

Direct Response Millions

LESSON SEVEN

by

Vince Stirling

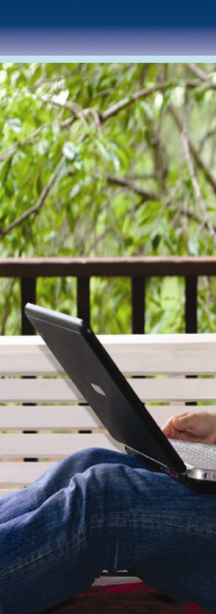
**The Easy Way to Become a Top-Gun Copywriter and Make
£100k+ a Year From Anywhere in the World!**

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



Welcome back and congratulations on taking your studies so seriously – this marks you out as a winner (most people quite most courses after having a half-assed ‘go’ at it for a day or two!)

Adverts

In the remaining lessons, I’m going to tell you everything you need to know about adverts. The commonest mistakes people make are to **advertise in the wrong publication** or **spend too much on the advertising space**, when it can be bought for a whole lot cheaper.


Because this course is mainly sold in the UK, I will concentrate on UK periodicals and newspapers. Apologies to readers from other countries - all of the general principles still hold true.

When I first started out I nearly went broke paying the ‘rate card’ price (the price that newspapers quote you), for my adverts. I lost £10,000 before I realised that the competition was buying it for only a third of what I was paying!

Where to Advertise and Why

Please learn from my mistakes and only advertise in the following UK newspapers. They are more expensive than those newspapers and magazines with a smaller circulation, but the return per hundred pounds is far, far higher. Here they are:

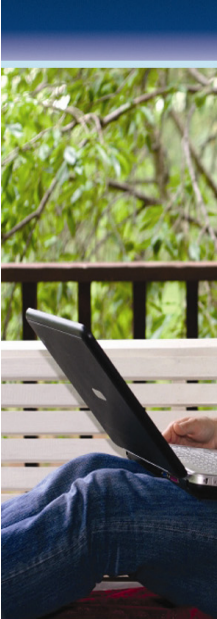
1. The Daily Mirror
2. The Sun
3. The Express
4. The News of the World
5. The Daily Mail



Of course, they're more expensive to advertise in than your local paper, but these are the only papers you will profit from, all other newspapers are a waste of your money. The exception is the tiny classified advert in a local paper – say one that points to your web site. If you can make this work in ONE paper (even a small profit) then you may be able to make it work in hundreds.

Where Not to Advertise and Why

Once other newspapers and periodicals see your advert in one of the above, you will get calls from every other newspaper/magazine in the country. From Glaswegian Haggis Lover's Monthly to "How To Catch That Big One" anglers weekly, all trying to persuade you to take out space in their



periodical - *and they can be very persuasive*, so be on your guard. There's only one way to deal with them, and that's firmly and politely to tell them that you're not at all interested, and never will be, and request that they don't phone you again because it's a waste of a phone call for them. No matter what 'special summer offer' they try to tempt you with, do not advertise. Their rates will seem ludicrously cheap compared with the large circulation dailies, but any price is too much. If they don't budge, ask them what their circulation is and then make it clear that you only deal with papers of 250,000 circulation or higher.

Only advertise in the big five (above), because smaller newspapers and periodicals always give poor returns, as their circulation is too small (which they will lie about). Also most of them are so full of adverts that yours will be lost unseen amongst them. It may *seem* cheaper to advertise in them because the same size advert in the Mirror that would set you back £800, may only cost you £80, **but you won't even cover your advert cost**.

So avoid all free newspapers, regional newspapers and specialist hobby newspapers and magazines (unless your niche is firmly in one of these hobby areas) and anything with a real circulation of less than 100,000.

The True Cost of Advertising Space

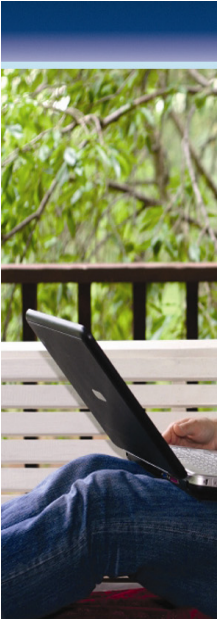
The cost of advertising space will depend on the size of your advert and the newspaper you advertise in. But watch out, these prices can be deceptive, and you may not be getting such a great deal as you first thought. For example, a half page advert in The Daily Mail may appear to be cheaper than a half page advert in The Sun, but if you look at the circulation figures of the two papers, The Sun could turn out to be the better deal. By comparing two newspapers using the 'cost per thousand' circulation figures, you can determine how much an advert is worth to you in respect of cost to you per thousand readers.

Let's say that The Sun has a circulation figure of 4 million (four thousand thousand) and they want £1000 for your advert. Divide 1000 by 4000 and you get 25p. So to advertise in the sun it will cost you 25p per thousand circulation.

