

# The Mega Wealth Matrix

by

**Raymond Whittaker**

**How You can turn £50 into *Millions* of Pounds in the  
Absolute Shortest Time!**

**The Mega Wealth Matrix shows you how to gain the mind-set of a  
millionaire and use the power of leverage to multiply your profits  
through Direct Response Marketing for years to come – even if you can't  
or won't write sales copy.**

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**Important Note Please Read:** This manual was created from the distilled knowledge of seven of the USA's top information marketers and also two UK multimillionaire information marketers. To make the manual readable I have edited and distilled the essence of these people's wisdom. I have also changed some examples and put the entire thing into the first person ('my' voice) to make it an enjoyable read. IF you received audios with this manual, they were recorded by professional 'voice over' artists using this manual as the script. Some information publishers merely transcribe the audios, but I have done considerable work to make this manual far better than that. The wisdom is theirs, I am merely the editor. 'My' voice is really their voice.

**Raymond Whittaker**

**W**elcome to the Mega Wealth Matrix!

There are two groups of people in this world:

The “winners” who understand that the path to success takes a little time and money and the “grumblers” who do nothing to improve their lifestyle.

I already know you are in the minority group of winners because you have taken definite action to at least consider an alternative lifestyle.

So congratulations and thank you for purchasing this programme, which shows you how to run a direct response business.

Put very simply, ‘direct response’ is where you take out adverts; start a web site or send mailshots to people for your product or service – and they send you lots of cash! But don’t worry about any of that right now.

When I start explaining this fantastic business I get carried away – I find it impossible to curb my enthusiasm but I feel certain you will understand and forgive me at a later stage when you start making fantastic money too. So before I go any further let me answer this question ...

## **How Much Can You Expect to Earn?**

Right at the end of the programme I’m going to give you a sales letter written by the USA publication the **Wall Street Journal** that has pulled in

### **Over a Billion Dollars Worth of Subscriptions!**

I know that’s a fantastic figure to start you on – but I really wanted to give you some idea of why I feel so privileged and so excited to be running a direct response business. To give you a taste of what’s possible! And let’s face it, you can’t be more respectable than the Wall Street Journal can you?

So if you have any doubts that it’s not possible to make such vast sums of money from anything respectable – that’s the proof that you CAN!



## **What is the Mega Wealth Matrix?**

The programme is split into two main areas – the Millionaire Mind-set and the Direct Response Business. Let’s take a look at the business side first because I know when I started this was the scariest part for me.

To give you an idea of what to expect here are a few of the greatest attributes of direct response...

- You do NOT need a lot of money to start – in fact I strongly advise you leave any savings you have IN the bank. You don't need them for this business - all you need is £50 to get started! Name another business you can start for that!
- You do NOT need to spend 8 hours a day working – I average 90 minutes a day and still have every weekend off!
- You do NOT need staff – I work alone and so can you if you want to!
- You do NOT need to rent an office – I work from home and so can you!

In this business all the marketing is by direct response. And once again before I started my direct response business if anyone mentioned marketing I baulked. In fact I'd run in the other direction. Truth be told I didn't even really know what marketing WAS! I thought it meant "selling stuff".

I didn't *want* to know because let's face it, marketing really is a posh word for selling.

But I soon discovered...

- You do NOT need to be a copywriter – I couldn't even write a sales letter but now with my millionaire portfolio I reel off sales copy within minutes. And that's copy that earns me a fortune – like me you may enjoy the process so much you end up writing your own copy. But you don't need to!
- You do NOT need to sell anything face to face. Mention selling and nearly everybody (I used to be the same) casts a mental picture of a salesman on the doorstep facing a just-slammed door. With direct response you do NOT have face-to-face contact with your customers. This for me takes out all of that fear of selling things. It's not even over the counter like a shop!
- You do NOT need to sell to anyone – again I couldn't resist this one. Because your sales copy explains your product, you do not have to. And with several fantastic two-step marketing strategies I'm going to cover for you, you'll see that there is NO pressure selling, and NO cold selling to people who are probably not in the least bit interested in your product or service and never would be in a million years.

Instead I explain how you will be ONLY targeting people interested in what you have to offer! Because they ARE already interested, I don't consider this the same as selling in the usual sense.

- You do NOT need to struggle or work hard at creating a product or service to sell. I loved this when I first discovered how easy it was to create my own products and services for a ready market – people eager to buy what I had to offer. But maybe at this point you're more interested in knowing you do NOT have to create your own product or services - I will explain why and how during the programme!

## **What is Direct Response?**

In the first instance it's easier to describe what marketing by direct response is not. And for ease I'm going to use the example of what I sell – high quality information products.

So direct response is not selling your books, manuals, CDs, your information products - no matter how they are packaged in high street stores.

### **And that's good!**

Here's why...

Stores expect you to sell your works to them for up to 70% discount off the retail price. That's on a retail price of between £3.99 and £20. They keep the bulk of the profit, leaving you with very little.

And that's if you can even persuade a high street bookshop to stock your product in the first place!

### **This is how the conventional route works:**

The bulk of their stock is provided by wholesalers who also take their cut of your profits as well. Try to by-pass these wholesalers and you are extremely unlikely to sell even one book.

## **Direct response enables you to retail information products for between £19.97 and £4,997.**

You don't have to give up to 70% discount – that's a huge dent in your profits – to the wholesalers and bookstores because you sell direct to the customer.

### **Instead:**

- You get to keep all of the profit on the retail price.
- You do not need to persuade wholesalers to take your product so it can be sold in shops.

And as you read on you will see how using the seven steps of the Mega Wealth Matrix, you will never have to persuade anybody to buy your products or deal with them face-to-face.

## **Your customers come to you!**

They send their orders and money directly to you through the post or the Internet.

Marketing through direct response is an **EXACT SCIENCE**.

You can – as with any business – do it the right way or the wrong way. The wrong way is doing what you think might work without any guidance from experts who have gone before you. The right way of course is listening and learning from these experts.

You have already chosen to start the right way in direct response marketing by purchasing the Mega Wealth Matrix.

Here's what this programme will show you how to do:

- Create an information product for a ready-made market in super-fast time – even if you can't or don't want to write.
- Create a market place of eager buyers you can sell to again and again for hundreds of percent profit – making you BIG money.
- Aim to get low-cost and FREE advertising.
- Create advertising copy which you know in advance will sell your product or service like crazy – even if you can't or don't want to write sales copy.
- Use a little known simple Insider Secret to triple your profits.

I'd like to explain a little about the millionaire mind-set for you next...

Have you ever wondered why certain people appear to make big money effortlessly while others struggle to even make ends meet? I know I used to.

I discovered the answers when I was introduced to the amazing principles in the millionaire mind-set that explained exactly how millionaires think and the actions they take to bring about their fortunes.

This opened up a whole new way of living for me and once I had grasped the principles I never looked back.

That's what I want for you and that is why the Mega Wealth Matrix programme begins by explaining the **seven foundation steps of the millionaire mind-set followed by how to turn £50 into a fortune with direct response marketing.**

Putting it simply, you need two things – the mental training and the practical know-how.

## **The Millionaire Mind-Set**

Study the rich and successful and you discover that they all had to start with little or no money of their own. But what is different is the way they *think*.

I call this the millionaire mind-set.

This is the foundation of your success. Without it your efforts will crumble. So what is the millionaire mind-set? One essential factor is this...

## **Millionaires think BIGGER than most people.**

They know exactly what they want. And every single day they're working towards their goals and the vision they have for their lives and business.

I am going to give you step-by-step instructions that will develop your mind-set into thinking and acting as a millionaire. But first let me explain why direct response marketing is a wise choice for earning your millions.

Direct response marketing is powerful and very different from anything else. It is one of the few businesses in the world that you can start small and within a couple of years earn millions of pounds. I can't guarantee everyone with a direct response business achieves that, because for many reasons - most of them avoidable - some people don't make a success of it. **But the potential is there!**

I want to get you as excited about this business as I am. It has revolutionized my life and it can do the same for you. This reason alone is why it can be a fast-track route to riches:

For example, as I said before, you don't have to deal with the public in person.

**For me this is a big plus. And this is why...**

Before I started marketing my information products by direct response, my vision of selling was probably more or less what yours is now. I shuddered at the thought of door-to-door selling and imagined arriving home with no money and bruised self-confidence.

Alternatively, there was cold-calling by phone. **Again that signalled rejection.** That is the nub for me and I am sure for most people – selling equates to one sale for every ninety-nine rejections. You need a thick skin to take that day after day!

In our business most of our sales are through the mail and the Internet. These days if I use the telephone it's when people call me. I put out sales messages and:

**Only the people who are interested call me or simply send their orders and money through the post.**

That gets rid of rejection.

That is so powerful I want you to imprint it clearly on your mind...

**This business is structured to avoid the pain of rejection!**

Direct response is also unique because you can start with very little capital.

Many businesses, for example a franchise, require you to invest £50,000 to £500,000 and wait five or more years before there's any hope of a return.

I'm sure you will be as relieved as I was to discover that you can start a direct response business with fifty pounds, although a couple of hundred or a couple of thousand pounds will make your progress faster. That's exciting!

But if that's still more risk than you want to take I will be sharing some low-cost strategies with you. If you use these you can get started with as little as £50.

Let's progress to another reason why direct response is the business to be involved with if you want a high income and a great lifestyle...

You can live wherever you choose and run this business from that base. It means you don't have to live in the big city if you don't like big cities. You can live in a small town. You can live in a rural area. It doesn't matter.

### **If you wish to squirrel yourself away on a beautiful island – so long as post is delivered – you can trade.**

I find that exciting and I hope you do too.

You can start your business at home. Even as your business takes off and becomes successful, you can continue to run it from home. That means – NO rent for business premises and NO travelling to and from work every day.

Many people start on the kitchen table but if you have a spare area or bedroom then set it aside as your very own office. If the room has a sofa-bed or a wardrobe in it so much the better - for tax purposes it'll save you money.

As you can see, you can be as private as you want. You can make thousands of pounds and eventually even millions of pounds and your next-door neighbour and people in the community will have no idea what you're doing.

After several months of being in this business, I moved the family into an old farmhouse situated on the edge of a rural village. I was marketing my information products by direct response and no one knew what I was doing!

To this day my family appreciate this privacy and I'm relieved that I don't have to deal with the public on a face-to-face basis. We enjoy being more behind the scenes.

**And I can be with the children as they grow – instead of stuck in traffic at night after a long day at work.**

Although I think the next point is a bonus you may not... I work alone on this business. I do not need staff and nor will you.

If you want to you can employ someone or get the family helping you. But if you did take this route, that's a personal choice bound to your lifestyle needs rather than necessity. So just to be very clear on this...



## **You do NOT NEED any staff.**

You can also start in your spare time.

With most businesses whether distribution or retail, you can't decide to start spare time while you still have a regular job – you have to go for it all at once and take a BIG risk. But direct response allows you to keep a regular job while you build your business in your spare time.

**As profits increase you can choose when to give up employment and work solely on your business.**

My personal experience of this was so exciting. The sense of freedom and joy when I stopped working for someone else is still fresh and will remain with me for the rest of my life.

And it's great being your own boss. When you run a direct response business you make all the decisions. This is important to anyone who doesn't like to be bossed by others.

There are just so many reasons!

I could go on and on. You have control over what you sell for example. You can choose the products and services that you sell. When you work for others, they decide. In this business you make your own choices and believe me, it's fun!

## **Peace of Mind and Security**

Another aspect that I enjoy is the sense of certainty this business gives me. I want to pass that on to you. I want you to have that strong sense of certainty in your future. If you take on board the information in this programme you will have that.

## **You'll never have to worry about money for the rest of your life!**

Let me tell you now about a financial bonus of this business. A lot of the things I do in this business are tax deductible.

