

Direct Response Millions

LESSON ONE

by

Vince Stirling

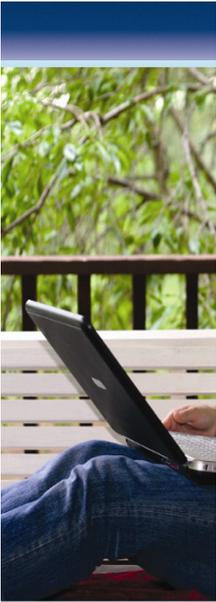
**The Easy Way to Become a Top-Gun Copywriter and Make
£100k+ a Year From Anywhere in the World!**

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Welcome and a huge ‘Thank You’ for purchasing *The Laptop Millionaire*.

This is what I truly believe...

**Learning how to write powerful sales letters can make you more money than almost anything else in the entire world!
AND you can do this from a laptop on the beach!**

Does that sound too good to be true? Am I crazy? NO!

Learning the art of copywriting to create great sales copy has made me a millionaire - and I know it can make YOU a millionaire too!

When I started getting it right - hitting the spot with my sales letters – knowing which buttons to push – my income shot through the roof. Soon I was making more money than I could spend.

Before the year was up, my sales had jumped from £300 to £16,000.00 a month.

It was incredible! I was so excited it was like a roller coaster ride that was making me rich.

At the time I paid a top copywriter to teach me the art of writing sales letters. I paid him thousands of pounds for his personal help, guidance, support and cutting-edge strategies and secrets. Believe me, it was worth it. For every pound I paid him, I made at least £100 for myself. So I’m not complaining in any way....

But you won’t have to pay thousands of pounds.

Now you are getting the *same* cutting-edge get rich secrets that have made me and others a millionaire.

Over thirty years of the greatest tips, tricks, and powerful wealth-building strategies are packed into this super powerful course that is guaranteed to have the potential to make you rich.

Let my great wealth-building secrets become *your* wealth-building secrets. Let each of these great ideas and methods become your road map to the riches I know you desire.

You made a wise decision to invest in this course. I am living proof that knowing how to write powerful sales letters can make you rich. I know you can turn small amounts of money into a small fortune. And I know, beyond any doubt, that YOU can become a millionaire with these powerful tips, tricks, and cutting-edge strategies and secrets.





What You Can Expect to Get from this Course

By reading this course you will...

...Discover these Cutting-Edge Secrets and More!

- How to make 1,000% to 2,000% profit each day of the week.
- The time tested and proven formula that winning sales letters follow.
- 22 things to do to your sales letter to increase the response every time.
- The power of self image.
- 12 things that all people want, supply these and you can make a small fortune.
- The most powerful and profitable word you could ever use in your sales material.
- How to increase your sales by up to 1,000 % by doing one simple thing
- How to make money NOW.
- A sure fire way to make your sales pitch 300 times more effective.
- How to break through your prospects' scepticism!
- How to easily write sales letters that bring in the big bucks.
- Know what you're selling, who's buying, why, and how to reach them.
- Great headlines and how they can make you rich.
- How to obtain business-building testimonials.

To Begin at the Beginning

Once you have a suitable product you need to market it; we will cover sourcing a product later. An effective sales letter, either on your website, or through the post, or an advert in the press or online, are your only means of convincing customers to buy; therefore it's essential that you get them right.

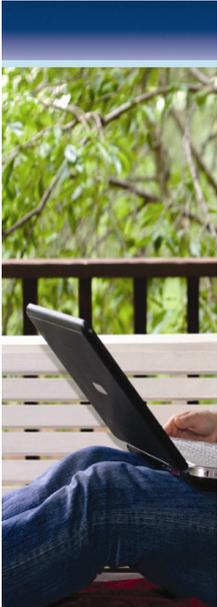
All the components of your copy must complement each other. Good copywriting is like doing a jigsaw; it involves putting one piece in place and then making sure all the pieces fit snugly around it. Each piece is essential for it to work.

The Content of Your Sales Letter

Here are the traditional elements of your sales letter:

1. Outer envelope.
2. Sales letter, containing:





- i) The offer
- ii) A knock-out headline & subheading
- iii) photograph (if used)
- iv) opening paragraph
- v) Strong body copy
- vi) the close
- vii) postscript

3. Lift letter (optional).
4. Order form that is simple to fill-in.
5. Return envelope or BRE (Business Reply Envelope or RPE Reply Paid Envelope).

Additional elements of good copy are:

Ensuring the advert or copy has a strong visual impact (this is more important for adverts than sales letters).

A 'lift letter' is an optional element that goes in front of the main sales letter. Usually single sided, it says (in effect) "Take a look at the enclosed – you'll be amazed."

And before I go any further, almost everything I cover here applies to web sites too. There is nothing different about a sales letter and a web site – at least, not if you want to sell something! This is a BIG mistake people make when creating a web site. They throw out all of their principles of copywriting and think they need a lot of glitzy graphics. Big mistake.

