

Direct Response Millions

LESSON EIGHT

by

Vince Stirling

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

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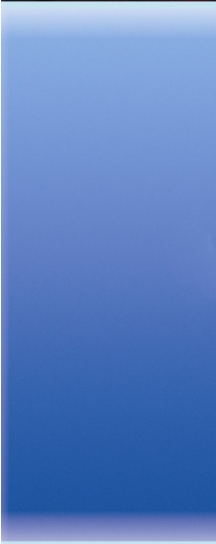
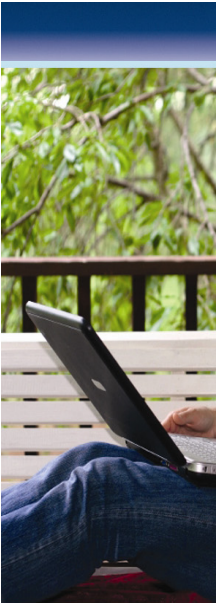
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V080701

Welcome back to more fun 'n' frolics!

Lead Generation Adverts

This month we're going to talk about lead generation adverts – these are adverts placed in the press, with a view to generate a list of potential customers for your product. Here are two lead-generation adverts which did really well for Stuart Goldsmith. Sorry the reproduction isn't brilliant.



How To Write Children's Books

Achieve fame & fortune in this lucrative and fulfilling hobby

Have you ever thought of writing for children? Well you should! Every year, more children's books are published than the previous year, and publishers are desperate for new and exciting talent. Think for a moment. What else could offer these benefits?:

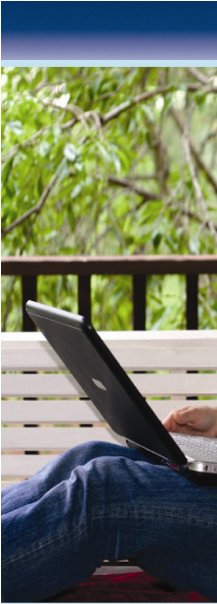
- ⊗ The potential for huge financial rewards if one of your 'characters' becomes a household name
- ⊗ A chance to create something really worthwhile
- ⊗ Start as a hobby from your own home
- ⊗ Almost zero overheads and expenses
- ⊗ No risk
- ⊗ Working in a respected profession

A writer of children's books can genuinely claim to have produced something of value. Imagine the thrill you would feel if you knew that your work would be read and loved by generations to come! With the right guidance, most people can greatly improve their writing skills and move forward into a worthwhile and lucrative career.

The Medina Course in Writing for Children will provide this essential guidance. Studying in your own home, at your own pace, this step by step correspondence course teaches you the inside secrets of this profession. You really do need expert guidance if you want to become a published writer, and so we have enlisted the help of no less than twelve of the top children's authors in the country, and twelve children's illustrators. The course advisor/editor has made well over a million pounds as a direct result of his writing! With this team behind you, your success is almost guaranteed. Why not change your life for the better in 1995? By becoming a well known and respected writer for children, you could soon be making a big impact on your bank balance - and your friends!

For full details of the Medina Course, write to us TODAY (no stamp needed); or just call 01734 461246 and request an information pack

Medina Ltd (Dept T034), FREEPOST (RG2722), Reading, Berks RG4 7BR



FREE!

Who wants to be a Millionaire?

Starting from flat broke (not using even **one penny** piece of your own money) this startling report describes in step-by-step detail how to change *nothing* into **£1,310,720.00** using your wit, your imagination and your natural abilities. **Anyone can do it** - old or young, male or female, regardless of education, talent or qualifications. There are **just 28 steps** to take you from zero to **well over a million pounds** and each step is described in the report. The first steps are dead easy - a child could do them. Then it gets harder because by the time you get to (say) **£50,000** you will be tempted to **spend the money!** Only the strong survive - the weak cash in early and spend the lot on various goodies!

Each step is great fun. Created by the legendary success guru **Stuart Goldsmith** (author of *The Midas Method*) this system is taking the UK by storm. The report **really is free**. At no time will you be asked to part with a single penny of your own money for this system. **You really do start from zero**. In return, Stuart Goldsmith asks that you send him details of your success for inclusion in his forthcoming book, *'The Easy Millionaires'*

To obtain your free report, write your name and address on a piece of paper and send it to: **Stuart Goldsmith, Medina Ltd, (Dept SN 22/3) FREEPOST RG2722, Reading, Berks, RG4 5ZZ.** (no stamp needed)
Or telephone: **01189 461246** (standard rate call) - 24 hours

The first advert was a lead generator for business opportunity products. 60,000 free reports were sent out in the first few months of running this advert! They also rented the list on average ten times a year netting £60,000 a year in list rental revenue alone!

The second advert was a 2-stage advert for our course on writing for children. Neither advert requires MOPS approval because they did not ask for money with the order.

Although I am an evangelist for paper and ink products, I have successfully sold other products. For example, this kids 'Tank Watch' did very well for me one Christmas. The order form was unreadable at this resolution, so I have deleted it.





TEST YOUR XMAS GIFT FOR CHILDREN OF ALL AGES **UNIQUE MULTI FUNCTION 'DESERT STORM' TANK WRIST WATCH!**

DESCRIBED AS THIS YEAR'S TOP ELECTRONIC TOY!!
● SPECIAL LOW PRICE FOR ALL READERS OF THIS NEWSPAPER!! **ONLY £8**

BANG!!!
KERPOW CRASH
SCREEEEETCH BOOM
RAT A TAT TAT MACHINE GUN FIRE

WEEEEEEEEEE POW

Just press special button for several different realistic firing noises PLUS flashing red light if it's really great.

