

Direct Response Millions

LESSON TWELVE

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

For this final lesson, I explain powerful insider secrets that millionaires use to attract a higher percentage of sales which of course, increases their profits. You can do the same by copying these tested and proven techniques. The first is...

The Lift Letter

A lift letter is a short letter included in the same envelope as your main letter. It's called a lift letter because it can increase ('lift') response - **sometimes by as much as 200%**.

The most successful lift letters have at least one or several of these characteristics:

- Projects a different voice or tone to that of the main letter and usually endorses or recommends the product sold in the main letter.
- Is signed by someone other than the sender of the main letter, preferably the person who has the relationship with the list.
- Offers a new benefit, testimonial, or dramatic summary of the offer which is not in the main letter.
- Is printed on different colour paper.
- Is brief, not more than one side of one page.
- Is signed in blue ink (this can be printed on of course).

Your lift letter can take many forms. The most effective types are:

- Testimonial (from a customer, celebrity, or recognised authority).
- Telegram.
- News release.
- Memo.
- Mini letter.

You may:

- (a) enclose a lift letter in its own envelope;
- (b) clip or staple to the main letter; or
- (c) fold and enclose in the mailing as a last minute insert.

For best results, have the lift letter typewritten in courier font or hand-written; do not use a typeset, slick look. Aim for a personal 'from me to you' feel and appearance. The length of your letter can be anything from 5 sentences to a full A4 page - but no longer.



Print the lift letter on different colour paper to the rest of your mailing and order form, such as pale blue, primrose, pink, or cream. Ensure that the letter is signed with a strong, legible signature in process or reflex blue.

The lift letter usually goes in front of the main sales letter. However, consider using a lift letter as a 'last ditch' attempt to overcome final objections and make the sale. In this case you add the letter right at the end.

Consider using some of these headlines:

Please read only if you are still undecided.

Here are the heart rending words of a well-known customer.

Frankly, I'm puzzled as to why there is even the slightest hesitation.

Are you sceptical? Do you want more proof?

Looking for another professional's opinion?

Did you notice the guarantee on page 2?

Lift Letter Example: Seminar Offer

Dear Friend,

I heartily recommend the Stuart Goldsmith Marketing seminar. Why?

I've experienced Stuart's program myself. From this exposure I've learned so much about success and making money, it's tough to put all of it in a short letter. But, I can tell you this...

The way I direct market products has been forever changed. In fact, my whole approach to business has been revolutionised. I've also strengthened my people and negotiating skills. Every aspect of preparing ads and sales letters has improved. Attracting new customers, the lifeblood of any business, is no longer a problem.

Let's face it. Building wealth is important to everyone. And Stuart is the best teacher in the world in my opinion. But, perhaps even more important than the financial side of life, I've learned so much about real success as a human being from Stuart Goldsmith.

And there are many other important lessons I've learned from him. Balance between family, friends, and career. My entire family now pays more attention to our health, the greatest wealth of all.



Don't miss this chance to spend time with him. I urge you to do whatever is necessary to attend his 3-day seminar beginning December 2nd. And bring your employees if you are in business and your spouse, for your partner will also benefit enormously. I look forward to seeing you there.

Sincerely

[Signature]

John Collins

Lift Letter Example #2: Book Offer

Dear Bill,

As an M.D., I use and teach visualisation therapy in my practice. I consider this therapy to be more powerful than drugs or surgery. Why?

We humans have the (often under-appreciated) ability to heal ourselves using the power of our mind.

I'd like to relate a true story. You may wish to include the entire case history in your great book, *How To Fight Cancer and Win*. It may inspire your readers who can use this alternative approach to alleviate suffering and facilitate healing of virtually any condition.

Sara was brought in to see me at age 4 she was suffering from five angiomas, blood tumours behind her left eyeball. (Children are particularly good candidates for visualisation therapy because their minds are not cluttered with negatives.)

Sara's eyesight was deteriorating rapidly. The condition was extremely serious. It was apparent the eyeball would have to be removed along with the tumours. The rapidly growing tumours were constricting the optic nerve itself and stressing vital blood vessels.

I sat Sara down and explained to her as gently as I could what her problem was, and what would happen.

I began to teach Sara visual imagery. Within eleven months with continued visual imagery, Sara's vision was almost normal. Her pretty face had lost its deformed look. She is now completely cured.

Being an M.D., you might wonder how I ever became involved with visualisation therapy. After losing my eyesight due to a degenerative condition, I was forced to retire from medicine due to failing vision.

I had nothing to lose and was desperate. So I tried visualisation. I developed this visual imagery technique by practising on myself at home. I'd heard about



visualisation but at first was sceptical. I thought it was out of the realm of science. Finally I became convinced and a strong advocate of this type of treatment. But that was after I restored 75% of my eyesight!

I recommend visualisation therapy to any cancer sufferer. There simply is no risk whatsoever and the results can truly be miraculous. The power of visualisation combined with the other proven natural remedies and foods included in your well-researched book will help all readers, from the healthy to cancer sufferers.

Sincerely,
[Signature]
Leslie H. Salov, M.D.

Lift Letter Example #3: Another Seminar Offer

Vic Conant
Nightingale Conant
Long Road, Paignton
Devon TQ4 7BB

Dear Friend,

Excuse the hasty letter, but I have some exciting news for you...

The rumours are true!

Frankly, I didn't believe it would happen, but now the date is confirmed. Ted Nicholas, Peter Thomson and Stuart Goldsmith really are joining forces to give what must be the seminar of the decade on April 11th at Heathrow. How they ever got these three gurus together in one place, for an entire day, defies logic!

