a certain type of interest group, key-in on their magazines.

**Here's a way newspapers could help you make a small fortune!**

Make your advert look 'newsy'. Why? Because people read the paper to get the news!

If you can make your advert look like an editorial, you have achieved something very valuable.



Keep in mind that people read advertising in a very passive way. They know that you are asking them for their money, and they aren't going to give it to just anyone.

But if you can make your advertisement look like an article with some interesting content, chances are good that they will take the time to read through it. It is important to make it look like any other article in the publication that you are using. Test it out - and always remember that people feel more comfortable about giving their money to something that looks professional.

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

### **How you could test expensive adverts in national magazines - FOR DIRT CHEAP PRICES!**

Many national magazines also offer regional editions, which can mean reduced advert rates for you. Business magazines generally do not offer regional editions.

A full-page advert in a major national may cost you £15,000 or more, but only £1,500 in a local edition. This is how you can test adverts in national magazines for dirt cheap prices. It's also how to make people think you're a very big advertiser - even when you're not! You will not be taking out full page adverts of course.

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

You can see if your advert is going to do well for a lot less. If the advert doesn't do well in the local edition, you can bet that the national will be no different. It will make you feel a lot better to know that you didn't spend a small fortune on an ineffective advert.

### **How to Keep Making Money with Adverts You Ran Years and Years Ago.**

If you can get your advert in a major magazine or newspaper, you are well on your way to taking advantage of something that has the potential of being a great money-making opportunity.



Once you have your advert in a major magazine, you can make copies of that advert and include them in your mailings and sales correspondence as ‘tear sheets’ (that’s an A4 sheet of paper that looks as though it’s been torn from a magazine or paper.) This is how to make thousands of pounds with an advert you ran several years ago! These magazine reprints can give you instant credibility.

The better your credibility, the more money you can make. And all you have to do is add these four words: “As seen in (your magazine).” E.g. “As seen in *TIME Magazine*”, etc.

You then can use those reprints in mailers, signs, envelopes, other media, blow-ups, framed easel or window displays, or anything else you can think of that will further promote your business.

This added credibility can help to overcome your prospects' scepticism...

### **The one thing that will *make* people absolutely want to do business with you instead of your competitors is . . .**

. . .offering them something unique.

What does unique really mean? Let’s see what our dictionary has to say:

*Unique: Not typical or unusual or having no equal.*

In other words, it’s something that no one else but you has in exactly that form. A selling proposition is the thing about your product or service that makes people want it. Therefore, a Unique Selling Proposition (USP) is the thing about your product or service that makes people want it - *because no one else has it*.

A great USP will enable you to rise above your competitors, and you will be able to gain the customers who would normally buy from your competition. In short, it will make people want to do business with you, not your competitors!

A well thought-out advantage obviously differs depending on the market you are catering for, but it’s always something no one else is offering in that exact form. Hopefully, it will be exciting to the prospects who see your sales messages.

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

Price, Quality and Service. Yawn.



**These are not distinct or specific enough to call a unique selling proposition**, particularly that over-used word 'quality'. Which company *doesn't* claim to offer 'quality'? Almost *every* business out there thinks or says exactly the same thing. How can it be unique if all of these other businesses make the same claims?

When putting your offers out to your prospects, be it through direct mail, Internet or advertising, try to have a unique advantage. Having a unique advantage will set you apart from all of the other companies in your market. You will stand out, and it will create more attention . . . and potentially more sales!

## **The True Cost of Advertising Space**

The cost of advertising space will depend on the size of your advert and the newspaper you advertise in. But watch out, these prices can be deceptive and you may not be getting such a great deal as you first thought.

For example, a half page advert in The Daily Mail may appear to be cheaper than a half page advert in The Sun, but if you look at the circulation figures of the two papers, The Sun could turn out to be the better deal. By comparing two newspapers using the 'cost per thousand' circulation figures, you can determine how much an advert is worth to you in respect of cost to you per thousand readers. You won't be taking out half page adverts of course.

Let's say that The Sun has a circulation figure of 4 million (that's four thousand thousand) and want £200 for your advert. Divide 200 by 4000 and you get 5p. So to advertise in the sun it will cost you 5p per thousand circulation.

So as you're umming and ahing over whether to place your advert or not, you get a phone call from The Daily Mail, they're offering you the same size advert for only £100. This sounds like a great deal, but before you stump-up the £100, you check to make sure that you really are getting a good deal. You examine the circulation figure for The Daily Mail and find that it sells 1 million copies each day (say). By dividing 100 by 1000, you find that it's going to cost you 10p per thousand circulation - twice as much as The Sun. So although initially The Daily Mail offer seemed good; you're better off placing your advert in The Sun.

