

# **Direct Response Millions**

## **LESSON SEVEN**

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!**


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

Disclaimer: To the fullest extent permitted by law, the sellers are providing this written material, its subsidiary elements and its contents on an 'as is' basis and make no (and expressly disclaim all) representations or warranties of any kind with respect to this material or its contents including, without limitation, advice and recommendations, warranties or merchantability and fitness for a particular purpose. The information is given for entertainment purposes only. In addition, we do not represent or warrant that the information accessible via this material is accurate, complete or current. To the fullest extent permitted by law, neither the sellers or any of its affiliates, partners, directors, employees or other representatives will be liable for damages arising out of or in connection with the use of this material. This is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect or consequential damages, loss of data, income or profit, loss of or damage to property and claims of third parties.

This course is sold for entertainment purposes only, and the author, publishers and/or distributors are not responsible for any actions taken as a result of reading this course.

V080701





**W**elcome and a huge ‘Thank You’ for purchasing ‘Lesson Seven’ of the twelve part course, ‘Direct Response Millions’.

The time spent on giving your products or services good names/titles is time spent wisely. The right name/title helps you sell your products or services. And selling is everything!

But just how important is the name of a product? Does it influence sales in a big way? Years ago, a small fishing lure company in Minnesota hired me to write some adverts and brochures for them.

In the process, I also changed the name of their best fishing lure. They were calling this lure “The Bass Catcher,” and it did just that. It was a funny-looking little darting, driving, thing-a-majig that drove fish crazy, resulting in record catches.

Their name for it wasn’t all that bad. It did accurately describe the lure and what it did so well.

**However, when I renamed it “The Bass Buster” and told folks in newspaper adverts that they better order several while we could still legally sell them...**

### **Sales blew through the roof!**

Yes, my adverts had lots of sizzle, but I’m also convinced **the name change helped sales soar.**

### **Their business tripled in only six months, without spending any extra dollars on advertising.**

The title you hang on a book or report is particularly crucial to its success. Recently I updated and revised my book, *Home Business Opportunities* and gave it a brand new title: *Stay Home And Make Money*. Sales have sharply increased.

What are you now selling or preparing to sell? Can you give it a better name/title? Think in headlines!

### **How to Discover Great Names and Titles**

Here’s a great method used by millionaire copywriters – it works for them and it can work for you - no secret formula, just some time, mental effort, and a big yellow pad.

To obtain the “perfect” name/title for anything, I just write, write and write.

I write down every possible name/title that comes to mind, after considering what the book, service, gadget, etc. has to offer the end user. I do not try to be



objective or clever or judgmental. I simply keep writing every conceivable name or title that comes into my mind.

Then I forget about it. I work or play at something else. The following day I repeat the process, more writing, followed by other non-related activities.

About three days of this is all I need (you may need more or less time). Next, I review everything I have written and begin a process of elimination, crossing out names/titles that do not “grab me.”

Before long, I’m down to just 2 or 3 names/titles.

### **From this esteemed group, I pick my winner.**

Sometimes the survivor stands on its own sometimes it’s a combination taken from the remaining two or three “best” names/titles.

In this way I can create that product names that tell and sell! I want to continue by explaining more on marketing your product or service. So, here are details of...

## **The Content of Your Direct Sales Package**

They are:

1. Outer envelope
2. Sales letter, containing:
  - i) photograph (if used)
  - ii) pre-headline (if used), headline & sub-headline
  - iii) salutation (Dear Mr...)
  - iv) opening paragraph
  - v) body copy
  - vi) the close
  - vii) postscript
3. Lift letter, or brochure, or circular (all are optional)
4. Order form
5. Return envelope or BRE (Business Reply Envelope or RPE Reply Paid Envelope)

You already have a wealth of inside knowledge about pre-headlines, headlines and sub-headlines so let’s take a look at the other parts of a sales letter...



## The Opening Paragraph

The opening paragraph is crucial because people will decide from this if the letter is going to be easy and interesting to read and has something in it for them. Spend time on it and make sure it has a lot of impact.

It should let the reader know in no uncertain terms that this letter is important to him/her. Give the reader the feeling that he/she is being brought 'inside' a place, product or event.

**The opening sentence should incorporate your next strongest benefit, or you can open with a single powerful statement.** You then proceed immediately with the benefits. For example, here is how you open a letter:

"Here is good news! You no longer have to depend on expensive, time-consuming lawyers every time you need a legal agreement. *The Complete Guide to Business Agreements* by Ted Nicholas, provides 117 ready-to-use legal forms for your convenience. Now you will be able to..."

At this point you include the benefits from the 3x5 cards, either by listing the benefits using bullets or weaving them into the copy in a more conversational style. (Use the same opening and continue from where you left off above.)

"Now you will be able to immediately access carefully prepared forms for every important business purpose. Imagine, you are in discussion with a new employee prospect you feel could really be an asset to your business. You look at the table of contents to employment agreements and remove the one that fits your needs.

No more time wasting meetings with a lawyer. No more waiting for weeks until your document is prepared. You can have it in minutes. Or suppose you simply want to raise your salary and have proper documentation for this action."

## A Billboard

There are lots of other effective ways you can open your letter. One good strategy is to begin with an anecdote and then follow up with a 'billboard'.

**A billboard is a powerful statement that incorporates your unique selling proposition.** This is then backed up with supportive statistics to give your letter that all-important element of credibility.

After this you declare all the hot benefits of your product with the hottest, for example...

- first, offer one to five free bonuses,
- describe your guarantee,
- ask for the order,
- and add a compelling P.S.

You then tell them step by step how to order your product on the order form.



## Style #1 Anecdotal Opening

Here is an example of an anecdotal opening:

**Anecdote #1:** "In 2003 Pat McCallister went broke in the commodity business. A Chicago resident, he decided to try a new business. Pat started a computer cleaning company and operated from his home. After 3 years his sales soared to \$500,000. This year he expects \$1,000,000. His profits exceed \$1,000 a day."

**Anecdote #2:** "In 1990 'Guerrilla' Bill Myers lived in a remote cabin in the country without running water. He had no savings or capital. With a borrowed \$600 he created a video, a low budget information marketer. It was a big hit. By 1993, after grossing a million dollars, he retired and moved to New Zealand."