So, if you're ready to discover how to write sales letters in the same way millionaires write them, let's steam ahead with the first insider tip...

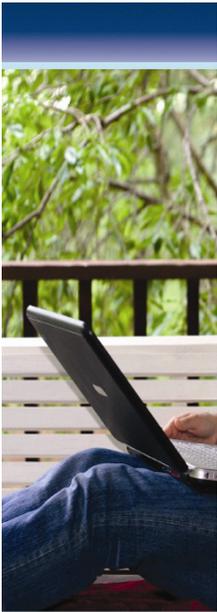
To sell anything, you have to convince the prospect that the benefits of having your product are worth far more than the amount they are paying for it.

In this course, I'm going to show you how to write a sales letter for either your website or direct marketing that will do precisely this. The customer will believe that what they're getting is so amazing, they'll gladly part with their money and come away thinking they've got a bargain.

In order to sell your product on the Internet or via direct marketing, you need to write a letter; the kind of letter that people *want* to read. One thing that everybody loves is a story, if you can write your sales letter in the form of a story; you'll soon have the orders pouring in! These sorts of sales letters are called '**copy**'.

Great copy always comes across as a personal message and is written conversationally. It is emotional and specific. Forget what your English teacher at school told you, they're not here now. Pleasing them is not important; whereas motivating the customer and selling product, is.





So long as your writing makes sense, flows like a conversation, is interesting and easy to read, then you can break the rules of grammar with an easy conscience!

Lots of sales letters I receive are poorly written, aren't lucid and are often boring. As a result I don't read them and of course don't respond. Surely nearly all of the recipients of these letters do the same? Most direct mail letters shout or scream at their prospects, and do not treat him/her with dignity and respect. These three common flaws are the downfall of their letters - **boring**; the **implied insult, and lack of credibility** turn off the reader.

Nobody likes to be shouted at, even in a letter. And screaming about how wonderful your product is will only make people think you are either a braggart or dishonest; nobody believes a screamer. Never be even slightly discourteous or insulting, even in a jokey fashion - humour is easily misunderstood.

Sales letters must not only communicate clearly, they must also persuade. Anyone can learn to write a powerful sales letter. **Successful letters are those that pull in sales profitably.** The only true test of whether a letter is profitable is whether it's repeated. **In order to improve, you need to practice.**

A good way to practice is to find copy that you like and that is working and then write it out by hand. This gets you into the flow of the writer. When you hand write someone else's work, a remarkable thing happens. You actually can experience the thought process and even the emotional state of the copywriter. And you can model your own work on letters you like until you develop your own style, but don't plagiarise their work.

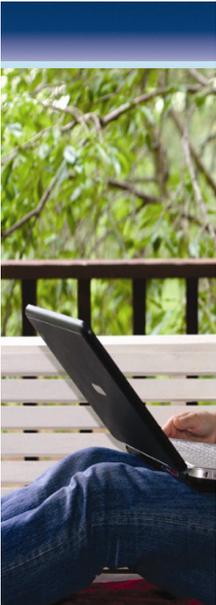
The four keys to success are patience, persistence, honesty and integrity. Most importantly, **sell one thing to one person at one time.** If you have more than a single product (two manuals for example) **never, ever, pitch both products at the same time.** Don't try to sell cute garden gnomes AND a garden hammock in the same letter. The consequences of trying to do this will be disastrous.

Not one person in one hundred in Internet and direct response marketing knows how to write copy that consistently brings home sack loads of orders. If *you* do, you can make huge sums of money sooner than you think. If you don't, that's what this course is for – showing you how to write sizzling, wealth-bringing, copy!

Nobody is born with this skill. It is definitely learned, and practice leads to near-perfection. But first you have to understand a few simple marketing truths.

Your average mail order marketer thinks writing super sales letters or “killer advert copy” is a “gift.” Your average (dumb!) free-lance or agency





copywriter has been taught that “a way with words” (the actual writing of a letter, brochure, script, or ad), is the key to success.

Not so!!

**Nothing sells better than “pouring on the benefits.”
Nothing!! Clever, cute, and funny seldom sells. But big
benefits bring big response!**

When it comes to profit-generating copy, too much attention is put on the writing and too little attention is given to writing about the benefits that you should be stressing.

A great sales letter is not the result of some clever writer who has a flair with words. No way! Money-making advertising is the result of telling people in plain English all about the many benefits they will enjoy if they purchase your service, book, or widget.

How much you know about your product is far more important than how much you know about writing. A very personal sales letter almost always pulls best.

If you do not want to shell out £1,000 - £15,000 to have some other great copywriter (and truly, there are only a handful of real pros on the entire planet) write your direct mail package, you’ll have to do it yourself.

This is an exciting journey, for you are about to learn the top secrets of writing strong sales copy. You can use this new found skill to sell lots and lots of products – or you can become a 6-figure copywriter and produce hot-selling sales letters for others.

