

Direct Response Millions

LESSON TEN

by

Vince Stirling

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

For legal reasons we are obliged to state the following:

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

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

V080701



Postcard Profits - Introduction

Another method of using tiny adverts is postcards. Again, you only need a small capital investment.

Postcards are quick and easy for prospects to read. It's easy to tell at a glance if the offer is something they are likely to be interested in.

Here's a checklist for items that can be sold using postcards...


- New, unique and unusual items;
- Quality or bargain items that serve a real need;
- Light in weight and easy to package and ship;
- Items which are not readily available in local stores.

And some more tips...

- Items priced between £9.99 and £29.95, sell the best.
- For higher priced goods simply use the two-step method that you use for tiny adverts in newspapers and magazines.

Some of the items that are currently selling well through postcards are...

- Books;
- Plans;
- Lingerie;
- Household gadgets;
- Catalogues;
- Imported gifts;
- Hampers and wine;
- Cigars;
- Novelties;
- Flower seeds;
- Stationery;
- Toys.



Very few items make a profit if sold at under £5. For example on a £3 item bearing a 70% mark-up, a return of better than 10% would be necessary to make the project even slightly worthwhile.



Net Potential

If profit is to be realized, there must be a decent margin between the selling price and cost to cover operating expense and net profit. The spread between cost of goods and retail price is your mark up. While there are always exceptions to the rule, it is wise to go for a mark up of at least 300% (three times wholesale cost) on any item marketed by direct response to net a reasonable profit. Please note this is nearly TEN TIMES the typical 30% mark up in a store.

Suppose, for example, you are offering a £14 item that bears a mark up of £11 per sale. If the promotional cost is 40 pence per mailing unit (this includes printing of cards, postage and mailing list), it would cost you £400 to reach 1,000 prospects. A 5% return would bring you 50 orders, a gross return of £700 and a net profit of £150.


As you can see, unless you handle an item that carries a good margin of profit on each sale, it might not be feasible to operate profitably. On the above example, if the mark up was only £8 instead of £11, the consequence would be no net profit at all!

A real profit is perfectly achievable, especially once you can roll-out. But as you can see, you have to plan your marketing. And don't forget that most profit is made on the back-end sale (the sale of a higher priced item to those who have bought the lower priced item.) So you may consider a 'loss-leader'.

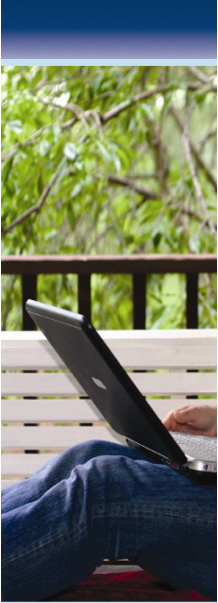
How to Prepare Postcard Sales Copy

The sales copy is basically the same as your tiny adverts placed in publications. However, there is somewhat more space so you can go for a direct sale.

Postcard sales copy should be brief, specific, direct and honest. It must...

- 
- Attract attention – grab the prospect with a great hook!
 - Secure interest – keep the prospect's interest up, with a great bi-line;
 - Produce belief or conviction – prove that you can deliver your promise, or you can solve their problem;
 - Finally, get the prospect to act – make it easy to either purchase directly from you or to send for full details of your offer.

This is a tall order for 7cm x 12.5cm of copy, so no space can be wasted, every square centimetre must be used. Tell the sales story as completely as space will permit, give the facts clearly and dramatically, then ask for the order.



Avoid extravagant claims and fancy language. When writing the copy, imagine yourself talking personally to the people in your market place. The very core of successful direct-response selling is catering to the interest of the purchaser.

Layout is important and because there is more space than in a publication, you can also use artwork. Here are the basic guidelines...

- Headlines and bi-lines must be well planned and effectively positioned;
- Art work should have a purpose in direct relation to the product being offered, and never be used for mere beauty or atmosphere;
- The actual illustration of the item being offered always provides dramatic appeal. Remember to incorporate that magic word “GUARANTEED” in your sales message. It gives the purchaser confidence to know he can get his money back if he is dissatisfied with his purchase, and consequently makes the order easier to obtain.

Mailing Lists

A good mailing list is the key to a successful postcard sales operation, so here are some top tips and guidelines for you...

- Request a list of the names and addresses of people who have previously purchased by mail, items similar to the product you are promoting;
- Be careful to avoid lists that are, out of date, badly organized or too expensive to be used profitably;
- Deal only with brokerage firms that will submit definite data on the development of lists they supply;
- Never use ‘enquirer only’ lists. You want people who have put some money on the table – no matter how small an amount.

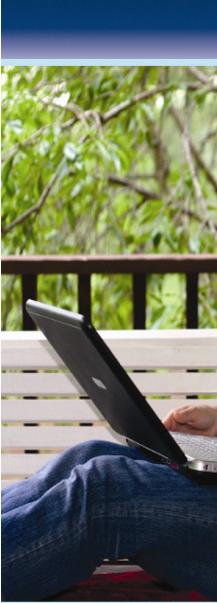
Mailing lists are usually offered in lots of 1,000 names or more, typed on sheets of perforated gummed labels ready to affix to your cards. They can be priced at anywhere from £50 to £150 per 1,000.

Importance of Testing

First, test the sales potential with a mailing of 1,000 cards. If the response from this first group of prospects contacted proves productive, proceed with an additional trial mailing of 3,000 cards.

If this mailing turns out to be profitable, you could have a winner on your hands, and you can roll-out to 10,000 or more for the next mailing with expectations of approximately similar response results.





Hot Insider Tip...

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.

Now I want to give you some more information on creating a great plan. Two ways I do this is to...

Budget Advertising by the Month

By deciding how much money you will spend each month for advertising, you make sure that you do not spend too little or too much in proportion to the sales desired and the potential sales obtainable. The correct budget for advertising has a bearing on your profits. It is always wise to divide your budget for advertising according to the periods of the year.

Develop a Plan of Repeat Business

It is important to...

- Know where you're going and what your sales objectives are;
- Think out the plan behind the advertising;
- Decide what a new customer should cost you and how to develop that customer into one who will buy from you again and again.