Of course, all these figures are for illustration purposes only and may not be true representation of how these two newspapers compare in circulation or advertising rates.

In reality, it doesn't matter how much your advert costs, it's **the response rate per money spent** that we are interested in. If, for example, your advert costs £100 and you make £100 clear profit then this is well worth going for as you have doubled your investment. You can run a series of these adverts week after week (in different papers) and make good money.





## Calculating Your Break-Even Point

You need to know what your break-even point is for each advertising medium. You build this up through knowledge of how your adverts perform. If you spend £100 on an advert and make £100 clear, then it stands to reason that the break-even point for that medium is £200 for the same advert - at this price, you break even. If the advert is cheaper, you make money; if the advert is dearer, you lose money.

It can sometimes be worth breaking even, if you are building a list for example.

## How to Test Your Advert Cheaply

You can test your adverts cheaply by taking advantage of **regional editions** of the same newspaper. I.e. on the same day, The Express you buy in London may not be the same as the one you buy in Manchester. So, if you want to test a new advert (and you would be a fool not to test) then you buy space in the South-only edition of your chosen tabloid, for one third of the national price. Of course, it's not perfect, your product may sell better to Southerners, but then not so well to Northerners and vice versa, but it's much, much better than not testing at all. And in general, it does give you a reasonable indication of how well your product is going to sell.

**You want to test as cheaply as possible** so that if your offer bombs you've lost as little money as possible. If your test does bomb then you can be sure that your offer is a flop. **Do not pour money into a losing offer**, no matter how much you like it.

If your test works, then test using a slightly bigger circulation and **only when you are 100% sure that you have a direct mail winner** do you roll-out and spend mega-bucks. **Being a mail order winner is all about taking small calculated risks, weighing the returns, then taking the next, larger, calculated risk.**

**Direct Mail is not about gambling.**

## Buying Advertising Space

Advertising space is sold in 'full page', 'half page', 'quarter page' and 'column centimetres'. The first three are self-explanatory, the latter describes how smaller and more oddly shaped space is priced. This is more likely to be the size you are after. The newspaper will give you a quote 'per column centimetre'. Newspapers are divided into four to six columns, with a single column centimetre being one centimetre high and one column wide. A typical advert could be 5 x 2 that is five centimetres high and two columns across. This equals 10 column centimetres. At £12 per single column centimetre, this would cost you £120.





Tests have shown that the best position for your advert is the 'outside right of right'; this means the **outside edge of the right-hand side of a right-hand page**. Always ask for this position although you might not get it. People are far more likely to see your advert when it is here, whereas adverts on a left-hand page are easily missed.

## Classified vs Display

Classified is the section at the back of the newspaper and the display adverts are those placed within the body of the newspaper - competition being most fierce for the first few pages, for obvious reasons. Normally you only ever see corporate advertisements in the display section, as these are the only people who can afford the exorbitant rates and who **don't have to worry about anything as mundane as making money from their advert** (or even covering advert cost).

Although the response to a display advert would be higher than one in the classified section, it would not be *proportionally* higher for the cost, which is why I've never taken out an advert in the display section.

## Why You Should Never Advertise in Pull-Outs...

Avoid advertising in pull-outs. By pull-outs I mean a paper/magazine/leaflet that is inserted as a separate supplement into the main paper. These can be anything from TV guides to fashion, money or gardening supplements; whatever the subject **don't advertise in them unless you enjoy losing money**, because the readership of a pull-out is one tenth of the readership of the main paper at best. The pity is, the rates are about one half!

## ...Or Inserts

Don't bother with the glossy loose inserts that fall out of every magazine or newspaper that you buy; **they only get tossed in the bin**.

A good rule of thumb to remember with all methods of advertising is that if you don't read them, chances are nobody else does either!

## Answers to FAQ Questions

### FAQ Question: How Frequently Should I Run an Advert?

**Answer:** Once you have a successful advert, you can run it in several different papers within a few days of each other. But don't advertise in the same paper more frequently than once a fortnight, as most readers will have seen your advert **and the response will drop off dramatically**. An advert usually performs best the first time it appears. Do not let those trying to sell you space, convince you otherwise. They would have you believe that the public need to see the advert five or six times before they 'get used to it' and then 'trust you' enough to respond.



Umm....wrong!

## Here's one type of advertising that will always lose you money.

Many marketers try to create 'cutesy' type institutional adverts that tell readers how great and wonderful they are, but do nothing to sell products. These are usually produced by fancy advertising agencies who delight in taking huge fees from their clients and then bamboozling them with smoke and mirrors.