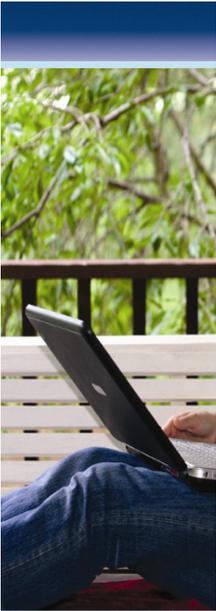
Before I go any further let me assure you that writing a sales letter is easy – when you know how to do it. You do NOT have to write an essay. You do NOT have to be good at English (although it should be your first language, ideally).

If you can tap out an email or write a letter to a friend or talk naturally then you will be able to easily write a powerful sales letter that will earn you ‘real’ money!

I explain exactly how the millionaires write their sales letters, and what they do to get the best results and the highest income from their efforts – so you can do the same. **And most of the top-guns in this business did not have any training whatsoever in English or writing.**

Have Fun!

I create my best copy when I believe in the product and enjoy writing about it, so have fun. **Write in a conversational me-to-you style, like you were talking to a close friend.** This one-to-one, from me-to-you impression



is important.

If your copy isn't exciting and readable, nobody will read it; they will just bin it. People have a lot of pressures on their time these days and you only have a few seconds to grab their interest.

Metaphorically, your headline and opening sentence has to reach out, grab each reader by the throat and make it clear you are talking to them and that you have something of benefit to them.

If it doesn't do this, you have lost a potential sale.

A Golden Tip

Never write copy that starts weakly and gets better as it goes along, as no one will be with you by the second page. As with all writing, every word counts.

There are two proven methods for getting your prospects to buy:

Proven Method One - USP (Unique Selling Proposition)

You can tell them about your USP - this is what makes your product or service special or better than any competitors.

Proven Method Two - Satisfy Wants and Desires

The second technique is to satisfy the wants and desires of your audience. **People will only purchase your product if it *benefits* them, or it is useful.** They won't buy it solely for its features.

Naturally, you will have to convince your prospects that your product is as good as your claims.

How can you do this?

Use *specifics* to back up your promises or claims - logical minds need grounds for making a purchase. The more *specific* you are the more *credible* you will sound.

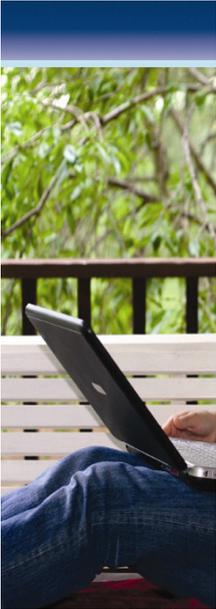
Don't: just use superlatives like 'wonderful,' 'great,' or 'terrific.'

Do: be specific, use precise names, figures and documented facts ('Hair 68% more shiny'; 'Make £12,350.00 a Week'; 'O-60mph in 6.2 Seconds').

Back up all of your claims so your writing oozes authority (e.g. 'say the British Hair Foundation Independent Researchers'; 'Says John Smith, Renowned Stock Trader'; 'What Car September Test').

The purpose of your copy is to get your readers to relax and to trust





you, so your personal writing style needs to aid, not inhibit this.

Good copy keeps the tone personal and conversational whilst weaving in reasons for your prospect to buy. You can achieve this by heaping on the benefits and boasting about all your satisfied customers. Don't forget to mention the money-back guarantee.

Research the topic you're promoting thoroughly before you start writing. This will ensure you can back up your assertions with the necessary facts and give your writing that essential note of authority. Convincing copy makes for more sales.

How to Choose What to Sell by Direct Response

Golden Insider Tip...

Don't look for the "perfect" product to sell by mail.

Why?

- Because it limits your thought processes.
- There is no such thing as one perfect product. The perfect product for you could be totally ignored by virtually everybody else.

One of the biggest secrets of making huge amounts of money is to start a business based on something you're passionate about!

Just listen to what many of the millionaires around the world have to say about making money. People like Sir Andrew Lloyd Webber and James Dyson have made their fortunes, and yet carry on working because they are motivated more by their need to bring what they are passionate about, to other people.

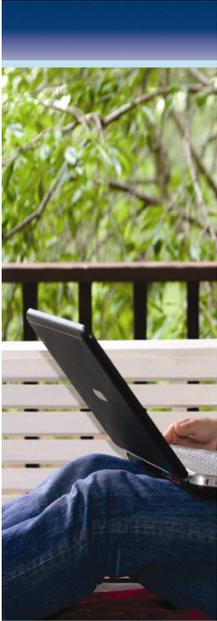
In other words, never have 'making money' as your first goal. If you can build a business by selling a product or service that is directly related to something you are passionate about, the money follows – it's a natural process.

There are so many propositions which could be developed into profitable direct-mail enterprises that are either overlooked or being half heartedly offered. There should be an element that's unusual about your product or service, something that's fresh and new, that nobody else out there is doing.

In general, direct-response propositions fall into these types:

1. The sale of Merchandise.
2. The sale of "Information."
3. The sale of Services.





Before I cover details for each of these areas, let me give you an overall view...