So as you're umming and ahing over whether to place your advert or not, you get a phone call from The Daily Mail, they're offering you the same size advert for only £500. This sounds like a great deal, but before you stump up the £500, you check to make sure that you really are getting a good deal. You examine the circulation figure for The Daily Mail and find that it sells 1 million copies each day. By dividing 500 by 1000, you find that it's going to cost you 50p per thousand circulation - **twice as much as The Sun**. So although initially The Daily Mail offer seemed good; you're better off placing your advert in The Sun.

Of course, all these figures are for illustration purposes only and are not a true representation of how these two newspapers compare (although it will





be similar to our example).

In reality, it doesn't matter how much your advert costs, it's **the response rate per money spent** that we are interested in. If, for example, your advert costs £100 and you make £100 clear profit then this is well worth going for as you have doubled your investment. You can run a series of these adverts week after week (in different papers) and make good money. However, if your advert cost £5,000 and you were only making £500 clear profit, then this is poor; with a £5,000 advert we would expect to make £5,000 clear profit, at least.

Calculating Your Break Even Point

You need to know what your break-even point is for each advertising medium. You build this up through knowledge of how your adverts perform. If you spend £1,000 on an advert and make £1,000 clear, then it stands to reason that the break-even point for that medium is £2,000 for the same advert - at this price, you break even. If the advert is cheaper, you make money; if the advert is dearer, you lose money. It can sometimes be worth breaking even if you are building a list and have a strong back-end product.

Cheap Advertising Space and How To Get It

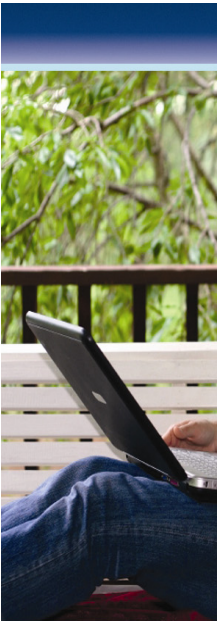
Once you are well known to the newspapers, you can get space that is far, far cheaper than normal. Here's how: it's 6 p.m. and the newspapers have 15 minutes to sell any remaining space, if they don't sell it now, then they'll have to close the newspaper for that evening and lose revenue.

They call you (you've given them your work, home and mobile numbers for this reason) and ask if you want this space. You're in a fantastic position because you know that they're desperate to get rid of this space and there's no time left for them to call anyone else. Unfortunately, that still doesn't mean that they'll sell it to you at rock bottom prices (say 10% of rate card), as it's against their principle to go below about 20% of rate card. And so sounding like you're doing them a favour (if you sound too keen, they'll bump the price up), you offer them 25% of rate card and enjoy that warm glow as they bite your fingers off to take it.

Of course, for this to work they must already have your artwork (also sometimes known as PMT or Master), that is, 'camera ready' artwork for the advert available in a file, which is why you have to be quite well known before you can take advantage of this. At that time of night it's too late to try and get artwork to them

The disadvantage to buying advertising space in this way is that it is bought on a pre-empt basis, which means that **your advert is not guaranteed to go out**. If someone else gives them a better offer for the space, then they will print their advert and not yours without telling you.





How To Test Your Advert Cheaply

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

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

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

Mail order is not about gambling.

Buying Advertising Space

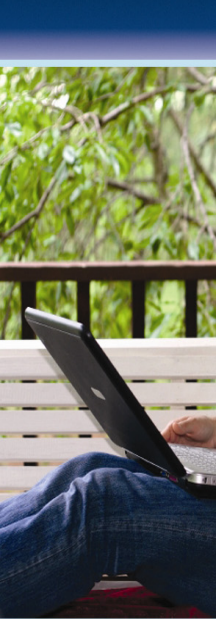
Advertising space is sold in 'full page', 'half page', 'quarter page' and 'column centimetres'. The first three are self-explanatory, the latter describes how smaller and more oddly shaped space is priced - the newspaper will give you a quote per column centimetre. Newspapers are divided into four to six columns, with a single column centimetre being one centimetre high and one column wide. A typical advert could be 20 x 3, that is twenty centimetres high and three columns across. This equals 60 column centimetres. At £12 per single column centimetre, this would cost you £720.

Tests have shown that the best position for your advert is the 'outside right of right'; this means the **outside edge of the right-hand side of a right-hand page**. Always ask for this position. People are far more likely to see your advert when it is here, whereas adverts on a left-hand page are easily missed. The outside edge is particularly important when your advert has a coupon, as it's simpler to cut out.

How To Place an Advert

Save yourself a lot of hassle and go through an advertising agency, it costs about 15% more, but they can often get you better deals and it saves time haggling with the newspapers. The newspapers phone the agency with deals. The agency will only phone you if they think there is space worth you buying. Plus you avoid all the haggling and questions by the newspapers the





first few times you try and place an advert, as the agency (who will be well known to the newspapers) will underwrite your adverts.