When I take the family for a city mini-break I can claim a portion as expenses. This is how...

So long as I carry out a business project during that time (and this must be genuine, not made up!) I can claim a portion of the days away as expenses. For instance if I have some printing done in the city we're visiting.

You will be able to do the same.

You can even travel to somewhere like Las Vegas and as long as you meet someone there (genuinely) who can provide a service or has merchandise you want to collect, you can claim expenses and reduce your tax bill.

Trade shows also come in this category. As long as you are legitimately in a town or city for a trade show, to learn more about the profession and to meet contacts you can write everything else off - except of course what you leave at the Black Jack tables.

I go to trade shows because they are a great place to find all kinds of products that sell. That's one of the things I'm going to cover in this programme.

Being able to take off for a holiday or mini-break is one of the things I enjoy about this business more than anything - the freedom that this gives you! Total freedom! We go away for two and three weeks at a time.

I will show you how you can do this. You just need somebody to answer the telephones and mail the packages out and everything is fine. You can use a fulfilment company to handle EVERYTHING for you! You can go away. You can take vacations. They do all the work.

You can still make money while you're vacationing. I enjoy that tremendously! And if like me, you want to work on your own, then just employ somebody for the times you are away.

Another great aspect of this business is...

### **You even make money when you're asleep!**

With direct response marketing you're getting orders from all over the country and in many cases from all over the world. People are sending in their order forms, even when you're not at the office - even when you're on holiday!

You can't beat stepping into your office on a Monday morning to an avalanche of mail that arrived at the weekend. It's just so exciting!

I like the unlimited amount of money that you can potentially make in this business. Not only is the money unlimited, but the market is unlimited too. You can do business world-wide. I've done business in over a dozen foreign countries in the world and I'm just a little direct response business in the middle of nowhere.

But even being in the middle of nowhere and operating a small direct mail business I can make three or four million a year.

I also like the fact that average people like me can get rich in this business.

With the Internet everyone can compete better than any time in history against the major corporations. In fact, many people think the small companies now in many instances have an advantage over the big companies. They are more flexible and can respond to market changes quickly.

I'm glad I have taken this time to share all the reasons why direct response is the greatest way to make money. Now it's time for me to explain how you can develop the millionaire's mind-set.

## **The Seven Foundation Steps You Need to Become a Millionaire**

Every millionaire knows what they want to achieve and how to achieve it - this is how they can tap into huge wealth. This is what I call the millionaire-mind set.

But how do millionaires find out what they want and then how to get it?

They ask a series of questions...

**The following seven vital questions will steer you towards achieving your very own millionaire mind-set.**

How?

The answers provide you with goals and steer you into knowing how to achieve those goals.

Just read through them and I'll explain what to do in a minute.

### **Question One: What is your vision for your personal and business success?**

**Extra help:** You have to have a vision. Success and money need a reason why. Just to say 'I want to make a lot of money' is not good enough! Consider what your true vision for your life is. Why do you want to be in business and what do you see as a result of being in business? Money, yes. But what do you want it FOR? (I submit that buying a lot of silly and expensive toys is not a good enough reason...) This may surprise you, but you cannot say: "Oh, I'll wait and get the money and *then* I'll answer that question." No, no, no. It doesn't work that way. Please trust me on this one. Your 'reason why' is the thing that will get you out of bed in the morning!

### **Question Two: What are your short-term and long-term goals?**

**Extra help:** We need goals as our road map. We need goals to show us where we're heading. We have to know what we're going to do today, this week, next week, next year and even five years from now. You have to get in touch with short-term and long-term goals. Big goals can only be reached by breaking them into smaller goals.

### **Question Three: How big do you want to get?**

**Extra help:** How big would you like your business to be? It's important to look at the pro's and con's of growth. It's not all fun and games. It's not all happiness to get big. There is a lot of work. So how high is high for you? This is a question you *must* answer. You cannot drift into business not knowing where you are headed.

## **Question Four: What does success really mean to you?**

**Extra help:** Success means different things to different people. What is your definition of success? What does it really mean to you? Is it just money.... Or something more? What?

## **Question Five: What would you do, what would you get, who would you be if you had millions of pounds and money was no barrier?**

**Extra help:** It isn't enough to say you want to be a millionaire. You have to ask yourself 'why?' What would you spend it on or use it for? What would you do with your life? Would you spend every day basking on a sun-drenched beach or would you get bored with that? Is there something you want to do to help others which money would assist with?

## **Question Six: What do you love to do now that doesn't take money to enjoy?**

**Extra help:** Ask yourself what do you really get a kick out of doing that isn't making money for you? What hobbies do you have?

## **Question Seven: Are you willing to do whatever it takes to achieve success?**

**Extra help:** Do you realise that you pay a price for anything that you want in life? It doesn't have to be a hard price – but sometimes it is. It doesn't have to be agonizing but there is a price to pay. Will you do whatever it takes to achieve the success you want?

Before you answer the questions, there are two vital pieces of information you need that are at the heart of making money and that make clear the puzzle of how to become a millionaire.

The first is this:

### **Your life has to have some *purpose!***

You have to know exactly why you want the money and why you are striving for certain goals.

Let me explain...

Most people go through life almost like robots. They get up at a certain time, go to bed at a certain time, and in between although different situations take place during the day their life is almost always the same.

Successful people embrace every day, excited at different events and prepared to make things happen instead of existing in a robotic routine.

## **When you know what you want in life you truly start living.**

Millionaires are people who are constantly working towards their goals every single day. That's what separates the successful people from the wannabees. Whether they have millions or just enough to live comfortably and consider themselves as successful, they have a vision. They have a love for life. They usually have someone in their lives they're in love with. But in addition to that, in addition to family and friends they love what they do!

That brings me neatly to the second issue that is at the heart of making money...

### **To be successful you have to love what you do!**

You can't do something you despise for several years just because it makes money. It will eat you away.

When you love what you do you do it well.

Let me tell you how I work these days. I take the family on a lot of vacations and we do a lot of interesting things together. However, I always take my laptop. I take work for the current project. I'm constantly working on different projects, promotions and sales material.

You may be thinking: "this guy's a workaholic, what about his poor wife and family - don't they get any time together?" Here's how it works...

Everybody has two choices. They go with the flow and lead a sedate robotic kind of life continually struggling to make ends meet. If that suits you, it's fine, nothing wrong with that lifestyle. But I'm guessing you're not like that, otherwise you wouldn't be reading this. Or, you work strange hours (outside the box) and enjoy quality time with your family having fun on extra vacations and activities that only money can buy.

I want to get this across to you – **this is not hard**. The truth is I thoroughly enjoy what I do every single day. The direct response business is an exciting way to make money and I'm constantly moving forward on different projects because I've answered those seven questions.

Kahil Gabrand, the great philosopher said: "Work is love made visible." If you feel that everything is dead in your life; your work seems boring, dull, self-limiting, you have to look at it this way - you've got to make a choice.

You've either got to change your attitude about your business or your job, or you need to change your job or your business, because life is too short - even if you live to be ninety - to have everything dull, boring, and self-limiting. You want to put success in your life! You want to put some high-octane in your tank. You want to get excited about life and about your business.

That means evaluating what you're doing, what you want to do and what your goals are so that you can get excited about business and excited about life. That's what it is all about!

If you study those seven questions you can see that the real issue is that money isn't the primary goal people should have. A lot of the seven questions have to do more with what you want to *do*. *What does success really mean to you?*

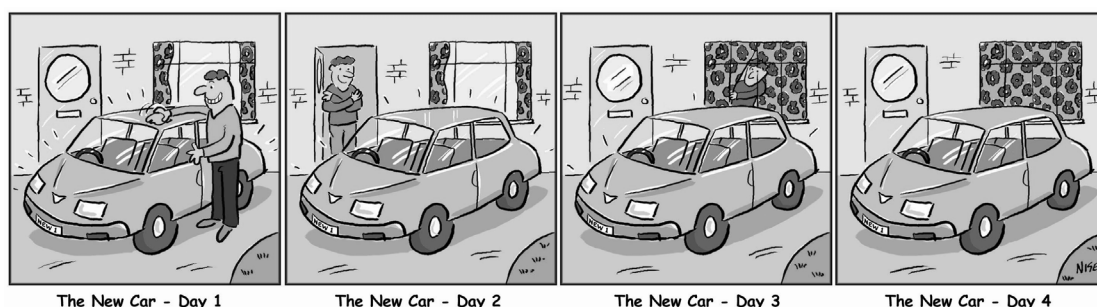
The millionaires that I've met spend more time focusing on doing the things that they love doing and less time thinking about all of the money that they have. And that's what I do.

## **Millionaires live for MORE than just the money!**

The money is not enough. You might not believe this yet – you will. When you're first starting out you feel sure that if you could just get your hands on a million pounds or maybe a hundred thousand pounds, everything would get better. But when you get the money you realise that your life doesn't automatically improve.

This is what happened to me the first time I wanted the car of my dreams. I saved up and worked hard and I got a brand new gold Cadillac. I was so proud I kept rushing out of the house just to stand and stare at it.

A few months later and the novelty had worn thin. It is the same with a new house. It's even the same when you go to somewhere like Paris for the first time, it's very exciting. But after a few trips, although you still enjoy the vacation, it pales.



**There is nothing in this world that can make you happy unless you start within and you can get up every day excited about what you're going to do, knowing what your goals are.**

For years I spent a lot of time envying people that were rich. I used to drive past big houses envying the people that lived there. Then from the income of my direct response business I purchased one of those houses I used to dream of owning.

**So I know that goals can come true because I have set a lot of them and worked towards them and they have mostly come true.**

But instead of bringing instant happiness, it took me several months to get over a kind of mild depression. This is the reason...

When I ended up buying this house we used to drive by all the time and admire I felt almost a sense of loss. It wasn't until I realised that I needed *another* goal to strive for that my spirits lifted.

**It took me several months to understand that material objects, no matter how good they are or how nice they are, will never produce real happiness in your life.**

Maybe you don't believe this, but I tell you it goes beyond money. That inner feeling has to be, "I really feel good about my life. I feel good about my business and my world is not perfect but it is pretty damned close." That's what you need! Not the new car or the new house.

**You need a feeling of accomplishment because you're achieving the things you want to and are heading towards the great vision for your future.**

This is why before I even begin the seven-part programme of the Mega Wealth Matrix I want you to ask yourself all seven of those questions and to think very hard about the answers. This will give you the mind-set of a millionaire.

Don't skip this! It's SO tempting just to read on and think: "Oh that stuff! I'll do that maybe later – tell me how to get the MONEY!!!"

For maximum benefit here's what I suggest you do. After you've read through this section, answer the questions and enjoy the process. Answer the questions in a stream of consciousness. Just write down what you think and feel without stopping to criticize or put barriers up.

Then put your answers away somewhere safe, maybe in a drawer of your desk. Read and work through the rest of the Mega Wealth Matrix. Then, turn back to this section and answer the seven questions again. Once you have done, pull out the answers you gave the first time and see if what you want to achieve has changed.

You may discover the Mega Wealth Matrix has changed you. But what is important... **You will know you can achieve millionaire status (if that is what you choose). And you will understand how you can make it happen.**

The Golden rule to remember is...

**Focus on doing what you love to do – what you do for MORE than just the money – and the money will naturally follow!**

These seven questions are not a one-time exercise; they will guide you every time you want to try something different. Use them and apply them as part of your life. They will get you thinking and acting like a millionaire.

Put your answers down on paper. Get yourself a good yellow pad, you might use three, four, or five pages - the more the better - and really start thinking about your vision for your personal and business life.