If you're contemplating starting a direct-response business, the first thing you have to decide is what you're going to sell. There are two parts to this...

1. What is the general category?
2. Then specifically – what is your market place?

For example, do you want to sell home-made sweets; your own greenhouse-raised plants; a great money-making scheme; a small useful “novelty” item; racing tips; or what?

Try and ask yourself a few questions about what you intend to sell.

- Is it exclusive or can anyone get the same thing easily from a local store?
- Is it really appealing, can you point out what makes it something the customer's just got to have?
- Does it have a sufficient mark-up?

More direct-response failures can be traced to the lack of the right product than any other source. Sure it's important to promote it right, write appealing copy, be efficient in shipping, follow up the sale, but **if you haven't got what the people want, nothing else will help.**

So don't blunder into the business; plan it out. Think about whether you have some special expertise which you can bring to bear in the selection of what you're going to sell. Always try to find a need. Try to appeal to basic human instincts, acquisitiveness, curiosity, avarice, sexuality, greed and so on.

But appeal subtly, on the subconscious level.

Know What You're Selling, Who's Buying, Why, and How to Reach Them.

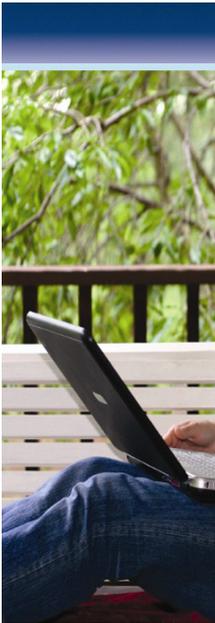
“Far wiser is the direct marketer who is a student of markets, than he who is just a student of marketing.” - Baron Russel Alfred Thomas von Hoelscher

What does that mean?

Simply this: Know the buyer and how best to reach him or her. Also know what makes them buy!

The best way to get the most bang from your marketing buck is to do





everything possible not to waste money. Not knowing who is most likely to buy your product or service will cost you lots of money. That's dumb!

Not doing everything to discover where and how best these potential buyers can be reached is crazy. Since nobody (in their right marketing mind) wants to be dumb and crazy and throw their money away, let's practice *the first commandment of marketing: Know thy market!*

You need to know...

1. What are you really trying to sell?
2. Who is likely to buy it?
3. What motivates these buyers?

The answer to these questions spells P-R-O-F-I-T-S! Not knowing these answers can cost you money.

Here are some brief examples of what I'm talking about; they are taken from actual consultations between client and copywriter...

Offering a Credit Repair Service

Client: "We're offering a credit repair service. Obviously, millions of people with credit problems are our potential market. The reason they should be attracted to our service is that they want to regain their purchasing power. Right?"

Copywriter: "Sure, that makes sense. Our advertising/promotion must stress this big benefit. But we must not stop there. No sir, we have many more buttons to push.

"Self-esteem, increased power, even personal freedom – all are important considerations.

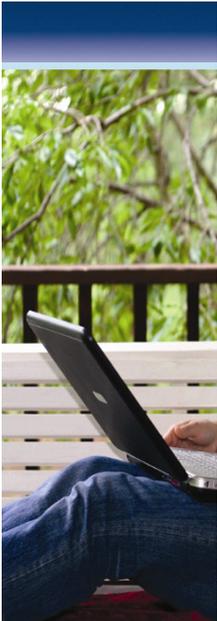
"A person with bad credit is likely to have a self-image problem. We know that solving problems can make money for us.

"Thus, we offer to rebuild our prospect's purchasing power, self-image, and more. All he must do to reap all these marvellous benefits is to take advantage of our marvellous service."

Client: "What about the best media to use?"

Copywriter: "Glad you asked! If we are offering credit repair in a local area, the daily newspaper and various weekly "shoppers" should be excellent media. If we want the service to reach a wider audience, late night TV could prove to be profitable.





“We can also buy radio time - but not on a teeny-bopper station. That would be a big mistake. Research has told us that the average person with credit problems is likely to be in their mid-40s.

“A solid news/talk radio station is the right choice. Country/ western music stations also work like crazy. C&W fans often get their finances just as messed up as their “honky-tonk” love life.

“We could use Google Admail to point anybody who Googles related searches such as credit ratings, applies online for a credit card, etc. to our website.”

“A mailshot with a powerful sales letter will need a target mailing list of people who have experienced money or credit difficulties. Say, a mailing list of homeowners in their mid-40’s who have requested credit card facilities within the last year.”

Offering a Home-Study Course

Let’s take a look at offering a home-study course on how to play the guitar. Our research has pin-pointed the KERRANG Brigade! - young rock music-oriented males in the 14-24 age group as our most likely buyers.

What do the young males want? Obviously, these young dudes love pop music and want to learn how to play a musical instrument for self-gratification. Less obvious, but quite likely of equal or greater importance, are the following desired benefits:

Popularity... His friends will appreciate him more and seek his friendship.