If you want people to know your company name and logo, maybe that is the way to go. But, if you want to sell products via the mail, then 'corporate' advertising is a total waste of time and money.

Remember, people do not care about how great, wonderful, or successful you are personally or how wonderful you think your company is. They don't care about nebulous, catch-all terms like 'reliability', 'service', 'quality' and so on. Of course they *care* about these things – they just don't *believe* you any more when you say your company delivers them!

**What they *do* care about is what unique benefit, advantage, service, or personal enhancement you can offer to their self-interest that the 'other guy' does not.** They want to know how you are going to improve their life in some credible, tangible way.

## So you must go the extra mile to gain that prospect's attention and interest.

In a solid mail-order market that is dominated by many successful competitors, you may have to shake people up. Your advert has to be different, unique, and you may try some wild things to gain the attention you need.

Sometimes, in order to gain people's attention, you may have to shock them. Don't get me wrong, I'm not suggesting you offend them in any way. Instead, I'm saying you should focus on their pains, and find dramatic ways of showing that you have what it takes to relieve them.

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

One of the best formulas to remember is **Headache – Aspirin**. Not literal headaches of course! (Although that's how they sell Aspirin!!) Just state the problem you believe your market has – and then offer the 'magic pill' which will make their problem go away.

The topic can be anything. There's a guy in El Paso, Texas that puts out books and videos and CDs about alien visitations. I noticed when I saw the catalogue



of his offers, he had a whole bunch of offers submitted by readers, “Strange encounters of the third kind,” where he would just ask his readers to submit their articles, or their story regarding alien visitation. Now I didn’t know it was that common!

Maybe some of them make up the story, or maybe some of them believed they were true, who knows? He was creating all kinds of books and information products from what his readers submitted. But whatever ‘headache’ you come up with, you must...

**...make sure you answer these four questions...clearly, concisely and dramatically, and you could make thousands of pounds!**

Your prospects will be confused by not knowing what you really represent. The answer to these four questions can make you very wealthy...

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

Remember it may take you some serious time and thought to develop your really great Unique Selling Proposition. At first you are going to have only superficial answers to these questions. You should not ask yourself these questions once and then forget about them.

You must keep asking yourself these things over and over again, always looking for a better answer. This is how you make your fortune from these marketing principles. The process of asking yourself deeper and deeper questions as you gain more and more knowledge and experience is how you develop the intimate knowledge you can use to get rich.

### **FAQ Question: How is the easiest way to write an advert for selling information?**

**Answer:** Determine what kind of information you intend to sell by mail. Then purchase magazines carrying adverts selling that kind of information. Write for their free offers. Most will run adverts inviting people to “write for more free details.”

Once you begin getting an influx of material, you carefully file it away and use it as a “model” for developing sales material for your own offers. Swipe files, remember?







**Your headlines must promise the reader some kind of benefit with as few words as possible.**

In your follow-up information, keep “talking” about the benefits of the product, and make it believable. Also, keep the prospect’s trust.

### **FAQ Question: Where should illustrations appear in an advert?**

**Answer:** For a tiny advert there is only the space for words. However, if there is a follow-up brochure, illustrations or photo can be placed anywhere in the body of the text next to the written word to which they relate. If illustrations are used at the top they should usually be placed above the headline where they will attract the eye but not detract from the headline that follows.

Any illustration should be carefully prepared to show your product in its most attractive state. For example, health products often show a photo of a smiling couple, running across a sandy beach. The illustration or photograph is a visual result – the benefit, the promise or the solution a reader wants.

### **FAQ Question: How do I write body copy of an advert?**

**Answer:** Again for a tiny advert, there isn’t any body copy – there is no space for any more than a headline to hook readers and then the how to contact information. However, for the follow-up information here are some pointers for body copy...

- Write your message person to person.

Follow a pattern...

- Start with the opening
- state the offer
- give the advantages and benefits
- prove your claims
- urge action
- and finally close to get the order

It is very important that the opening (the first sentence and first paragraph) be carefully written to retain life and action. You must grasp the attention of the reader and promise more to follow. Use “subheads” to break up the heavy appearance of the body copy and invite the reader into the copy.

### **FAQ Question: Where should the price appear in an advert?**

**Answer:** Tiny adverts rarely give any price, simply because they are not a direct call for a prospect to purchase anything.





And in any advert, when announcing price, never feature it unless it is your single most important selling point.

For follow-up literature, never put the price in the headline unless it is very startling and the biggest bargain of the century. It is generally better to bury the price in the body copy towards the end of the sales letter or brochure. It will be on the order form or coupon, so instead of stressing price in the main body of your advert, go back to “benefits.”