**Billboard:** "Pat and Bill, along with thousands of others, had something in common. They mastered the secrets of direct marketing. These techniques are taught by a small but elite handful of master marketers. Direct marketing has the power to change anyone's life overnight."

**Statistics:** "There are over 20,000 direct marketing companies in the US. They are mostly small businesses. According to the Wall Street Journal, gross sales by direct marketing companies exceed 350 billion dollars."

You too can use the power of direct marketing to build a small business and achieve your financial goals."

## Style #2 Lead With a Short Sentence Then Benefits

Another letter opening style is to begin with a powerful short sentence or paragraph. Then you proceed straight to the benefits. Here is an example:

"I will reveal the shocking truth about the Obama tax bill. Once you discover the secrets, you can survive and prosper under the biggest tax increase in history. Learn how to:

- \* Limit your federal tax to just 15% of income. (See page 12).
- \* Put aside \$30,000 each year in a lucrative pension plan (See page 77) that accumulates tax free so can you retire in style (See page 39).
- \* Set up tax deductible educational plans for your children (See page 18).
- \* Pay zero tax if you want to be really aggressive (See page 141) in ways that are perfectly legal (See page 173)."

## Style #3 Short Paragraphs that Amplify the Headline

In this example the letter opens with a compelling first sentence that supports the headline and sub-headline. You then use short paragraphs to amplify the headline promise, like this:





## "How To Get Enthusiastic Applause - Even A Standing Ovation - Every Time You Speak!"

**Leadership in all fields today requires you to be an outstanding public speaker.**

Dear Friend,

Picture yourself enjoying the smiles and the pleased look of excitement on the faces of your audience.

When you finish speaking, you receive thunderous applause. Several in the audience stand. And then the audience rises spontaneously and gives you a standing ovation!

Suppose this response was typical of every speech you were to ever give from here on? Wouldn't you then look forward to future speaking engagements? Most likely you would enjoy every minute of it!

At times you may consider public speaking commitments an uncomfortable, even dreadful task. Many people feel this way when asked to or are obliged to speak.

Just imagine what a difference it would make to get only enthused, positive feedback from all your presentations. The personal satisfaction of a well-received speech is one of life's greatest pleasures.

### **Style #4 Ask a Question**

In this example (the sales letter for 'Racing For Cash' written by legendary copywriter Stuart Goldsmith) it opens with several very provocative questions. Asking the reader questions like this, one after another to which he is bound to answer 'yes' does two things...

- First of all, this is a fantastic way of pacing the reader into agreement mode.
- Secondly, it draws the reader into the letter.

By the time we get to the end of the first paragraph **he's already thinking about how he would like to spend an extra £1,000 a month.**

In the last sentence of this first paragraph, it answers the question that is forming in his mind, before he has opportunity to question the credibility of the claims. Due to all the 'get rich quick schemes' people are bombarded with there is a request that the letter is read to the end (bearing in mind that in the first paragraph the reader was put into 'yes' mode). The reader was given a reason for doing so of course, by the writer tagging on a benefit ('...use it for yourself').



## Example One of Style #4 Ask a Question

Excerpt from Sales Letter for, *Racing For Cash*.

### **Could You Use An Extra £12,000 un-taxable CASH each year?**

**I have been making good money year in, year out, for just one hour of 'work' per week. I would like to share my secret with you.**

Dear Friend,

Would you be interested in a way of generating £1,000.00 extra cash each and every month? Supposing this cash was also untaxable? Wouldn't that be a bonus? What would you be prepared to do for £1000 in £50 notes, right in your hand each month?

How does one hour of easy work every week sound? I know what you're thinking, I couldn't believe it either when I was told about it five years ago.

I want you to read this letter through to the end. In return, I promise that I will tell you how to make the cash in this letter. I won't be hinting. I won't be offering tantalising glimpses of what the method might be - I'll actually tell you the details so that you can decide whether or not to use it for yourself.

This second excellent example from Nightingale-Conant of the provocative question opener, will have the reader nodding to them all. Notice how clever the final question is, the reader may be thinking that yes they would love all these things but there is no chance of them happening to him/her. This question gives them a tantalising hope that they could do it... this year!

## Example Two of Style #4 Ask a Question

Excerpt from a Nightingale-Conant Sales Letter.

### **If You Wanted a Lifetime of Unlimited Wealth, This New Information From Robert G Allen Will be an Eye-Opener!**

Robert G. Allen asks...

- "Do you want to be financially free?
- "Do you want to end your money pressures forever?
- "Do you want to double your income?
- "Do you want to build a lifetime stream of income?
- "If you said yes, do you know how to make it happen... this year?"

In this special report, you'll discover how a simple method is helping thousands of people create streams of money flowing to them for the rest of their lives - with no employees, no selling, little or no start up cash, little or no risk and no inventory.

[Then, 'Dear Friend,']





This example highlights the role of the salutation. **The most important role of a sales letter is to sell and it can't do that unless prospective clients READ it.** The salutation is not important enough to entice people to read the letter so its place is not at the beginning of a letter. First the reader has to be enticed or drawn into the sales letter with something much stronger – a powerful headline at the very least!

The question opener is also the easiest to get wrong. The worst kind of opening in the world is a question that leaves the reader thinking 'so what?' You've just given them the perfect reason to bin your letter without further analysis, as in the following example of a letter from The Times.

### **Example Three of Style #4 Ask a Question**

**This is an example of how NOT to write a sales letter...**

Dear Mrs Jones,

Have you seen The Times recently? If you pick up a copy you might discover a few things between the pages you wouldn't expect.

Thrilling eh? This question could be answered with either a 'yes' or a 'no', either reply makes the reader want to stop reading. Needless to say, I didn't rush out and buy The Times.

### **Style #5 "If You're Like Me..."**

Another variation of this is "If you're like I am..." This opening is very reader involving and is a great way of gaining rapport.

### **Get To the Point**

Don't skirt round the issue. Don't write pages before you let the reader know what it is that you are selling. You need to tell them by the second paragraph, otherwise you will likely lose them. Don't write two paragraphs telling them something when one will do.

Specifics and not generalities sell. It is far better to put, "It was 4.37p.m. on Saturday 13th December 2008...", than "It was a Saturday afternoon..." Or "I made £47,355.00" is better than "I made a lot of money".