How to Pick the Best Publications to Place Adverts

There are two groups of publications for maximum results from advertising.

The first group includes newspapers and magazines designed to fill the needs, wants and interests of the general public. They are the national daily publications.

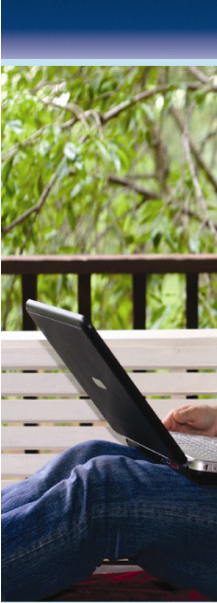
The second group of trade publications can be divided into two sections.

- "A" List – Direct-Response magazines, newspapers, advertising-sheets, newsletters, e-zines;
- "B" List - Specialised interest publications for hobbies, travel, industry etc. E.g. 'Practical Photography', 'Computer World' etc

Over 90% of the readers of the "A" list, are direct-mail dealers or those thinking of entering the business. This is important when it comes to placing your adverts.

Top Insider Secret...





An advert in a general public newspaper or magazine may bring astronomical results, but fail miserably in a direct-response trade publication – and vice versa.

Most direct-response dealers are interested in what's happening in their own field, but they also read national newspapers and magazines of course.

However, the general public reads national publications, but about 99.9% are not interested in the “internal” affairs of the world of direct-response. In fact, they couldn't care less. This is very important to remember when placing ANY adverts.

Readers of direct-response publications are interested in two basic needs...

1. How to build up their business and increase their income;
2. How to save money.

Unless what you have to offer falls into either of these two categories, adverts placed in any direct-response trade publications are a waste of money.

Some Insider Tips for Early Success When selecting a Publication to Place an Advert for the First Time...

- Check the names of the other advertisers appearing in the issue.

If some of the better known names are represented, you can be assured it is a good newspaper or magazine to “try.” Most of these veterans know what they are doing and make certain their advertising money is wisely spent. So, follow the leaders!

Next...

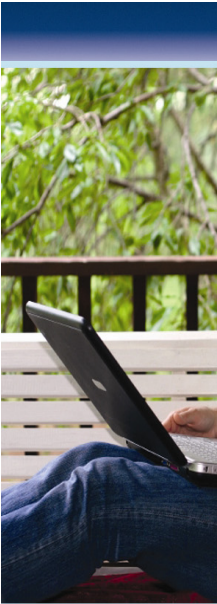
- Check the amount of filler copy that appears in the publication.

If more space is devoted to articles than to advertisements, it's possible the publication is floundering! Remember, it is adverts, not the articles that support any publication. Lack of adverts can signify that others have tried advertising in that publication and were disappointed at the results.

If you enjoy the articles and find them informative, it is wiser to pay a small fee for a subscription and forget about advertising.

A second warning signal...





- Check the amount of space a publisher devotes to their own offers.

Let's face it. Any publisher would rather fund their publication with adverts of cash paying customers than mess around trying to sell stuff directly. If dealers are reluctant to buy advert space, because of poor response from previous adverts the publisher has no alternative but to fill up the pages with their offers. Otherwise, many of the pages would be blank.

Preparing Artwork

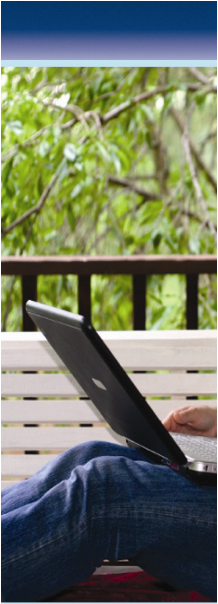
With a computer, preparing artwork is easy. You don't need a design programme for typesetting the artwork for an advert, sales material or even a written product - a "Word" document is more than equal to the task.

I have written and designed this manual with Microsoft Word. To have it printed, I simply email the finished typeset document to a printer and they take it from there. If you know about Adobe Acrobat then you can save them a step by creating a PDF file from the Word document. But if that's gobbledegook for you, don't worry. The Word document is fine. You have the result in your hands.

Here are some tips...

- Check and double-check for typing or spelling errors. It's SO easy to read text and not spot mistakes – after printing it is too late;
- If you are not emailing your copy, but taking in or posting artwork (rare these days), make certain your "original" is smudge free – any marks will be reproduced on every copy printed;
- Keep artwork pages flat - creases or folds usually appear on the finished product;
- If you paste artwork by hand, check with the printer that the edges of the pasted picture or text will not show as a black line when the page is printed. The best route for cutting and pasting is on the computer, so the pages you present to the printer are all clean;
- For printing, light blue margins will NOT photograph;
- For printing leaflets and advert sheets, always check the cost of printing against photocopying – for smaller amounts, copying can be cheaper. Also digital printing is extremely competitive these days for short runs;
- If you want to add your own drawings they must be done in black (or dark red, which will photograph as black);
- If you want to use a photograph in your advert, it must be "screened" first. This is when the photo is broken down into tiny dots. If this is not done, darker shades of grey will become black and lighter shades may disappear entirely. Your printer will be happy to give you free





advice;

- Never use transparent tape, it can show;
- If you are preparing an advert for a publication, be sure the size is exactly that required by the newspaper or magazine;
- Many of the points above no longer apply as it's all done on the computer these days.

Tiny Adverts Checklists

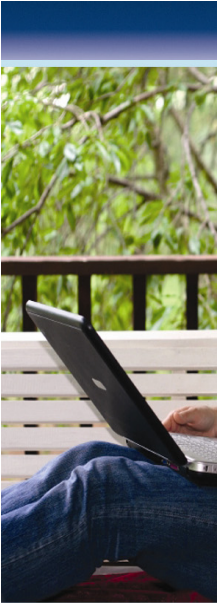
Checklist for the Advertising Copy

- Use attention-getting, bold headline copy;
- Illustrate the product if space permits, explain how it is used;
- Write copy in brief, bouncy, down-to-earth style;
- Avoid any overly clever, tricky phrases or expressions;
- Be sincere; don't exaggerate;
- Stress the "YOU" approach; tell how the offer will benefit a prospect;
- Avoid over talking about yourself or your company;
- Strive for conviction and sincerity, be believable;
- Instil confidence; make the prospect feel you are honest;
- Stir people into action to order your product;
- Give specific directions for contacting you or your company;
- Tailor the advert feature to fit the prospect you want to reach.