The seminar is called Millionaire Marketing Magic and in one intensive, unique day, Ted, Stuart and Peter will disclose the marketing secrets which made them all multi-millionaires, and which could do the exactly the same for you!

Because there are only 100 places available, I felt I had to write to you immediately to let you know about this outstanding seminar in order to give you the best chance of securing a place. As soon as I heard that the seminar was definite, I arranged with the seminar organisers to hold back all other mailings for one day to give Nightingale Conant customers a 24 hour 'unfair advantage'! There are no plans at this stage to repeat the seminar.

I urge you to read carefully the enclosed offer and to respond within 24 hours before the crowd get to hear about this.

Best wishes for your success.
[Signature]

Vic Conant



Lift Letter Example #4: Newsletter Offer

"Love or hate him . . . you just can't ignore him!"

Dear Friend,

In my post box every single month drop 7, yes 7, newsletters I subscribe to. Yes, I know it's a lot but I just love reading new stuff and seeing what other people are up to in the information field.

But . . . there's one that always, yes always . . .

Makes me want to take action!

Makes me frustrated at the state of the world!

And fortunately . . . makes me laugh!

Stuart Goldsmith's newsletter is a newsletter like no other newsletter I've ever seen. Let me tell you a bit about Stuart and his views and strongly urge you to take up his offer of reading 6 issues Free of Charge!

Etc. etc.....

So, let me suggest, in fact stronger than that . . .let me urge you to take up Stuart's offer, get the 3 free issues and make up your own mind!

I'm certain you'll enjoy the experience!

Kind regards

Peter Thomson

PS: Remember this is not for the faint-minded . . . Stuart tells it straight as he sees it!

That letter doubled the response to the straight mailing.

How to do Research for Your Sales Letters

When you know what you're selling, who's buying, why they buy and how best to make your "pitch" to them, you'll make lots of money.

There is a difference between research and testing, and you need to do both.

Once I have a product or service idea that seems to "fit" an already established market, it's time to do my homework - market research.



“Market research” is a big buzz phrase that big media advertising agencies love to use. The main reason they love it so much is that they have discovered it is an effective tool to extract huge sums of money from “fat cat” clients. Any time an entirely new or altered product is about to be developed, it’s time for market research, time to write that king-sized check so they can do their “vital research.”

I’m not knocking the idea of research; it is essential. I just believe that many agencies make it into a joke - An expensive joke for their clients.

I remember being in Chicago on business several years ago when a pretty young lady stopped me to inquire if I would answer a few quick questions. Since she had already gotten my attention, I said “Sure.”

She proceeded to ask me what make of vacuum cleaner I had in my home. “An old Hoover,” I replied. “Are you happy with it?” she asked.

“I guess so,” I replied, “but I personally avoid using it whenever I can. However, sometimes my wife insists.” (I was married at that time.)

“When you do use it,” she asked, “do you find it to be rather heavy?” “Well, sort of,” I said.

“Would you like to use a machine that cleans just as well, costs less, and is lightweight?” she beamed. “Well, I guess that would be nice,” I agreed. “Thanks for the information!”

This is marketing research? NO way, Jose! **However, some hapless client actually was paying an agency that hired this gal, and no doubt hundreds of others, to ask silly questions.**

Don’t waste your time and money asking if people want something better. Instead, spend your money wisely by introducing the better product to the masses, and make money by doing so.

How to Test Your Sales Letters

Once my research gives me a target market for my products or service, it’s time to test, and test some more.

We must discover:

- Which exact media will work best.
- What price will yield the best bottom-line
- What is the best product or service to offer new buyers, so that I can upgrade them to multiple-buyer status.

Once I have found the most productive, profit-producing market, how I price my product is a crucial consideration. Don’t sell yourself short.



Far more people fail because they under-price than those who over-price. It's easier to lower prices and thereby create a savings promotion, than to raise prices and drive potential customers away.

Test everything significant, but test only one major item at a time.

Remember, people do not care about how great, wonderful, or successful you are personally.

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.

The secret of direct marketing success is constantly to test. I will reveal here a really effective testing strategy so that you will know which are the most important elements of your direct mail package to test.

Here are the eleven most significant elements in order of importance:

1. Offer.
2. Price.
3. List.
4. Headline on letter.
5. Lift letter.
6. Letter.
7. Teaser copy on envelope.
8. Guarantee.
9. Bonuses.
10. Order form.
11. Graphics.

Obviously we could debate all day about the exact order of these. Let's look at them in more detail:

One - Offer

It should be obvious that if the offer is basically no good (Genuine Mud From World War 1 Flanders Fields - Yours To Cherish and Keep) then everything else is irrelevant. To the prospect, the product you are offering must have a value that they perceive to be higher than the amount they are paying for it. The question in the minds of all prospects that you must answer is 'what is the offer and of what benefit is it to me'? **Simplify your offer as much as possible.**



A good way to strengthen your offer is to compare it with other purchases your prospect will be familiar with. For example, let's suppose you are offering a course at £19 a month – you could trivialise the cost by comparing it to the price of a few beers.

Your offer can be perceived as a terrific bargain when carefully compared to the price of a new suit, a night on the town or a meal at a favourite restaurant.

Here is an example of copy that makes a valid comparison. "What would you expect to pay for such a product? About £75?, or £50?, or the cost of a special evening for two at your favourite restaurant? No, it won't even cost you 50% of this. You can have XXX product for less than half the cost of a decent meal - only £29.97!"