### **Stay in Command**

Tell the reader what to do. He/she wants to be guided every step of the way. You want to motivate them to order and then tell them exactly how to do so. Point out exactly how your product is going to help them. Tell them how much better their life will be with your product.



You have to be convincing, passionate and motivating - you can't be half-hearted about your product, as your lack of enthusiasm will be glaringly obvious in your copy. Why should they buy when it hasn't made a difference to your life?

## Top Five Motivators

Bear in mind these great motivators of human beings:

- Fear.
- Greed.
- Guilt.
- Exclusivity.
- Need for approval.

**Push those emotional hot buttons!**

## Letter Content after the Opening Paragraph

What is background information and why can it make you a small fortune?

Background information is extremely important when it comes to creating a good, effective piece. It is all of the things about your product or service that make it unique, that make people want it, and that make it sellable.

Selling is an emotional process, but you have to be able to back that emotion up with good solid proof. This can include case studies, tests done on the product or and anything that you can use to support your claims.

The more preparation you do, the more money you can potentially make. In *The Art of War*, there is a phrase you should remember: *The war is always won before it begins.*

You can spend your whole life preparing, but the time when the preparation ends and the work begins always comes.

**Do your homework, answer these questions?**

- What are all the advantages you can think of that your product or service has to offer the prospects?
- How can you support those advantages?
- How can you prove them?
- What is the best way to dramatize the product or service's benefits?

## Five Insider Tips to Make Your Copy More Believable!

People must believe that you are telling them the truth - 100% truth.

Here are five sure fire ways to get your customers to believe what you are telling them (the golden rule is, of course, to actually tell the truth!!!):



### **Insider Tip One**

Because of the amount of unbelievable claims being made out there today, sometimes you need to tell “less” of the truth. Less means telling people that the benefit they will get is actually less than what you know they will get!

For example, your program may actually show them how to make £1,000 in the next 48 hours! But that may not be as believable to some people as if you told them how they could make £490 in the next 24 hours!

Even though the two are basically the same, the lower pound amount seems more believable!

### **Insider Tip Two**

No one product or service, or one company for that matter, is perceived as perfect. Claims of perfection will immediately be met with disbelief. If your product has actually had a 100% perfect customer satisfaction rate, customers may not believe that. But, they may believe that less than 1% of your customers are unhappy with your product!

Just change the wording so that it doesn’t seem like your product is perfect because nothing is 100%!

### **Insider Tip Three**

When you make your claims, whatever they are, make them as specific as possible. For example, don’t round up or down. 98.4% approval rating, 49.8% improvement, 99.2% pure, more than 99% fat free ... the list could go on. You get the point!

### **Insider Tip Four**

Use photographs rather than drawings. Photos will always out-pull drawings by a large margin. People believe what they see in real-life photos, whereas an artist’s impression of an event may prove to be somewhat distorted, exaggerated, etc.

### **Insider Tip Five**

Always use “why” copy to enhance the believability of your copy. A reader’s believability level is significantly increased when you always explain the “why” behind your offer. They must have a clear understanding of why you are able to give them the “good deal” that you say you can!

These five things will help your copy become more believable, if you will use them. Try to make sure your sales letters include each of these things. Your sales stand a good chance of increasing if you will use them.



## Closing the Sale

Many otherwise great letters fall down at this point and it is an area where even accomplished copywriters can be weak. This area will require the most work from you in order for it to be successful. **Your close must be handled smoothly otherwise sales will be lost.**

In direct marketing your sales letter is a guide to the customer on what he or she needs to do. First you tell them how great the product is by presenting them with all the benefits and how their life will be improved with it, and then you have to tell people what to do. **This simply means asking for the order.** It is nothing more complicated than that, however, you have to do it correctly otherwise your customer will not be motivated to take action.

You must close the sale. If you're not proud of what you're selling then get out of direct marketing or choose a different product. List all the benefits of owning your product again and specifically tell the person what you want them to do. **Ask for the order.**

## Asking for the Order

Here's how you do it...

When asking for the order you need to overcome people's basic inertia. Simply asking for the order will not do, the customer needs some motivation. They're all geared up about your product, because they've just read your mailshot, however, there are 101 things clamouring for their time and so unless you give them **a compelling reason to order** there and then, they will leave it. If they leave it they become less motivated to buy, and begin to think of the money it costs and the bills they have to pay, and so they come up with all sorts of excuses why they can't afford it; perhaps next month, but of course this never happens.

To overcome this natural inertia in people you must offer them a compelling reason to act **right now**. Otherwise they will delay in placing the order and very often this delay leads to not ordering at all.

You must therefore present your prospect with a reason or **'hook'** to motivate them to order immediately, implying that if they don't, they will certainly miss out. This is known as a 'speed premium.'

**Examples of effective speed premiums...**

### One - Limited Quantity

"Avoid disappointment. Order now. We have limited stock only and when this is gone there will be no more. To qualify you must be one of the first 297 to order, otherwise this offer will expire and your payment will be refunded in full."





## Two - Price Increase

"Order before September 30th to qualify for this offer price, after this time the price will go up from £19.97 to £36.97."

## Three - Limited Opportunity

Say you were offering consultations, mention that due to time constraints you can only see a limited number of people, therefore they need to act now to be sure of a place. You could say how many places, but if this is a low number such as 20, then people may think that they will already have missed their place and so not even enquire.

## Four - Only Chance

For Stuart Goldsmith's original *Inner Circle* course letter, he stated that this letter was their only chance to become a member, they would not be contacted again. This prevented some people from thinking, "Oh, I'll join next time I get a letter from them, when I have more money," as people often receive repeat mailings from companies.

## Five - Slightly Damaged and Imperfect Goods

"This bargain price only applies to the 697 pairs of trousers that we have in stock now, when these are gone there will be no more and this offer will be immediately withdrawn."

## Six - Special Combination Offer

"This combination offer is available for a limited time only at this price and will expire on (specific date)."

## Seven - Pre-Publication Opportunity

"If your order is received by October 31st, you will receive 20% off the publisher's price, costing you only £19.97, normally £25. But you must act today."

Your close must be truthful. Don't put something like, 'limited availability of only 200 shirts,' when in reality you have an entire warehouse full to shift! Make sure there is a good reason behind your limited availability offers.