Checklist for Testing Your Offer

- **Test more than one advert, each in a different publication;**
- Try split runs if the magazine offers regional or sectional issues;
- Don't rush to change an advert that is pulling well; experiment **slowly;**
- Continue a successful advert without change until its pull drops to a **break even point;**
- Test only one change at a time...
 - size of advert-copy
 - different appeal or offer
 - new headline
- Offer a bonus, something free or at reduced price;





- Keycode each advert and mailing to determine where results were derived;
- Keep accurate records of returns from each promotion.

Checklist for Follow-up Sales Literature

- Consists of sales letter, order form, return envelope or, a brochure with order form and a covering letter;
- Always include testimonials;
- Write copy that sells benefits first, then backs it up with features;
- The brochure or sales letter should fully illustrate or describe the product. It must provide detailed information about the product, its uses, benefits, advantages and other special appeals;
- Return envelope is an essential part of sales literature to make it convenient for the customer to mail the order;
- When a prospect has requested full details, send by first class mail.

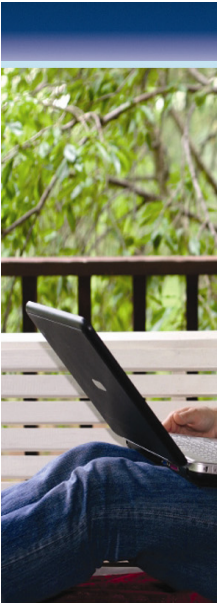
Checklist for Supplying the Product

- Develop or produce **your own product**, if possible;
- Try to arrange exclusive direct-mail rights with the supplier;
- Establish supply sources close to home to save delivery time and shipping costs;
- Seek lowest price if item is offered by two or more suppliers;
- Order larger quantities, if you can afford such purchases, to get lower prices;
- Ensure the supplier is reliable and will promptly provide the merchandise you plan to promote;
- Consider only products which allow an adequate profit margin (at least a 3 to 1 profit mark-up on lower-priced items);
- Consider a supplier who is willing to “drop-ship” your orders directly to your customers, seek at least a 50% discount.

Checklist for Advertising Strategy

- Don't attempt to start unless you can afford at least two or three adverts; even though you can start by placing one tiny advert, you need to be ready to repeat it if it works;
- **Plan to advertise consistently;**
- Advertise for enquiries rather than directly selling an item if it sells for **£10 or more;**
- Two small adverts will generally produce more business (pound for pound) than one advert twice as large;





- Keep repeating adverts as long as they continue to be profitable;
- Don't waste unnecessary space; advertising is expensive;
- Don't expect to make a killing from one advert. Consistent advertising is the key to success;
- **Newspapers with mail order sections bring quick** returns and are acceptable for an initial test. Results are not usually as good as from magazine adverts for long range pull;
- Use only publications with the type of readership who will react favourably to your type of product or offer;
- **Unsold enquirers should be followed up with special inducements or with new offers**;
- Compile a mailing list from your own enquirers and customers;
- Offer your names to list brokers; this is a good source of extra income;
- Advertise in publications which feature large direct-mail sections; place adverts in the same issues or sections that your competitors advertise.

Checklist for the Selling Price

- Price merchandise fairly; give customers their money's worth;
- Include postage or shipping costs in selling price;
- Be certain to allow yourself an adequate mark-up to assure profit. Allow for all costs in marking up prices-postage, overhead, packing, allowances for non-deliveries, refunds, bad cheques;
- Test different prices to determine which selling price brings in the greatest amount of profit.

Checklist for Shipments

- Fill and ship orders promptly. Direct-mail buyers get edgy with delays;
- Use plain but sturdy packing to ship orders;
- Ship via parcel post or ordinary, whichever is cheaper;
- Address labels using a computer, and printing out on a laser or inkjet printer.

Ten Crucial Success Steps

There are a number of **difficulties a beginning entrepreneur may encounter that can "torpedo" a business** almost before they know it. But the wise direct-mail dealer can sidestep some of the pitfalls by recognizing and avoiding the following common mistakes.



Here they are...

Common Mistake One

Believing that the one “How-To” book, booklet, or report that you read about starting a direct-mail business told you everything you need to know (including this one!). You never really stop learning about this business as long as you’re in it, and you need to continually seek out new information and advice from those more experienced than you.

Common Mistake Two

Planning your entire business around only one product or service. It is best to have several different items to promote; give your customers a choice. And always have something to follow up an order or enquiry with. **It costs too much to obtain the names and addresses of potential customers to simply try to sell them one item, one time.**

Common Mistake Three

Spending too much of your advertising money on untested adverts in untested publications. **Start smart by testing your adverts** (2 to 3 concurrent insertions) in just a couple of publications that are likely candidates for the product or service you are selling. Then build.

This means studying many different magazines, newspapers, advert sheets, and so on to determine where your advert will best fit in and has the best chance of being seen by readers who will be interested in what you are offering.

Common Mistake Four

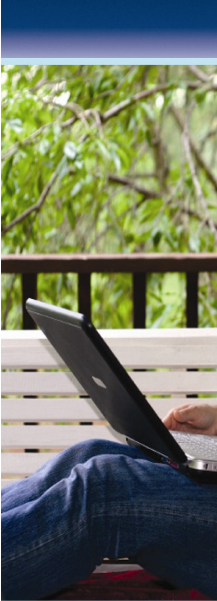
Believing that you advertising only 3 or 4 times will be enough to establish your business and earn your fortune.

Common Mistake Five

Failing to adequately “Keycode” your adverts so you know which ones in which publications are pulling enquiries or orders for you. Without this knowledge, you’ll continue to throw your money away by advertising in totally unsuitable and unresponsive publications.