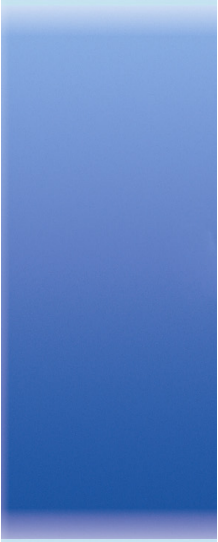
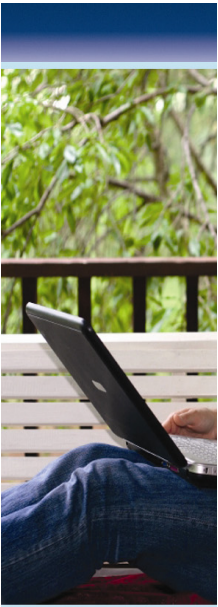
Press other button and out pops the accurate digital quartz watch with month, date, hour, minute &

STRICTLY LIMITED OFFER. UP TO MAXIMUM 3 PER HOUSEHOLD

We've never seen anything like it. When shown to a group of youngsters during market research, you should have seen their faces and the squeals of delight. Precision made with a one year guarantee. Designed in colourful desert sand camouflage. The tank can be taken off the adjustable strap for play. The split second accuracy of the watch function can only be marvelled at. Runs for over a year on tiny replaceable battery (supplied).



And here is one for an Italian tea trolley which sold VERY well for some reason I can never quite put my finger on!



ITALIAN
Hostess Trolley
OFFER



★ Entertain in style
★ Enhance your home
★ Ideal for the patio

Folds to 32"H x 22"W x 2" (approx)

Designed and made in Italy, this pure-white, stylish hostess trolley has only recently been made available to U.K. customers. Convenient and practical, with sturdy castors and two hygienic, wipe-clean, shatterproof trays; this elegant trolley is durable and versatile enough for indoor and outdoor entertaining. Despite its lightweight construction, it is almost unbreakable and can be folded flat in seconds for easy storage. Whether you're planning that special dinner party, or a simple barbeque, your new hostess trolley will add a touch of Italian grace to the occasion. If you are not completely satisfied or in the event of any complaint whatever, return the goods unused within 14 days of receipt for an immediate full cash refund. This does not affect your statutory rights. All orders despatched within 7 days.

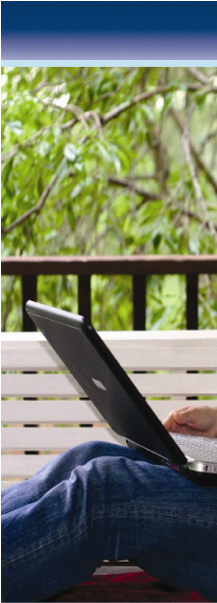
MEDINA LTD (Dept.SEM1) 70 Southview Avenue, Caversham, Reading Berks RG4 0HQ.

Offer applies to U.K. Mainland and N.I. only. Cash cheques only.

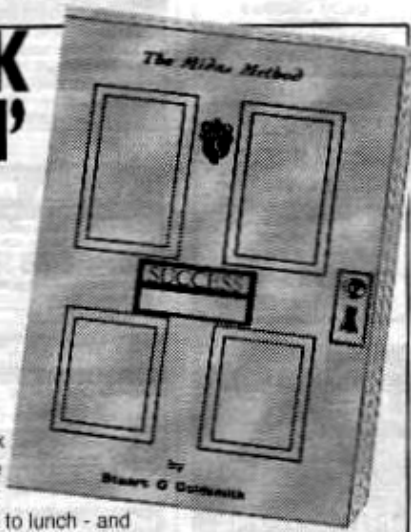
YOURS FOR JUST
£24.95
POST FREE

NATIONAL NEWSPAPERS
MOPS
MAIL ORDER PROMOTION

Over the page is a version of Stuart Goldsmith's highly successful Midas Method advert. Note that not all mailings and adverts must comply with every single rule I have discussed. In this advert, for example, the headline is in capitals and not in quotes.



THIS BOOK IS 'WORTH' ONE MILLION POUNDS



4 years ago, I asked my bank manager for a £250 loan - he turned me down flat! My new bank manager now takes me to lunch - and he pays!

I MADE £200,000 IN JUST 2 YEARS!

How did I do it? I uncovered an amazing secret called **THE MIDAS METHOD**. Using only this secret, and starting from 'flat broke', I now have everything I want, including:

- * A BEAUTIFUL HOME IN IT'S OWN PRIVATE GROUNDS.
- * A NEW LUXURY MERCEDES
- * LOTS & LOTS OF CASH.

I have all this, right now, as a result of applying **THE MIDAS METHOD** and it's possible for YOU to improve your finances too! You don't need any special talents and abilities, and it's not MLM, gambling, pyramid selling or other dubious 'pie in the sky' ideas. My files are bulging with 'thank-you' letters from people who have used **THE MIDAS METHOD** to greatly improve their lives.

THE MIDAS METHOD brings me as much money as I want - when I want it. You too can use this powerful method to improve the quality of your life. Sounds too good to be true? I know you're sceptical, so I offer this guarantee. If you are not absolutely delighted with this incredible book, simply return your copy within 14 days of receipt. I'll refund your money in full. Follow the simple step by step instructions in **THE MIDAS METHOD** and you could soon be heading for a brighter, better future. You have nothing to lose, so order your copy of **THE MIDAS METHOD** today & start getting the system to work for YOU!

Medina Ltd., (Dept **SN18/3** FREEPOST RG2722, Reading, Berks RG4 5ZZ

YES, I would like to know how to make as much money as I want. Please rush me my copy of The Midas Method at £12.95 per copy (inc. p&p). I understand that I may return the book for any reason within 14 days and claim a full refund. I enclose a cheque/P.O. for £12.95 payable to Medina Ltd.