Some of these questions, especially the one that asks, “What do you love to do now that takes little or no money?” might give you a great idea on how to turn what you love to do into something that also brings you money.

I hope by now I’ve convinced you that these questions are vital. Please answer them all. Take your time with it. Spend an hour or two. It will be some of the best time you could ever invest in yourself.

**Deciding to answer these questions could be the most important decision that you’ll ever make - the one decision that literally turns your life around.**

The answers you come up with for these questions could send you on your way to becoming a millionaire. If you made the determination to be self-employed then you’re on the right road to being a millionaire because two-thirds of all the millionaires in this country are self-employed right now.

Yet, only about 18 - 20% of people work for themselves, so you see there is a huge percentage of millionaires in the self-employed category and a very small amount of millionaires who are not in it. Sure, if you’re a rock star or a great baseball or football player you might make millions. But most people that work for other people never come close.

**Owning your own business is a major step to becoming rich.**

If more business owners followed the principles that I’m going to disclose they would become millionaires. That’s the sad part about self-employment. There are so many people out there that are self-employed and they’re struggling. They are barely able to pay their overhead expenses every month.

If they could learn even some of the Mega Wealth Matrix principles that I’m going to be sharing with you, then they could double, triple or even make ten times more money than they’re making now.

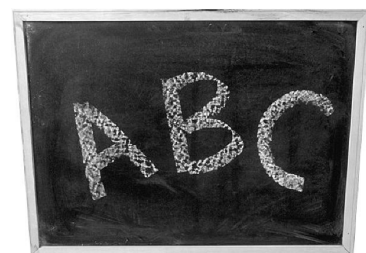
Now you understand the millionaire mind-set I can explain exactly how you can make as much money as you choose to.

The first part of the seven-part programme, the Mega Wealth Matrix is...

## **The A, B, C Wealth Formula**

This formula consists of three simple steps to riches.  
They are:

You have to get the right selling message to the right group of people that you’re trying to attract, in the right





way.

A - B - C. If you can do these three things then you can become rich.

When I first heard this I realised that it was a very powerful formula. I couldn't understand why every business person wouldn't be using it.

Here's what I discovered...

Many people create a business that becomes like a job. They are busy doing everything from being the president to the janitor, whether it's a home business production or a retail business.

**They are so involved in making a living they never get to make any real money.**

You have to step back from your business (if you're already in business). If you're not then you have the chance to start and avoid the mistakes.

Think about everything that can make you prosperous. Consider how you can get the right message about your products and services to the group of people most likely to buy. Look for the most cost effective and profitable way. That becomes the right way. Most people don't do that. With a direct response business they mail circulars or sales letters all over the place, totally untargeted.

They don't plan on following up a product they're selling with a good back-end (another product to sell to the same customer, usually more expensive). Everything is done in such a way that it will not result in long-term success.

For long term wealth you must get the right message to the right people, in the right way and **then resell to the people who have become customers.**

I'm going to reveal this step-by-step, a multi-million pound marketing strategy that you can customise and use. If you don't grasp something straight away, just keep reading as I cover each point in more depth at different stages. There is a lot to take on board and at times I purposefully reveal a snippet and then go back to the same subject covering it in more depth.

By the time you're finished, you're going to understand exactly how to have your own get-rich marketing strategy that you can put into effect. The first step of our ABC formula is getting the right message out there. And here's a millionaire's secret...this is done *before* you consider product.

This is an Insider Secret that can save you thousands of pounds and wasted time, not to mention endless frustration...

**Find your market BEFORE your product or service!**

The key is your message. You've got to have the right message. The right message has to always be: "**What I can do for you?**" (In other words, "How can I serve you?")

So what do people want?

They want health, wealth and happiness. That sounds so simple but that's what they want.

There are a thousand and one ways you can define wealth. For some people it is just having enough to get by and not worry about bills. For others it means making millions of pounds.

Health can be described as people wanting longevity, to be free of their ailments and to have lots of energy.

If you learn to work out what people want you'll be miles ahead of the crowd. **People seek pleasure and want solutions to pain.** So when you keep in mind that people want health, wealth and happiness - or some derivative of that - and that we all seek pleasure and try to avoid pain, that's when you will have a marketing strategy that contains the right message.

For now just let the following sink in:

- **The right benefits** for the type of audience that you're trying to reach **will increase sales a ten-fold.**
- **A high-perceived value will increase your profit ten-fold.**

So let's take a closer look at perceived value.

Here's a key point: **Our aim is to sell something for less than the perception of what it's worth.**

One technique for this is wrapped up in asking how you can motivate people.

## **How to Find the Hidden Motivator**

I learned many years ago that people are not necessarily motivated by the obvious. Here's an example of what I mean. I worked with a guy who was selling a direct mail course on teaching people how to quickly learn to play the guitar. His motivation was to list benefits like: This will give you great enjoyment, this is a skill that you'll be able to enjoy all your life, playing the guitar is satisfying and soothing, etc. etc.

First of all I discovered (by asking some questions) that most of his customers were males between the ages of seventeen and twenty-seven. Right away it became obvious to me that many of these young guys wanted to play the guitar because it would not only impress their friends and make them feel good, but it would attract the opposite sex. Let's call them the KERANG!-brigade. They mostly wanted to learn the latest riffs and NOT learn guitar slowly, from the basics upwards.

That information was all it took to **double his sales**. Here's how...

He added the sexual attraction angle to his sales pitch by including a photograph on his sales material of an attractive young woman beaming at her potential boyfriend as he strutted his stuff, playing the guitar.

So, always look for the hidden motivator. Always look for the reason why. The reason why usually has something to do with **pleasure or avoiding pain** and not just the obvious 'education'. (In fact, people don't really want 'education'. If anything, they want what this might bring. E.g. better job prospects leading to MORE MONEY!)



## **Simple market research can reveal hidden motivators and make you millions of pounds.**

Simply by testing different kinds of offers, you can know what makes you the most money and what doesn't in almost no time at all.

There is something about each type of product or service that makes people either want to *avoid* some kind of a problem or *gain* some kind of a benefit. Sometimes both are combined. A product can avoid pain and also offer pleasure.

Whenever I'm putting together marketing documents or writing advertising copy I always remind myself of several points. They are...

- People want to court pleasure
- They want to achieve pleasure
- They want to avoid pain

This colours everything that I write about. Sometimes I have to tell people what the pain is, describe it and it may even be gruesome or highlight a danger. But it will get people to the point where they say, "Yes! Yes! I realise that's the problem and I certainly want to avoid it." That's followed with all the benefits and the pleasure that my product or service provides.

If you think people buy for reasons that have nothing to do with the "big two" then think again. Check out your own motives for purchases you make. It will be revealing and will teach you a lot. You'll discover – as I did – that you make purchases based on the "big two" – to achieve the pleasure and avoid the pain.

**The "big two" could literally be worth millions of pounds to you over the course of your lifetime.**

Here's more on hidden motivation...

## The Playboy Packaging Syndrome

This hidden motivation is so powerful. I call it the Playboy packaging syndrome because back in the 50's when Playboy came out there were pictures of semi-nude women. And it grew into a tremendous empire and made an absolute fortune over the years - **not because it was the first men's magazine and not because it was the sexiest magazine.** There had been many publications before and after it that were ten times more raunchy and pornographic - **but Playboy made sex respectable.**

This is how...

They filled fifty or sixty pages with sexy women in their magazine and wound jokes and cartoons, articles and fiction around them. So, when the guy is sitting in his easy chair with his Playboy and his wife says, "Herbert, what are you doing reading that nasty publication?" Herbert turns, looks his wife directly in the eye and says, "Oh, I'm not looking at all these girls. I just love the jokes and the cartoons and the articles."

That is the power of packaging and, of course, that's the hidden motivator that results in resounding success.



Let's take a quick re-cap...

The key is to find the right combination of elements that can make people want to buy from you. That's the whole essence of the A, B, C Formula. Then you get that right combination of sales ingredients to the right person (called the 'target consumer').

Next, I want to explain about custom tailoring a sales message to the right people. Sometimes in order to make a fortune in the direct response business you have to think *small* instead of large.

## The Power of the Small Niche

The toughest product to sell is one that has no niche market; a product where the entire country is your marketplace. Why? Because how are you going to reach everyone in a country? How can you tell every person about your product?

Now consider this...

Let's suppose golfers are your marketplace, or money-making opportunity seekers or camera buffs. Immediately you have a saleable product (even before you know exactly what your product is) because your customers are easy to reach – because you have identified your customers.

There are publications for every hobby and every profession today, sometimes dozens of them. Often there are mailing lists available of these people.

**It makes it so easy to make money when you're selling something to a market that's already there and easy to define.** It's much more difficult to sell something that everybody could buy because if everybody is your market, almost nobody is your market. In other words, how the heck do you reach them?

The direct response marketing business is all about selling to a specific person. It can be a costly mistake to throw a lot of money at marketing to the market in general. So don't go out there and hire experts and employees and spend a lot of money on adverts marketing a product to the "everybody" market place. That's always a big mistake.

### **A small niche can make you a fortune**

People who are anxious to get in direct response marketing and for things to happen overnight and who throw money everywhere at the problem trying to find solutions usually lose their money.

Most of the successful people in this business started with between fifty pounds, a few hundred pounds or a few thousand. They started small. They started at the kitchen table or a spare bedroom and built their business up step-by-step. And then of course it reaches a point where there is geometric growth. Where their business starts growing slowly but then they are growing by leaps and bounds.

But the worst mistake people make in this business is to come into it without any knowledge of it. Not understanding how to give the right benefits to the customers, the right message, where to find the buyers, how to make the presentation in the best way. **Without this knowledge, being in business is no safer than gambling.**

**Starting small is an advantage, not a disadvantage.**

### **Cornering Your Market**

You can get rich by cornering your market. And by market I mean the specific type of customer that you're trying to serve. You can corner that market simply by using these two marketing goals - getting the right sales message to the right type of customer. Once you've got that combination you can fine tune your marketing to make it super powerful.

I want to explain a bit more about how you can use the "big two" (pleasure and pain) in your marketing. Suppose you want to sell something to the golfer. Pleasure for a golfer is to knock ten or twelve or fifteen strokes off his game. Pain is to come in well over a hundred. **There is pleasure and pain in everything!**

Don't just think about physical pain but the mental pain - and of course, the physical and mental pleasure. This is how to build every single marketing strategy under the concept of pleasure and pain.

**On the pain side, think “Headache – Aspirin.” Your customer has the ‘headache’ – you offer the ‘Aspirin’.**

How do you find the primary motivating force that will get people to send money to you?

**You must know about your most likely buyers.** Ask yourself what you have in common with them. You can’t sell to people that you don’t understand. For example, there’s a good chance you dislike at least one of these three: heavy metal, jazz, opera. Pick the one you hate the most. Now then, could you write a convincing sales letter targeted at lovers of that music?

Of course you can hire copywriters who will do it for you, but if you’re going to be involved you want to know what good copy is and you want to know what good sales messages are.

Good sales messages and good copy are filled with benefits but they also strike a common bond with the potential buyer. So, what do you have in common with your marketplace and are you going to learn more about your marketplace so that you can have an affinity with them? Can you talk their language? Can you really relate to these people? This is why I asked earlier what you love doing. If you can make money out of that, you have this bond already.

Using the golf example, if you were selling golfing products and you didn’t like golf, or you didn’t play golf then how can you expect to understand golfers? It would be hard to sell them anything! You’d have to have people in your organization or outside people working with you that did understand golfers. The best sales pitch happens when you can talk the talk and you can relate to the people you want to sell to.

**People like to do business with people they have something in common with.** People like to buy from people they think are a lot like them. You have to understand the hopes and fears and the aspirations of your customers if you really want to be successful in marketing to them.