If you decide not to use an agency, then be prepared for a lot of hassle from the newspapers. Before they'll touch your advert they'll want to see audited figures, know how many years you've been trading and how many employees you have, require guarantees and the obligatory forms signing. I know, I've been there, but if your product is good and you persevere, you'll eventually get the adverts away. After you've advertised a couple of times everybody will be happy to accept your adverts, because they assume that if you've been cleared by The Sun, then you're okay to go in The Mirror etc.

You can cut a lot of this hassle by starting-off with adverts that don't ask for money 'off the page'; you can also avoid MOPS membership as well.

National Newspapers Mail Order Protection Scheme

MOPS is a scheme set up by the newspapers to protect the readers from rip-off scam merchants. Unfortunately it's the good guys who have to pay for it and the fee is normally about £150 as an absolute minimum. If you don't get MOPS status then you are restricted to advertising in non-MOPS papers (like Exchange & Mart), or using only 2-stage adverts (and not cash off the page).

So, all the serious players get MOPS, but you have to apply. You are unlikely to be accepted if you can't get testimonial letters from people like your bank manager (in particular) and your solicitor, or anybody else important who knows you, saying how many years they've known you and singing your virtues. To increase your chances of being accepted, you should also go and see them - they can smell anything dubious a mile off.

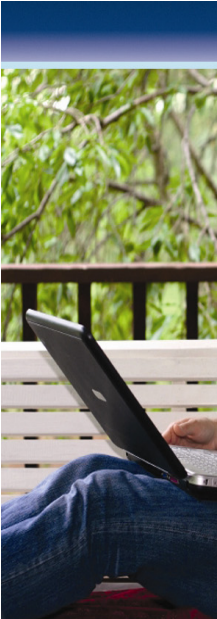
The letter from your bank manager is particularly important because you have to supply a banker's guarantee for between £5,000 and £10,000. You then have to counter indemnify the bank using something like your house as security! Meaning if you go broke and there is a claim against you, the bank will then pay MOPS up to the limit of the guarantee, but the bank will then take your house! Sounds fair?! Well, it's not like any 'insurance' scheme I've ever come across! With MOPS you pay a stiff premium AND counter-indemnify them against loss. This is exactly the same as taking out car insurance, but then signing a form saying you will pay, in full, for any damage you cause if you have an accident.

Colour Supplements

These are the glossy colour magazines which come out with the main papers usually at the weekend. They are widely read, and competition for advertising space is fierce, hence the prices can be steep.

Colour adverts can be very risky for two reasons: firstly, they're always a lot more expensive than black and white classified adverts, and secondly you have to prepare and pay for them three months in advance. Once you've paid,





there's no changing your mind if the prospects for your advert don't look too hot three months down the line. By this I mean that if the papers are suddenly awash with a product identical to yours and selling for half the price that yours will (eventually) sell for, it's just tough luck. By the time your advert appears anybody and everybody who would have bought, has already done so, and your money is lost.

Plus it's almost impossible to predict the mood of the population three months down the line. I remember losing six thousand pounds in advertising costs in one weekend, because my full colour adverts that I had taken out bombed! Interest rates had gone haywire that particular weekend, and readers were too worried about losing their homes to spend money on mail order offers.

As a general rule, colour supplement adverts are for the big boys only.

Classified vs Display

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

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

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

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

...Or Inserts

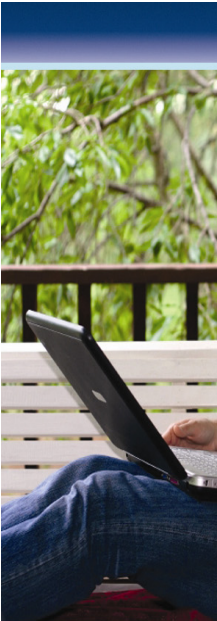
Don't bother with the glossy loose inserts that fall out of every magazine or newspaper that you buy; **they only get tossed in the bin.**

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

Key Coding

Key coding allows you to keep track of which adverts are doing well and which are not, it is simply a code put on the advert or coupon that lets you know where it was advertised. So if your advert is the fifth advert you've run





in The Sun, it might look something like: TS5. If your advert doesn't have a coupon, then put "Please reply to: Department TS5," then your company's address.

If you don't use key coding and have more than one advert running at the same time, **you have no idea where the sales (or lack of sales) are coming from.** But by using key coding and logging all sales onto your computer, you can determine on a day to day basis how each advert is performing.

Here are the methods for doing this with tiny adverts (more on tiny adverts in a later lesson), using the earlier examples for the writers' market place. Just to remind you, here's one of the adverts...

**FREE Guide to
Self-Publishing
Call (name) on....**

Or visit www.companyname.co.uk

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

**FREE Guide to
Self-Publishing
Call (name) on....**

Or visit www.companyname.co.uk

Please quote 'TS3'.

For the third advert you placed in that newspaper. Although it means an extra cost for the three words, it's well worth it. You can keep track of which publications are making the most money.

A Top Tip....