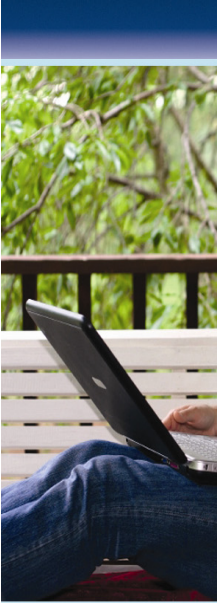
Name _____

Address (PLEASE PRINT) _____

Post Code _____

You can phone your ACCESS/VISA order ANYTIME on 01189 461246
Europe and Eire please add an extra 50p to cover air mail.
Medina Ltd., (Dept**SN18/3** FREEPOST RG2722, Reading, Berks RG4 5ZZ

Please allow 14 days (0118) 390773



Here are some much smaller lead generation adverts, all of which were successful.

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Ever felt left behind?

New amazing Wealth-Creation programme gives you the inside secrets to attaining guiltless riches.

For your FREE information pack write to:
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COPY THIS IDEA
£1.02 Million

This two man Hampshire business has made £1,028,736 in 16 months by learning where to find "unique" information & making it available to particular groups of people. Free Report online at **www.pibsystems.com** or Tel: (24Hrs) **01428 609664**

★ ★ ★ ★ ★

A NICE LITTLE-EARNER

Work from Home. For Free Information Pack Call Chris on 0208-6269314 or visit Website
Web: www.hugeincomes.com



Your chance to increase your income

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YOU CAN EARN

AN EXTRA

£50-£5000 per month working from home part time. For full details phone: 020 8338 9861 or visit www.BeCashRich.co.uk and start to build your own business

MAKE MONEY WHILE YOU SLEEP.....

3 full internet business packages

Make £730+ per week or you don't pay us a penny!

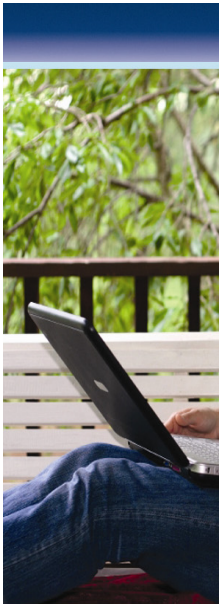
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66 30 (24hrs)** or visit
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£1.35 Million**

One Hampshire man's business made him
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YD

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- ✓ Residual Income!
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- ✓ Be In Business Within 30 Minutes!
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- ✓ NO RISK! It's FREE to Join!

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guys@urban-logic.co.uk for

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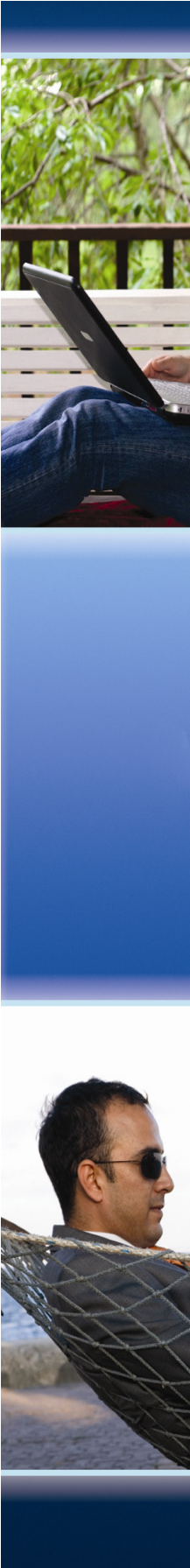
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Testing a Concept

One great way to test several ideas at a time to see which is a winner is to offer a free report on a number of subjects. The one with the most replies is your next product!

Here is one example of this technique (note the keycode bottom right):

Free! Money Making Information

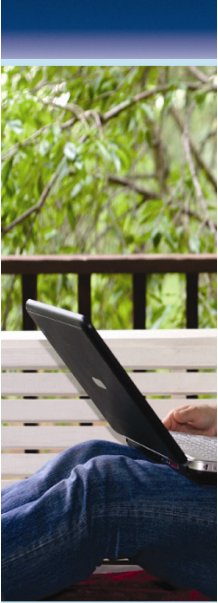
To introduce their new range of *Just Facts* information sheets, a leading publisher is offering one **FREE Moneymaking Fact Sheet** with no obligation, now or ever. Each sheet is crammed with hard, waffle-free information for busy people who demand *Just Facts*. To claim your free Fact Sheet, simply tick the subject of your choice (one only), add your name & address and return the whole of this announcement to the address shown.

- Secrets of Betting on the FTSE 100**
- Profit From The Coming Stock-Market Crash**
- How To Double Your Way to £1million**
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- How To Publish A Book & Sell 1million Copies**
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- Penny Shares - Your Key to a Fortune?**
- Stock Market Profits for Beginners**
- The Five Secrets of the Super-Wealthy**

Send To: *Just Facts*, Medina Ltd, 230 Peppard Road, Emmer Green, Reading, Berks, RG4 8UA. **HOTLINE: 01189 461246** (24 Hour Answering Machine). E-mail justfacts@medina.demon.co.uk

Name.....Address.....
.....
..... **Post**
Code.....