And then, through a series of testing different messages and different offers you’ll find the number one reason that people will buy from you.

**This is a money-making secret that will never fail you.**

The two marketing goals, the A and the B - getting the right sales message to the right particular kind of person is kind of like a marriage. It is the marriage of the message and the customer. The closer you can match those two together, the better unity you’re going to have. That’s the secret that won’t fail you because everyone in a niche market has certain things in common. They have certain products that they really want to buy.

When you break into that market and people recognize you as a kindred spirit then you become someone they want to do business with. Prove that you understand their

hopes and dreams, their fears and their pain. Show that you are going to provide pleasure and/or take away the pain.

When I first started in direct response I hadn't the foggiest notion how to arrive at the right message for the right people. I just thought it was too difficult. I've got good news for you. I found an easy way to do it. You see, I didn't have to blaze a new trail – it had all been done before – ten thousand times!

I searched for companies I felt the strongest bond with and then looked at their marketing. I studied their products and their strategies with the eyes of a customer. In other words my view of the company was from the other side of the cash register. I analysed what they were doing that gave me the feeling of a bond and closeness with the customer.

This is the third and the last element of our A, B, C Formula.

## **How to get Your Sales Message Out in the Right Way**

Before I cover this in more depth, I want to make one point very clear.

### **Start Small!**

I highly recommend you go slowly until you know (through testing) what works the very best. Then, you can do what is known as “rolling it out.”

### **This is the route to becoming a multi-millionaire in the shortest period of time**

To make absolutely certain I've made this clear for you, here it is in stages...

- Plan a selling message;
- Test it to a small number of the right people;
- If it works do a “roll-out” to a large number of the right people.

Here's a statement from the American, Dr. Saveran, (who has made millions).

“Discover a way to make a hundred dollars and then you can make a million dollars.”

Here's one method of getting your sales message out there in the right way. Write a little advert (more on how to do this easily later, even if you don't like writing copy) and place it in a few local newspapers. Your target is to make about a hundred pounds.

I know you want to make a lot more than this and you will. As Dr. Saveran explains, “I've made millions of dollars. But, whenever I discover how to make a hundred or two hundred dollars I know how to multiply it by just adding the zeroes. Instead of being in three papers now I'm in thirty. And instead of thirty pretty soon I'm in three hundred.”

So be patient, start small and discover how to make a hundred pounds and multiply that by rolling-out and you can turn a hundred into a thousand. A thousand into a hundred thousand, all the way up to a million pounds and more!

Later on, I cover all kinds of leverage strategies that you can use. Low cost advertising strategies that work well and I also explain space-advert secrets.

I will also cover direct mail in its entirety and show you how to develop your own million pound advert copy, plus I'm going to give you lots of different millionaire secrets that other people are using to get rich.

The point I want to make is that each part of the Mega Wealth Matrix builds on the previous part. I am building the foundation for you. The A, B, C Wealth Formula I've already covered is like pouring the cement for that foundation.

I'm now going to continue building on that foundation by explaining the actual foundation for lifetime wealth. This is...

## **USP - Your Unique Selling Proposition**

I'm going to explain how to use the A, B, C Wealth Formula to create a USP that can make you richer than any doctor or lawyer.

First, let's define what makes a unique selling proposition. It is that special quality or qualities that give tangible and intangible advantages over all of the competition. **It is the one thing that separates you from the pack and makes people want to give their business to you.**

When you look up the word "unique" in the dictionary you'll see that it means: different, unusual, not typical, the only one who has something, or the only one who can provide something. A selling proposition is whatever it is about your product or service that people want more than anything else. If that something is unique – you have a winner!

So if you can show a group of customers how you can give them something that you know that they want and you can give it to them better and differently than any other company, then they will buy from you.

During my early days in this business I penned a sentence and memorised it to make certain I never forgot about USP. Here it is, so you can do the same...

### **A Unique Selling Proposition puts you in a Unique Selling Position!**

Here are nine examples of great USP's:

1. **You offer a valuable NEW service or product.** This is the ultimate USP. You've got something good - lots of people want it and nobody else has it. Whenever you can do this, money pours in so long as you're making the right offer to the right people. That doesn't happen too often but when it does, act



quickly because soon there may be all kinds of competition. When I first started in this business I created an entirely new product. Within three months there were many clones of my idea. Because I was so green at the time I made about £150,000 while others made a few million pounds. This experience is what made me decide to learn about the business instead of floundering in the dark.

2. **Your price for a certain product or service is absolutely the lowest.** This works like magic! However, you can cut profit to the point where it doesn't work. So, if you decide to try this do your sums so your product is priced to give a realistic break-even point. In other words, if you have to sell two thousand copies to just break-even it will be your bank balance that breaks.
3. **Your product or service is unmatched in quality.** You must be specific and show why nobody else has something as good as you do.
4. **You provide the ultimate service.** You offer advice, guidance and consultation on a continuous basis. That's a great USP.
5. **You offer the greatest choice.** You have many products in the same subject your customers are interested in.
6. **You offer a world-class no-risk guarantee.** Total risk reversal. That doesn't mean 30 days or your money back. That means something much bigger and better than that.
7. **You offer great credit.** Not everybody can do that. I don't offer credit to my customers. But if you offer long-term credit, that can be a USP.
8. **You give more to your customers than anyone else.** All kinds of free stuff! You're selling the same that many other companies are selling, but you add all sorts of bonuses that are low in cost to you but have a high perceived value. By giving away all this free stuff when they buy your service or product, you are perceived as the one who is offering the greatest value by far.
9. **You have become the recognized expert in your field.** You are the man or woman with the best advice and the best information. People realise that and they want to do business with you because they know that you are the guru, you are the expert and you can really help. I use this one quite often.

Before I go any further, (in case you're thinking of skipping USP) **did you know that the number one reason why most businesses fail is not because they are under capitalized, but because they have no distinct advantage?** They have nothing unique about them. They have no USP. Putting it another way, they are no different to 1001 other identical businesses out there.

**You can make up to twenty times more money than any of your competitors simply by giving your customers something that they're not getting anywhere else.**

You can make people want to spend their money with you instead of another company when you know exactly what it is that your customers or your prospects aren't getting anywhere else.

However, on the downside, with direct response the customer and the potential customer are sceptical. He or she doesn't know if they're going to like what you send. They can't go into the store and look at it.

So you have to convince them with the great benefits - and, of course, the ultimate benefit becomes your USP - that you can make good on your claims and that you are special.

## **Your Experiences are a Great USP**

**One of the best unique selling propositions is “I’ve been where you are now...”.**

Create an information product about something you have done, passing on your experiences and you have the formula for great wealth. The information products can be packaged up as manuals, CDs, DVD's, books or reports. What makes it work is this...

You were in the same situation that they may be in now and you know how to help them because you have a road map. You've been down that long street before and now you can guide them. That is strong USP.

And the truth is you can have that same type of USP if you can find some way to bond with your customers. People want to do business with you if they can identify with you. It creates a force, a kind of pressure that entices people - almost like magic - to read your adverts and to want to buy the products and services that you sell. **It is an amazing secret that automatically increases your profits.**

All you have to do is create a simple business plan that lets you attract these people. Let them know that you can serve them and that you understand their problems better than anyone else and you will make money for the rest of your life.

## **The Three Easy Steps for Creating a Best Selling Product**

**Step One:** Get to know who your customers are or who the most likely customers are. Your prospects, who are they? How do they think? How do they live? What are their frustrations? What are their fears? What are their hopes? What are their aspirations? Get to know these people!

**Step Two:** Learn what their major problems are. You need to intimately understand their motivation and what they strive for. Remember the earlier example - the hidden motivation for learning to play the guitar was to impress the girls.

**Step Three:** Develop the type of products or services that solve these problems and bring them relief. Or, at the same time, bring them joy, happiness, more money or whatever it is the product is supposed to do.

Keep in mind your USP doesn't have to appeal to everyone. In fact, most successful USPs don't! They are aimed at a niche market - at a certain group of people. Remember, don't target the vast masses. It only takes several hundreds or thousands of people that can be found in a specific category to make you rich!

When you think about it, within specific markets people have problems. They have frustrations - reasons why they buy the products and services. If you can solve their problems in a unique kind of way and give them just the one thing you know that they need, then you can earn as much money as you want. You can automatically increase all of your profits. So there is a little psychology that goes into this.

### **The answers to these questions will give you service or product ideas...**

What is unique about what you do? What is unique about you, your company, your products and services? What makes it stand out? What can you do to make it unique and stand out?

What does it offer to people that makes it different than all the other things competitors are offering them? How can you make it better?

How will it best solve problems or give people something they want? Can you list the several problems that people have so that when people see them they say, "Oh yes, I can relate to that. That's my problem all right."

Then armed with a list of problems, you show you have the solution.

### **The answers to these questions will help you to develop your product or service ideas by highlighting solutions you can offer to people's problems...**

*Why* should they buy my products or services? People must have good reasons to buy.

**Nearly every buying decision is emotional.** However, you can add practical reasons to buy to push them over the edge. To achieve this yourself, ask: What can you add to your product or service to make it better? What about free consultations? Could you throw in a bunch of bonuses?

### **Here's an extra tip...**

I discovered a distributor was making money hand over fist from selling the same books that other companies sold. I soon found out the reason.

In addition to selling all of the good seven main books, he had a special offer that if you bought all seven you got a discount. If you bought five, you got two free. And then, he had a bunch of special reports on small business and mail order. He had about seven of them and he gave these reports away free also. So you could buy seven books for the price of five and then get seven super free reports on top.

Those reports only cost him about twenty pence each but they had a high perceived value. He was doing better than any other distributor because he offered the same thing others did but he enhanced the offer and made it bigger and better.

## **The Business Opportunity Market**

There are potentially millions of people who are looking for some type of business opportunity to allow them to make money. Equally there are a lot of companies that sell business opportunities.

**But the ones that rake in millions are those that are doing what I do – putting everything together for customers.**

So why is that so lucrative?

Basically most people have full-time jobs or other sources of income; they've got responsibilities and don't have spare time each day. I gather all of the essential information and set it out - as I have done for you with this programme. My customers know exactly what they're going to get and how to do it.

We all need somebody to take us by the hand and guide us every step of the way for a new venture. It's a great way to learn about any business or even a hobby. Why spend fifteen years finding out what does and doesn't work when you can pay a small fraction of that cost to an expert? It makes absolute sense to do so.

So the best businesses provide a sort of business-in-a-box. If you sell something to somebody but it only fulfils part of what they want to accomplish and then you leave a lot of loose ends - they've got to go here, they've got to go there, they've got to add this, they've got to buy that - that's a mistake!

People like everything in one unit. Any product that contains everything the customer needs in a programme (even if that is sent to them over a period of time), that's what I call a business-in-a-box. When they receive the shipment of your business opportunity - the books, the CDs, the home-study course - and open it up on the kitchen table, they have step-by-step instructions, A, B, C, D.

They're told exactly what to do and where to get everything they need. This is what people want because it makes their life easy. It solves problems and they can get started quickly.

You may be thinking that's all very well but you have only so much experience in one particular field or perhaps you believe you don't know enough about any subject. It doesn't matter - you don't need to be an expert. These days with the Internet, you can do research and compile it into a valuable high quality product or even pay an expert to do that for you. **People will buy information products that provide everything they want to know in one place - they haven't got the time to do the research themselves.**

These days I have too many ideas to even make a start on putting them all into practice - and so will you once I've explained how you can keep coming up with ideas easily. I cover this fully a bit further on but for now I can explain I come up with those ideas by simply serving my customers and by trying to give them every single thing they need.

That is part of my USP. If you decided to make it your USP, endeavour to give your customers what they truly need the most, and try to fill their needs. That's within every single market.