Self-esteem... Expertly playing a musical instrument will elevate his self-esteem. He’ll like himself more!

Sex-appeal... Oh yes! He knows that several young ladies are turned on by music and the person who can play it.

Pin-pointing the media: With this home-study course on learning to play the guitar, we can’t trust anyone over 30 to buy (although some will). Also, no ‘squares’ allowed (to use an old fashioned term)!

Thus, we avoid general appeal media (general newspapers, magazines, etc.) Instead, we target market to young music publications (Rolling Stone, various rock magazines, etc.), related websites and “top-40” radio stations that offer attractive rates.

For mailing out sales letters, the mailing lists would be of people who have purchased ‘young’ music products. College students would be a good list to mail out to.

One more example:





Selling Cakes by Mail

That would be selling fruit cakes, chocolate fudge cakes, spice cakes and more. It may surprise you to learn that the mail-order cake market is quite a large one. We know our top market is made up of upscale gourmet food buyers. Gourmet and “shelter magazines” are working very well.

Now we want to expand our market by reaching different types of buyers.

How can we expand our market?

Research indicates that over five billion pounds are spent annually in the premium and executive gift marketplace, a nice chunk of which is made up of food and drink gifts. Card decks and direct mail aimed at mid and upper echelon executives makes sense.

What do potential buyers of our delicious cakes really want?

Gourmets want them to serve to family and friends. Executives (and others) want to give them as cherished gifts. (“Genuine Rich Dundee Cake in a Tartan Wrapping – All The Way From Bonnie Scotland.”)

And know this truth ... **people want to serve them to spouses, lovers, friends and family - and pretend that they baked them themselves!** Honest! Also, through custom-decoration we can make them available for special occasions.

Our advertising copy and graphics (mouth-watering photographs are important here) must overtly or subtly touch all the reasons people may want to order our cakes, which include:

- Pride
- Love
- Friendship
- Business-building
- even deceit, and much, much more.

And you thought someone was just hungry for some super sweet stuff?

Know what you're really selling, who really wants it, why they want it, and how to get it to them - that's the secret to marketing success.

Then, and only then can you know what to put into your sales material.



FANAFI Spells Success!

FANAFI is an acrostic meaning “Find A Need And Fill It.” FANAFI is



the fast-track to big profits.

Trying to “re-invent the wheel” won’t work! Sure, wide-eyed inventors blaze new trails and *sometimes* even uplift all mankind. However, some time ago I read that only about 1 in 1,500 new inventions make it to the marketplace. Deplorable odds, from a marketing perspective! Horrible!!

Rather than create something completely new and then search for a market, it’s far safer to discover an established market and then serve it. Established markets have continuous needs. You can get rich filling these needs.

Insider Tip...

Remember, to sell anything, you have to convince the prospect that the benefits of having your product are worth far more than the amount they are paying for it.

Two Great Ideas You Can Use

If you haven’t a specific field in mind, here are two ideas....

The first is to sell information, or to put it another way, “sell paper.” Think up some information you think many people would like to know, and try and assemble it for them in a handy form, using your own knowledge, or research you can do at your library or on the Internet.

For instance, a list of hotels, which accept guests with pets would be very useful to animal lovers travelling with their dogs and being turned away by the majority of hotels and motels.

The second is how you can find a special, really “cute” and exciting item that sells in huge numbers. For example, like cabbage patch dolls, beanie babies and TV-pets – all products which caught the imagination of buyers so strongly, that the products sold by direct-mail and in shops. Fortunes can be made overnight, if you “know how to pick them” It’s a knack, a “feel,” and it’s usually inborn, and not a product of training.

You may have it, and not know it! If you are one of those people who can sense the needs or desires of a large group, then before long you may locate an item that can bring you real money!

Hot Insider Tip

You can find your own special “hot item” before the public has even seen it anywhere by attending trade shows, given every year and sometimes twice a year in major cities.

You can find out about these shows by calling major exhibition managers and requesting their schedule for the next twelve months or more. Or, simply type in trade shows into a search engine on the Internet.



Let's take a look at the different areas of selling in more detail.

Selling Merchandise

Staple merchandise sold in competition with retail stores usually has a low gross margin of profit. For this type of merchandise, people turn to buying by mail usually because they believe they can save money.

It is preferable to handle something not found in stores, something that does not weigh much and offers good value, in order to satisfy and hold customers. Businesses which thrive on one and only one item are few and far between.

A startling new invention is not required to build a profitable business. If you want to sell goods, select a line you would take pleasure in promoting. Then pick out a "lead" article. Play it up in your advertising. Create demand for it by calling attention to its uses and what these could mean to the customer. That is the way successful merchandising is done.

Sales of Books and Manuals

The book and manual business lends itself nicely to selling by mail. Only limited stocks need to be carried, with no breakage or spoilage, and the items have huge mark-ups.

The most popular are, "How-to-do-it" and self help books.

Besides titles on topics such as religion, physical culture, and technical subjects, "rare" or collectors' items are being successfully sold, by mail alone or as supplementary to retail store sales.