Two - Price

Next comes the price. **If this is wrong, no amount of copywriting will save you**, for example: "Genuine Pacific Fresh Coconuts Delivered to Your Home - Just £497 Each." You are wasting your time even writing copy which starts; "Imagine the turquoise blue pacific lapping on a sun-drenched, bone-white beach. Imagine paradise. Imagine..." Forget it! You've lost 'em with that price. **The only thing they're imagining is being £497 lighter, whilst left holding a coconut...**

Your customers are the most qualified for testing the ideal price for a product, not you. **The best price is often as much as your customers are willing to pay for it.** Most direct marketers make the classic error of doing little or no price testing.

Sometimes a higher price **pulls better than a lower one** if the product is well presented to the right audience; you will not only make more money but will sell more units. At other times you will gain a higher profit at a lower price.

Sometimes the profitability of a product is about equal at a higher or a lower price. When this occurs you will need to decide what is most important. If you want more customers because you have plenty of back-end products to offer, then you would go with the lower price. This allows you to more rapidly grow your own list. If you prefer to handle less units, but still want a high profit, then you would go with the higher price.

If you were considering selling your product for less than £100, then I suggest you test four price points. The prices need to be different enough from each other to give a clear cut reading of profitability.

Your prices might be £37.97, £57.97, £77.97 and £97.97. Prices that end in the digit 7 have more sales appeal than any other number. **Keep everything else in your mailing exactly the same.**



Test each price using 5,000 names and then assuming you had a good enough response, roll-out using the most profitable price.

Supposing someone finds out that they paid more for their product? This is very rare indeed. If it does happen, simply send the customer a letter of explanation telling them the truth - you were price testing. Apologize in your letter for any confusion, and then send a full refund of the purchase price paid, allowing the customer to keep the product with your compliments. If the product is a subscription or standing order, refund the difference of what was paid at the higher price.

Three - The List

Next comes the list, no question. A great offer to a poor list will bomb. E.g., this offer to a list of Green Peace Activists: "Test Drive The New BMW 735i Tomorrow - The Luxury Car of the 21st Century." Or this, to a list of heavy-rock concert ticket buyers: "Fifty of the World's Greatest Operatic Arias on One CD - Yours Free When You Subscribe to Opera World Magazine..."

In contrast, a mediocre offer to a great list will succeed.

Four - Headline on Letter

You can use the teaser copy on the envelope as your headline, or create a new one that is congruent with the teaser and the entire offer. It is perfectly acceptable to repeat the teaser copy and I often do so, however, on many of my mailings the headline is different from the teaser.

For example...

"How To Get Enthusiastic Applause, Even A Standing Ovation - Every Time You Speak."

The headline on the sales letter was the subhead used in the original space advert as follows:

"Leadership Today Requires That You Are An Outstanding Public Speaker"

In the example above the subhead is strong enough to be a headline; your subheads need to be like this as well.

Five - Lift Letter

Replacing a weak lift letter with a stronger one can improve sales results. Test your mailing with and without a lift letter. A properly done lift letter will always significantly out perform a mailing sent without a lift letter.



Six - Sales Letter

Establishing credibility is the challenge with writing your letter (as well as all advertising copy). It must be written with honest conviction. And passion. You must persuade and practically compel the prospect to take the action you request.

Seven - Teaser Copy on the Envelope

This one is the easiest to change as well as the lowest cost, but because it is the first part of your mailshot the customer sees, the effects can be very rewarding. A good teaser can improve your response rate, and all that was required was the extra effort in creating a new teaser

On every mailing that you do; test at least one new teaser against your control. Your control is your current mailshot (letter, headline, offer, etc.) that you are making money on. Here is an example of two mailings that Ted Nicholas did using a new teaser but all other elements were identical to the control.

"Discover Today's Best Business Turnaround Strategies"
(Envelope A)

"How To Get Very, Very Rich Turning Around Your Business"
(Envelope B)

Envelope B pulled best by 271%!

Eight - Guarantee

Test different guarantee periods for their increased response, over the number of tyre kickers or 'something for nothing' brigade you may attract. Generally the longer the guarantee, the more orders and the fewer returns you will get. Here is an effective way to word your guarantee:

Money-Back Guarantee


If for any reason you are not completely delighted, return it to us in any condition within 30 days of receipt and receive a full prompt and courteous refund.

The words 'prompt and courteous' are extremely important as they help to build credibility.

Other effective titles for your guarantee are:

- **Ironclad Guarantee**
- **No-Risk Guarantee**

You can also offer a conditional guarantee. This might result in fewer orders but more qualified long-terms clients.



Changing the wording of a guarantee can improve response to your offer.

Nine - Bonuses

When Ted Nicholas first started out, he once offered a special report (that wasn't selling well) as a free bonus. The response to his offer dropped markedly when he did so. In other words, he was getting better sales *before* he added the free bonus. This may seem really odd to you but I will explain it by way of a ridiculous exaggeration. Suppose you were selling Rolls Royce cars and to lift your response you offered a free plastic teaspoon with every £168,000.00 car purchased. Would that aid or lower response? I'll leave that thought with you...

Remember the golden rule: If you can't sell it, you can't give it away!

Speaking of Rolls Royce cars, one of the most successful and fun free bonuses offered by Ted Nicholas was a miniature replica of a Rolls Royce delivered to the customer's office. The headline offering rentals of his mailing list to direct marketers was "How To Get A New Rolls Royce Free Just For Testing A Hot New Mailing List." His cost was over \$100 per unit but was well worth it.

Use bonuses properly and your mail results will soar.