A market is just a group of customers that need some type of product or service. They have needs that have to be filled. If you can serve your customers better than anybody else, they will continue to come back and they'll re-buy from you again and again. That's the secret...

## **Giant profits are made when your customers continually buy from you!**

I want to share a super-success secret with you...

**Model your business after the best competitors you have, the top leaders in your field.** Whatever they are doing you try to do the same and even better.

When you have incorporated this in your business then you look for ways that you could give added value. For instance some free bonuses or some follow-up consultation. Whatever it is, you offer the same type of products that the leaders in your field offer and then a little bit more. This becomes your USP and gives you a major marketing advantage.

**Here's a quick re-cap of using the ABC formula to create a USP...**

Study the best companies in your market. They will have some very distinct advantage. There is always something that is different about them. They stand out. They usually have a superior USP and everything that they do says, "We're special! We're unique! We can solve your problems!"

The average company is just "Me too!"

Let's use retail as examples to explain the differences...

One retailer opens his door, he puts out a sign that says "Open" and he waits for business. Another retailer who is pro-active rather than re-active says, "I don't expect people just to come in here. We've got to get some hot adverts in the paper. We've got to start putting out door-to-door fliers. We've got to do all sorts of things to show people we've got a great new store."

If it's a DVD store they don't just expect people to come there instead of Blockbuster and some of the bigger stores. They're going to tell the customers about the special

collections they have and the special interest DVD's they have. They're going to bring them into the store. Makes a lot of sense doesn't it?

So don't dismiss this. These ideas can make you a millionaire. This is millionaire training! I am giving you all of the ideas that I've learned that have made me and many other people millions of pounds.

**If I had known what you're learning now I would not have made around £150,000 on my first product but several million pounds as my competitors did!**

Discover what your unique selling position is or what it should be. The way you do that is you consider all the different things I've covered plus anything else that is special to the type of business that you're starting or the type of business you're in.

Start writing down what your unique selling position is to be if you don't already have one. Then start thinking about how you can enhance it.

The whole power behind the ABC formula and USP is...

- Who do you want to serve?
- Who are these people?
- How can you reach them?
- What do these people want?
- What are the hidden motivators?
- What do they really want?
- And how can I fulfil these needs?
- Who are my competitors?
- Who are my competitors that I can model?
- And how can I give my customers something better than anyone else is giving them?

That is the power. That is what you want to do. Believe me, you'll short-change only yourself if you don't do this. It's for you, to help you become a master marketer where you can make millions of pounds in direct response marketing.

Don't expect the ideas to just come to you right away. Sometimes the USP as well as millionaire ideas arrive through a process. So don't get too frustrated if the answers don't appear overnight to the list of questions that I just gave you.

If you ask the questions repeatedly, day-after-day, if you think about the questions - the answers will eventually come. As with a lot of things in life the longer you do this the better your answers will be.

Once you've developed an intimate knowledge of who your customers are and how you can solve their problems you'll come up with some break-through ideas.

**Always find the market *before* you find the product.**

**Finding the product or service before knowing who you're going to sell to is like taking a square peg and trying to force it into a round hole.**

So now you know how to find your market I want to show you how you can find great products to make money with.

## **Part Two - Finding the Perfect Product or Service.**

I'm going to explain how great money-making ideas are everywhere you look. It might be exciting to be a pathfinder and invent something new but the safest and easiest route for most of us is to look at what's already working and then make the product better or cheaper.

What you love to do is the best place to start. Think about your interests and hobbies and what you have expertise in.

Here are the questions I used when I started out...

Where is your expertise? (Don't say you do not have any!) What have you learned from life so far? (Don't say 'nothing'!) What is your passion? What do you really care about? What gets you excited? What will get you jumping out of bed at six o'clock in the morning raring to go?

Your interests and your hobbies, whatever you've learned in the past, your expertise and passion - these are something you can turn into the perfect product.

### **You can turn your hobby into thousands of pounds a week!**

I'm going to give you a couple of examples of how other people have turned hobbies into cash.

One of my wife's friends has always been interested in crafts. A few years ago she made a teddy bear and enjoyed it so much she carried on making a stack of them. Initially she gave them as gifts to family and friends. But as her output increased she decided to test the marketplace. At flea markets her teddy bears sold so well she started to go to the craft shows. She took thousands of dollars at one big DelMar toy and craft show.

The second example is about a couple of brothers. Their favourite leisure pursuit was fishing and they made flies with their own artificial bait. A fishing buddy suggested they mass produced these different flies and sell them. It turned into a million dollar company - The Sky Blue Water Company in Minnesota.

So your interests can turn into a bonanza of profits. Also any area you have some expertise in. That means, what have you learned? Maybe you've been on a job for ten or twenty years. Maybe you want to get away from it and to get into business for yourself. But what have you learned on that job? What have you learned that can be turned into profits?

**Dentists, chiropractors, electricians, carpet cleaners have all found a way to make profits by showing other people better systems or shortcut secrets in their line of work so others gained benefits by copying that.**

Or they went into some related field because they were interested in a professional service or medicine and they made money from their interests as well as their expertise. But in all cases, the more you're passionate about what you do the more money you can make.

### **All Millionaires Have Passion.**

Business does not have to be a gamble at all if you stick with something that's close to you. That's been the basis of my success. I am so much like my customers that I know instinctively what they want, because we are so similar.

Many multi-million pound companies including my own have started slow and very inexpensively by simply serving customers that were exactly like they are. Because when you do this you already have a lot of inside information as to what those people want. Basically they want the same as what you want.

Let's suppose for instance you were a chiropractor. Your customer's needs (other chiropractors) would be the same as yours. Perhaps over the years you devised a filing system that incorporated marketing which resulted in clientele re-visiting for regular check-ups. If that system – which was unique to your surgery – resulted in increased income and efficiency every year, other surgeries would willingly pay you for the information so they could emulate your wisdom.

Here's a product by the dentist I mentioned earlier...

Dr. Saveran was a dentist in New York looking for something else to do. He understood the paradigm of 'its always good to try to make some money on things that you know.'

In addition to dentistry he was interested in medicine.

He put together a programme and called it Medi-I.D. This Medi-I.D. was simply to take a patient's history and put it on a piece of mylar and then on a plastic type business card. If that person had any problems medically and was ever incapacitated, the doctor or the hospital could run their Medi-I.D's on a micro- fisch and this little strip told them about the patient's history.

**That idea made Dr. Saveran \$10,000.00 in just one week and he went on to earn millions of dollars!**

You are in a position of tremendous advantage if you know the field and the type of people who are in the field and you know who's selling what to whom and where the buyers are.



Many times big corporations have lost entire fortunes because they diversified into fields which they knew nothing about. First, they made millions or billions from a product they were passionate about, then they decided to get into a field that was totally unrelated - and it failed. **You can always do best that which you know best.**

So the inside information that you have, based on everything I've covered so far – the millionaire mind-set and the ABC wealth formula linking it with a unique selling proposition (USP) – can make you very wealthy.

This is what you need to know next – and it's the key to big profits...

## **Your biggest profits will come from reselling to a group of customers over and over.**

Let me explain how you do that...

### **The Front-End and Back-End Process**

The secret to developing your marketing strategy is to initially find a 'front-end' product. This is the term used for the first product you sell to a new batch of customers. The second and following stages is then to resell to those people over and over by giving them related products and services to those purchased from you the first time. These are known as the back-end product.

A quick and easy route to making a fortune...

First you find a marketplace and a product or service that sells to this group of people. Then you go back to that marketplace and sell again and again for increased profit.

### **The Dynamics of Research for Product Ideas**

An avenue for product ideas is current events - what's hot! Trade journals are a good source of information. You can surf the Internet or go to a library and go through the trade journals in any area that you're interested in. Certain TV and radio programmes could provide profit-making ideas. For instance, if you're interested in finance and business you would tune into financial programmes.

You can be months and years ahead of most marketers if you stay on top of what's hot by keeping up with current events. But, here's a big insider tip...

If you get started with something brand new when it's just coming out, focus on your customer base. Sell it to them, don't go out there on a limb trying to deal with different markets. This is a safety valve. Because if you know it's not suitable for your customers then you'd be wiser to leave it alone. The only exception would be if it was in another field you were passionate about – because that would mean you had inside knowledge of that field. However, it's also wisest to at first offer a hot new product just to your present customers.

**If it works that is the time to sell it to new customers.**

Here's the reason I personally keep a close look-out for hot new trends. My customer base is business opportunity orientated. I keep up with current events so that I can provide my entrepreneurial minded clientele with the latest money-making information. Sometimes it will come from the world of high-tech.

Customer satisfaction is the key to making you rich. You have to stay in touch with your customers. You have to follow-up with them to make huge amounts of money. And that gives you a financial cushion that will never let you down. You continue to test new ideas to your customer base first and then you roll-out.

Although I have already touched on "roll-out" I want to explain it further for you – because it's so important.

### **Grasp the principle of "roll-out" and you cannot fail to make as much money as you want to.**

Roll-out is when you find something hot which works in a test and you scale it up.

Let's suppose you have 20,000 customers. That is your customer base. You have a hot new money-making product or a gift item or whatever it is that fits your marketplace. You take a thousand of your most recent multiple customers - your best customers - and you make them a great offer for this new product or this new information. If you received a lot of orders from the first 1,000 customers – so it was successful - you would then roll-out to the other 19,000 with high confidence that they would buy it too.

You test the product in this way, whether you have 1,000 customers or 100,000 customers. **This 'go slow' method is the quickest way to get rich.** Let's face it you're not rich if you lose money are you? And if you were to send an untested (because it's new) offer to *all* of your customers and it bombed, the result could be financially crippling.

Once you have rolled out a product successfully then you can move forward to test to those who are not your customers.

Here are some of the methods for testing the vast number of names out there who are not your customers (I'll explain each in more detail during the programme) ...

- Run the little two-step or three-step adverts
- Use an answering machine or a voice mailbox
- Classified adverts, or getting them to call a phone number
- Mail to a targeted mailing list

You have to test the waters of your marketplace of potential customers, because although something works well with your customers there is no guarantee it will work for everyone. Also, the response from your own customers is always better because they know and trust you. When you approach a 'cold' list, they've never heard of you or your business and so there is a base level of suspicion.

But many times when something is a big hit with your customers, you can take that and test it to a more general audience of people who are interested in similar things to your own customers. If that's successful then you can roll-out and make big money.

## **Advertising Know-how**

Starting out, the size of their advert is uppermost in most people's minds. How small or how big should it be?

This is how I do it...

I concentrate first on the market that I want to serve. I make certain I develop a USP before I even start selling to my customers. Do this, and right away you'll have some distinguishing advantage over the competitors. Then I'm ready to sell my front-end product.

That sequence never lets me down, I always end up knowing exactly what type of advert to run, the size, the wording etc. It's all there, it falls into place. I also know where to place the advert in what journal or using the medium of radio or whatever I decide. It all falls into place simply by asking the right questions.

This is an exact science, it's not guess work.

And you don't have to be a creative type. I'm not, and I never attained high grades at school either. So don't let any of this scare you. It's fun once you get into it.

## **The True Function of the Front-End Product**

Most people new to this think it's all about selling a front-end product and making great money from that. It isn't. The front-end product is simply a way to build your customer list. Hopefully you'll be making some type of a profit on the front end. Hopefully! But the whole thing is **aimed at building your customer list**.

Then you find additional products and services that are perfectly tailored or that you feel will be perfectly tailored for your customer base. And then by following up and re-marketing to your customer base again and again you have the full advantage of this get-rich formula.

It is simply this:

**The secret to getting rich is to re-sell to enough of your customers again and again for a large enough profit per transaction.** If you're not going to sell to your customers more than once, then you have to have something very expensive with a high profit margin. And you have to constantly attract new customers. That's the hard way to make money!