Sent under plain cover. Please allow 10 days. Medina Ltd Reg # 1234567 **SN9905**



In Summary

Here is a way to proceed into space advertising with confidence:

1. Write a complete 'long copy' offer, including every possible benefit and feature your prospect could possibly derive from your product. Usually this will be in the form of a sales letter.
2. Test the long copy offer.
3. Determine whether or not you have a profitable offer based on your analysis of all costs versus sales.
4. Retaining the key elements of the long offer, adapt the copy to a space advert and test. **Use the exact same headline or teaser and opening.**

Of course if your testing starts with a space advert, you can and should convert this into a sales letter. By using these procedures, you'll undoubtedly multiply the sales of your successful products and offers by a large factor!

Let's now move on to an exciting secret – making millions from tiny adverts!

Making Millions from Tiny Adverts

Make no mistake about this, *you* can become a millionaire simply by grasping the cutting edge techniques and secrets behind using tiny adverts. I have done it and so have many others.

None of this is difficult! It doesn't matter if you've never before written an advert. It doesn't even matter at this stage whether you have a product or service to advertise. That's because I am also going to explain the easy steps for creating a quality product or service that millionaires use so that your tiny adverts will have the, 'I WANT this!' power.

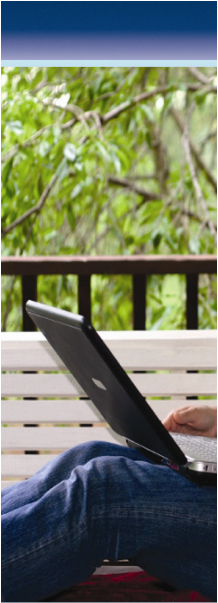
If you already have a product or service, the tips and insider secrets contained in this programme will provide a checklist, to ensure you generate great results. And if you are currently selling a product or service, just one of these ideas can vastly increase your income.

This is because I am going to explain exactly...

- How millionaires create and write tiny adverts that they KNOW will get the best possible results – the highest response rate and subsequent sales.
- How millionaires choose or create a product or service that they KNOW will sell well by advertising through tiny adverts.

In case this sounds a bit daunting, let me assure you at this early stage





that it doesn't matter in the least if you can't stand writing or feel you have no talent for it. Many people feel like this and the main reason is that they associate writing with...

- Boring school essays
- Exams

The GREAT thing about tiny adverts of course, is just that, they ARE tiny. So, **there isn't a lot of writing to be done.** But, and this is the nub, writing adverts is an exact art form – get it wrong and you might as well throw your money down the nearest drain.

Get it right though and you can become a serious millionaire!

Also, many of us grow up with a negative attitude towards advertising, because it smacks of selling. And all but the lucky few – and I wasn't one of them – have it rammed down their throats that selling is bad because making money is bad. Let's face it, in our society making money is not socially acceptable, it's almost anti-social.

Let me explain, in case you can't see what I'm getting at, because believe me this IS important to your success with making money from tiny adverts. Let's suppose you are with a group of friends or work associates and one of them asks who's good at playing tennis. Consider this - anybody in the group who says they are a brilliant player...

- is automatically branded by the other people as boastful
- needs taking down a peg or two

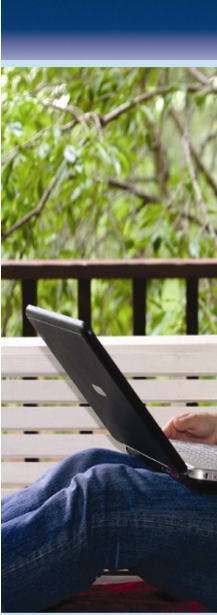
So, to be socially accepted, most of us actually lie about our achievements, or at the very least, we play them down. And in the achievement stakes of something as trivial as how good or not we are at playing a game of tennis (not including professional tennis players of course where their game is all important) it goes off the scale when talking about our money achievements.

It's only millionaires who are comfortable with telling you how good they are at a skill and at making money. They live life from their decisions and not what society decrees.

The truth is they don't care what anyone else thinks of them. And if you want total freedom of choice to make the money you desire, you have to be the same.

Rich people are immune to being branded greedy, or any of the ridiculous and downright stupid names that society in general brands the go-getters, the people ready to work hard and smart to earn more than a pitiful poverty level wage. And yes, some people do obviously come by their wealth in a negative way, but...





A high percentage of millionaires earn their money honestly, by providing a great and unique product or service.

Others greedily consume these products or services and then moan about how rich the providers of them are! It's a strange world.

So, are you willing to adopt (that's if you do not already have it) the millionaire's attitude? Here's a quick re-cap for you.

The millionaire's attitude is:

- ✓ To make money by providing a quality and unique product or service;
- ✓ To be willing to put in the time and effort to learn the smart ways to accomplish it;
- ✓ To be strong enough to follow through with their own ideas and rise above criticism; recognizing that it is often the result of ignorance or jealousy.

So let's get back to the art of making money from advertising

The main advertising avenues are...

- Newspapers
- Magazines
- The Internet
- Direct Mail Circulars
- Products placed in mail order catalogues
- TV and Radio talk shows

I am going to explain how to create and use tiny inexpensive adverts in the first four of these advertising avenues (the final two are a bit specialised). How to...

Use newspapers, magazines the Internet and mail circulars to generate thousands of pounds worth of orders!

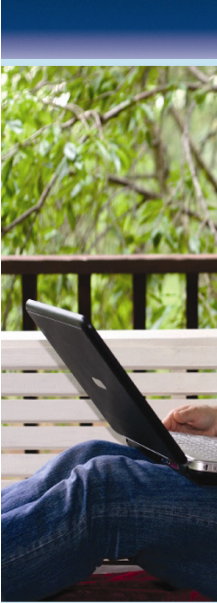
So WHY do tiny adverts create a huge response? And HOW can you turn those responses into continuous flows of income?

First, here's WHY...