Ten - Order Form

When writing your order form, assume that the prospect will look at it first as many people do. Ask yourself: 'Does my order card alone excite the prospect enough to close the sale?'


Testing the order form is an important part of any mailing. Add vitality and benefits and watch your sales explode.

Eleven - Graphics

This is definitely the least important part of any mailing, so tinker with this when everything else is as good as you can get it.

Good graphics can improve the response rate of an otherwise successful mailing, but they won't turn a lame duck into a success. The words are more important than anything else in copy, and apart from sourcing a suitable photo; I would leave other graphics to a graphic artist, or preferably leave them out altogether.

You don't need a graphic artist to produce a successful letter. Personally I've never used one, and I've made millions of pounds out of my letters. Watch graphic artists *very* carefully. They usually have zero sense of what makes a good sale; they are mainly concerned with how pretty something looks. They're interested in Pantones, not pounds and pence.





All the graphic artist is required to do is to enhance the feel and power of the copy. That is what a good one will do. A bad one will make your letter look 'arty' and it will bomb. Graphic designers who can help improve direct mail results are a rare breed, so my advice is to leave well alone.

Common Mistakes to Avoid in Sales Letters

- No headline on letter.
- Not enough benefits.
- No P.S.
- No signature, or signature is a squiggle.
- Black or other colour than blue signature.
- Typeset, slick-looking lift letter.
- No guarantee.
- Weak teaser or headline.
- Exaggerated claims (you must establish credibility).
- Confusing mailing (lots of separate pieces, offer not clear, etc.).
- Copy is too short - not enough reasons to buy.
- Copy is boring.
- Long paragraphs - should be five sentences or less.
- Few or no subheads.
- No free bonus.
- No close.
- Copy doesn't flow logically from one paragraph to next.
- Disrespectful of reader, or presumptuous, "I expect you're pretty broke right now..."
- No price testing.
- Weak or non-existent bonuses.
- Too many type faces, too much fancy graphics.

Congratulations! You now know exactly how millionaires make their money from direct response marketing.

If you want more leisure time and more money, all you have to do is simply pick up a pen and get writing.

A Fear of Success

How does anybody break free from a fear of getting rich? Perhaps you don't even think that anybody could be frightened of success or of being rich. If you do, you may be surprised to learn...

The fear of success is epidemic in our society!

So many people have this fear and don't realize it. They're afraid of money



because they've heard negative things about money and some people abuse it. If you have a fear of getting rich you must break free from it – **otherwise you'll sabotage every effort to make money.**

A healthy attitude to wealth will overcome any negativities. This is how to make sure you aren't negative about money and success for yourself...

Don't harbor thoughts like how can I get rich? If I just had a million pounds, or if I just had a hundred pounds! I've just got to get some money!

That's the wrong approach. Instead focus on thoughts like...

How can I serve other people? How can I sell products and services that people want? **If you do this, the money will follow.**

This is keeping your eye on the ball. Keeping your eye on the ball means the market place comes before creating your product or service.

If you focus on your customers and serving them then you will do the right things at the right time. This mean you will create the right products at the right time and sell to the right marketplace.

Risk reversal is the secret to turn sceptical people into happy satisfied customers.

But a lot of people are afraid of doing things that have to do with risk reversal because they are afraid of the refunds. That's something that scares a lot of newcomers. It is something that can make you rich!

It is foolish to be afraid of it. If you have superior products and services or just plain good products and services, the refunds will be very small - one, two, or three percent.

If you're playing a game where you're trying to send people a bunch of junk and you know it's junk but you're selling it for £50 although it's not worth ten pence *of course* you're afraid to give a good strong money-back guarantee.

But nobody should sell that kind of junk in the first place. It might con some people, it could make some money in the short-run but in the long-run the seller loses big time.

These con artists work harder at conning people out of their money than if they served their marketplace. They're just like a roman candle on the fourth of July. They explode with fury but then they fizzle out in a few seconds. So, stick around for the long-haul.

Make a fortune by serving your customers the way you would want to be served.



Projecting the Right Image

I know I've already covered USP several times. That's because it's so important

You get it right by knowing the marketplace. Your unique selling position has to be positioning yourself and your company in that marketplace where you're offering better service and better reasons to buy than anybody else in that marketplace.

Your price is less or your price is more, it doesn't matter. If it's less, you benefit from the fact that you under-sell your competition. If it is more you benefit because you give so much more than your competition.

Know what turns-on the people in that marketplace. That comes by selling products and services that you understand to customers who you understand.

That's niche marketing.

You simply develop special interest products that are specifically targeted to a specific customer that you want to reach.

Don't forget if your market is 'everyone' you don't have a marketplace. You want a market that you can define. That's how to get rich!

Here are five steps to getting it right...

1. **Zero in on a target market.** The type of newspapers or magazines or media where you place that free offer must have an audience that is likely to be interested in what you're giving away free. When I talk about giving things away free, I am talking often about paper and ink. But it could be a CD or it could be a small inexpensive product.
2. **Test various size adverts.** Start with the very smallest because often you just need a little one inch or a classified advert to get big results when you're giving something away free.
3. **Your freebie has to be good.** It has to have high perceived value but it must not cost you much money.
4. **Qualify all responders.** You give both a write or call option. You don't want to make it too easy. You want them to take a little step to go forward.
5. **Your advert has to be dynamite.** With a small advert that means a great headline. And of course you want the word "free" F-R-E- E in that advert because that's the number one word in advertising.