Common Mistake Six

Trying to sell a £10 or more item in a small space or classified advert. **Not enough information comes across** in a small advertisement; people won’t part with this kind of money on the basis of your 40 or 50 words. It is best to ask for enquiries and offer free information. Once you have the customer’s name and address, use your full size circulars, brochures, website and sales letters to convince your customer of the benefits you are offering.



Common Mistake Seven

Not keeping adequate records on the customers who do respond to your adverts. These people have demonstrated their interest and faith in your company and your product. If they have bought from you once, they may very well buy from you again.

Keep track of their names, addresses, date of sale or enquiry, what advert(s) they responded to, items bought from you and amount paid, and then mail your promotional pieces to them periodically. Your customer list can be one of your most valuable business tools.

Common Mistake Eight

Not using proper postage on your mailing pieces. You should weigh everything you're mailing first class and then affix the correct stamps. Most people over estimate how heavy their mailing piece is and use more stamps than are required. Wasteful habits at such a basic level in mail order can be the start of **financial ruin**. **If your mailing piece takes you just into the next postage band, try to reduce the weight a little.**

Common Mistake Nine

Thinking that how your mailing piece looks doesn't matter, it's the content that counts. The content of any brochure, program, report, booklet, etc., is of course important, but a poorly laid-out job, badly copied piece which is barely readable does a poor sales job, no matter what it says. The "look" you are presenting **matters more than you may realise**. **But having said this, the words are more important than the look.**

Common Mistake Ten

Believing that once you have your customer's money, you have done your job. Always respond quickly; mail out the order or requested information within 48 hours. Take care of any problems or complaints immediately; refund their money if they are dissatisfied with their purchase. Always give your customer more than they expect, and they'll want to do business with you again in future.

Pointers for the Direct-Response Marketer

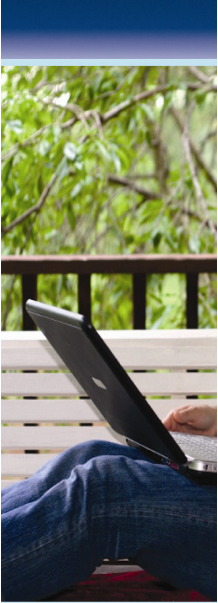
While each direct-mail business is different, there are common elements that apply to most.

No matter how long you have been in business, it's still worth going over the basic rules – it's so easy to miss a point. Sometimes it can be that one important point, if missed, can make a huge difference to your income. So, I regularly go over these as well as the previous checklists.

Business or Company Name

Unless you are using your own name, you need a trade name. Select a





short, easily remembered name.

Before you spend money for printing material, make sure that the name you choose is not already registered to another company. The Internet is a great search tool for checking this. You can usually conduct a name search with an office of the appropriate jurisdiction by telephone. It's not so important if you find the same name in a totally unrelated field.

You may consider using a name that describes your product.

Business or Company Address

Many direct-mail businesses operate from home. However, if you don't want your home address in regional and national publications, there are two choices...

- Use a Post Office Box (or business reply) number;
- Use a postal box located in a commercial enterprise which rents out mail boxes;
- If you rent a mail box in a commercial enterprise, your box number usually becomes a suite number in the address;
- Almost all publications will charge you a full word charge for each component of you address;
- You can make substantial savings of advertising costs, by having a short business name.

Telephone

Some direct mail companies do not show their telephone numbers on their adverts or stationery. I recommend you do, it gives people confidence in you to see a telephone number, although they may never use it.

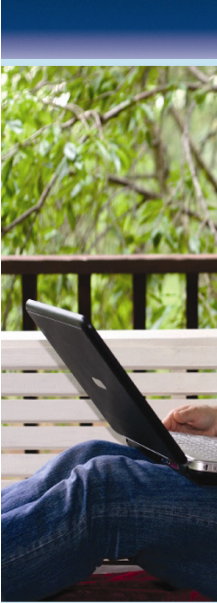
Your residential phone is fine, if it is answered in a professional manner at all times. However, if you plan to sell higher priced ticket items (over £30), a business listing is better, since a prospective customer can check whether "Company X" is listed.

Have recorded messages for your business, if you cannot always be there to answer the phone. Or consider using a call centre; they can take customers' calls and their orders for you. The call centre usually charges a basic rate and then the more orders they take, the higher their fee.

Product

If possible, choose a product or products that people need on an ongoing basis. Be sure the product is of acceptable quality; know the product before you sell it.





Develop a line of merchandise. It is rarely possible to make money with just one or two items.

The more specialised your products are, the easier your marketing becomes.

If you are selling books, for example, it would be impossible, except for a very large company, to sell all types of books. It's far better, for example, to decide to specialise in books about sports, or zeroing in on a specific sport such as football or baseball.

Suppliers

Your suppliers should be reliable.

Since you should provide some type of money back guarantee (30 days is standard), you should expect the same guarantee from your suppliers.

When buying from out of town suppliers, be sure to include the shipping charge in comparing prices to local suppliers.

Drop Shipments

Under a drop ship agreement, which is available from many suppliers for a variety of products, the supplier ships your customers' orders directly under your shipping label.

It is customary that the supplier guarantees not to include any of their promotional materials with the shipment; or to use your customer's name for any future mailings.

Drop shipping arrangements are suitable for people getting started. It allows you not to have to carry a costly inventory.

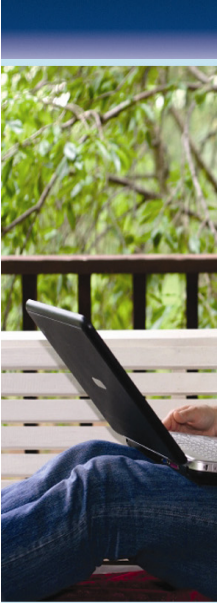
As your business increases and you develop a sense of what sells well, you can stock limited supplies of certain fast selling items, and continue utilizing drop shipments for slower selling products. Eventually, as your business flourishes, you can carry an inventory of everything you sell.

Handling your own shipments is advantageous for the following reasons. It cuts down your shipping expenses, it decreases the shipping time, and it allows you to include promotional material directly with the shipment.