Give a **reason** for your speed premiums, otherwise people will not believe you and it will lose impact. Be definite, precise and positive and make it clear that you will stand by this offer. **Say what you mean and mean what you say.** You may lose a few orders from people who don't act before the offer expires, but your extra sales generated by using a speed premium will more than make up for them.





## Free Bonuses

Everybody likes to get something for free. There is something very appealing about getting a free gift. Using free bonuses will bump your sales up considerably and you should use them in every offer you make.

Your bonus has to be appealing and it must be something the prospect would gladly pay for. **Nobody wants to be given a tacky bonus, even if it is free**, e.g. "Free ball-point pen with every order!" You're trying to motivate customers to order, not put them off! And remember that you should never ever try and use a failed product as your free bonus, it will not work.

For your free bonus to be effective, you must use it as a motivation for acting *now*. In other words, use the bonus as a speed premium. One way to increase sales with a free bonus is to limit the number of people who get it.

However, the problem is that you could lose orders if people think that their order will not reach you in time to receive the free bonus. They will wonder why should they pay to get the product when other people are getting a really great free gift too? Yes, people do think like this. This will probably only occur if the offer is limited to about 100, if it is more than this people will be surer of receiving it.

The price of your free bonus will depend on how much your product is. If your product is very expensive (£500+) then you could consider a free gift valued at £50, that you got for the wholesale price (say £8) and use that as a limited offer. You would present your offer like this:

"The first 150 people who order will get a beautiful Cross Pen, normally £50, absolutely free. So pick up the telephone and call our credit card hotline right now, or alternatively post your order in the prepaid envelope today."

You're aiming for a sense of urgency in your prospects. Other great free bonuses to try are books, CDs, DVDs or software. These are all relatively cheap to produce and so although they will give the impression of being of high value to the customer, they will cost you very little.

## Using the Most Powerful Word in Your Sales Letters

The word 'Free' has proven over and over again to be the strongest, most important word in marketing anything and yet few people make the most of it. I've never seen anyone overuse this word in a mailshot and yet no word, when used correctly, gets more attention. I recommend using Free at every opportunity. In headlines, on envelope 'teaser' copy, in coupons or order forms, brochures, in fact everywhere you use copy to make a sale.



This word is so powerful and yet so underused. Here are 10 examples of where Free can boost your sales to give you examples of how to incorporate this in a sales letter...

## One - Free Trial Request

This is an effective offer and has stood the test of time. If you look at it from the customer's viewpoint, they are being asked to send for a product that could be of dubious quality by an unknown company, who could be running a scam. Offering the product on a free trial basis breaks down this resistance and increases sales.

Very often, you can double your response by offering a free trial rather than asking for payment with the order. Of course, this can lead to the hassle of chasing-up people who haven't paid.

A way round this is to ask for the payment but promise not to cash their cheque until after a trial period has lapsed. This does mean that you have to file all the cheques by date and only cash those after the trial time has elapsed, or if the customer returns the product in time, send their cheque back to them. It is a lot of extra hassle but it can be worth it for the increased response.

### Here's an effective way to present this:

"Use this amazing air filter for 30 days at our risk, not yours. We won't cash your cheque or charge your credit card until 31 days after you've received it. If you are not pleased with the product, simply return it and we'll send back your uncashed cheque."

You could also tell the customer to send a post-dated cheque for 31 days time. The problem with this is that the customer will think you'll take 30 days to deliver it. So you will have to tell them to post-date it 60 days and that they will receive their order within 2 weeks.

**The length of the free trial offer depends on the type of product you are selling.** Up to 14 days is adequate for most books and merchandise, but if your product is more complicated such as computer software or a home study course, then you will need to offer 30 days.

Using free trials, you will get a higher percentage of returns (refunds); this can increase from the usual 6% to 10 - 25%. But, if your sales more than double, it can be well worth the extra handling. Test and see.

For example, you make 100 sales @ £50 and get 6% refunds. That leaves you with £4,700 in sales. Or, you make 200 sales and get a massive 25% refunds. This leaves you with £7,500 sales. Which would you rather have?



## Two - Free Sample

If your product can be sampled then I highly recommend that you allow people to do so freely, it will do wonders to boost your sales. Ted Nicholas often offered a sample form in mailshots selling his books of forms.

## Three - Free Gifts

Including a free bonus in your sales pitch is the most powerful way to increase the sales of your product. The free product must be highly appealing. A good question to answer before you choose a free gift is: **Would the prospect be willing to buy it if it wasn't free?** Always quantify the worth of the gift e.g. "And receive a superb pair of dressing salon scissors, worth £19.95, absolutely free!"

Once you have a profitable sales package that includes a free gift, it's always a good idea to test new free gifts to see if you can beat your current winner.

Products that have proven to be outstanding free bonuses, include special reports; books (best-selling, well-known, or on a relevant topic);

- CD's (use a video if your product is very visual)
- Software (you could sell an advanced version of your free software and have many takers)
- Calculators
- Newsletter (a well-written newsletter containing valuable information makes an excellent communication tool and increases customer loyalty)
- Maps (wall maps or atlases are very useful and if your product is travel related, a map is an ideal gift)
- Swiss army knife (a pocket knife engraved with the name of the buyer increased sales by 30% for a client of Ted Nicholas who sold \$2,000 software products)
- Gold coin
- Beer mug
- T-shirt
- Baseball caps (with a logo or attractive design)
- Bring one guest free (you can enhance attendance at any event or seminar by offering to allow the paying participant to bring any guest they wish)

Good sources for many free gifts are companies that sell premiums and advertising specialities, as well as publishers. Look in your Yellow Pages as a place to start. Almost everyone enjoys free gifts and they can be a great way to boost sales.



## **Four - Free Bonus for Prompt Response**

An excellent sales closing technique is to offer a free gift to those who respond immediately. Here is one effective way to present the concept:

### **Free Bonus For Early Birds**

If you respond within by 30th November (a specific date is more effective than saying 'within 10 days') we will send you absolutely free a valuable special report that will...

## **Five - Free Service**

Ted Nicholas formerly owned a business called The Company Corporation that provided entrepreneurs with a cost-effective way of incorporating their company without a lawyer. One way he used to offer a free service to customers whilst also increasing their commitment to him, was to offer free name reservation before they incorporated.

If you can offer a free service in your business that both helps the customer whilst increasing their commitment to you, it can be an effective marketing tool.