That brings you all the customers that you need. Those new customers have problems. Every market has certain frustrations and certain problems. People buy for only two reasons: to gain something or to avoid some kind of a pain.



So you have to find what their problems are and then turn those around. Turn ordinary business problems into cold hard cash by giving people what they really want. You can make thousands of pounds doing this.

You can even take products that are unprofitable and turn those into super cash generating products just by selling them to your best customers. It's that simple.

Free offers, you lose money on the front-end. You'll lose a little because the advert will cost some money. And then you send this free little product or this paper and ink report and that's all going to cost a little bit of money.

So there is no profit on the front-end. However, as you already appreciate the back-end is where the money is. **The back-end product or service is the difference between going broke or getting rich.**

If you have a great back-end offer you mail to those customers at least three or four times a year and even better, five, six, seven, eight times a year. Just to your best customers - by segmenting your customer list you can make up to three hundred times more money on that small group. It may not be a very large group of customers when you segment those names. It doesn't matter you can make up to three hundred times more money doing that.

How to Segment your Customer Mailing List

Once you start building your data base - your customer mailing list - break it down by who these people are. These are your groups...

If someone replied to a free offer, they're not really a customer. They're just someone who raised their hand and said, "Hey, I might be interested in what you have." So enquirers may be the largest part of your data base but they are not the best by a BIG margin.

Then, the second segment would be people who replied to an offer. They spent a little money or they requested something free and then purchased. These people are buyers.

The people who have bought once are not a customer either but they are better than the list of enquirers.

The third segment consists of your real customers. These are people who have bought from you at least twice. They are the family jewels the customers who buy again and again. They are known as 'multibuyers'. It is easy to break your mailing list down into these three segments

Remember to get a lot of **testimonials** from your happy customers and then use those testimonials in your sales literature to get even more customers.



How to Obtain Testimonials

Simply put a questionnaire together asking your customers some key questions about what they think about your products or services and then ask them to sign on the bottom. You also request their permission to use their name and address in your materials.

However, you never give their full name and address – simply their name and the town, city or county they live in. **F Jones, Aberdeen.** That technique makes a tremendous amount of money.

Keep all these testimonials safe in files in case you ever need proof.

That's the way customers get you more customers and here's another...

If you spend more money on your customer mailings you can make more money. It's not wise penny-pinching on mailing cutting corners with cheap paper and envelopes for instance.

Sales literature and products I send to my customer base are printed on 100gsm paper. I send them all first class - no bulk mailings to my customers. But I make more money.

I re-mail with the same product a month later. Then I re-mail with a related product to the one I sold them the first time. These techniques easily double, sometimes triple my income from my customers including brand new ones.

By re-mailing I easily double the value of brand new customers in as little as thirty days from the time they do business with me.

Here is something else I want to pass on to you...

Putting the customer first has helped me get out of some business jams.

If you make a mistake like over-ordering a certain product simply go to your customers and explain the problem to them.

Make them a tremendous offer and let them benefit by helping you out of your problem. That's something that I've done a couple of times.

You just tell the truth.

Like the time I overstocked with a bunch of books that weren't that good. I wrote to a segment of my customer list and said, "I've got all these books. The low wholesale price was practically a close-out. Some of them are ten and fifteen years old but they have a few good ideas. How about taking them at a pound each?" This is what I paid.



I sold every book!

I didn't make a profit but it was good for customer relations.

How to Find Gaps in the Marketplace

You keep that swipe file. You get on their mailing lists. You buy from your competitors. You learn as much about them as they know about themselves. And then, you start asking "What if?" You look at their package they are selling.

Let's say they've got a good package for about £295. But you consider, "What if I added this to the package?" "What if I added some simple reports, but they had good information on related topics?" You start asking "Why?" and "What if?" and you start thinking about if you can put a package together that is just as good or better than theirs. Maybe you do this for a hundred pounds less (in this case), and give them a bunch of extra bonuses.

So you want to do a variation of the same things that your competitors are doing - if it's the right thing of course.

Secondly you want to fill the gap in the marketplace by doing those things that they've overlooked.

Start Small

As I've explained – start small, test slowly then roll out with the profits. But guess what! Most people won't do it.

Instead they want to craft an offer.

In other words they want to put together a sales package and that's it. If it's successful, they pat themselves on the back. If it's not successful they think it doesn't work at all and they immediately give up. But you can turn a loss into a gain or turn a product that's a loser into a big winner by just making some changes and doing some testing.

The RST Get-Rich Method

If you're finding it difficult to remember everything I've covered, here's a technique that should prove a help...

RST stands for: Reading, Studying, and then Transferring the ideas that other people are using to get rich and finding a way to transfer those ideas so that you can use them too.

When most people sit down to write copy they start with a blank sheet of paper. They try to think up ideas of what to write. That's the wrong way!

Here's the easy way...



First off make a list of all the features of your product or service.

Next, turn those into benefits. Then you draw ideas from dozens of other people by studying their promotions.

You want some in your field so that you really can get tuned in, but you can also draw from other fields. This gives you good concepts for great copy.

This technique doesn't only apply to copy. You can also borrow all kinds of great lay-out adverts. You can borrow from their designs so that you can create little small display adverts that jump right out of the page.

The only rule to follow of course is **not** to take something somebody else is doing and do it exactly the same. **You have to change it in some way.**

You use this technique to jump start your own creativity.

You can come up with many different creative ideas for product, services and for copy. It's the easiest, least expensive and most profitable rewarding way to make money. Instead of staring into space trying to come up with ideas and getting a headache you can simply study all of the other ideas that are out there. It is so easy!