As you gain experience, you can increase both stock and sales.

Sales of Supplies and Equipment

The hobbies, small craftsman and the home worker, all purchase materials and supplies to facilitate the making of articles for resale or pleasure. These people need inexpensive supplies and equipment, in small quantities. Although their orders are small, they order repeatedly.

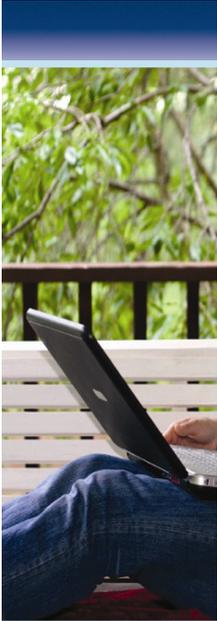
Moreover, these people often prefer to deal with small businesses rather than large suppliers, who after all do not generally cater to limited quantity users.

Getting intimately acquainted with a field of operation, discovering what is required in small enterprises and preparing to supply one or more of these needs is an excellent plan for getting started in the direct-mail business.

Sales of Office Supplies

Started in a very limited way, some projects of this kind have climbed into the big business classification. A ready market exists for small quantity





sales of stationery, printing, postal scales, filing and indexing equipment, especially for goods simply and inexpensively constructed.

Since demand does not have to be created for such products, selling is not too difficult, once the buyers are located. Often a postcard, or an attractively printed announcement will do the missionary work.

Household Items

These are good sellers if not so common as to be had at a convenient corner or downtown store.

A product can be compounded and put up under a distributor's private label by a Manufacturing chemist, often at lower prices than an individual could realize when buying in discounted quantities at wholesale. Some of the health-food bars and slimming products, began life as a mail-order product. Buying stuff in bulk and breaking it down into smaller packets is a time-honoured way of making money. Think of the small packs of screws and nails sold in your ironmongers!

Car Essentials

These include, special washing and polishing aids, automobile "beauty packs" (an assortment of car beautifiers), touch-up and car-painting kits, seat covers, motor and body accessories, or parts and attachments. All of these are good direct-mail items when advertised properly.

Products You Make

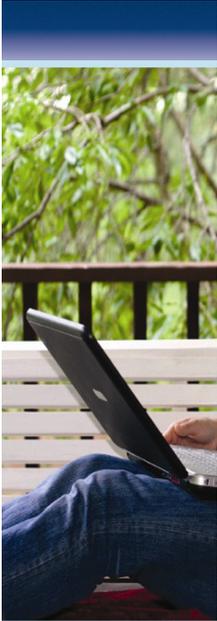
There are many items easy to make simply by following instructions. In other cases, once construction fundamentals are grasped, plans can be worked out to make a variety of articles of your own design. For example, useful novelties that will be yours exclusively.

Direct-response goods of your own manufacture fall in two principal groups...

1. Goods made by the artisan or craftsman, by hand or with simple tools or with the aid of light power machinery. For example, book ends, indoor dog kennels, knockdown furniture, wall racks, seashell necklaces, lawn novelties, bird tables, throw rugs, tropical products, jewellery etc.
2. Chemical specialties which any "mixer" can learn to compound at home, on the kitchen stove, or in a small shop or in his or her garage. This is the so called proprietary field, where the making and selling of simple products has crowned the efforts of many limited capital operators with success. E.g. sun tan lotion.

In starting out, pick something in demand which is easy to manufacture, and if possible choose a repeat article or a "line" of products so that the sale of one item can be used to introduce others.





Proprietary manufacturing offers a wide margin of profit, the container sometimes costing more than the contents! and yet the compound can be competitively priced. Sometimes common products go well, when promoted with a New Angle.

How to Write and Sell Information

Selling instructions and information by mail embraces a large field and is hugely profitable. I have personally made millions in this field and you are reading one of my products right now!

At one extreme is the correspondence course which aims to bring a university campus to the door. At the other extreme is the small operator who for a few pounds will send information about something you would like to know or will reveal a “secret” or formula of some kind (e.g. ‘Make Factor 25 Suntan Lotion for 50p a Litre – Good as That Sold in Shops!’). In between these two extremes are many possibilities.

Little wonder then, that for the small operator, selling information is attractive.

One authority states: “At least 80% of all the beginners start their career in direct-mail order by offering a plan, formula or information publication.” Richard Branson started his illustrious business career in mail-order.

To know exactly what you want to accomplish, set up your campaign as best you can to accomplish that end and then carry out your plan to the letter.

Sell Your Expertise and Knowledge

Many people possess information for which others would willingly pay a fair price. Even if you do not have the essential background information, by self training you can become an expert.

Do you know something or can you make something a little better than most people? Write it up! There is a demand for reliable information, and this is particularly true for “know how” courses in brief portfolio form. This can be a repeat order proposition, for the buyer of one folio is often a prospect for similar courses or booklets.

Have you suffered from an ailment and cured yourself? Write an e-book and sell it on the web for a fiver (no advertising or delivery costs!)