## **Six - Free Money**

Stuart Goldsmith has used free money in his mailings to attract attention. He did a two-step mailing to generate a list for the Inner Circle, by advertising a strategy he developed for doubling your way to a million pounds. Basically you start with one penny (which you have found) and double this to two pence, then double this to four pence etc., all the way up to a million pounds and there are surprisingly only 28 steps to this.

He offered this strategy as a free report in press adverts. He posted out the reports and then followed up two weeks later with his Inner Circle mailshot with a penny piece attached to it, saying: 'Have you found your first penny yet, if not here's one to get you started'. This generated about a 4% response.

You can also use free money to encourage people to open the envelope, an almost irresistible teaser on the envelope is something like:

**"Free money enclosed... please open at once!"**

There is one snag with this and that is, if you only enclose a few pennies the reader will feel deceived and not order. Gary Halbert used to send a dollar bill with his letters (for high-ticket items). His opener was "I've attached a dollar bill to this letter for two reasons. One, I wanted to get your attention and two I want you to read this letter through to the finish..."

You could try a high value, but worthless foreign note, but your opener would have to be relevant to your product, such as: "Have you noticed how money is





not worth as much as it used to be? Take the 1,000,000 Mark note I have attached to this letter. Way back in 1936, this would have bought you...."

Naturally this spiel would have to lead smoothly into your product (index linked investment funds, for example.)

### **Seven - Three Free Gifts Inside**

You can use this teaser phrase on the outside of the envelope to encourage the receiver to open and read, which is 90% of the battle.

Of course, if you use this on the outside of the envelope you must offer three free gifts. Never try and trick somebody into opening the envelope in this way; if the contents do not meet the promise made on the envelope they will stop reading. You will also turn people off from doing business with you at that point and probably in the future as well.

### **Eight - Send for Free Information**

Offer a free booklet that is a taster of your main paper and ink product. To attract attention this way, the copy will still need to be powerful and the benefits offered appealing. Valuable free information is often a terrific inducement to contact you. Ted Nicholas advertised a booklet version of his book 'Magic Words That Bring You Riches' and then followed this up with a mailshot selling the whole book.

When you offer to send free information, also add these words: "Without obligation. No salesman will call." Many people are otherwise put off sending for information because they think pushy salespeople will then phone them or call at their house. These words reassure them that this won't happen.

### **Nine - Buy One, Get One Free**

The offer you create is very important. Changing an offer can often improve response dramatically. The same offer worded in a different way can make a significant difference. For example, '**buy one, get one free**' pulls better than '50% off,' and 'two for the price of one' even though all three are identical offers.

### **Ten - Free Lesson**

If you are offering a course, then you might like to offer the first lesson free. You will get a lot more takers to try your course as prospects feel more comfortable that the product is what they want without having to make a long term commitment.

When Stuart Goldsmith first began writing his newsletter in 1995, he offered the first 6 issues free. All the customer had to do was to fill out a standing order form that would be sent to their bank in six months (6 issues) time, unless they cancelled; the yearly subscription rate of £98 would then be debited from their account.





It was a great success. One important reason for doing it this way is that you must build a rapport with your subscribers and it takes a few months to do this.

Two things were in his favour, firstly the product was excellent (very important this) and secondly the minority who may have considered cancelling, would forget or not bother to cancel. You see, people's inertia can act in your favour!

## The Guarantee

Your letter must contain a guarantee for your product or service. There are possible exceptions to this, but generally, your product must have a cast iron, unconditional, no quibble, no-nonsense, money-back guarantee.

Best guarantee: "If you're unhappy with the product for any reason, please return the product in any condition, at any time for a prompt and courteous refund." The longer the guarantee period the less returns you get. You will increase the response with a good guarantee but you must have a good product. You want a business with repeat orders from loyal customers.

You are striving for superior quality products and as long as your product lives up to your claims, then your returns should not exceed 5% on most offers. Even the best product in the world will get 5% refunds. It's just human nature. 5% of people are never satisfied. Even if you send them a crisp £50 note for just £23.97 plus £1 P&P you will get 5% refunds! They'll complain that the note was 'creased' or that it 'wasn't what they expected' or that they are 'suspicious about keeping free money.' It's a funny world!


Ideally, your guarantee should be no less than 30 days otherwise the customer will get jumpy, particularly if it's a book. You can use 60, 90 days or one year for most products. The shorter the guarantee period, the more they rush to send it back quickly.

**But if they think they have a year, they will relax and give the product more careful consideration.** Yes, it is irksome to receive the odd product back one year and three days after you posted it, together with a stiff note complaining that it was not satisfactory and demanding a full, immediate refund of the purchase price, plus postage! But again, that's life. There are always people like this. You just have to accept it.

**Make sure you state in your guarantee that the guarantee period begins the day they receive the product, not when they send off the order.**

Otherwise people will think: "Oh I know what they're up to, they'll take 30 days to deliver the product and then that's my guarantee gone. I'm not falling for that!"

Here is an example of a typical guarantee that I use:



**"If for any reason you are not delighted with the product after you have examined it in your home for 60 days, simply return the product, in any condition, for a full, prompt and courteous refund."**

Notice the 'in any condition' part? Why is this important? Because people are suspicious! Without this clarification, they'll think something like: "Aha! I know what they're up to. I'll send the product back and they'll tell me it is slightly scratched or creased and they'll refuse my refund. They must think I was born yesterday!" No, I'm not exaggerating; this really is how people think.

There are of course the 'tyre-kickers' and the 'something for nothing' brigade. I suggest you keep records of people who continuously return products and tag their name in the computer so that you never mail to them again.

Basically, it really is quite simple...

### **The more liberal your refund policy, the more orders you will receive.**

It's that easy! The problem is that most marketers don't see it this way. They think that they are dooming their business if they offer refunds. If your product really does live up to the expectations your customers have, you shouldn't have a problem with refunds.

More and more businesses are getting creative with their refund offers. Some companies offer a lifetime refund policy. Others offer a refund but the customer keeps a free gift. Still others offer double-the-money-back guarantees.

In general, you should make the customer feel like everything is stacked in their favour, and that nothing is stacked in yours. They should feel like you are taking 100% of the risk. Your orders will start to flow in when your customers begin to feel like they have absolutely nothing to lose by ordering your product.