### **FAQ Question: How many lines should an advert contain?**

**Answer:** There is no set rule for the length of the copy, although tiny adverts are not usually more than five lines.

For all other advertising, it varies from several lines to eight pages, or even more, depending on the product or service and what is needed to do an adequate job of advertising and selling.

### **FAQ Question: How do I keep the attention of the readers of my adverts?**

**Answer:** This is not a problem with tiny adverts, because they are so short.

However, for follow-up literature, you are always in danger of losing your reader at the end of each paragraph so you must keep your copy interesting and keep it moving.

Make your entire message easy for the eye to follow. Avoid reverses which detract from the main theme, or type so small it’s a strain to read. Use narrow enough columns so the reader’s eyes can follow easily. Every word, and the placement in the sentence, is important if you are to reach prospects at a low cost per customer.

### **FAQ Question: How can I use tiny adverts to build up a list of fresh names?**

**Answer:** Short reports on how-to subjects are generally cheap to produce. You can offer them free just to get fresh names in exchange. Have your prospects send a SASE or stamp for a free copy.

You can get one or two page reports printed from your local quick print shop for only ten pence each, but there is no need to have a large quantity of them printed up until you see what response you receive.

### **FAQ Question: How can I get free subscriptions to magazines?**

**Answer:** There are a large number of “trade” magazines, journals, newsletters, and newspapers which are mailed absolutely free to interested firms and



individuals who merely ask for them. These are not the common magazines you find in your local newsagents but they offer much valuable reading.

To locate the names and address of these firms check at your library for lists of all trade magazines and specialty publications, for example The Brad. If a magazine is listed as, “controlled circulation,” it usually means it is available free. Write and ask to be placed on their mailing list. Try to indicate interest or some connection in your occupation, or avocation, with the subject matter of the publication.

### **FAQ Question: How do I know whether to go for small or big adverts?**

**Answer:** Usually, a small advert will out pull a large advert (pound for pound) because only a few lines of copy are required to make people see the benefits and advantages of an offer. Therefore, a full page advert is not required.

However, if a product is complex, it may require a long explanation, testimonials, and prove-it copy. In that case, a small advert will not have enough room to do a convincing selling job – so you have to use the two-step marketing method (tiny advert for enquiries, and send follow-up sales information) or a large advert. Another great tip is to have a tiny advert pointing to a website.

The best size of an advert depends on several factors. It depends on the market, the product or service offered and the publication the advert will appear in. The best way to find out what size adverts will work the best is...

- Find out as much as you can about how the direct-mail business works
- Check out what the competition is doing, how, what and where they are advertising
- Write your own advert and then test it
- Roll-out when it's a success

### **FAQ Question: How can I instantly increase my income?**

**Answer:** Immediately test these three things to instantly increase your income:

- Your headline. Can you make it more powerful? Or more convincing?
- Your offer. What can you do to make it more irresistible? More bonuses? A better guarantee?
- Your price. You'll never know which price is more profitable until you test many different prices. In the case of tiny adverts send FREE or SAE, or £1 for example to cover postage and packing.

Any one or a combination of all three of these things can instantly increase your profits. I'm speaking from experience. Many times a simple headline or offer change has increased my profits by up to 100% or more. It's so simple:



just test these three things constantly and you'll always find new ways to make more income from your promotions.

### **FAQ Question: What makes an advert good or bad?**

**Answer:**

- First of all, it must appeal to the reader, and as such, it must say exactly what you want it to say.
- Secondly, it has to say what it says in the least possible number of words in order to keep your operating costs within your budget.
- Thirdly, it has to produce the desired result, which is – and this is **CRUCIAL** – a response that leads to a sale.

**Grabbing the reader's attention is your first objective.**

You must assume the reader is ‘scanning’ the page on which your advert appears in the company of two or three hundred classified adverts. There has to be something about your advert that causes a reader to stop scanning and look at yours! So, the first two or three words of your advert are the utmost importance and deserve your careful consideration.

Most surveys show that words like this work...

- MAKE BIG MONEY
- Easy & Simple. Guaranteed!
- Limited offer.
- Send £1

These are the ingredients of any good classified advert (the AIDA formula)...

- Attention
- Interest
- Desire
- Action

Without these four ingredients skillfully integrated into your advert, chances are it will just “lie there” and not do anything but cost you money.

Just break it down into simple steps. For instance, let's give you an example of the kind of classified advert you might want to use to sell a manual such as this one. The final ingredient of your classified advert is of course, your contact details for the readers to respond – how to request further information.

Although such an advert could be placed in any leading publication and would pull a good response, it's known as a “blind advert” and would pull inquiries and responses from a whole spectrum of people reading the publication in which it appeared.