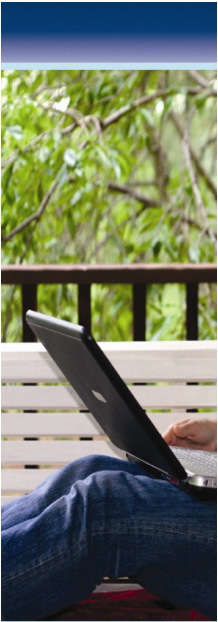
Carry that code through to the order form of your sales information you send to every enquirer. It takes a few seconds to either type it in, or handwrite it in a corner.

It means every time an order comes in...

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

This is essential information that will keep you updated on how the marketplace is performing. You only want to be spending money on adverts that are working.





It will give you the very valuable information of the percentage of enquiries that are turned into sales.

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

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

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

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

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

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

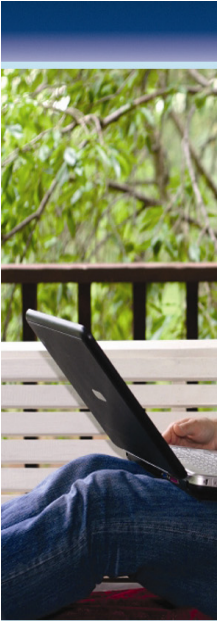
- With the advert;
- The publication;
- Or the follow-up literature.

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

Another Insider Tip...

If you don't want to blatantly let your readers know you have a key code within an advert, there is another way. Sometimes you can **change your**





name on the advert for keying purposes. For example, let's suppose you have a range of books and your name is Harriet Ranger. Instead of using the name Harriet Ranger on the advert, you title the book, "Harriet's Recipe Book" for one advert, and "Harriet's Cookbook" for another, and "Harriet's Favourite Recipes". You can also have them call and ask for Pam, Dave, Sue, Mary etc. with each name being a code for the publication.

Whichever method you use, remember to key code all of your adverts and you'll keep track of how much money each of your adverts are making. You cannot build a profitable business without this information.

How Frequently Should You Run Your Advert?

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

How to Create Killer Adverts

Now I'm going to take you on a behind-the-scenes journey of a successful advert. **The fastest and most effective way to learn marketing is by studying actual examples of what works in the real world.**

The product being offered in the following two adverts is a book called '*Magic Words That Bring You Riches.*' The first advert (see example A) was profitable in the US and several other countries.

However, as direct marketers always looks to improve results, and because of the copy theme, this first advert was drawing book buyers who were not necessarily good prospects for follow-up offers (back-end offers). This meant that back-end products that were aimed at entrepreneurs or people interested in becoming better marketers, did not sell very well to this list of buyers.

So the advert was rewritten with an aim to improve both front-end response and increase back-end sales. Example B was the result. The sales from this advert were substantially better, and in some magazines, the results were twice as good as example A!

In addition, responders to advert B were far more responsive to back-end offers, meaning higher profits when selling these products.

Because of the restrictions on page width in this course, I have reproduced this large advert as the headline, then the body copy (which was originally set in three columns) then the coupon.





Advert A

"It Amazed My Friend... I Said Two Simple Words. And We Were Escorted to the Finest Table in the Restaurant!"

And you'll never guess what they are! Yes, knowing the right words to say will get you everything you want in life

Here is the body copy, which was laid out in 3 newspaper columns.

I'll never forget the look on her face. Pure joy!

You've surely had this experience. You make dinner reservations. You are taken to your table. Inevitably it's in a poor location. Usually by the kitchen where it's noisy. Or by the drafty front door. Oddly enough this often happens, even when the restaurant is not busy. It used to happen to me all the time. Until...

I learned the secret. Now I always get the very best table, wherever I go.

Certain Words Are Magic

One day while on vacation, it hit me like a bolt of lightning! Not only special treatment in restaurants, but all the good fortune I enjoy happens for just one reason. Because of words. Simple ones.

As a writer and speaker, I've been fascinated with words and phrases all my life. I've been refining these words for years. I've taught friends to say them. The same remarkable results happen to them.


No one is misled. Every word is truthful. Best of all, these words work for anyone.

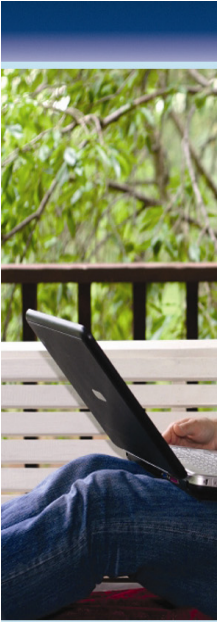
Knowing the right words to say is responsible for my earning millions. As much as \$3,500,000 in a single year. Getting 13 best-selling books published. Owning two, million dollar homes. Driving a new Mercedes convertible. And travelling throughout the world.

Think of it. I'm a college drop-out. I began my career with no writing or speaking skills. No money. No contacts. No wealth, friends or relatives. No special privileges of any kind. And remarkable things have happened. All because of the power of these words.