The Millionaire File

I want to explain a technique I started using after hearing about it from two American Marketing gurus, T.J. and Eileen Rohleder.

Apparently they have a huge room in their house that is full of direct mail pieces – in other words lots of swipe files. They sit in that room sometimes and like two little kids in a sandbox they sort through all this mail. They take notes. That's real important. They do their preparation work of taking notes and get extremely wealthy by borrowing little tidbits.

And Russ Hoelscher another American Marketing guru, (and I do this as well) carries a manual around - a big, huge three-ring binder a couple hundred pages in it. He has hundreds of headlines in there. He has hundreds of special phrases in there he's collected. He has action words and several pages on guarantees.

So now you know – I eventually got wise and listened and learned from people who had gone before me and succeeded in direct mail. And now after many years I can pass my experience on to you. It's the intelligent way to learn.

Who wants to struggle for years, learning by making countless mistakes losing money hand over fist? That's not smart, it's plain stupid.



So when I sit down to write an advert I have all the materials that I've worked on for the past years plus a lot of knowledge from brilliant copywriters at my disposal. And if you start a folder so will you.

That will be your "millionaire folder."

There are millions pounds worth of words and ideas in that binder and it is at my disposal, ready to use. Anybody can do that! When you get sales letters cut out the headlines. Cut out the headlines from the adverts. Sometimes put the first page of a sales letter in the binder.

When you see action phrases motivating people to take action, cut that out. When you see certain groups of words that seem to have so much power cut that out. Guarantees, testimonials, lay-outs, anything and everything that has to do with advertising and marketing and you can build your million-dollar portfolio.

You may not realize but **the number one secret is that professional copywriters use this same technique to make their clients millions.** These professionals that charge sometimes thousands for a piece of copy - they all use this same technique that I've just explained.

They all borrow from each other a little bit along with going back and pulling things out of their memory banks. But not one of us can rely solely on their memory banks.

It's impossible to remember everything about marketing. Sometimes when I see an idea presented by someone else I remember that worked great for me some years ago. I wonder why I've stopped using it.

So when I got frustrated enough by forgetting some of the good tricks that I've used in the past, that's when I took the advice of the marketing masters and started my million-dollar folder - this three-ring binder.


Here's another trick that really **is an insider's trick.**

The Value of a Critique Service

A simple technique that can easily pull in more orders is to let a master copywriter critique your adverts and sales letter copy for you.

Many copywriters make this service available. And it's a relatively cheap service because you have carried out most of the work.

When a copywriter starts from scratch he/she has to charge top dollar. But if you send an advert you already have words on paper, even if some of them are good and some of them are lousy, the copywriter has something to work with and can sail through it much faster. For that reason the service for this can be as much as a 90% discount.



Using a critique service is one of the easiest ways to make all of your adverts and sales letters sell like crazy.

Learn how to become a master copywriter by writing all of your own adverts and then giving them to a professional copywriter to critique them for you. They can point little things out to you that can make you a lot of money – far outweighing their fee. Mistakes perhaps you didn't even realize were mistakes because you were a little too close to the whole thing. When they are your projects and you put them together, you don't have that conceptual vision.

So you can read, study and transfer. You can immerse yourself in marketing books and of course in the sales letters and the adverts of others.

Nine years ago I didn't know beans about copywriting. So if I can learn copywriting – anyone can do it.

There are so many ideas out there. If you take one person's idea and you use it, there may be something wrong with that. I can see where morally and ethically there could be some potential problems. But when you take a little bit and piece from hundreds of different peoples' sales material, I call that smart.

That's just research. Everyone who writes a non-fiction book today borrows material from many other writers. And we can do the same thing when it comes to copywriting by borrowing from many others. Not taking full pages from any one copywriter, but bits and pieces from this one and that one and putting together our own offer. This is how you can become a good copywriter.

And just one or two small ideas that you find that other people are using can put you light years ahead of all of the people that you're trying to compete with.

You can easily investigate all of your competition and get all kinds of great ideas just by seeing what they're doing. But you have to be keyed into it.

There are letters in the mail that are junk. But when you get into this business you have to realize that every time you see a good sales letter or a good advert you can learn from it. It's something that you should study and take notes. That is so important and to have a place to keep your notes. That's working RST.

That's taking the simple concept of reading, studying, and transferring it into the next level where you make a conscious decision that you're going to start taking notes.

Every time you see a good idea being used, you're going to have a place to put those notes. You're going to be able to go back and study those again and again and after a while these great ideas start penetrating the inside of you.



These great ideas become part of you now and unconsciously every time you sit down to write a piece of copy, you're taking all of those great ideas that you've subjected yourself to and you're putting them into print. It's an unconscious thing but after a while it's just like a sponge - a sponge soaks up all that moisture. Whenever you subject yourself to all of these other adverts and sales letters and you're consciously taking notes on the great ideas, the great headlines, the great words, phrases, and concepts that made it good - all of that becomes absorbed into you and it becomes a permanent part of you.

You're taking all of the guesswork out of what it takes to make huge amounts of money.

Because you're taking ideas that are already proven to make money and you're using them for your offers. **You'll constantly make more and more money every single month by practicing this on a regular basis.**

After a while it becomes so easy to sit down and write adverts and sales copy. After a while the only question becomes not, "Can I do it?" because of course you can! The more you do it, the easier it becomes but, "Which advert or which sales letter is going to work the best?"

That's where testing really comes in and it's through testing all of these different ideas that eventually you'll find out exactly what makes you the most money. Then you simply roll-out with those best ideas that you have

Another thing I would like to pass on...