The function of a tiny advert is to create a strong desire in the reader to find out everything about whatever it is you are offering - nothing less nothing more. If you're new to advertising, you may be wondering what's so special about that. I want to show you just how important it is.

Every single seller in the world of any item – whether it's a TV or a tin





opener, or a design or troubleshooting service – has ONE huge brick wall to knock down BEFORE there is a chance of making a sale! That brick wall, that obstacle is whipping up interest in (at the worst) and a frenzied excitement (at the best) about a product or service.

That is precisely what a well-written tiny advert achieves – it whips up interest and excitement. And once that is achieved, the seller is way out front in the money-making stakes!

Next, let me tell you about HOW you can turn those responses – that interest or frenzied excitement – into continuous flows of income capable of making you a millionaire. This is what I do and it's also what many other millionaires do to make their money.

I want to explain two things to you here, both of equal importance.

First, **the basic two-step method** for tiny adverts is, (in summary)...

1. Create a tiny advert inviting people to find out everything about your product or service.
2. Give them that information and the invitation to buy your product or pay for your service.

At this stage, don't worry about how to do these two-steps, I cover everything you need to know within this course, so you can make money from your tiny adverts. What's important right now is that you understand we are rarely trying to sell anything DIRECTLY from a small advert (because that would be too expensive) rather we are getting them to take action which will expose them to a larger advert.

The second important thing for you to know is tied up with the principle of leverage. Very few people have ever become rich without using the power of leverage.

It is one of the most powerful inside secrets that every single millionaire knows and uses to make their millions.

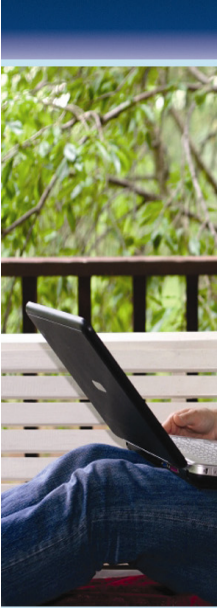
Tiny adverts are simply – Leverage in Action!

I want to show you how you can make up to half a million-pounds a year – I'll go for this figure for now – so £500,000 a year - with tiny adverts using these two avenues of advertising...

Newspapers and Magazines

All you have to do is get fifty newspapers and fifty magazines (or a different ratio split of each to make one hundred) earning you five hundred pounds a month each, or to break it down, that's just a little over £125 a week each.





If you do that your income is £500,000 a year!

And if of course you double it to a hundred newspaper and also magazines...

The income is around a million pounds!

Once you have a tiny advert that pulls in a great response and is making £125 a week profit, you simply roll-out with that. If you can make £125 a week in profit in a few newspapers and magazines, you can make it again and again, because there are hundreds of similar publications across the country. All you have to do is find one hundred of them that are just like those few that make you £125 a week.

When this equation of one hundred publications was first put to me, I laughed. Sure, I could see the sums worked, £125 a week x 100 publications over a year equals £500,000 or so. What I didn't believe, was that there were enough newspapers and magazines I could advertise in. I was wrong!

I wasted eighteen months, kicking my heels, being too stubborn to investigate or ask the experts to explain more. So, right up front in case you're experiencing the same doubts I had, I can assure you...

There are hundreds of publications and you can access the contacts, target audience and circulation details of each one!

This is how...

Insider Secret

There are trade reference books which give details of all the newspapers and magazines in print. These books are all updated and republished ever year.

They are (not in any sequence of importance) ...

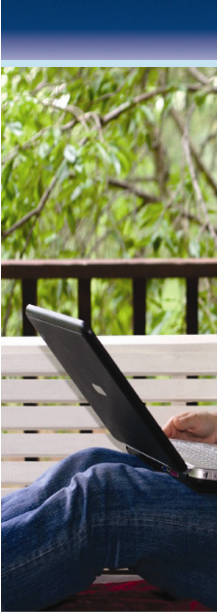
The Writer's Market UK

www.writersmarket.co.uk

The latest copy I have was £12.99 from W.H. Smiths, but it can be had for nearly half price on Amazon. The contents of nearly a 1,000 pages are divided into...

- Articles;
- Directory listings of UK and Irish publishers including magazines and newspapers (local and national);
- Broadcasting (includes TV, radio and music stations even digital, satellite and cable);
- Theatres;





- Agencies and consultancies;
- Organisations, groups and clubs;
- Resources (plenty of website addresses);
- Education;
- Competitions and prizes;
- Festivals and conferences;

Plus more information.

The details of the publishers of magazines and newspapers often include:

- Contact details, including the Editor's name
- Present circulation
- Target audience
- Insider Info
- Tips

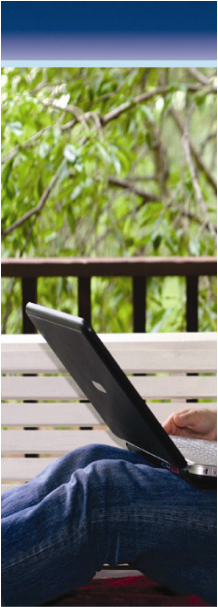
The Writer's Handbook

www.thewritershandbook.com and www.panmacmillan.com

The Writer's Handbook is available from Amazon.co.uk and is usually half the RRP of £14.99. The contents of nearly a 1,000 pages are divided into...

- Articles;
- Directory listings of UK and Irish, (European and US book) publishers including magazines and newspapers (local and national);
- US Media contacts in the UK (includes, The Associated Press based in London, Global business for Europe, Africa and the Middle East and details of the London Bureau for the Wall Street Journal);
- Broadcasting (includes TV, radio and music stations even digital, satellite and cable);
- Theatres;
- Agencies (includes press cutting agencies);
- Organisations, groups and clubs;
- Resources (plenty of website addresses);
- Competitions and prizes;
- Festivals and conferences;
- Library services.