Magic Words Will Change Your Life

I've decided to share these secrets for the very first time in my new book. I'll give you every word. And to whom. In all types of situations which you face daily. You will then be in a position to enhance your life beyond what you've ever imagined. My book is called **MAGIC WORDS THAT BRING YOU RICHES.**

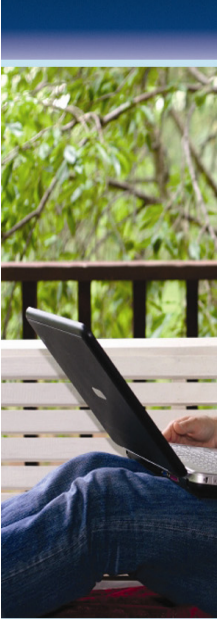




I know the book title sounds almost too good to be true. A little sceptical? I would be too if I were you. But don't worry. The 'words' will work for you. You will be more successful at everything you do. And you'll enjoy it far more, too! Or the book won't cost you a dime! I'll reveal the secrets of how to:

- Always get the best table in any restaurant in the world. (And you won't have spend one cent in tips to get it!) (page 11);
- Often get first class or business class seats on an airplane, even though you have coach tickets. (page 13);
- Have employers clamouring to call you with job offers, even during tough economic times. This powerful technique never before in print anywhere will boggle your mind and get you the job you really want! (page 19);
- Attract all the money you need for any business venture. (page 25);
- Approach an attractive woman or man and immediately interest them in you. (page 24);
- Rent a Mercedes automobile for the price of a Ford anywhere;
- Find a great gourmet cook to prepare low cost meals for you;
- Slash the cost of lodging in first class hotels by 50% or more. (page 21);
- Get invited to speak before any group you choose and enhance your career. (page 43);
- Receive free expert consulting help for your business. (page 38);
- Buy beautiful jewellery, including gold rings and watches at below wholesale. (page 40); Earn over \$100,000 in the most profitable business in the world, and start it for under \$600. (page 42);
- Find world famous people to speak before your group, free. (page 59);
- Attract the world's best employees using can't miss ads. (page 63);
- Get capable people to work for you for free. (page 67);
- Get free advertising by becoming a celebrity first locally, then nationally. (page 56);
- Obtain the US rights to market best selling products from around the world for as little as \$250. (page 77);
- Reduce or eliminate legal fees in both your business and personal life. (page 62);





- Buy valuable antiques at huge discounts. (page 89);
- Earn from \$100,000 to \$250,000 a year and more as a consultant by making an offer almost no one can turn down. (page 93).

A special section of my latest successful print adverts and mailings is included that reveals powerful strategies which can earn you \$500,000 or more on your products!

Sworn Statements

"I was Ted Nicholas' bookkeeper for 7 years and helped prepare his tax returns. To the best of my knowledge, everything he has stated in this message is absolutely true and accurate." **Gail Waterman**

"I've known Ted Nicholas for some time now. He is a charming man and highly successful writer and speaker. However, when he told me of his new book I was more than sceptical that these ideas would work this side of the Atlantic. He gave me three ideas to try out for myself.

- 1. Within 4 weeks I found the best personal assistant I've ever employed.*
- 2. I got free business advice that has already been worth over £20,000 to my company.*
- 3. I now ALWAYS get the very best service at every restaurant I visit.*

Now the book is ready I can't wait to work my way through his other great ideas!"

Mike Chantry, Hilite Ltd, London, England

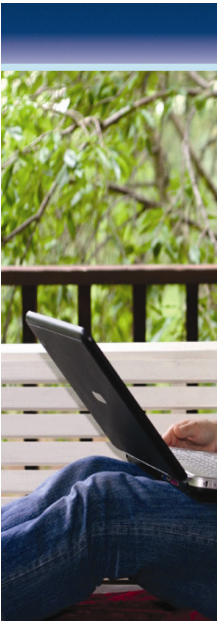
Special Offer

A limited edition of this remarkable book is ready. You are now able to reserve a copy while supplies last at a special price if you order now. To avoid disappointment, call immediately (800) 730-7777. Fax to (813) 596-6900 or complete the coupon below.

Money Back Guarantee

After you receive the book and examine it for 30 days, if for any reason you are not completely happy, return it in any condition for a full, prompt and courteous refund.





The Coupon

YES, Please rush me a copy of **MAGIC WORDS THAT BRING YOU RICHES** by Ted Nicholas at \$19.97 plus \$4 shipping and handling. I understand that if for any reason I am not delighted with the book, I may return it in any condition within 30 days for a full no quibble refund.

Enclosed is my cheque. Please charge my: VISA MC Amex

Card Number

Expires

Signature

Name

Address

City/State/Zip

Nicholas Direct Inc

Dept 00-0

P.O. Box 877

Indian Rocks Beach, FL 34635

THC21

Allow 10 days



With a small coupon like this, there is not room for all the niceties we could find room for in a full page application form. This coupon is on the outside right of the advert, and the advert would be placed on a right hand page.



Letter B

Deeply in debt and worried about survival, I discovered...

"The Secret To Becoming A Millionaire Is Simply Using The Right Words!"