Brilliant Article Writers

When you buy the tabloids you have some of the most brilliant writers in that field - writing simple, easy to read, gripping copy. Many of the articles are written in such a jazzy way, there is so much gossip and the copy is so hot you can actually take some of that copy and transfer it to your advertising.

I'm not telling you to steal anything. Let's get that straight. I'm just saying that in all the great copy put out by the various companies, big and large as well as small but entrepreneurial, you can find some action words and phrases that you could transfer to the product or service that you're selling.

Plus you find themes and you can find all kinds of things if you look for them. You can find the way that certain adverts were constructed - the beginnings, the middle and the ends.



Through studying, you find all kinds of different ideas to use for your own promotions. Different ways that some writers have introduced their offer and how they've made it all very clear to people. Different graphical ideas that really helped the reader be able to soak in that offer and really understand it. There are all kinds of things that are being used out there and, collectively, there are hundreds of copywriters all across the country that do nothing but think about all the different ways to make money with their copy.

So what you're doing, by simply taking all of this sales material and absorbing it, taking notes on the best ideas you are collectively borrowing from all of these people out there that do nothing but think about how they can improve their offers. That's being smart. **The dumb way to make money is to try to do everything yourself.**

Newsletters

And get on the mailing lists of as many of the newsletters that you can because newsletter writers tend to have to put together some of the best copy - especially in the stock markets. There are hundreds of stock market letters and they have some of the hottest copy and you can borrow a key phrase or a word here and there that will really help you.

Plus, if you're looking for ideas on products and services that will sell well, the best way is again you read, study and transfer the ideas that other people are using. So you keep a close eye on your competition - all the people in your marketplace.

Sometimes people have come up with the core of a good idea but as you study their materials you'll think of all kinds of things that could have been done. All kinds of ways to maybe even make it better. So that's another way to use RST.

Twelve Mega Wealth Strategies

Here's **twelve key strategies** to show you amongst other things how to make a huge fortune with the back-end selling.

These twelve factors of direct response success give an overall strategy on how to get rich. I've already mentioned a few of these factors before, but I put twelve of them together here because we learn by hearing the same thing again and again.

1. **Find your market *before* you create your products or services.** That's something people get SO wrong when starting out. They come up with a product and then try to find a market. Find your market BEFORE you put together your products and services. That is essential to your success!
2. **Fall in love with this great business.** The direct mail business, the direct response business. Over the many years that I've been doing



business and interacting with clients all over the country and the globe I find the most successful people are those fanatics who love the business. The more you love what you're doing, the better you'll do it.

3. **Only sell the kind of stuff that you know is good and you're proud to sell.** That's real simple but it is so true. If you don't believe in what you're selling, you're not going to do a good job of selling it. So only sell what you know is good - what you would be willing to buy.
4. **You'll sell best what you know best.** So if you already know about your products and services, if you have years of experience with them - maybe just as a customer or as a hobby or whatever you used them for in the past this gives you a big edge. If you don't know them intimately. Learn it through research before you sell them because you sell best what you know best.
5. **Develop your own products.** It is very important that you have the right to your own products so either develop your own products or get the rights to products. If you're selling CD's you want to be able to duplicate them. If you're selling books and manuals you want to be able to print them. If you're making DVD's you want to be able to reproduce them. So get the rights to your products - you either put them together yourself, you hire someone to do them for you, or you get them from a company who gives you the rights.
6. **Give something away free or sell something relatively inexpensive on the front-end.** Everything starts with the front-end. All the money is on the back-end but we need this front-end funnel to bring people in. So have an inexpensive offer or a free offer on the front-end.
7. **Realize your really big profits will come from your back-end.** Here it is again. It doesn't matter who you are or what you're selling 98% of the money you make - the profit you make, at least - will come from the back-end.
8. **Know that your back-end needs a back-end.** I am a firm believer that you get the initial sale with an inexpensive sale or maybe a freebie offer. You have the great back-end offer. But then you have even greater back-end offers following that. Become a non-stop marketer. Back-end after back-end after back-end. Once you've sold your customer two or three times, it is relatively easy then to have a whole funnel of new products and services that relate to what you're selling them. You can mail them and you can get very cost effective sales again and again. It just must be related.
9. **Consider doing a newsletter because a newsletter is the ultimate way to stay in touch with your customers.** It can come out four, six or twelve times a year. It gives you a reason to constantly be in touch with your customers. You could have a newsletter where people pay you good money to subscribe. Or you could just start a newsletter that all customers get free or some variation thereof. But a newsletter can be the greatest way to stay in touch with your customers and at the same



time you give them good information and also tell them about your new products and services.

10. **Realize that direct mail can make you rich** so keep testing other people's mailing lists.
11. **Your own list is your company's number one asset** and you should mail to that again and again. Mail to them at least five, six, or seven times a year. That's the company's jewels. That's where the money is but also keep testing other lists so that you have this funnel of new customers.
12. **Know that you need killer copy** - the best ever advertising copy you can get. The absolute best if you are serious about making money in this business. That means you should learn how to write copy even if you're going to work with copywriters. You want to know what they're doing that is right and you want to learn all you can about copy. Killer copy will make the difference between success and failure.

Those are twelve key factors for your success!

Just practicing and mastering those twelve things can make almost anyone a millionaire.

These are the secrets! Some people may have already heard of them before and think it's not really a secret. But have you practiced it? That is the only way of knowing.

You know something at a very superficial level. You've heard it before, you have some knowledge about it but to be really successful you have to integrate this. You have to make it part and parcel of everything you do. That's when you really know it and that's when you practice it!