### **What About Having No Guarantee?**

I have successfully sold two paper and ink products that had no guarantee. These were 'Betting On A Fortune' by Gary Anderson, priced at £57, and 'Your First Hundred Million' by Dan Pena, priced at £297. They are both books about making lots of money.

Why did I decide not to offer a guarantee? With Betting on a Fortune, the manual is quite slim (37 pages) and easily photocopyable. I estimated that many people would photocopy (cheat us) and then ask for a refund. The manual was worth the money.



An analogy: Supposing I offer you a small slip of paper for £500 and promise you it is worth the money, but you can send it back for a refund if not delighted. You decide to take a chance.

I send you the slip of paper and on it is written "Lazy Boy, 2:30, Epsom, Saturday 19th January." You place £200 on the horse and win £1500. Was that piece of paper worth £500? You bet! Will you send it back for a refund and get another £500 on top of your winnings? **The temptation is overwhelming and 50% or more of people would do this.**

How did I get away without offering a guarantee? **I made it clear in my copy that if the prospect couldn't risk £57, then futures trading was not for them.** And this is true. I had a valid excuse not to offer a refund.

With Dan's (excellent) book, again the temptation to read that book from cover to cover, and then get your £297 back would have proved an overwhelming temptation. We decided not to offer a guarantee. I used a similar reason, that in order to make a hundred million they would have to take risks **and if they were unprepared to risk £297, then they shouldn't even think about getting the book.**

Notice that I had to give concrete reasons why there was no guarantee and tie it into the product. I also had to make it absolutely clear that this was a top quality product and that the customer would certainly be delighted with it, and that I had never received any complaints about it.

However, I need to make it absolutely clear to you that I was able to do this because I know the rules inside out. When and only when you are this accomplished with the rules can you begin to break them, if you get cocky and try and break them before you have mastered direct marketing the results can be disastrous.

Bear in mind that I also only sold these products to prospects that had heard of me and my company, without a guarantee it would have been difficult to convince a cold list. Plus, I only sold these two items through direct mail, newspapers and magazines would not have accepted my advert without a guarantee.

Finally, these exceptions notwithstanding, the rule is: offer cast-iron, solid guarantees with your products.

## **Testimonials**

With any product that you sell, favourable testimonials from the media (newspapers, publications, etc.) can give your product or service a big lift. However, several sellers operate in somewhat narrow markets that do not lend themselves to extensive media coverage.



That's no excuse not to actively seek favourable and reprintable comments from happy customers. Endorsements from pleased customers add credibility and increase sales.

Most people, even those thoroughly pleased with your product or service, will not take the time to write and tell you so. That's just human nature. And that is why when you are looking for testimonials you must ask for what you want.

Testimonials are even more effective with a headshot of the person, and their full name is more effective than just the initials. If you are using their names, make sure you get permission from them beforehand.

Here's one of Dan Kennedy's sales letters which has plenty to say about testimonials...

## **Letting Others Do The Selling For You**

**by Dan Kennedy**

### **For Joe Polish's Piranha Marketing Letter**

"I guess I've been a salesman all my life. I started selling in my teens, and there aren't too many days since that I haven't been selling. And I'm very good at it. And I've been paid fat sums to train others in my sales techniques - which, incidentally, are readily available in my NO B.S. SALES SUCCESS book, my MIDAS TOUCH SELLING audio tapes, and my NO B.S. MARKETING LETTER, which you should be subscribing to and can do so at [www.dankennedy.com](http://www.dankennedy.com).

But I have a confession to make: I detest it. Or at least I detest everything about selling that 'normal' salespeople do. I really hate prospecting. Prospecting sucks. And I hate trying to convince somebody to buy or do something they are skeptical about or resistant to. That double sucks. So when it comes to the way most businesspeople sell their services and the way most salespeople sell their products, I've chosen not to participate and suggest you do the same.

I prefer 'the lazy salesman's way to riches;' letting other people do all the heavy lifting, then you just accept the order.

In short, I'm here to give a testimonial for the use of testimonials.

A testimonial is nothing more or less than somebody else doing the selling for you. Somebody else overcoming scepticism and creating trust for you. Somebody else eliminating price resistance for you.

In spite of all the empirical evidence and overwhelming logic to it, the user testimonial is still one of the most under-used marketing tools on the planet. The fools doing GEICO INSURANCE's ads even have a new ad campaign making fun of customer testimonials. Shows you how dumb ad agencies and corporate executives can be when they put their heads together.





Here's the deal: what your customers say about you is 1,000% more persuasive than what you say about you, even if you are 1,000% more articulate and eloquent. For that reason, nothing is more effective than testimonial-driven and testimonial-laden advertising, marketing or selling. Nothing. Not glitz and glamour, not slogans, not cute little talking dogs, not music, not computer graphics, not gimmicks, not celebrities, not statistical proof, not scientific proof, not price advantage, not anything else, period.

This mandates acquiring good testimonials a top priority. How many? As many as you can get. It also mandates using all you can get, every which way you can use them. Because it is impossible to over-use testimonials.

What is a 'good' testimonial? First, sincerity. The person genuinely has a story to tell, is enthusiastic about his experience with you, and is somebody other people will believe and identify with. Second, specificity. He can't just say "you're great." A useful testimonial has specific, meaningful detail. Third, drama. The best testimonials are verbal equals of dramatic before-and-after photos. Fourth, in quantity, diversity. A collection of testimonials that covers different ages, genders, ethnicities, backgrounds and experiences. Ideally, each testimonial counters a different objection or concern.

The ideal scenario has a sales message wholly supported by testimonials as proof of each separate claim, as well as the integrity of the message in its entirety and of the messenger. In the ideal scenario, there is such an abundant, overwhelming quantity of quality testimonials, that the prospect simply cannot sustain any doubts. He should say to himself: "I'll be the last, lone fool on the planet not to get this if I don't act now."

Occasionally, there is a situation where testimonials are just not available or useable. A brand new product, for instance, I hate such situations. Selling without testimonials is not impossible, but it's so difficult it might as well be. Why then do so many businesspeople insist on doing just that?

Some people don't get testimonials because the goods or services they deliver are either inferior or, at best, minimally satisfactory but not extraordinary. You may feel otherwise, but a shortage of testimonials tells you the truth about you as felt by your customers. And you can do something to remedy that, if you're not too obtuse, pig-headed or lazy. Some people are hesitant to ask for testimonials, out of guilt for having provided poor value, fear of stirring up discontent, uncertainty about their customers' true feelings or a more practical concern about inconveniencing their customers.