Plus more information.

The details of the publishers of magazines and newspapers often include (although in a different format to the Writer's Market UK)...

- Contact details, including the Editor's name;
- Present circulation;
- Target audience;
- Insider Info and tips.

The Writers' and Artists' Yearbook

www.acblack.com

Available in June of the preceding year priced at £14.99. It's available from Amazon.co.uk for about a third off. To buy direct – Tel: 01256 302699 or email: direct@macmillan.co.uk

The contents of 815 pages are divided into...

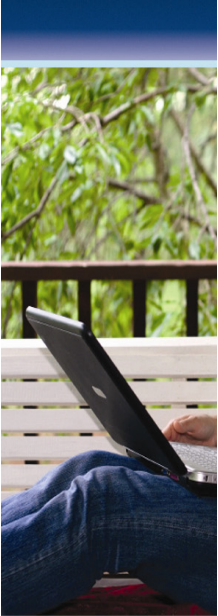
- Articles;
- Directory listings of UK and Irish (European and US book) publishers including magazines and newspapers (local and national);
- US Media contacts in the UK;
- Broadcasting (includes TV, radio and music stations even digital, satellite and cable);
- Theatres;
- Agencies;
- Organisations, groups and clubs;
- Resources (plenty of website addresses);
- Competitions and prizes;
- Festivals and conferences;
- Library services.

Plus more information.

The details of the publishers of magazines and newspapers often include (although in a different format to the Writer's Market UK)...

- Contact details, including the Editor's name;
- Present circulation;
- Target audience;





- Insider Info and tips.

The Writers' & Artists' Yearbook was (I believe) the first of these reference books and is the standard issue that most people use. However, if you are serious about making money, I recommend you buy all three of these reference books, at least in your first year of trading. You will gain invaluable information from each book and not least of all, may spark off a great idea for a new product or service.

Finally, there is...

The Brad

This publication is the 'bible' of the press industry. You can access it online, one user costs £1,220 +VAT Extra user £25 each + VAT. Bradgroup; tel: 020 7728 4390 email: info@brad.co.uk

It has...

- 13,500 entries across all media sectors
- Full advertising-related profiles for each entry
- Is available in print or online

Most libraries have a copy in the reference section. So there is no need for you to buy it until you have made enough money from tiny adverts to justify the investment. In the early days, it simply means spending some time at your local library, photocopying or writing down the details of the newspapers and magazines you decide to place adverts in.

Now you have the insider information on how to find out what newspapers and magazines are in print and the contact details...

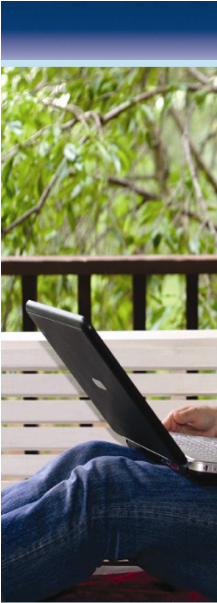
You can see that placing tiny adverts in a hundred issues is perfectly do-able. It's not some pie-in-the-sky dream! Remember, these tiny adverts can consist of little more than a headline and a web site address:

Athlete's Foot?
www.cureathletesfoot.com

And could you sell £125 per week of your product or service? Sure you could! That's chicken feed really, don't you think? If you sell an information manual (like the one you are reading) for about £45 then you just have to sell three A WEEK! Not 3,000, 300 or even 30 – JUST THREE!!!

When I first discovered all of this I was extremely excited – and annoyed with myself for wasting eighteen months just because I was too stubborn to believe it was so possible. I was turning the pages and seeing for myself the long lists of publications, places I could run my tiny adverts and reach huge





audiences. And even more important to me at the time, was how little money I needed to invest. I started on a shoestring – and so can you. There is absolutely no need to invest more than one hundred pounds to get started. Naturally you don't go in 100 newspapers and magazines until you have really proved the advert works.

Here's an inspiring story that contains three Top Tips...

A direct response marketer in Santa Barbara in California has made as much as **twelve million dollars a year** in sales and made a clear profit before taxes of **three million dollars** - by solely running tiny adverts and then sending details of his offers.

Top Tip Number One

This is how he makes his millions...

He runs tiny adverts in over a thousand **small local newspapers**.

Top Tip Number Two

This is how he started out...

He ran a tiny advert in **one** newspaper.

Top Tip Number Three

This is how he went from advertising in one newspaper to a thousand...

When he made a profit from the first advert **he invested all of his profit into advertising in two newspapers**.

Then he went **from two to four and four to ten and ten to twenty**.

It took him just eighteen months to reach a thousand newspapers and a clear profit of \$3million a year!

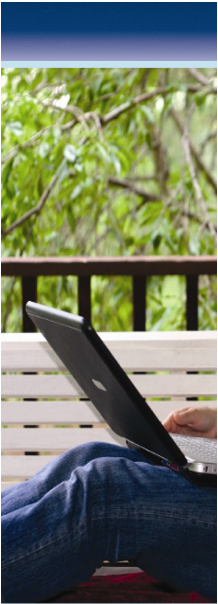
Obviously there are fewer newspapers in a smaller country like the UK, but the principle remains the same.

Are you surprised at how simple the equation is to become a millionaire? That's what so few people realize, it IS simple when you bite-size the advertising campaign.

All you need to think about first is how to make a profit in ONE newspaper.

When that is achieved, you take a portion of your profit and re-invest by advertising in TWO newspapers and continue building the number of tiny adverts you place. You use exactly the same format the Californian and many other businessmen, including myself, use to make millions.