You are 17 words or less away from a fortune! I'll reveal all the 'magic' words you'll ever need in my new book. Picture yourself earning several hundred thousand dollars a year.

Work a few hours a week from the comfort of home, at a leisurely pace.

Here is the body copy:

Certain words produce amazing results, as if by magic.

All you desire in life, including everlasting wealth, can be yours, depending on the words with which you express yourself.

Words have power. They can make you laugh. Or cry. Build a cathedral or a skyscraper. Fight for your country. Who can ever forget the speeches of Winston Churchill, which stirred a nation? March for peace. Back your ideas with a million dollars. Or flock to buy your product!

That's why I call my new book **MAGIC WORDS THAT BRING YOU RICHES.**

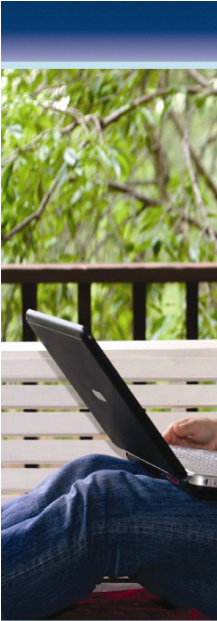
I show you the exact words to enrich your life, financially and in numerous other ways, too. But, first, I want to tell you how I discovered the process.

At the age of 29 I had a wife and four children to support. Despite working 12 hours a day, 7 days a week, poor decisions and bad luck left me \$250,000 in debt.

I prayed for divine guidance. Suddenly a simple truth appeared to me. I was reflecting on the small successes I had in my life until that point in time. It hit me like a bolt of lightning! This discovery completely turned my life around. And it will change yours, too.

Different words produce different results! And it didn't matter whether they were spoken or written. As with the great truths, once known they seem so simple!

Then I began experimenting and testing different words and phrases communicating with people in business. I also decided to test a product idea in inexpensive classified ads.



The first ad cost me \$90. It contained just 17 words. By mail I got back \$360 in orders, all with payment!

This may not sound like much, but to expand I found I could simply repeat the ad and multiply my success. I ran the same ad in numerous newspapers and magazines, over and over again. Within a short time my sales were \$40,000 a month!

When I changed one or two words, I got vastly different response and profit. This blew my mind! Exactly the same thing happened in sales letters. I was determined to develop a vocabulary of simple words that I could scientifically prove were profitable.

I continued experimenting. I then ran my first full page ad. It cost \$1,200. Sales at this attempt were \$15,000. I repeated this ad in dozens of magazines. My sales soon exceeded \$200,000 a month! And I still operated from the comfort of home.

Today, I have a lifestyle about which I always dreamed. I now live in a large penthouse in Clearwater, Florida. I view the Gulf of Mexico through windows 18 feet tall. My car is a red Mercedes convertible. We also maintain a lovely home in Switzerland, where we enjoy hiking and skiing.

The enormous power of Magic Words has made me a millionaire many times over. In 1991, I tried retirement. It lasted a few months. I found it wasn't all it was cracked up to be.

I looked for something else to do. I decided to share with others my discoveries in books and seminars. Since I don't need the money. I decided to give my secrets away FREE as a form of charity. But I learned when people get something for nothing they usually place no value on it (this includes my own close relatives). So, I do the next best thing. I reveal my secrets at a cost anyone can afford.

Success based on Magic Words can be duplicated. You can do as well as or better than me. Anyone who uses the words, and I mean anyone, can become a millionaire! Thousands of my readers have already become rich. A few of them are included below. And if you are sincere and apply yourself, you too will soon have all the money you desire.

What Readers Say

"Ted' strategies earned me over \$1,000,000 last year!" - **Mike Enlow, Magnolia, Mississippi.**

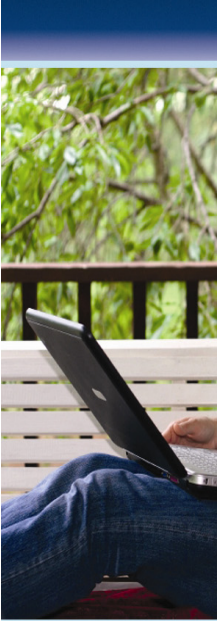
"Within the first 30 days after getting your secrets, I earned \$30,000." - **Francois Blot, Paris, France.**

"Secrets I hope my competitors never see. If I could, I would ban this book immediately!" - **Peter Holiday, copywriter, London.**

"Ted Nicholas is one of the world's most gifted marketers. He's got the magic touch. Every moment I've spent with him has paid off enormously." - **Bill Bonner, President, Agora, Baltimore, Maryland.**

"...one of the greatest books on communication ever published. Absolutely





must-reading for every person who wants more success, more money, more love, and more freedom." - **Insiders Money-Making Report.**

"Your book helped me earn £20,000 in the last 60 days. My son has also received 4 job offers in the last 3 weeks using ideas on page 15." - **Mike Chantry, London.**

Iron-Clad Guarantee in Writing

I unconditionally guarantee this book in black and white. You can order this book risk-free, even if you are simply curious. If you fail to earn at least \$900 per week within a 30-day period, in addition to your current income and while working no more than 12 hours a week at a leisurely pace, then return the book, and your post-dated check/credit card authority will be returned to you uncashed.