If the emotional hang-ups are valid, they can be removed by 'fixing' what you deliver. If they are (more likely) invalid, then you need to work on your own self-esteem and 'business esteem.' A lot of people don't get and use testimonials simply because they are lazy. It's hard to fix laziness. Lots of businesspeople fail because they think success ought to be easier and less work than it actually is. The only real cure for this person is a job at the post office.





If you are short on good testimonials, you need to ask yourself why, then set about fixing your particular 'why.' There is no other single thing related to your business you could work on, offering a greater return on effort invested.

I hope that's convinced you of their importance!"

Thanks for that, Dan.

**Here are four tips on how to secure valuable testimonials:**

### **One - When someone writes you a glowing letter**

If you would like to reprint their glowing letter in your sales letter, write to them and ask permission to use it. You need not use their full address, but use a full name, plus town and county.

Using initials only waters down the testimonial considerably. While the use of only a person's initials after a solid testimonial is probably better than no testimonial at all, this approach leads to scepticism.

### **Two – A note in your shipping package**

You can include a note in your shipping package that encourages your customers to send their comments. You may then seek permission to use the very best ones.

### **Three – Offer a free gift**

You can even offer a free gift (perhaps a small booklet or short report or an inexpensive office supply product) in return for comments of any kind. This gift can be any kind of freebie that fits the lifestyle of your customers.

### **Four – A pre-printed 'Comments' flyer**


You can enclose a pre-printed flyer that solicits comments and asks a few questions. This flyer plus the enclosure of a prepaid envelope will greatly increase written responses. In all cases, obtain signed permission before using your customer's comments in your ads or mailing pieces.

You do not need permission to use comments or reviews from the media because this is already considered a public statement.

### **Benefits**

Always sell the 'sizzle', not the 'sausage'. What's much more important than your product or service, as far as the customer is concerned, is the benefits he/she will receive from buying it.

- Will it make his/her life easier or better?
- Will it make him healthier or fitter?

- 
- Will it enhance his home, his car, his boat?

No matter what you're selling, all the customer is really interested in is, 'what's in it for me?'

## **You need to sell the idea that your reader can be younger, healthier and sexier and a whole lot happier with your product.**

If you are selling to businesses, remember that people are humans first and business people second. They will still buy things for emotional reasons, that is, benefits and not features.

Once you have written all the benefits of your product down on 3x5 cards, arrange them in order of strongest down to weakest. This is the order in which you will write them in your copy. The benefits of your product must be perceived as more valuable than the money that you ask. Should you save some of your best benefits until last?

The answer is no, you want all the best benefits up front, otherwise your reader will simply stop reading. You will then lose the sale.

### **Signing the Letter**

Closing the letter appropriately is also important.

'Yours sincerely' makes your letter sound like a business letter rather than a personal one. I suggest a simple 'Sincerely' or something in the line of 'Yours for more exciting travel'.

### **Postscript**

Postscripts (the PS at the end of the letter) can increase sales by 30%! Yes it's true. Christian Godefroy, one of Europe's most successful direct marketers, never used a P.S. on any of his letters for the first 5 years he was in business.

**When he added a P.S. to an already profitable sales letter, the response increased by 30%.**

Think how much richer he would be if he had always used postscripts, and now imagine that this is you. Are you going to use a postscript from the moment you start out, after all it's not much extra effort, or are you going to throw money down the drain? **The reason why you are reading this is so that you can avoid expensive mistakes that the gurus made along their way to millionaire status.**

Mail tests by myself and other direct marketers have also proven that a well-crafted P.S. can make a big difference to your response. The P.S. is so important because apart from the headline, it is the next most read part of any



letter. Yet too much direct mail is sent out without a P.S. and the senders are throwing away a huge proportion of their potential sales.

In the real world, prospects do not read your letter from start to finish, they glance at the headline and if that draws their attention, they turn to the end of the letter and look at the signature and then read the P.S.

To be effective, you should restate the offer and/or the biggest benefit in the P.S. I usually use two postscripts in my sales letter and I like one of them to ensure the sense of urgency is still burning brightly in my prospects.

**Here are the 7 most used P.S. types in successful sales letters:**

### **One - Motivate the prospect to take action postscript**

This P.S. type compels the prospect to take action and place their order now. For this reason, it is the most important of all the 7 types. This P.S. overcomes the buyer's inertia, because in direct marketing delay is death.

P.S. "HOW TO FIGHT CANCER AND WIN" will make a huge difference in the quality of your life. You risk nothing. The book is not the original price of \$50.00, but only \$29.97 and comes with a one year money back guarantee. And it comes with up to 5 free bonus reports which you may keep regardless. Order at once."

P.S. Don't let the opportunity to attend this valuable one-time only seminar worth many times its investment of only £397. Additional registrants may attend for only £197. Get up to 2 Free Bonuses worth a total of £80. Call 932-253162 now!

P.S. The HANDBOOK OF DOCTORS' NATURAL HOME REMEDIES FOR PROSTRATE PROBLEMS AND SEXUAL IMPOTENCE will make a huge difference in your life. You risk nothing. You can have the book not at the original price of £50.00 but for only £29.97. You have a one-year money-back guarantee. And if you respond within 10 days you will get 3 bonus reports you may keep regardless. Order at once.

P.S. If you don't mail your £50,000.00 SWEEPSTAKES entry, the prize that you might have won will go to someone else. That won't happen if you return the Official Entry Certificate in the envelope provided.

P.S. Our "Summer White Sale" is only running until August 15th. To make certain your Savings Certificate is valid, please post it before that date. No need to send payment now. If you prefer, we'll bill you later.

### **Two - Reinforce the offer postscript**

This P.S. is the most often employed and properly crafted is very powerful.



It is also the safest type to use, providing the offer is compelling.

P.S. The "S" Corporation was brought into law primarily to give small business owners a few financial breaks... to make it easier for them to stay in business. Now, under new tax laws the "S" Corporation looks more attractive than ever. With *The "S" Corporation Handbook* you can gain all the benefits of owning an "S" Corporation, including the big tax saving available now.

P.S. As mentioned before, your Gift Certificate bears your name and may not be used by anyone else. A mailing like this - for a publication like W- must remain quite selective.