Now I'm coming to the end of the Direct Response Millions program this is the fast-track strategy to riches. I'm going to go over some of the most important things that you need to take away with you

Here are some of the key points that I think are very important. Let's put it in chronological order...

- You must learn everything about the customers you are going to serve. So if you're already one of them, if you're selling things on photography and you're a photographer, you've got it made. But if you're selling items that you don't know that much about to begin with you'll have to do the research to learn it. You must know your market and you must know the people in the market that you're going to serve.



- To make a lot of money and even get rich in this business you've got to understand how to make an offer. You have to understand advertising. So you should keep a swipe file of all the great adverts that you see running again and again for months and years. Keep the direct mail. Build up a huge reservoir of materials from other copywriters. You'll have millions of pounds worth of material. In fact, one letter by the Wall Street Journal has taken in over a billion dollars. So you want all this great stuff that you can draw from. Not to copy it word-for-word, but to get ideas from.
- The most important thing in advertising is the headline. So learn to recognize good headlines and practice, practice writing great headlines.

Now on the practical side...

- Once you decide to promote a certain service or product or book or whatever, learn how to run effective small adverts. You're just trying to use classified or small display adverts to get the enquiry. You are using the voice mailbox.
- Then you're sending the sales letter to make the sale.
- Then, once you've made a sale even if you made only a little bit of money or broke even you have a customer. The whole idea is to get as many people as possible into the fold. In other words, the reverse pyramid - the big funnel - so that you can constantly go out to these people again and again and really make the big money on the back-end by making related offers at least five, six, seven, or eight times a year. You're constantly in touch with these customers.
- Then it is very important to try to get all the free advertising you can. If there are magazines, newspapers, radio stations whatever that will give you publicity and believe me thousands of them will if you approach them the way I explained to do it. You should do everything to get that free advertising.
- Next keep in mind that joint ventures can make you rich so find other marketers who will sell your products. You work on 50% or maybe only 40% of the money that comes in but they do all the promotion and all the work for you and you just ship the product. That is a great way to make money.
- In addition to that constantly look for new products that you can funnel to your people, knowing the kinds of things they want to buy.

I have just given you the greatest scientific formula for making money in the world.

If you learn those strategies you can definitely have a money-making business that will set you up for the rest of your life.

And if you use all of the great techniques, methods, ideas and strategies that I've covered in this program **you'll never have to worry about making money ever again.**



Just practice what I've taught you. And listen, the truth is you now know one hundred times more than most business owners. All of these techniques work.

Now what you need to do is set those huge money-making goals and then put these strategies into action!

Once you do that, you'll have the power of momentum working for you. That is the power that can make you rich!

I want to make one more point...

Business is More than Making Money

This is something that has worked so well for me – business is a lot more than just making money. It can be about friendships. It can be about enjoying a whole new way of life. I encourage you to read through this course again and again.

Take notes and write to me about your success stories when you've become a millionaire!

Finally

I hope that you have enjoyed this twelve part course.

I've done my absolute best to give you an overview and much of the detail of this exciting world of the direct response business.

Of course I could have gone on and on as the questions you may have are unlimited. How do you start a company? What business names are the best? Do you need to register for VAT? and so on.

But I wanted this course to be a sensible size, not a telephone directory! And the truth is, once you're fired up about making this happen in YOUR life, you'll find the answers you need to fill in any gaps I may have left.

The truth is that using direct response marketing you really CAN make a fortune without working too hard. The easiest and quickest product is home information publishing, but if this does not appeal to you, there are other products and services that can be sold through direct response. This is not one of those ridiculous pie-in-the-sky ideas which is totally impractical.

It does work! For me and dozens of others out there right now.

We're enjoying comfortable, millionaire lifestyles with plenty of free time and (more importantly) **plenty of money to enjoy it with.**

One thing I really do know is that YOU could do this too. If I were an English professor or an intellectual whiz then maybe you would think you



couldn't do it. But I really do believe that if you use the short cut secrets I have shown you here, you can start to turn out quality information products – even if you can't write or won't write.

Isn't it about time YOU enjoyed a millionaire lifestyle instead of slaving away as you probably are at the moment? YOU could take what I have shared with you here and carve a brilliant new life for yourself and the family. It's YOU who could be living in the 6-bedroom house in a leafy suburb and with one or two tasty top-of-the-range cars on the drive.

You could be helping out your family and friends if you want to, or taking five-star holidays in the world's top locations (the sort of places the celebs stay at).

You could have a wardrobe full of designer clothes and a classy watch on your wrist.

And I guess the most important thing of all is that YOU could be the one who NEVER HAS TO WORK AGAIN AS LONG AS YOU LIVE!

This really is possible if you take what I have disclosed in this course and build upon it with your own researches and effort.

Above all, please don't just put this manual to one side and think something like: "That was great. I'm really going to do that... one day."

Instead, grab a piece of paper and pen and write down the ONE THING that you can do, right now, today to get yourself started on the road to a successful career as a Direct Response Business.

Don't put this off until tomorrow.

Do it now!

Don't be put off by the detail in the course. It took me a while to 'get it' so be prepared to read it a couple more times to let the ideas really sink in. After all, **we're talking about your total financial freedom – FOREVER!** That's worth a little effort, don't you think?

So come on in! The water's warm and the beach is almost deserted. **It's about time you cut yourself a better break and aimed for a more fulfilling, wealthy life.** That's what I did. That's what you can do too.

My very best wishes for your future success.

Cameron Fulton