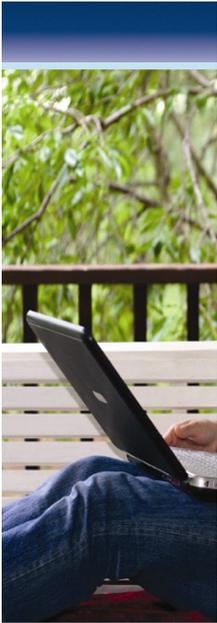
Self-Help Topics

Here’s a list of ideas for you to help you get started if you have chosen to sell information but haven’t yet any product...

Help for the Do-It-Yourself Prospect

This strikes a chord for those who are interested in making money or saving it. Since DIY enthusiasts are made and not just born with particular skills, those who like to tinker and find out how to do things for themselves





are usually on the lookout for down-to-the-earth useful information.

If you are a DIY enthusiast, what have you learned “the hard way?” Do you know something for which others might be glad to pay a reasonable price?

For example, anyone familiar with work in various trades, radio, electrical, carpenter, painting, computing and miscellaneous mechanical jobs has a fund of information which might well be worked up into an inexpensive printed treatise or series of them, including drawings and diagrams. I know a guy who built a full size Dalek (from the TV programme Dr Who) and then decided to sell the plans for it!

Writing for Profit

A huge proportion of the adult population has the urge to write. These would-be authors range all the way from those merely seeking the “pride of authorship,” to those who have the desire of some day spending full time in writing, and earning a living at it.

Many of these people are already successful in some line of work. They are eager for assistance in writing. Helpful guidance such as can be offered in monthly lessons could find a ready market.

Application of Chemistry

This subject offers a wide choice for those who are qualified in one or more branches of this science. Anyone who has specialised in any phase of chemistry might well be able to contribute acceptable leaflets and booklets on the subject, which could be of value to others.

Think of the possibilities in acquainting people with the myriad uses of common chemical substances. For example, in the field of cements and glues, caulking compounds, liquid coating solutions, hand lotions and solvents. Not only is there opportunity in selling information in this field, but also in merchandising useful preparations of your own.

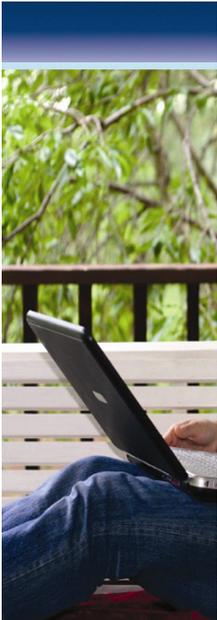
Doubtful? A good friend of mine made £120,000.00 selling a booklet entitled: “101 Uses for Vinegar” - True!

Hobbies

They range all the way from play things to highly technical pastimes. Many people have hobbies which follow definite patterns. Have you a hobby, such as stamp collecting, for example?

Direct-response affords a profitable avenue to pass these pleasures on to others, and often persons who have hobbies do not hesitate to pay well for additional knowledge. Hobbies can become part time income sources and finally full time occupations.





Health and Exercise

This is a phenomenal market place. Just about everyone is interested in their health and well-being.

A person well qualified to write about physical training, camping, swimming, or cycling, for example, is in a good position to sell his or her knowledge by mail.

But a warning is necessary regarding health information or goods: Be sure that the proposition applies to prevention and not curative effect. These days the authorities jump all over anyone claiming a cure. This does not apply to the book I mentioned earlier. There is no law to stop you publishing a book called: “How I Cured Myself from XYZ”. Another caution is to beware of making false claims, for the health field can be dangerous ground.

Other Subjects

This covers subjects such as making money in a particular line of work, increasing knowledge for pleasure or profit, how to gain prestige by being able to speak in public, how to play a musical instrument, how to learn speed typing or a foreign language and so on. Information, instruction, or education by mail can be started with a minimum capital and with little mailing costs.

Further, it is an easy way to get started, and is one of the most profitable areas of direct-mail. A manual costing less than two pounds to print, can sell for up to £495. The buyer is not purchasing paper and printing, but years of the writer’s skill and experience.

Ways to Make Biggest Earnings

New ideas pay the biggest dividends in ANY business INCLUDING direct-mail. If you can think of something that is new, different and has “mass appeal,” you stand to make big money.

Starting a new trend – past examples are booklets on:

- How to run car boot sales
- How to make money selling second-hand cars

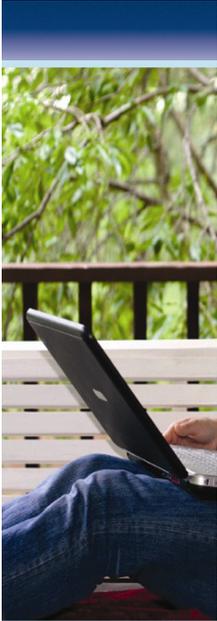
Both of these small publications sold millions of copies and made their originators millions!