The best way – and this is the way I do it - is to make a fair but unexciting profit on the front end, but then go back with new related products.

Now I've covered a lot more ground for you relating to how to sell your products, let's go back to looking at more strategies for finding products and services.

## **The Rich Source of Great Ideas**

First, I'm going to explain how the term 'junk mail' came about. At one time the only place anyone could make purchases was in a store. Then the very first mail order catalogue was introduced into the market place in America. It was an immediate hit. This sent shock waves through the retail trade.

Owners of the big stores fought back by doing their best to discredit mail order. They came up with the term "junk mail".

If you think about it all so-called junk mail is, is advertising that you receive through the post with your mail. It's not any different to seeing adverts in magazines or newspapers or watching them on your TV screens or hearing them through the radio. Just as anyone can turn down the sound when the TV or radio adverts are playing, so can any of us stack unwanted mail into our recycling boxes. You could argue it's the *least* intrusive form of advertising, not the most!

So whenever you receive your so-called junk mail pieces its worth remembering the term was originally invented by store owners **in a bid to wipe out direct mail because it was such a phenomenal success that it was hurting their profits.**

I'm going to explain now how these advertising mailings can set you on the road to making a fortune.

## **Forget about the term "junk mail" - you'll soon be calling it "millionaire mail".**

Here's how and why...

The mailshot letters you receive show you who is making the big money.

Here are some others ways: Subscribe to several magazines in your field of interest. For me, that is business opportunity and franchise magazines. Read newspapers and other publications that keep up with current events. Attend trade shows. Attend business opportunity shows.

Be ready to jump on new trends. And of course be willing to learn everything about the product or service you want to sell, after first learning everything about the potential buyer of that product or service.

## **Creating Back-End Products**

Everybody wants to know the answer to this: "What back-end products do I sell once I have some customers?" It's easy if you do your research. The reference section of any library contains the most amazing business information or you can surf the Internet for the information.

You can find out how many people bought a specific diet book or purchased hunting and fishing equipment, etc., in thousands of fields.

When you see all those buyers out there for a certain product or service that is similar to what you want to sell, you possess a millionaire's secret - you know the customers are there. **You know you can make money because there are a lot of customers.**

Then you can check out who rents mailing lists of these customers and use them to sell your product or service. I will explain exactly how to do that – simply and easily - during this programme.

**So to find out what's hot and what's not - study your competition.**

One of the easiest ways to get rich is to find other companies who are making money selling high priced services or high-priced products or home-study courses for £197 or £297 or more. Take the essence of what they're doing - don't steal word-for-word - rewrite it and make cheaper products or services or, in some cases cheaper books or manuals. For instance instead of selling for £297 sell them for £197.

**Companies have made millions using this technique.**

## **How to Get Your Customers' Trust**

It's important to stress when a customer buys from you through the mail or the Internet they have taken a considerable risk by sending you their money. It's not the same thing as walking into a high street store and handing the money to the person behind the cash register after inspecting the goods.

As we all know there are unscrupulous people who will not send you what they promised. Or worse they may keep your money but not send you anything at all! These are rarer than most people think however.

That's why you have to come up with something really hot to get them to do business with you the very first time. After they have purchased from you and received their goods or service you promised and everything was high quality and on time, they develop a trust in you. That is the beginning of a relationship with that customer.

**It really is a relationship.**

When you think about the essence of a relationship you think about words like trust. When you have a relationship with a friend you trust that friend. You feel a connection to that person. You like them and they like you. Treat your customers like the kings and queens they are and they'll respect and love you.

I'd rather go to a restaurant where the food is not the best but the service is friendly and they make you feel special, rather than first rate food but indifferent service. I'm sure you feel the same, let's face it most people do.

The big company WalMart (much to their credit) has taken the ‘small town store run by Mom and Pop treating you so nice’ way of doing business and transformed it into a billion dollar company.

We all can learn a lesson from them!

Another good avenue to go down is to consider all the things you love buying right now. Could you *sell* any of those items? This example springs immediately to mind...

Two sisters couldn’t find a nail varnish in the colour they wanted. So they bought several bottles and mixed their own. This gave them the idea of selling nail varnish. They mixed about a dozen and gave them unusual names. A store took the bottles and sold out within a couple of days. That was the start of what is today a huge make-up empire.



The products I sell now are the kind I used to buy. I enjoy developing different money-making and marketing programmes. It’s a perfect way to live. Every product I develop I think about serving my customers. The more I can do for them, and the more I know about what they want, the easier it is for me to provide high quality products and services.

One of the greatest aspects is that when you’re so excited about what you’re doing your work isn’t like work at all! If you do what you love to do you’ll never have to work again in your life!

## **The Ultimate Product**

This is the age of information.

**It’s more than possible for you to bring home £200,000 a year, £500,000 a year, even up to a million a year or more with this ultimate product.**

We’ve switched from a farm society to an industrial society and now with the Internet and mobile phones culture we are firmly in the information society.

Information is the ultimate product because **it is easy to produce and there are so many options.**

It used to be basically books, reports and manuals. But now of course we have CDs, DVD’s and the Internet which make it easy for anyone to get into the information business.

If you’ve done your homework and you know there’s a target market for your information you can make as much money as you choose to in this exciting business with this ultimate product.

Here's what's so exciting.

## **Fourteen of the twenty richest people in America - from Bill Gates on down - have become rich because of information.**

This was unheard of just a couple of decades ago. People made their money with steel, in banking, gold, real and property but now about two-thirds or more of the richest people in America (the top twenty) are infopreneurs. Even those who have made their fortunes in computer related products and software - which is a form of information.

People are hungry for information. This is the ultimate win/win situation that can make you rich. You can help them by turning your knowledge into hundreds of thousands of pounds a year in sales, giving your customers and your prospects the kind of products and services that can actually change their lives. That is just one aspect that makes this such a phenomenal way to make money.

When I say knowledge I mean your personal knowledge or you do research and obtain the knowledge. There is far *too much* knowledge out there today for one person even to comprehend it all. So anyone who has some expertise can turn it into money; if there's a market for it, by distilling it down into an easily digestible form.

It has never been easier to make a lot of money by simply giving people the information they want! People are starved for information in an ocean of it! I don't care what the field is. Some of the hot fields today of course are money-making information and saving money. People are interested in health. The senior citizens market grows by leaps and bounds as they live longer, are wealthier and anything that you can sell to them can be very profitable.

Teaching people how to date or how to mate can make you rich. Travel is a huge market for information, including telling people where to live and giving them information on better places to visit.

And we have this explosion in world trade economy. Anything on import-export is big today. Not just from Asia or Europe as it has been in the past, but places like Latin America are a huge new marketplace. Venezuela, Chile, Brazil - getting information about products from there could make you rich. China is getting more powerful so information on products in China could be a winner.

There are all kinds of good ideas out there right now that can make you a small fortune. This is the quickest way that I know of where you can become a millionaire in almost no time flat.

### **Making millions of pounds can be as easy as 1, 2, 3.**

1. You find what's hot right now. What kind of information products do people want? What are they buying right this very moment?
2. You develop your own information product based on information that you've gathered from your research.

3. You market your information products to people who have shown an interest in the same kinds of information products you're selling.

And remember - know your marketplace well.

## Ten Steps to Riches

**I'm going to give you the ten steps to riches by selling information products. They are...**

1. **Find the market before you choose your product or service** (services in the information world are seminars and workshops).
2. **It is all about love and money. Sell what you already love or learn to love what you're going to sell.** You'll be so much more successful selling information if you believe in the information you're selling.
3. **Be motivated by a burning desire to really help people.** It might sound corny but when you have a burning desire and an interest in the people that you're serving, you will serve them better and you'll make much more money.
4. **You want control over your information products.** Forget about the forty and fifty percent mark-ups you get from some people. You either want your own information product or those that you can get at a big mark-up and you can really control.
5. **Be sure that you develop a strong USP - your Unique Selling Position.** You need that to separate you from all the other people in your marketplace.
6. **Always test small before you roll-out big.** There is a way to spend less than a hundred pounds with some adverts to find out if what you have is going to work, before you invest a lot of money. That is so important!
7. **Make sure your product or service has a high perceived value.** This allows you to make the big mark-up. Perceived value is the key to success in selling anything profitably.
8. **Expand your marketplace** and at the same time build a strong relationship with your present customers.
9. **Use leverage to greatly increase your cash flow and profit.** One of the best ways to use leverage is to get the highest results from of all your advertisement pounds by having the best marketing materials you can have.
10. **Know that your back-end products or services will make you rich.** It's not what you sell the first time but what you sell the second, third and fourth time which will make you wealthy.

These ten steps can make you a fortune from starting small and working part-time. You can spend very little money to discover how to make huge amounts of money.

Here's a lesson I learned early in my career...

I heard about a guy who had a small factory in Tijuana. He was making nuts, bolts and washers. When somebody said they couldn't see anything exciting about his



business he replied, 'But it is. Nuts and bolts and washers are used in so many products. It helps so many other companies and many people.' He loved the nuts, bolts, washers, screws and all the other things he made.

**He taught me that if you don't already love your product you can learn to love it by acknowledging what it does for people.**

## **More Information on How to get Product**

Thinking about the lucrative area of information on getting wealthy, you have to develop a money-making opportunity that is unique and different. Perhaps it is high-tech. Perhaps it is in the news and is just becoming available and you jump on the run-away freight wagon before anybody else.

Look at the hundreds and hundreds of information products in the money-making field that are already out there. Get on as many mailing lists, subscribe to the opportunity magazines, Entrepreneur, Money-Making Opportunities, Spare Time, etc., and then discover through your research who is making a lot of money and the type of information products they're using to make the money. And then either have products that are similar - not the same, but similar - but they are better.

You either charge more because you offer so much more or you take high-priced products and you put together a cheaper version of them using a strong USP. So those are two options you can use.

Either discover something that is new and unique and just coming on board. Or look at the hundreds of products out there and ask, "How can I do this better? How can I serve people better? How can I give them a better deal?" Or, "How can I give them much more for their money by putting out a superior information product to these products that are already phenomenal sellers?"

Let's press on to how to find customers who want information products and how to entice them to buy from you.

## **Major Marketing Propositions**

Let your prospects and customers know who you are. You have to instantly break-out of the crowd of other competitors and make your presence known.

### **A little self-promotion can make you rich!**

It can influence prospects to buy from you and it can help you get the very best pound-for-pound return on your money.

A major factor in success no matter what you're selling and certainly with information products is to let people know that you understand them. That you're a lot like them and you sincerely want to help them. You can use a photograph and tell them something about yourself so they know you have experience and are an expert in the field (whatever field or subject you're selling in).

Let your prospective customers know that through hard work and research, or what you've done in the past, that you really understand what they need to know about this particular product and you have put together something superior. You stand behind it and you want to help them as much as you can.

**Prove that you are on their side, you are a kindred spirit.** This is a major marketing proposition that really makes people feel like they're dealing with someone who cares and has the expertise.

**This is a great way to make big profits with almost no investment whatsoever.**

You get personal with your customers. And when you send them your sales material for other related informational products, you use this personalization to make a small fortune because you've got that bond with them. There is nothing that produces higher profits.

This is the fastest way you can turn as little as £500 instantly into as much as ten or even twenty thousand pounds. I know you can't do that in most conventional businesses but you can in the direct response business. You can achieve this by selling information products.

It's because the investment is low. It can be as low as £50 and I will explain how you can start with such a small investment a bit further on.

Once you have customers who have bought from you, who trust and believe in you, then you can go back to these customers and make a fortune.