This is not a get-rich-quick scheme, but a solid business venture. To succeed, you need patience. The biggest mistake many people make is to write their first tiny advert and place it in about a dozen different publications. They sit back and wait for the enquiries or (if they've really got it wrong) for the orders to roll in.

So, what's wrong with doing that? First, instead of having to invest about a hundred pounds, their investment will be around twelve hundred pounds. Immediately, they are risking more of their money. But, the biggest mistake is this...

Their advert has not been tested.

The Platinum Rule

To make the **maximum money with minimum risk** ALWAYS use the following format...

- Create a tiny advert and run it in ONE publication.
- When it makes money – then and ONLY then – roll it out to more publications gradually.

This format applies every time you have a new product or service to offer, no matter how much money you have previously made on a different product or service.

For instance, if you have reached the millionaire status, you still use the format. Guard against adopting the attitude that you've made loads of money so you can afford to risk £1200. Wise business people don't take risks – they test first and only roll-out on the successes. **The roll-outs are the times you make big money.**

It takes time, it takes patience – but if you do this – it pays HUGE dividends.

Ask any millionaire and they will tell you they only take CALCULATED risks!

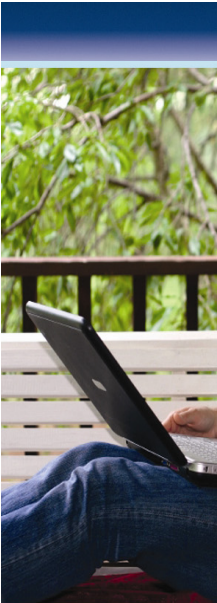
In other words they do not sink huge amounts of money into untested projects. If you doubt this, watch a few of the TV program series *Dragons' Den*.

It doesn't matter how exciting you think your product or service is, nobody in business gets it right every time. One of the easiest mistakes to make is to be so attached to your product or service that it blinds your judgment.

We all experience at some time or other in our careers, a product or service that completely does the opposite to what we expect.

In other words we experience...





- A product that we could swear would do well but it bombs.
- A product that didn't excite us at all, we assumed it would just be a nice little earner at best, but it takes the market place by storm and becomes a massive HIT for reasons we're never really sure about.

That is why – no matter how much money is in the kitty – we always TEST before rolling out.

Let's now show you how to create your tiny adverts. It's not difficult once you understand the principles.

If you can tap out an email you will be able to easily write a powerful tiny advert that creates a huge response!

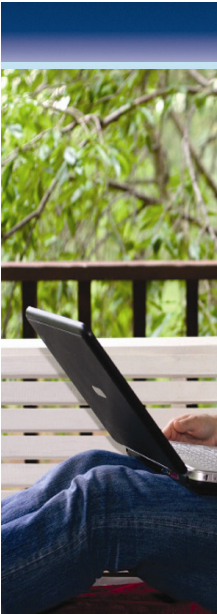
I explain exactly how the direct-mail millionaires write their adverts and what they do to get the best results, the highest income from their efforts – so you can do the same.

Discover these Cutting-Edge Secrets and More!

Here is a list of things I will be explaining, but I also want you to note the format in which I present this list. Wouldn't this go great in a sales letter selling a manual on this subject? It sure would!

- What Makes a Classified Advert Good or Bad;
- How to find the Best Printing Company for You and Your Business;
- Tiny Adverts on Ad-sheets;
- How to Write the Most Effective, Most Profitable Post Card You Can;
- The Best Products You Can Sell Through Tiny Adverts;
- Make Sure You Incorporate One MAGIC WORD in Your Tiny Advert;
- How to Key Your Adverts so You Can Discover What is Making You Most Money;
- The Easiest Way to Have Your Tiny Adverts Mailed for FREE;
- How to Run Your Adverts for Dirt Cheap Prices and Make a Small Fortune!
- How to Avoid Advertising Mistakes;
- How the Power of Advertising Can Make You a Millionaire;
- 20 Sure Fire Ways to Make Up To Ten Times More Money;
- How to Pre-Qualify a Publication Before you Place an Advert;
- The Safest and Most Profitable Ways to Make Money;
- Three Ways to Get Money Making Ideas that Can Bring You Thousands and Thousands of Pounds;





- 12 Things That All People Want, Provide Them and You Can Make a Small Fortune;
- The Most Powerful and Profitable Word You Could Ever Use in Your Adverts;
- A Sure Fire Way to Make Your Sales Pitch 300 Times More Effective;
- How to Break Through Your Prospects' Scepticism;
- Know What You're Selling, Who's Buying, Why, And How to Reach Them;
- Make a Great Impression;
- Great Headlines and How They Can Make You Rich.

How the Power of Advertising Can Make You A Millionaire!

Each advertisement is like a salesperson that goes out to prospects and customers, presenting your very best promotions to them. If you fine tune your marketing message, you can turn advertising into the ultimate salesperson working for you twenty-four hours a day, seven days a week, three hundred and sixty-five days a year - making you money every step of the way.

With a hundred adverts out there, you essentially have a hundred salespeople getting your message out and gaining you sales – the power of leverage at work.

Budgeting Costs of Each Tiny Advert

You're in business to make money. **That means every penny you spend on advertising has to be repaid before you're making a profit.**

Obvious I know this and maybe you know this, but believe me, too many people don't think about it. They wildly place an advert paying double what they need to by not taking the time to learn the art or rules of tiny advert copywriting.