When you make such new ideas available, you become the ‘prime source’. There are four ways to pocket the biggest profits this way, with very little effort!

One – Write Something that Everyone Wants to Buy

There are thousands of, “HOW TO” books, reports, folios, etc. on sale.





But there's always room for more fresh ideas, especially if you can come up with some new way to either...

- increase income
- Be more attractive/desirable
- save money
- save time

Two – Buy the Reprint Reproduction Rights

There are some fantastic manuals, books and courses on the market that are a ready-made product for the business person who wants to get started earning right away and doesn't have the time or talent to produce something afresh.

The time, effort and money it takes to develop a new product, is done by others. You simply pay the copyright holder for the licence to reproduce and sell copies.

Three – Become the Agent for a Hot Selling Item

Many suppliers need reliable dealers that will sell their merchandise on a commission basis. Commissions can range from 50% and upwards. You do the advertising by distributing circulars, which are generally provided free, and have as many copies printed as you wish with your name inserted as the advert supplier.

When cash-in-advance orders arrive, you keep your commission and send the balance on to the prime source. He will deliver direct to your customers (this is known as 'drop shipping').

Many such dealers also offer "wholesale discounts." This is when you buy in quantity lots and fill orders yourself for bigger profits.

Four – Become a Dealer for the Prime Source

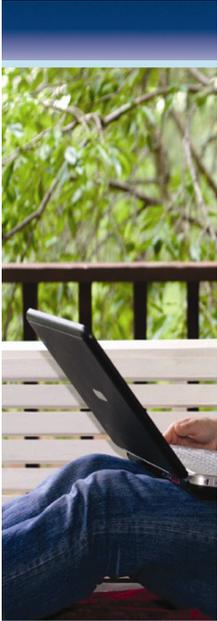
Offer the prime source's products to other dealers for a smaller commission. In other words, give some of your commission to others. In this way, your dealers and the prime source do all the work and you are only the "middle man."

All you have to do is collect your commission and forward the orders on. You pocket extra £'s for very little effort!

Selling Service

People qualified in a trade or profession are often able to market their services by mail. Here are some typical illustrations...





Administration and Clerical Services

- Addressing envelopes and posting circular mailings
- Word processing of manuscripts (sometimes with revision and editing)

Publishing Services

- Copywriting sales literature and information manuals
- Proof-reading and editing
- Printing and photocopying

Skilled Trade and Professional Services

- Photographic work
- Commercial art work
- Patent attorneys (assistance in securing a patent and marketing of a new invention)
- Analytical chemistry (consultant chemists specialise in analysing products and suggesting improvements, including better marketing policies).
- Economic advisors
- Copy writers
- Graphic designers
- Trouble shooters
- Direct-mail counsellors - catering to beginners, also small businesses who wish to perfect their methods and expand.

News and Information Services

- Current information bulletins and special releases, put out by specialised reporters.
- Market analysis reports in investment and commodity fields.

Okay hopefully that has got your creative juices flowing and you can see that there are hundreds of ways you can make money through mail order.





Checklist for Selecting a Winning Product

Your product does not need to conform to ALL of these – but the more of the better.

1. New, unusual and, if possible, exclusively yours.
2. Of good quality and fairly priced.
3. Fills a definite need in a large but niche market.
4. Offers strong appeal to the prospect.
5. Cannot be bought elsewhere or only from limited sources.
6. You can control its production or distribution.
7. Is not expensive to make or produce; can be bought at low price.
8. (Optional) Interests a large percentage of the market.
9. Is not seasonal (except Christmas); can be sold the year around.
10. Lightweight; not fragile; safe and inexpensive to ship.
11. Will be used up or consumed and must be reordered periodically.

Checklist of Sources for Locating a Winning Product

1. Look through mail order sections of magazines to check what types of products successful direct-mail dealers offer.
2. Enquire of local manufacturers and Chamber of Commerce.
3. Attend trade shows with gift, jewellery, household themes, etc.
4. Watch for new product listings in trade journals and magazines.
5. Contact appropriate manufacturers listed in directories or on the Internet.
6. Check out bankruptcies, surplus and overstock offers.
7. Contact mail order supply sources.
8. Design, develop, manufacture or publish your own product.

Checklist for Expansion

1. Develop or acquire other items to tie in with your main product.
2. Present follow-up offers to customers and prospects.



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3. Promote a succession of products appealing to the same trade.
 4. Sell such services as personalisation, consultation, etc., if such services are adaptable to your line.

More Next Month

We've now reached the end of lesson 1 and I hope you have enjoyed the first part of your course. Please keep it close by at all times and study it often. Let these powerful methods and strategies penetrate your mind...then use them! You'll see this really can make you rich. It's NOT too good to be true. You really *can* do it. All the ideas you need to get started are between the covers of this course. Please get started using them today!

Just one important thing before you start - here it is: When you become successful and make millions of pounds - please do everything you can to help others who have a strong desire to get rich.

Helping other people achieve success is the greatest feeling in the world! Please remember to do this.