When you do utilise drop shipments, be sure to send your customer a note that their order is being processed and they can expect it by, or around a certain date.

It is unnecessary to make your customer aware of the fact that the item is being sent by another company. Include some promotional material with your letter or note.





Pricing

Buy at a price that allows you an adequate mark-up.

Your prices of course, have to be fair and in line with your competition. It is not necessary that you make a big profit on each and every item. The real profit in direct-mail comes from follow-up orders.

Responding to Enquiries

Each enquiry you receive in response to an advert should be answered via First Class, if at all possible, within 24 hours.

Don't forget the Internet. Many customers are happy to receive information through their email, even if it is just acknowledging their order. The boon of course, is that you can send information to them immediately and it's free!

Postage and Shipping Costs

Keep your mailing lists clean and updated – otherwise you can waste money on sending out to the wrong address. Compare costs of shippers other than the Post Office and guarantee return postage.

Watch your shipping weight. A fraction of an ounce can make a big difference in a large mailing.

Printing Costs

Finding the right printing company takes time, so keep shopping until you find the right one.

Very large printers will not be interested in your business. Very small ones, quick printers and instant printers although convenient, are generally too expensive. Their equipment is not large enough to be competitive.

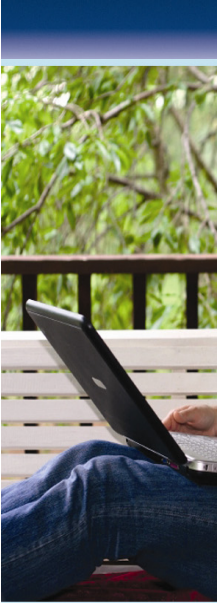
There are many medium sized printers that will give you good pricing, and quality printing. Often they have the capability to help you with layout and design.

Don't hesitate to use out of town printers. If you live in a high cost-of-living area, you can probably save a substantial amount of money.

Most printers advertise on the Internet now and you can simply email your master artwork directly to them.

Until you know what sells, print small quantities in-house wherever possible, by simply using your own computer, ink-jet or laser printer – even if the unit cost is higher than using a printer. Don't get stuck with a load of stock until you know you have a winner.





Customer Payments – Refunds and Complaints

An increasing number of direct-mail companies accept credit cards. If you cannot obtain a credit card merchant agreement, check out setting up a PayPal account on the Internet for your customers to pay you. There are companies such as Worldpay which offer credit card facilities to those who would not normally be able to get them.

If you receive an order with an underpayment, ship the order and bill the customer for the difference. Make refunds on overpayments quickly.

Most direct-mail companies offer a 30 day money back guarantee. Some offer 90 days and even more. However, there's no need to offer money back guarantees on items priced under ten pounds.

Record Keeping

As in any business, it is important to keep records. You need records to tell you what is going on in your business; to evaluate both your revenues and your expenses. It is also required by law that you keep records of your income and expenses.

Keep especially good records of your advertising expenses so you can evaluate your advertising on an ongoing basis.

Mailing Lists

It is recommended that you do no direct mailings, except to your own lists of customers and enquirers, until you have thoroughly tested a specific product through advertising.

The **best mailing list** is your own list of **buyers**. **Second best** is your own list of **enquirers**. Next best is another mailing list of buyers of similar products and by far the worse is another company's list of enquirers for similar products. Don't even think about mailing buyers or enquirers of products totally different to your own.

Stay away from inexpensive mailing lists, under £50 per 1000 – they're worthless.

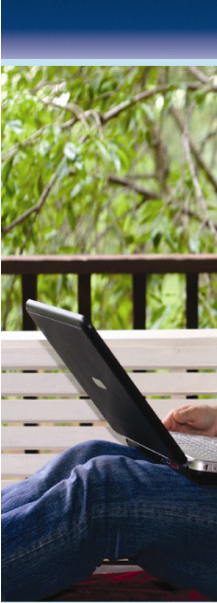
Avoid mailing lists whose owners make unrealistic claims.

The general consensus is that you need to mail a minimum of 1000 names to get a fair reading. 3,000 names would give you a more accurate test. If you have to rent a minimum quantity (say 5,000) then rent them and only mail 1,000. If it doesn't work, just chuck the other 4k away.

Follow-Up

The most important factor in direct-mail is follow-up. Substantial profits can be generated from this segment, if it is properly handled.





You can generate a lot of sales by including promotional material when filling orders for customers. Other orders are generated from mailings that are made to former customers, as well as individuals who enquired about an offer in the past.

Send out regular mailings to your customers. At a minimum, four times per year. However, you can send out mailings as often as every 6 weeks or so, if you have a new product to offer.

Send follow-up mailings of the same or similar offers to enquirers of advertising who did not buy the first time.

As you build your mailing lists and you send out regular mailings, your orders will start flowing in.

Direct Response Business Insider Tips

When I was starting out in this business, it was very different to anything I'd ever done before. So to get to grips with this business I read everything about the business I could lay my hands on and then some more.

What I discovered was that direct-response marketing, the direct-mail business, whichever prefix you prefer, was essentially very simple. The main tips and techniques that really worked popped up again and again in all the information I read.

It was only by reading so much that I gained a real insight into the business. A lot of it was the same information but explained in a different way. I picked up on everything I needed to know and often there was always an extra top tip that was new to me.

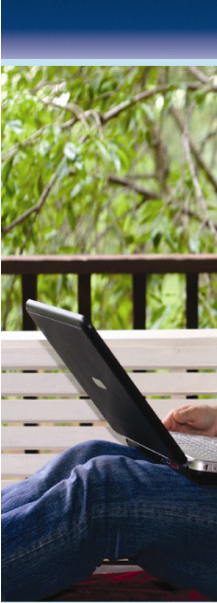
When I started doing the research, collecting the swipe files and then brainstorming my own tiny adverts, all of the information really clicked into place and made sense.

And as the adverts either succeeded or failed, I regularly went back to the information to check out if I was missing something, if I could do something in a better way. And each time I re-read I gleaned further insights.

The strange thing is this...