However, I suggest you order at once. As much as I'd like to, I cannot guarantee the special low price more than 15 days. The book has been printed in the US under a special license arrangement with an independent publisher and this offer is a limited price test. The price will soon be substantially higher.

(c) 1997 Nicholas Direct Inc., 1511 Gulf Blvd., PO Box 877, Indian Rocks Beach, FL 33785.

The coupon was similar to the previous advert.

This second letter produced buyers which were far more responsive to the back-end products. Why were they more responsive? Because the new control advert (example B above) selected a different buyer (like the entrepreneur or direct marketer) who was more in tune with other offers made by his company.

As you well know, selling back-end products is where you make the millions in direct mail, and so boosting the sales of these products was the ticket to an extremely profitable direct marketing campaign.

Let's now look at the key elements of the new control advert.

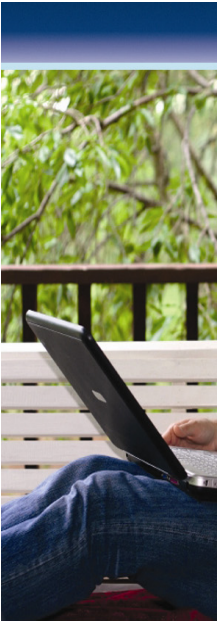
First, look at the lead or headline. The headline is 90% of the success of an advert and so is by far the most important. It is in quotation marks as this increases readership. The best copywriters place most of their efforts on this part of the advert. The headline of advert B is:

"The secret to becoming a millionaire is simply using the right words!"

This headline appeals to virtually any entrepreneur. It makes no difference if he/she is a beginner or experienced. It draws immediate attention.

Whereas the advert A is non-selective for entrepreneurs and many buyers are probably more interested in getting the best table in a restaurant





than making millions in direct mail.

Approximately 5% of people who responded to advert A and bought Magic Words, went on to purchase back-end offers. At this level, sales were still profitable, but not as successful when compared with the response and back-end sales generated by advert B.

Of the buyers of the book from advert B, 12% bought back-end offers, an improvement of 140%! And a lot more profitable! So the success of the advert had been greatly multiplied.

Here's some more tips for improving your own adverts:

The Role of the Pre-Headline

The pre-headline is any words placed before the main headline.

Pre-headlines can help set the stage for the headline. In the example B above, the direct marketer wanted to craft a phrase setting up a human condition to which everyone can identify, while helping to dramatise the solution contained in the headline.

The resulting pre-headline, "**Deeply in debt and worried about survival, I discovered...**" strikes a hot button. In our credit-dependent society, everyone tends to worry about mounting debts and the related problems caused by them.

The Sub-Head Includes Important Benefits

The sub-headline is any words placed immediately below the main headline.

Great adverts have copy that elaborates upon the big promise made in the headline. You can begin this process with the subhead using your second greatest benefit, this way the reader is practically compelled to read the copy. To ensure your prospect keeps reading; write the rest of the benefits into the copy in order of strength.

Look more closely at the four sentences of which the subhead is composed:

1. You are 17 words or less from a fortune!
2. I'll reveal all the 'magic' words you'll ever need in my new book;
3. Picture yourself earning several hundred thousand dollars a year;
4. Work a few hours a week from the comfort of your home, at a leisurely pace.



Every one of these sentences is strong enough to be a headline. Don't you agree?

Begin the Body Copy with a Powerful First Sentence

Now let's examine the body copy. A crucially important part of any advert or sales letter is the opening sentence:

"Certain words produce amazing results, as if by magic."

Don't you feel a pull to read on? Look at the second sentence:

"All you desire in life, including everlasting wealth, can be yours, depending on the words with which you express yourself."

Ted created this sentence to dramatise the enormous power of words in our lives. It's another way of expressing this profound truth: "The pen is mightier than the sword."

The third paragraph amplifies further the unique selling proposition (USP) of Magic Words.

"Words have power. They can make you laugh. Or cry. Build a cathedral or a skyscraper. Fight for your country. Who can ever forget the speeches of Winston Churchill, which stirred a nation? March for peace. Back your ideas with a million dollars. Or flock to buy your product!"

In the next paragraph, Ted introduces the product being offered, which is, of course, 'Magic Words That Bring You Riches'. The product in a good advert should be made the 'hero' of the advert, a process which begins in paragraph five.

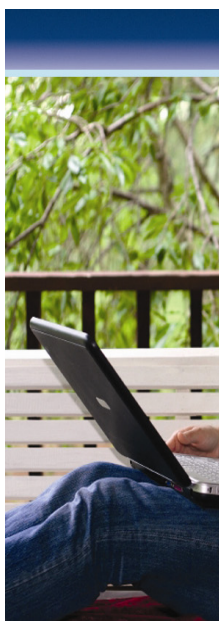
"I show you the exact words to enrich your life, financially and in numerous other ways, too."