You can offer them new information products - whether it's CDs, traditional books, manuals, newsletters, courses, seminars etc. – you offer it to them first at a big discount. You make this offer to them before anybody else sees it. This is such a powerful marketing tool because it makes the person feel special. By the way they ARE special. That's why you offer them a big discount.

## **A Wide Variety of Products**

When people think of selling information they usually think of books. However, as you know there's a wide variety of different products that you can sell.

**This makes it easy to repackage the same basic information in literally a dozen or more different types of products.**

Those can be manuals, guides, home-study courses or complete programmes where you put together printed material and throw in some CDs. You can have a massive bundled programme where you give people multiple types of media. This is one of my favourite products that I offer.

CDs are a great product. They cost less than fifty pence to reproduce and you can sell them – depending on the quality of the information – for up to three or four hundred pounds. Think of that mark-up! And DVDs are becoming ever more popular.

Many of the major bookstores have large sections of CDs, “books on tape.”

We are living in a fast paced society and people don't always have time to read. But they can listen to CDs while they're doing something else like cleaning the house, relaxing or driving. They can turn their down-time and all of their passive time into production.

At one time I had a twenty-nine mile commute, fifty-eight miles round trip. I received an education driving around in my car by listening to the information on CDs. It's called a 'university on wheels' and if you drive a lot I strongly suggest you do the same.

Making info CDs is a perfect way to develop a bond with your customers because if you're selling CDs and it's your voice on the recording, then a little piece of you is on each CD.

That's true in print too because everyone knows that when you write you're able to put your ideas on paper. You are able to inject a little bit of your personality on paper. But there is nothing like CD and DVD products to really let people know who you are for developing that bond.

That's the secret to getting people to do more and more business with you. There is really nothing misleading about this. I don't mean to make it sound at all misleading or devious or anything like that.

**Your customers want to do business with you if they feel good about the kinds of products that you sell and if they feel good about you.**

If you're wondering why anyone would want to pay say £297 for a set of CDs that cost less than five pounds to produce here's why...

**Value!** The person who spends £297 of their money is getting good value when they have the information that sets them up in business.

## **Business in a Box**

Here's a business in a box that's turned into a business on a disk.

Your customers take these disks and sell them for £97.50 and they can sell it to as many customers as they like.

To explain it more fully let's suppose I create a set of CDs. I offer a set of CDs and the licence to sell unlimited copies of those CDs for £297. If you purchase, you have a product on which you own a licence. This means you can sell that product to your customers for say £97.50. Sell that product to one hundred customers and you make £9,750.

And of course you can sell it five hundred times, a thousand times and then the person who gets it - the ultimate user - is also getting real value.

**You can create a product in this way - you sell the licence.**

This is all in the marketplace of selling information!

When I first thought about selling information, the analogy I used was a great painting. There are great painters out there who are selling their paintings for ten thousand pounds or more. But they probably spent no more than twenty or thirty pounds for the actual canvas.



So they are taking something that costs them twenty or thirty pounds, throw in another twenty-five pounds for paint and miscellaneous expenses, and they're selling something that cost fifty pounds and selling it for ten thousand pounds or more.

And it costs just as much to produce a one dollar bill as a hundred dollar bill. It's not the paper, it's what is on the paper and it's the same with the computer disk. It's not the computer disk that's valuable. It's not those sheets of paper or the blank CD or DVD, it's what's on it and most importantly what that information can do for your customer. You're giving people valuable information that can change their lives and help them get what they want.

You need to decide what kind of information product you can and want to sell. What do you love the most? What is your passion about? What do you know the most about? The answers to these questions will set you on the road to making a fortune selling information.

## **Low-Cost Advertising Strategies That Produce Wealth**

Millionaires are no smarter than you are. I'm going to explain how they make their adverts perfect. I'm going to cover how to take your small advert and make it thirty times better than a big one.

### **Tiny inexpensive adverts can generate thousands and thousands of pounds worth of orders.**

This was one of the greatest lessons I learned - how to get the highest response for the lowest financial outlay by using small adverts.

This is how you do it...

### **The three-step method**

This works for a small classified or small display advert.

First people read the small advert which has a phone number. They make the phone call and you give them an additional sales message on the phone with a digital voice

box. You can use an answering machine if you wish but I think the digital voice box is better. They leave their name and address and you send them the literature.

This is a low-cost method for making many thousands of pounds. I know several people who have become millionaires just by using this method. It works because it is all about leverage. **Very few people have ever become rich without using the power of leverage.**

Basically, at its core the secret is this: you learn to multiply all of your efforts and all of your assets. You do that in direct response marketing by getting the returns on your advertising costs. You use free advertising publicity when you can and whatever the product is or however you have packaged it you sell it again and again for months and years continually making profits off something you produced just once.

That one concept of leverage has made many marketers super rich.

## **Leverage in Action**

Here's the secret to making up to half a million pounds a year with newspaper advertising using the three-step method of advertising.

I'll quickly re-cap this for you, before we go any further...

1. Place a tiny advert in a newspaper inviting people to ring you for extra information.
2. Set up a sales message on voice mail and at the end ask that they leave their name and phone number.
3. Send out the sales literature with the invitation to buy your product.

You can get started dirt cheap and here's an example of how simple it can be to earn a half million pounds a year with newspaper advertising. All you have to do is get one hundred newspapers that are earning you five hundred pounds a month each – that's just £125 a week! If you do that you'll have a half million pounds a year!

**That's just a little over £125 a week in profit that you have to make from each newspaper.**

So what you do is you find newspapers that you can make £125 a week profit, using certain adverts and promotions. Then you simply find out how you can roll-out with that. Because if you can make £125 a week in profit in a few newspapers - and there are thousands of newspapers across the country - all you have to do is find 100 of them that are just like those few that you make £125 a week.

**That will give you have a half million pounds a year!**

The Writer's Handbook and The Writers' & Artists' Year Book list newspapers and magazines. Both books can be purchased at any bookstore. Or a visit to the library will give you reams of addresses in the Brad Directory or check out the Internet.

A direct response marketer in Santa Barbara in California has done as much as twelve million dollars a year in sales and made a profit - a clear profit before taxes of three million dollars by solely using this same system. He's in over a thousand small local newspapers.

Guess how many he was in when he started out? **ONE!**

And when he made a profit with one he went to two. 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 \$3 million a year!**

Twelve million dollars in sales! Three million dollars in profit! All from a tiny classified advert.

To make this easy all you do is bite-size it. **Just think like this - all you need is to make a profit in ONE newspaper.** Start with one, two, three or four newspapers and then use the multiplication.

### **How to Run Your Advert for Half-Price**

There are some newspapers that won't negotiate. But most of them will. This is how you find out...

Ask them for the run of the magazine, ROP - run of the publication or the run of the newspaper. You tell them you've got to get serious discounts - forty, fifty, sixty percent off their rates to make any money. But you give them the option to place your adverts in their papers or their magazines when they have room to do it.

So, in a way you are buying remnant space. I've even saved seventy percent doing this. But don't stop there!

Learn how to be a deal maker in everything you do. Just keep on making one delicious deal after another. And the deals are like this:

### **I sometimes run adverts in publications that would cost me £2,000 for absolutely free!**

By free I mean I spend no money!

Here's how I do it...

**I give them something else.** I trade. I've traded consultation, copywriting, mailing lists that they want to send to, books, reports and CDs. In other words what do you have of value that you could offer people in exchange for printing, advertising or whatever?

Learn to be a deal maker because any time you can get free or low-cost advertising you are minimizing risks and increasing your profits.

Here's a great technique to test expensive adverts in national media for dirt cheap prices. A lot of magazines have small regional editions. You can run large adverts in those regional editions. This is a great way to test those large adverts. Then if they work well you roll-out nationwide through all of the magazine's regions.

This is another technique you can use...

If you have a full-page advert that proves to be a winner this is what you can do. Not all publications will do this, but you tell them that you don't know if your advert will work in their publication and you can't risk thousands of pounds. But, if they'll meet you halfway you want to do business with them.

The halfway can be this...

The publication runs the advert over their name and address. It might be the name of the publication or it might be some other company name that is also part of the corporation that the magazine has.

They run the full-page advert and they split the money with you. You get half the money for doing nothing but supplying the advert.

Another method that gives them a better deal to sweeten the pot is this...

You tell them that all the orders go to them. They keep 60% of the money. They send the customers' names and only 40% of the money and you ship the product or book to the customer.

Believe it or not there are a lot of publishers - especially the smaller and mid-size ones who make this type of deal every day.

**That's a smart way that you can make money starting with almost zero.** And it leads me to another method of business I want you to know about because it's also very powerful.

## Joint Ventures

You can go out and get other companies to sell your books and CDs, or to sell your products and services. You let them keep half the money or, as I've already explained with the advertising you give them a better deal. Let them keep sixty percent. But still you've got built in profit in every order that comes to you because these other companies are selling your products - it is all profit!



I would rather make a little profit from a joint venture, on a sure thing, than to risk my capital on something that may or may not work. When you structure the joint venture right you're guaranteed a profit.

**A joint venture** is simply an arrangement that you make with someone else - another company that is in your marketplace - or maybe they're reaching a slightly different market than you have. Often they have a mailing list of customers who have bought similar products to your own. You work out an arrangement with them where they can use your sales material to sell your product to their customers and split the profit 50:50 with you.

It is an easy way that you can break into a brand new marketplace that normally you wouldn't be able to reach. Also you're getting high pulling mailing lists at absolutely no charge because those companies are taking all of your advertising cost.

Here's a deal I made recently...

Another company wanted to sell my courses. They wanted to take my advert copy, change it a bit, put it over their name and then mail it to 48,000 subscribers of their newsletter. When the orders came in they kept 60% of the money and sent me 40%. But they also sent the customer names, they supplied them on shipping labels.

So why did I agree to this deal?

Well the orders are still coming in! The first batch of orders was about one hundred and eighty and then another ninety came in. In other words I am selling hundreds of a £197 product, taking a 40% profit on each one while another company takes all risk and does all of the marketing work. They do all the mailings and all I have to do is fulfill orders.

But there's even more to it than this.

**I also have hundreds of new customers from this joint venture deal. It's a win-win situation.** All you need to do the same is have a high quality product.

**You can instantly boost your profits with NO marketing costs and NO work apart from fulfilling the orders and banking the money!**

## **How to Write Small Adverts that Bring in Money like Crazy**

Let's consider classified adverts first because those little wonders work miracles for me and they do for hundreds of other successful direct response millionaires. This is the secret to a great classified advert. **The classified is simply a headline plus a way to respond.**

Let me repeat that: **The classified advert is simply a headline plus a way to respond.**



In other words, you put a great two, three, four, or five word headline on the advert and then you tell people how to respond. It's that simple!

Here's one that I've had great success with...

**Free Report - How to Get  
Rich on the Internet!**

**Call: 01234 567890**

**It's simple and it's cheap! That advert has worked just like a Rolex!**

### **What Makes Every Advert Thirty Times More Profitable**

The one element that can make your adverts up to thirty times more profitable is a headline that expresses a powerful benefit that draws people to read it.

I've seen advert copy that has leaped in response rate simply by changing the headline. **The headline is where the action is in all advertising and with a small advert it is even more important than for the large ones.**

This two-step advertising is the most risk-free kind of marketing out there.

### **Sales Material Tips**

This is a great technique...

You run a small advert offering to give a report away or to sell it for a small amount of money. Here's the secret...

**You can then disguise your sales material as if it were a special report.**

When I say "Special Report," let's make it clear what I mean. Basically eighty percent of that report is to sell people what I want to sell them. A report can even be up to thirty to fifty pages and it gives the prospect some good information because you make it very informative. You educate your prospective customers in the same subject as your product.