Most people will willingly spend a lot of money on driving lessons and spend their weekends or evenings learning to drive. However, for some strange reason, when it comes to learning how to make money, most people aren't willing to spend the time or the money – they want quick results. It doesn't work like that, as you know – or you wouldn't be reading this course.





You also know, if you use the power of leverage, you can become a millionaire – others are doing it and so can you.

So as an extra summary for you on the different aspects of the direct-mail business, and to tie this all together, here is a re-cap with further information...

One - How To Develop a Personal Relationship With Your Customers

Successful direct-mail firms make every effort to personalise their mail!

For the direct-response marketer that uses tiny adverts to attract potential customers, it is easy to personalise your sales information – because every enquirer should give you their...

- Name;
- Address;
- Tel number (optional);
- Email address (can be optional, but most people are happier to give out their email address than they are their telephone number).

Two - What Inspires People to Buy By Mail?

Convenience and saving of time is a big plus for buying by mail- it's saves people having to make a personal trip. Not having to leave their home also means they can avoid the nuisance of traffic jams and rush hour crowds.

The exclusiveness of many direct-mail products is a big plus – many products cannot be bought anywhere else. This is something for you to keep in mind when sourcing your products.

Many people find it fun to buy through the mail – they enjoy placing their order and waiting for the product to arrive. Curiosity is a big motive.

Quite often direct-mail products have a price advantage. Many prefer to buy personal items, such as certain kinds of books, by mail.

Three - How Do You Begin With a Direct-Mail Business?

You need very little capital to begin. Start with just a few tiny adverts and build your sales from there.

Use printed letterheads and envelopes for the follow-up information to send to enquirers.

Test before you splurge. It's not the money but the thoughtfulness with which it is used that is the deciding factor between success and failure.





Direct Marketing Questions

Why Do Some Direct-Mail Adverts Lose Money?

The product, the price, the media used, the timing of the advert and the right prospect are all critical factors.

Care must be taken to select items that will readily sell by mail. Avoid products that are easily broken, or electrical goods which have a high frustration factor, as you'll be deluged with refunds.

The price must be especially attractive.

Adverts must be simple and easy to understand; attention producing with strong eye-arresting leads. They must convince customers and make it easy for them to respond. All these ingredients need to be present to get good response.

What Are Good Direct-Mail Products?


Good novelty merchandise and scarce items can be good sellers, because they're not easily available – you have a captive customer base.

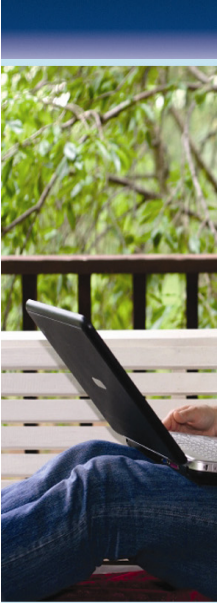
Books or manuals about how to make or save money can interest a large audience. For the business/ entrepreneurial market, popular information on positive thinking, goal setting and running a direct-response business sells well. For niche marketing, books on hobbies or sports.

Don't forget about the full-range of information products, that you can sell, they are...

- Manuals;
- Books;
- Courses;
- Magazines;
- E-zines;
- Newsletters;
- Reports.
- CDs.
- DVDs.

And these are some of the marketing options...





- Small adverts point to larger adverts – the 2-step method we have discussed;
- Direct mail;
- Web sites and answering machines;
- Emailing the information;
- Granting licences;
- A network of agents – example: Usborne Books at Home currently run a home-based opportunity – agents get commission for direct-selling of their fantastic range of children’s books.
www.usbornebooksathome.co.uk.

What Make Customers Come Back Again and Again?

The right product with orders handled carefully and quickly will generate satisfied customers. Satisfied customers always come back, even via mail.

What Limits the Direct-Mail Business?

There is no limit to the business if you are willing to learn and expand. A good hot item, even at a high cost can be a real winner.

Don’t let your programs just sit idle. Test ... test and do more tests. Keep on the top of all your activities and follow through.

After You Have Been in the Business a Short Time What Can You Use to Build Confidence?

You can accumulate testimonials from you customers and use them in your adverts to build customer confidence.

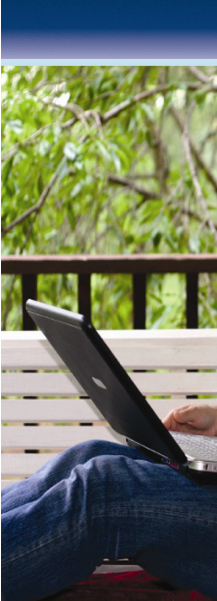
What One Mistake Costs the Direct-Mail Marketer a Lot of Money?

It is a waste of money to present established items that people can get almost anywhere.

What Are the 13 Most Powerful Words for Your Adverts?

1. Free;
2. Rush;
3. Limited;
4. Guaranteed;
5. Save;
6. Sale;
7. New;





8. Get;
9. Look;
10. Money-making;
11. Profits;
12. Act;
13. Now!

How Do You Get Income Coming from Every Direction?

After you have built up your programs (Sale of merchandise, books, manuals, CDs, DVDs, publication, or whatever) and have a good customer list, rent or sell those names to other companies via a list broker.

What Should You Know About Catalogue Deals?

Steer clear of trying to get a catalogue to advertise and sell your product until you find one with offers that are similar to your product, or where your product would sit well.

Test your product first. Make sure it is a big seller, before you approach a catalogue – they won't be interested unless you can prove there is a market place hungry to buy your product.

If a catalogue takes you on, your profit per item will be very small – BUT... the volumes will be huge and you won't have to do any work to achieve great results.

What is Essential to Be a Success in the Direct-Mail Business?

It's vital to keep up with the trends of your market place. As with the antique business, what you can buy for pennies today may be worth thousands in a year's time, simply because it becomes the latest 'must-have' item. So, keep your mind open for new ideas and don't give up.