P.S. You'll be pleased with your decision, your 2 magazines, your membership and all your other benefits!

P.S. As mentioned earlier, this invitation is non-transferable. It is valid in your name only. If you decide not to accept my offer, please do not pass it along to anyone else. I would prefer you simply discarded it. Thank you.

P.S. Do look over the enclosed stamp sheet now, from Pavarotti At Carnegie Hall to Galway's Greatest Hits, from Sir George Solti to Itzhak Perlman... any 3 of the world's greatest artists and performances are available now for your 10-day free audition.

### **Three - Emphasise or introduce a premium or bonus postscript**

This one is very effective because everybody loves a valuable free gift.

P.S. REMEMBER, this special offer for ORGANIC GARDENING™ magazine brings you these three free gifts. Each one is chock-full of some of the best tips money can't buy. So use the easy order card today for a start on your best garden ever.

P.S. Remember, you will also receive, absolutely free, THE YEAR 2008 & BEYOND, an information-packed book on investing in the twenty first century. This 160-page, well-illustrated volume (a £9.95 value) is yours free when you join.

P.S. Take a look at your certificate now for news of a special gift of welcome! 10 power crystals, from amethyst to snow quartz, plus a guide to their legendary mystic qualities. Use them to meditate or relieve stress. Or enjoy them for their natural beauty. We'll send you all 10 power crystals free, plus a carrying bag, when you purchase *Mystic Places*.

P.S. Take a look at your certificate now to see your handsome Egyptian Paperweight! When you keep THE AGE OF GOD-KINGS, it will be your Gift of Welcome. This unusual pewter-finish disk features an exquisite engraving taken from the temple of Akhenaten.





## **Four - Introduce a surprise benefit postscript**

This can be effective in nudging the 'fence sitter' to take action and buy your product.

P.S. INCLUDED AT NO EXTRA CHARGE: Specific guidelines for most of the 166 letters; special tips on how to customise them; optional paragraphs and phrases for expanding them; and general guidelines for each of the 15 general categories of letters. ALSO: Checklist for Executive Letters; Forms of Address for VIPs; diagrams of correct letter formats; tabbed dividers; and alphabetised index - EVERYTHING YOU NEED FOR A LONG-LASTING HIGHLY USEFUL BUSINESS REFERENCE.

P.S. Please note that your Gift Certificate has your name on it - and may not be used by anyone else.

P.S. I nearly forgot to mention one more unique comfort of membership... our exclusive tapestry-print Floral duvet cover. It's stylish, practical and - best of all - FREE (with membership). In fact, it's yours to keep, even if you choose not to remain a member.

P.S. ACT NOW AND GET THIS FREE GIFT. To help introduce you to the world of NATURAL HOME REMEDIES, we'd like to send you "Easing Aches and Pains" - a booklet written to help you draw on your body's own natural resources to relieve the aches and pains of everyday life. And the booklet is yours FREE whether you decide to purchase RODALE'S ENCYCLOPEDIA OF NATURAL HOME REMEDIES or not. Supplies are limited, so please act soon. Mail the enclosed card today.

## **Five - Emphasise price or terms of your offer postscript**

This can be highly motivating when your offer involves a special or bargain price or terms, and you dramatise this in the P.S.

P.S. Remember, this half-price offer at £16 expires in 10 days. After this date you must pay the regular price of £32. Don't miss out. ORDER now.

P.S. Send no money now. If you are not completely delighted with the Exer-Stik, return within 30 days and owe nothing.

P.S. This half-price offer is the lowest rate available. We may not be able to offer it again, so don't miss the opportunity. Mail your order today! Thanks - WJG.

P.S. I think you'll discover that the Group Discount Plan makes it easier than you'd dreamed to own today's incomparable Britannica!





## Six - Emphasising tax deductibility of purchase postscript

Entrepreneurs love being able to claim their purchases back against tax. Tax deductibility also provides additional justification to make a purchase.

**Everyone feels more comfortable when they can justify their purchase to themselves or others.**

P.S. Your corporate shield is a valuable asset. Help protect yourself for a nominal tax deductible cost.

P.S. Your tax deductible investment of only \$49.95 is a small price to pay to gain all the legal protection this book provides you and your business. Without a doubt, you will rest easier once you receive it.

P.S. Important tax benefits. Like virtually all EARTH WATCH contributions, membership is tax deductible. Note too that you can charge your donations to credit card.

P.S. Executive discount price is tax deductible as permitted by the Tax Reform Act of 1986. See page 75.

## Seven - Emphasise guarantee postscript

Money-back guarantees can be excitingly presented. They are good raw materials for a P.S. because the risk associated with any purchases is eliminated. Your prospect feels less anxiety and a greater sense of security when no money can be lost.

P.S. This no-risk \$29.95 investment is guaranteed to give you protection personally over all your assets. Can you really afford to be without it?

P.S. You can charge THE COMPLETE BOOK OF CORPORATE FORMS to your American Express, Diner/Carte Blanche, Visa or MasterCard; if you decide to return the book, you'll receive an immediate credit or cash refund (including no postage both ways). So this is truly a NO-RISK Offer.

P.S. If Small Business Tax Saver doesn't put tax dollars in your pocket from the start, your subscription will be refunded in full. That's a promise (see enclosed letter). And the \$24.95 book, Big Tax Savings for Small Business, is yours to keep.

P.S. There is unlimited opportunity in consulting today, and Howard Shenson's Complete Guide to Consulting Success can help you take advantage of those opportunities. Order your copy today under our unique one-full-year money back guarantee.

P.S. Don't forget our guarantee - if at any time you're not pleased, just let us know. The unused portion of your subscription will be promptly refunded.



Here is another checklist to help you with writing your sales letters...

- **Never lie (This is the most important rule).**
- **If you make a claim, prove it.**
- **Lead with benefits, substantiate with features.**
- **Personalise.**
- **Make sure any slang or jargon is familiar to the reader.**
- **Reveal a minor flaw.**
- **Give copy news value.**
- **Write the way real people talk, not English professors.**
- **Never talk down to your audience. Look them in the eye or look up to them.**
- **Ask for the order.**
- **Make it easy for prospects to buy.**
- **Give an incentive to act NOW!**
- **Substitute 'you' for 'I' whenever possible.**

See you next month.

*Cameron Fulton*