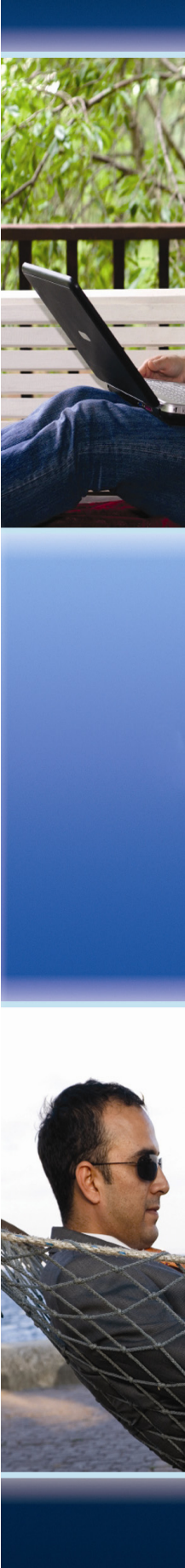
Become a Storyteller to Hold Attention

At this point, Ted switches to one of the most powerful copy techniques known - he tells a story!

Public speakers, too, have long known the power of telling stories to drive home a point. The audience can be held spellbound by a good storyteller like Bill Gover, Zig Ziglar, or Robert Schuller. The same is true in writing copy for an advert or book.

Everyone loves a good story. But one caveat - make sure stories you tell are absolutely true - otherwise, they don't ring true. If your stories are not believed, you will immediately lose whatever credibility you have built with your prospect.





Here is how a story was introduced in the Magic Words advert:

"But, first I want to tell you how I discovered the process."

The actual 'rags to riches' story unfolds in subsequent paragraphs (advert B).

Relate the Story to the Prospect

Then Ted reveals what the reader is most of all really interested in. Ted answers the question, "What's in it for me?" he shows that those reading the advert can duplicate the discovery he made.

Prove It

To prove this claim, he refers to others who had successfully used 'Magic Words'. At this point, he introduces testimonials - **the power of testimonials cannot be overstated**. The actual words from the hearts and minds of users of your product are one of the most powerful marketing tools you can employ.

A Guarantee with Power to Double Sales

Here is the guarantee in full:

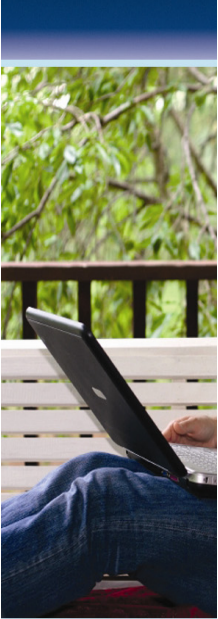
"I unconditionally guarantee this book in black and white. You can order this book risk-free, even if you are simply curious. If you fail to earn at least \$900 per week within a 30-day period, in addition to your current income and while working no more than 12 hours a week at a leisurely pace, then return the book, and your post-dated check/credit card authority will be returned to you uncashed."

The coupon further clarifies that they have 30 days from receipt to make this work for them. This money-back guarantee contains two proven techniques to boost sales. The first is a promise of extra income of at least \$900 within a 30 day period. The second part of the guarantee (not cashing their cheque for 60 days) has the power to boost sales by 200% over a conventional money-back guarantee. While there is more handling involved and a longer waiting period to get paid, it's well worth it when you can double sales.

Of course, the product had to live up to the claims in his guarantee - otherwise he would have been inundated with returned books - and be left with a list of disgruntled ex-customers who would not have purchased his back-end products.

Photo Caption

On the top right hand side of each of these adverts (A and B) appeared a photo of the author with a caption underneath stating: 'Self-made millionaire.' This is very important as a connection is again made with the headline theme.



Reminder: always caption every photograph used in advert or mailing. Probably 75% of adverts in magazines and newspapers have no caption whatsoever. The producers of such adverts assume readers can figure out the purpose of the photo when it is often difficult or impossible.

The All-Important Order Coupon

The most important parts of the order coupon are the first sentence and a repeat of the guarantee. Please note that unlike most order coupons, there is plenty of room for the customer to complete their name, address and credit card information. Always complete order coupons yourself before running your advert in any publication. You will avoid a common mistake: not allowing enough room for the customer to write. This error always reduces response, by as much as 75%.

Quick Summary of Tips

- Don't hesitate trying completely new copy themes;
- To improve back-end sales, make sure your adverts target the right prospect;
- Devote 90% of your effort on the headline;
- Test a pre-headline;
- Always caption photos;
- Tell an interesting story;
- Test a hold-your-cheque-until-satisfied guarantee.

Well I hope you're starting to get the hang of this copywriting lark. It's not too difficult, is it? I know several millionaire copywriters and they are nothing 'special' – they started life as engineers, accountants and ice cream salesmen (seriously!). If they can do it, so can you.

Lots more next time!