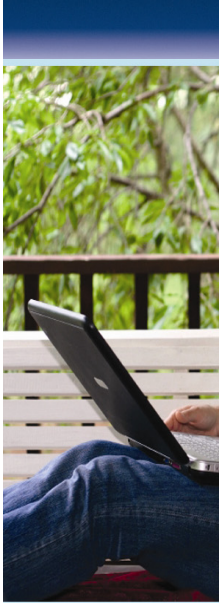
Don't give up just because an advert or product bombs. Everyone has those. I've had dozens! If you follow the format of testing small and then rolling-out only on the successes, you'll make the money you want to. So, hang in there and you can become a great success!

What is One of the Most Common Questions Asked By Prospects?

No matter what product or service you are offering, the question is ALWAYS, "What can it do for me?" Every bit of advertising you do has to answer that question – even your tiny adverts.

The rich and successful marketers are those who know it is not features but benefits your customers want to know about. For example, the **feature** of a vehicle may be the 0-60mph time, but the **benefit** is that the car makes the





driver attractive to the opposite sex – in other words it’s a sexy car. For a manual, the feature may be the number of pages, but the benefit is the reader makes money by using that insider knowledge. You’ve probably heard this before – but it’s a great reminder – “Don’t sell the sausage, sell the SIZZLE!”

So, eliminate all the useless nonessentials so the reader is not overburdened with worthless detail and let them know through proper advertising what your publication, product or service can do for them!

What Secrets Must You Apply In Order To Find Riches?

Wealth will not materialise until you take action and generate the force needed to start the wealth-building process. Most people are just not oriented to do anything about gaining new wealth, while others believe it would take too much of their time and money to follow through a project to completion.

Realise that knowledge is power and wealth favours the trained mind. This leaves the market place wide open for those who apply the proper ideas and methods; the ones who discover the ways to exploit the future. You must move ahead of the times, extend your knowledge and open up new avenues of personal growth! Expand your horizons!

Why Do a Percentage of People Fail in Direct-Mail?

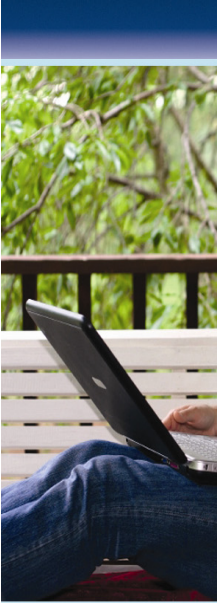
Every phase must be analyzed and tested. The right products must be selected, the correct type of adverts placed in the proper media.

There is no such thing as an overnight success with very little work. Sadly, many people drop out before giving themselves a chance to learn the right methods. They also bail-out after the very first advert failure. Then, as soon as they make a little money they spend it on consumer trash! They have no concept of reinvesting profits.

What Are Great Money-Makers to Include in a Direct-Mail Business?

1. Printing and publishing. Publish your own books and manuals;
2. Manufacture your own product in your garage or basement;
3. Purchase your product direct from factories at distributors cost. Get involved in the sale of the thousands of how-to books and programs available;
4. Make up unique How-to-reports, stories, etc., in cartoon form;
5. Write valuable promotion deals for the millions of merchants and retailers and record onto CDs;
6. Sell or lease your name lists;





7. Place your tiny adverts, or/and mail the postcards and advert sheets;
8. Mail others commission circulars with your own mailings;
9. Do everything possible until you have a successful advert or formula and then roll-out. And you keep doing this for a perpetual stream of income.

How To Stay Ahead?

You must constantly keep up with what other dealers are doing! Check out the successful programs and build your own around them. Give constant attention to your ideas. Write them down and act on the good ones. Find new products, develop “solid” plans around them and test them in **the market place**.

How To Double Your Earnings in Direct-Mail?

Begin by running one or two small 2-step adverts in several different publications. When orders begin coming in take a full 50% of the profits and invest them in more advertising. Continue to expand your advertising in order to double your income.

What is Another Method to Double Your Income?

Multiply the number of products or services. If you are offering the right products and advertise in the right media you’ll get great results.

Continually reinvesting profits for advertising and new items that generate orders are the secret if you wish to succeed in any business - and direct-mail is certainly no exception.

How Can You Graduate From a Part Timer to a Full Time Money Maker?

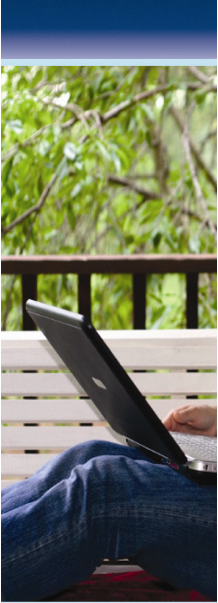
The best plan to follow is to keep growing by reinvesting profits. Run an advert every chance you get. Test then keep the ones that pull, omit the ones that don’t. Before you realise it you can give up your regular job and get a higher income for less hours – and have the freedom of choice of when you work.

What is the Big Secret You Need to Know in Order to Write?

Put together the information written by others, in your own words with a different slant, in a different light, using your ideas and your natural creative ability. Write in the same language you use when you talk to a person. And the big secret of writing? Do it! Get started!

When you have started writing, regardless of the subject matter, your creative ability, held dormant in your subconscious mind through the years, will take over. The more you concentrate on your ideas and the more you write, the easier it becomes.





What Should You Write About in Order to Make Money in the Direct-Mail Business?

Start with anything that interests you and appears to be a subject suitable for selling by mail. If you lack confidence in your ability to write, don't let it stop you. Just do it! You may surprise even yourself!

What Are the Best Books and Manuals to Sell By Mail?

First, forget about fiction! Scientific, technical and text books are other categories to stay away from. Self help and do-it-yourself books are best for newcomers as they are popular sellers. Mystic and metaphysical books are a specialised field and generally the demand is quite high. Health and recreation books have a steady market. All other categories, apart from fiction, scientific and technical, have good direct-mail potential.

Choose the type of books or manuals that interest you most, start out by advertising for enquiries. Have a good direct-mail sales packet to follow-up.

Remember you can charge FAR more for a manual than you can for a book due to the low perceived value of a book, no matter what its contents.

What Are the Three Things You Must Have in Order to Become Rich?

Success means many different things to many different people but to most of us we're visualizing sufficient wealth to give us continuous security and happiness without worry about our financial future. The three things you must have to gain success are **knowledge, self confidence, and perseverance**. You gain self confidence when you acquire knowledge.