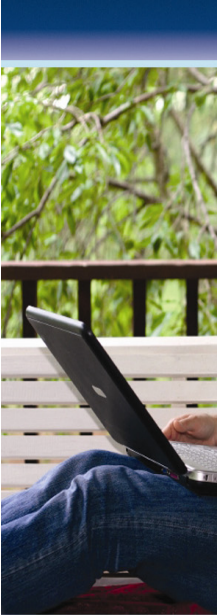
This is how I personally view the advertising costs of my business...

An author is paid a fee by the publisher of their novel, called an 'advance'. However, that fee has to be earned back in royalties before the author receives any further payment. If their book doesn't reach the break-even number of sales then the publishers don't recuperate the advance payment they made to the author.

Every time I want to place an advert...

- I view it in the light that I am that publisher paying an advance





royalty fee;

- I know what my break-even point is – because I always work this out before placing an advert;
- Once I have reached the number of sales that covers my break-even point, the rest is profit – like further royalties.

This is only my personal working system to make certain I never forget to keep track of the money I invest.

Classified adverts are sold by the word or by the line. It is fine to be a bit more wordy in a display advert if you can afford the space, but what sells from classifieds (the small adverts section in a newspaper or magazine) is sales copy which is...

- Short
- Sharp
- To the point

If the advert is sold by the word, you don't want to write an advert that has a bunch of "a's" and "thes" in it. But at the same time, if it's sold by the line, it can be worth your while to include these words in the advert. You need to learn the art of cutting out unnecessary words. Newspaper headline writers are excellent at this! That's why they use words like TOTS instead of CHILDREN. 'Tots' is a lot shorter.

Here's an example of word cutting...

An advert in at so much a line might read:

“Make a Great Deal of Money Using This Amazing E-Bay Internet Wealth System Which You Can Easily Run From Home in Your Spare Time and With Little Space.”

I'm sure you can see that is wordy. Also what does 'a great deal of money' mean? A fiver? A hundred million? It's vague. There's also one advantage in that headline which is weak and so we can cut it out. Do you see what it is? It's the 'space' concept, Who really cares about a little space? Let's cut 11 words AND improve the advert immeasurably.

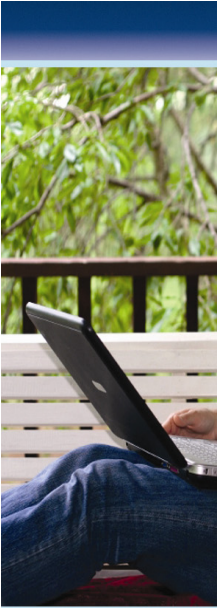
“Make £997.00 a Week From New E-Bay Internet Wealth System! Run From Home in Your Spare Time!”

Two more words you could consider cutting are 'new' and 'E-bay'.

Inside Top Tip...

Weigh every word with care!





When you buy by the word, which will be the case in most markets, use the biggest, most action-packed words you can think of. And while we're on the subject of word count, the way you mark your address in a classified is also important.

If you live on Holly Croft Lane, mark your address as 22 Holly Croft, unless in your area, there is also a Holly Croft Circle, or Avenue, in which case you have to use Holly Croft Lane. You can usually get away with this ploy, since these ridiculous two name streets are there to sell houses, not to satisfy the Post Office.

If you live in Flat 12, you can usually get away with 12/22 Holly Croft, which saves you another word. Never leave out the post code, it counts as one word and in many publications doesn't count as a word at all.

The initials of your name or company will also do unless you're trying to project an image, and this can save you from one to three words. Even your last name will be all right, but frequently neither a company nor personal name is required at all. These days, many small adverts merely give a website address and telephone number.

Here's another important point...

Don't waste money advertising to people who will NEVER buy your product or service!

Who are they? They are the people who are not in your market. These people may read your advert, but because they are not interested and never will be they won't be compelled to buy what you offer. E.g. trying to sell garden furniture to flat dwellers!

Insider Secret...

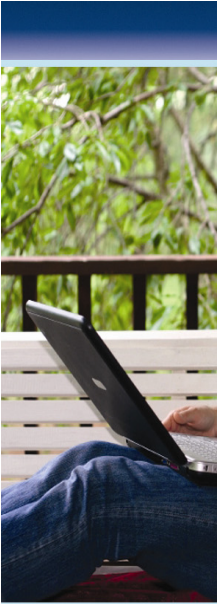
You should never try to be everything for everybody. If you do, your offer will not stand a good chance of attracting the people you want it to attract.

If you are vague when it comes to whom you are trying to attract, you are not compelling a certain group of people to do business with you. Your advert has to be aimed towards a certain type of person, they are...

The best prospects in your market – meaning those people who are actively interested in the subject your service or product covers.

So, don't try to create something for everybody. One of the key concepts behind direct marketing is that you should only be looking for a small percentage of people in a niche market. By targeting only a very specific kind of person and realizing that you shouldn't go after everybody, you can zero in on the market's wants, needs and desires. Use these to your advantage in your advertising, and reap the benefits.





Having said that, many of the national magazines that are distributed to mass-markets can potentially be good choices for you to offer through, **even if your product is a niche offer.**

Let's say that you have a product designed for arthritis sufferers. The product is a DVD where you have interviewed specialists in the field of alternative medicine. Through your interviews, you have gained information about the condition that most doctors don't know, don't accept or simply don't tell their patients.

Within that large group that a mass-market publication goes out to (e.g. a major national newspaper) there will be a lot of those people who suffer from arthritis.

In the back of these national magazines and newspapers there are mail order or shopper sections that have smaller adverts for a cheaper price than the publication's main advertising. These are often called 'classified adverts' because they are classified into sub sections such as 'computers'; 'furniture'; 'self help' and so on. You can get your adverts for dirt cheap prices, you can reach the kind of people you want to reach and you can potentially make a lot of money.

More great stuff next lesson!