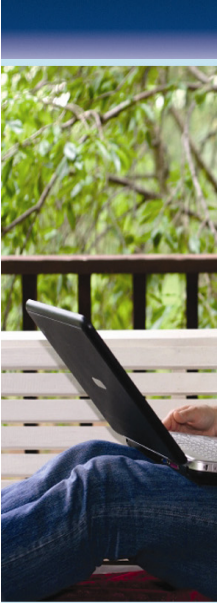
To acquire knowledge is simply a matter of study to become an expert in your field of interest. You have made a great start with this manual.

Perseverance will allow you to prevail in our chosen field. If you have confidence you can keep "punching" until you succeed. Most people go down at the first punch and stay down.

To gain knowledge you must have confidence in yourself.

The reason there are so few success stories is that most people never start to do the things necessary to bring their "good" ideas out of the cobwebs of their mind. The idea is soon forgotten. So when a great idea strikes you **must act without delay!**





How Can You Solve Direct-Mail Problems After You Have Exhausted All the Normal Means of Solution?

Think in terms of unorthodox methods. Vary your thinking and try to solve the problem by creating something completely new and relevant. Come into the problem through the “back door.”

You can create new programs or projects by “association.” Think of an object which is similar or adjacent to the subject item and then continue the chain of associated thoughts until new and useful programs or products emerge as idea. Come back to it later. Quite often as you progress it will later appear bright and clear.

Complete one step at a time. By breaking it down in size you can solve it in segments.

Don’t further confuse the issue by doing so much study and research that there are too many roads to take. Remember, action is the key to success! Talk is cheap. There comes a time when you have to actually take the plunge and try something.

How Can You Capture the Direct-Mail Market for Your Product?

Almost everything that is worthwhile today is an approximate copy of something that came before it. Examine successful programs from the past then copy them with suitable amendments and updates. If it’s making money for another it should make money for you. You must of course, vary your program just enough so that it is not infringing on others rights and to make the advertising tactics, etc. different to get the competitive edge over items that may be flooding the market.

What you are really doing is finding weaknesses or gap in what’s out there already then making your product or service better than the offers being put out by your competitors. By making a small change in the right direction in **your sales copy you can capture the market.**

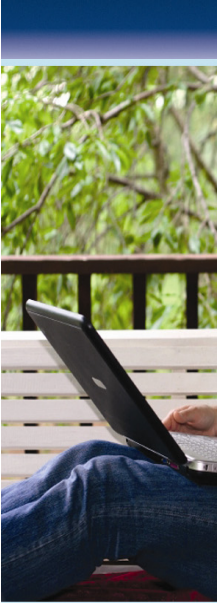
What Should You Do if After a Great Deal of Time Working Up a New Program or Writing a Manual, It Doesn’t Produce?

There is a good possibility that any program or publication won’t sell! You should not become so “in love” with your works that you keep pouring good money after bad, trying to promote an apparent “lemon.”

First, keep your outlay low, by producing your material inexpensively in the form of a short report, brochure or letter which will indicate whether there is sufficient interest in your subject.

If testing in this manner indicates that the market is out there waiting for your materials in more elaborate or finished form, then use your money to





complete the enhanced version and get it printed. Even then you should be conservative as to the amount of books or materials printed for the first “shot.”

Determine if your product can best be sold in volume to other mail order distributors thus getting your offer to a diverse group of book buyers and opportunity seekers.

Remember no one can ascertain whether their program, product or publication will be a success until it hits the market place. If it does not appear to be successful after reasonable tests, the most important thing at this point is to recognize that unless you have overlooked something in your advertising, promotion or business plan which can turn the situation around, you will be much better off to drop it and change to something with more chance for profits.

And Finally – The Greatest Asset – You!

You, mainly, control the destiny of your business. Be energetic; devote as much time as you can spare to advance your enterprise to a more profitable future. **Be determined to make your business a huge success.**

Learn as much as you can about direct-mail techniques.

Be original; exclusive. This can be as simple as an upgrade or make-over of a basically old idea. Don’t copy anyone directly; copy only successful methods and techniques; always strive to improve on them and add your own creative touch. **Keep searching for new, “exclusive” products.**

Don’t become disappointed by a slow start, or discouraged by a failure or two along the way. The difference between the winners and losers in life are those who persevere and those who give up at the first hurdle. Staying power is everything.

Always perform professionally; an amateur does not get paid for his or her services.

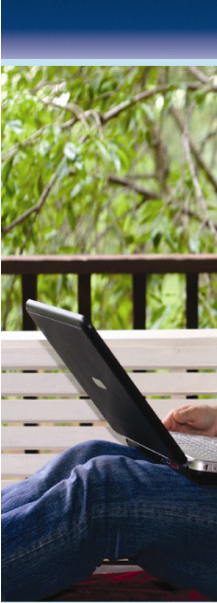
Build your own financial freedom – re-invest profits into productive adverts – use the power of leverage to get rich.

Start and operate your business on sound principles.

Congratulations on Reaching the End of this Program.

I started out teaching you how to become a top-gun copywriter and then we discussed how to turn that to your advantage by using your new-found copywriting skills to create giant sums of cash for yourself.





There are two things you can do as a copywriter. Work for someone else and get paid per sales letter or per advert (and that can be quite a lot. A good copywriter can earn £100k a year.) Or you can use your skills in your own mail order (web etc.) business and make ten or one hundred times as much as that!

It really is possible to make truly GIANT sums of money with direct marketing sales letters, great web copy and little tiny classified adverts - I am living proof of that and I'm not the only one.

Don't be put off by the detail in this 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. Then you can be sure you're following all of the best insider secrets and top tips for a direct-mail business built on the incredible super-powered tiny advert!

After all, **we're talking about your total financial freedom – FOREVER!** That's worth a little effort, don't you think?

It's about time you got a better break and aimed for a more fulfilling, wealthy life.

That's what I did. That's what you can do too.

Good luck for a bright future and have great fun making all the money you desire.

My very best wishes for your future success.

Vince Stirling