**This is a technique that can turn a 30-50 page special report  
into a quarter of a million pounds or more.**

To re-cap on this two-step marketing technique...

1. Run small adverts offering to give your report away or to sell it for a small amount of money.
2. You want the people that buy that report to purchase some other kind of product or service that you have to sell them. So the information about this

service or product is explained, taking up about 80% of the content of the report. There is also an order form.

Simple and effective! It is all about leverage.

Another company I know run larger ads than classified, but they sell a booklet - a very inexpensive booklet. I doubt it costs over fifty pence - for £29.95. People respond to this and they make a small profit on the front-end. But then they offer a home-study course that costs up to £695 on the back-end.

### **I understand they earn over 2.5 million pounds a year.**

The little booklet which is really a report that they get for £29.95 is basically a few things that are helpful but mostly the booklet and the literature that goes with it sells that back-end product. So you can give away a report or you can even sell a report and still the goal is the same - to get a bigger sale on the back-end.

So that two-step advertising technique is very simple and lucrative. Each advert becomes a super salesperson for your offer. It draws in all of the people who are most likely to become your best customers and those are the kind of people that you want to build a list of.

### **How to Get Free Publicity**

**Product and service announcements are called new releases or press releases – they are FREE publicity!**

They are one or two pages. It's a write-up or synopsis (double spaced) that informs people about your product or service. Often I'll send a black and white photo with it and send it to magazines who I think should be interested in the type of product or service. In a cover letter I explain what the benefits are to their readers.

**I have made tens of thousands of pounds with no advertising costs simply by sending these news and press releases.**

Some people are even sharper than me in this area. I talked to a gentleman in Colorado and another guy who is in Las Vegas.

### **They are both making over \$100,000 a year.**

**They don't spend a dime on advertising anywhere!**

**They simply send out press releases and do radio interviews.** They send to all these radio stations and arrange interviews. They don't have to be in Boston or Chicago - they do the interviews from their own home, sitting in their pyjamas if they want. So think about using radio and don't forget about news or press releases. Newspaper and magazine editors will help you get rich if you have something that is of great interest to their readers or their listeners. All media people are constantly hungry for content – and they'd like it the easy way if possible. You oblige them.

This often means the more unusual it is, the more beneficial it is and sometimes the more way-out it is the better it is. Radio especially love items on relationships and making money. But if you've got a book out about flying saucers, you can get all the stations in the country to put you on because they want good information and sometimes they like far-out stuff.

### **Here's the secret with publications...**

The key is to target your news release to the specific media that you most want to reach. The customers that read the type of magazines that would be interested in your product or service.

### **Here's the secret with radio stations...**

If it's a big radio station - a news talk type radio station - they cover a wide range of people. No matter what your topic is, you might want to go on that station. If it's local radio, give your idea a local twist if possible.

### **Here's another low-cost advertising strategy...**

Run columns (regular columns) in the kind of publications that your customers read. Because it is so targeted, the customers you want to attract are the ones that are reading your monthly columns. This earns up to a hundred times more money because it builds your credibility. It draws customers to you.

But first a person has to be able to write or get over the barrier that says they can't write. Here's what I did to get over that barrier...

## **Newsletters Make Many Products**

Write a newsletter. I've done this many times. Put some good information in the newsletter. Then take the information out of the newsletter, package it into a report. Send the report to about a hundred magazines.

Two-thirds of them will publish it on a regular basis. At the end of the report you can have a resource box. In this you put details of yourself and how to contact you for the product.

### **The orders flood in. You paid nothing to get those orders!**

- You first published the newsletter which is a method of sending out lots of articles.
- Then you turned the newsletter into articles for publication.
- Next you republish several of these articles into a big report.

### **And you can still do more with this...**

- I'll take a big report with a bunch more articles and publish a book.

You see how again and again I am selling the same information that I wrote just once!

You can do the same. It is extremely smart!

**So the secret is to research what your market wants because research can equal big profits.** Then you simply need three things...

- You need an initial advert which consists of a headline with an action tag.
- You need some follow-up sales material to send to the people that respond.
- You need to continue to develop new products and introduce new services to those people.

Really, the truth is: this is the secret that anyone can use to get started for almost no money. This can get you on **the fast-track to wealth**. The best thing about it is you can start very small.

Let's face it a lot of people could make a ton of money if they had a ton of money to start with.

Although, believe it or not I've seen a lot of people lose money when they had too much because they made bad decisions. If you're starting on a budget you have advantages that sometimes people with a lot of money don't have because you're going to think smart. You're going to act smart. And you're going to use some of this leverage technique that I've explained so you get the absolute most from a small financial outlay. Then multiply what you have and increase your advertising and pretty soon you can be a big gun too.

Start with as little money as possible. Use these low-cost strategies that I'm giving you.

Find ways to earn small profits on small adverts. If you can do that and then roll those out that's how you use the leverage principle to get rich.

I'm going to give you all you need on how to create the sales material for direct mail. I'm not going to leave you hanging. You're going to know exactly what to do. But before this I want to pass on all of my space advertising secrets. I'm going to show you **how to make huge amounts of money with small space adverts**.

By the time you finish this programme you're going to know exactly how to take all of the risk out of doing business by using these methods.

## **Space Adverts**

They can be anything from a one inch expanded classified all the way up to a full-page or even sometimes what they call a double truck two pages. So space advertising can be very small or very large.

Here's the key though...

## How do you decide which size advert to use?

What size space advert is best for you will depend upon what you're trying to do. **If you're testing or if you're trying to build on a small budget go with the one, two and three inch adverts.**

When you're using the two and three-step method you're not selling anything up front. You're just asking people to inquire to contact you by voicemail, email or post or visit your site. In this instance the one, two and three inch adverts attract tons of inquiries.

However, **if you're selling something - even if it's only five and ten pounds and certainly if it's more - you need the third, half or full page advert.**

Classified adverts are something I've already covered but you have to learn how to design them and how to write them the correct way. You need to know **how to make your adverts literally grab people and compel them to read.**

The four key ingredients to a successful space advert are...

1. The headline
2. The offer
3. A call to action
4. Risk reversal.

You don't have to be concerned with risk reversal, which is the strong guarantee, if you're just trying to get the inquiry. So I'll begin on the first three aspects - the headline, the offer and a call to action.

**With a little two inch advert for example the headline is so important.** It is important with a full-page advert but it is ten times more important with a small advert.

**You've got to have a dynamite headline and then make your offer in as few words as possible.** The call to action is how a person can write to you or how they can call you. So, those are the three ingredients of an inquiry small space advert or classified advert. Here's a great example:

### **Girls? Want Curls?**

For your free sample of Curl-Magic lotion,  
call FREE on 01234 5678901

When you're trying to sell something directly from your space advert you have to build risk reversal - a strong guarantee - into the mix. This is often called a money-back guarantee.

Another crucial element is...

## Command Copy

This is taking the prospective customer by the hand and literally telling them exactly what you want them to do. If you're able to do that, you can become very rich. To get you to this stage let's look at the headline in more detail...

The job of the headline is to pull people into your advert. A good headline will make your advert up to three hundred percent more effective. I'm talking about increasing the pulling power of your advert *by at least three times*. Sometimes even more!

So here's the best technique for writing headlines...

Study the great headlines that you see in magazines. You start a swipe file. You've got to do this. You've got to see what others are doing. A swipe file is a box into which you toss any adverts or pieces of direct mail that catch your eye.

When you see an advert running month after month you know one of two things. The person running that advert is either making a lot of money from it or they're crazy! Nine times out ten they're not bonkers - they're actually making money! So that would go in the swipe file.

Then you study the works of the past masters. You see the great headlines from the 1930's through to the present day top practitioners and you study them all. **You build a file of great headlines.**

## Magic Words for Headlines

It is easy to start a great headline if you start thinking "how to" because people respond to "how to" headlines. **Here are four more words that can make you a lot of money...**

The word "free" is an exciting word. That's the best word for inquiry advertising. It is even better than "how to".

Try to use the word "you" a lot so that you are really personalizing that advert. The words "new" and "now" are also powerful.

These few power words completely maximize your profits on every advert that you run. **They work like magic!**

## Direct Response Advertisements

There are different kinds of direct response adverts. Some have a coupon in them. There are editorial adverts that are made to look like an article.

So which of these direct response adverts make the most money?

**The answer lies in what result you want from an advert.**

When you use coupons or the articles with the news approach you are usually selling something. On a small realise-only advert there's no space for a coupon. If you tried

to include a coupon it would be so small people would have trouble writing on it. Instead of a coupon it's far better to give a phone number. Then if you want you can also give a postal address or an email address.

But, when you use a phone number and address I find that at least two out of three people call rather than write. It makes it impossible for people not to respond to your advert if they're really serious.

### **So how do you know whether your advert is good or not?**

Once you run it you'll know whether it's good or not by the response – by the number of enquiries. But to know in advance ask...

“Is the headline powerful and compelling?”

It must be something that is dramatic.

Does it grab you and you have to read on or call? Will the headline knock readers' socks off? (We're only talking about readers who may be interested in what you have to offer, of course.)

Here's another insider tip...

### **How to Make a Financial Killing on Every Advert You Run**

Offer a free report. The headline becomes a combination of “Free Report” and then as I mentioned earlier make the offer like the one I have been running, “How To Get Rich On The Internet.”

So once you've got their attention with something free such as a report then you include the offer of your product. Let's say your product is, ‘How to Get Rich with e-mails.’

Immediately anyone who is interested in e-mailing knows they can get a free report on the subject, no cost and no obligation by simply making a phone call. That can be in a classified or a small display advert.

What you've done is get them to ‘put their hand up’ and say; “Hi! I'm a potential customer for your expensive course on email marketing.” You send them the free report which, as I've said, has some good content but is also an extended sales pitch for your course.

Don't forget you can instantly boost your profits just by experimenting with headlines.

## **Where to Run Adverts**

Once you've written your powerful advert you need to choose the right media to run it. You do this by targeting the media that has people who are the most likely to respond to what you're offering. **That is how to make the biggest profits possible.**

Here's the easiest way to find that media...

### **Search for the newspapers and magazines that have adverts similar to yours.**

When I started out I didn't want to advertise where everybody else was. But I soon learned that you *want* your adverts to be where the competition is because that's where the potential customers are.

These old pros would not be in those publications unless they knew it was the right media. The fact that you see so many adverts running again and again proves beyond a doubt that there's a solid market there and that the power of advertising can make you a millionaire.

What you've got to do is have a better advert than they have. You can attract new customers away from your competition.

## **The Best Leverage**

Whether you get a big discount or pay full price for an advert, it still costs you "x" amount of pounds. You still need to leverage yourself to get the biggest response for your investment – even if it's only £30.

This is how you do it...

Look at all the adverts the competitors are running. That's anyone else selling products or services similar to yours. Then craft an advert that is better than theirs. They might have been in the magazine or newspaper one full year before you ran your advert and they are getting responses every day. But if you have a similar offer but a better advert you will take away the lion's share of their business.

These are strategies to ensure you make the very best use of every single square inch of advertising space.

## **The right magazines and newspapers can make you the next direct response millionaire.**

You can unleash all of your full money-making power and earn the most money from the least possible investment. Those magazines that go out to millions of people allow you to reach all of those people for dirt cheap prices - especially with the one or two or three inch adverts.

You have the benefit of a large circulation but you've got to make that advert attractive and make certain it has that super headline that stops a page-flipper dead in his tracks. Then you want that reader to respond to your advert.



Then you can keep your cash flow flowing like a river by taking part of the profits that you bring in every single day and reinvesting those profits back into more advertising.

## **The Power of Reinvesting into Advertising**

Instead of taking those profits and spending it all you keep that cash flow flowing by continuing to spend money on advertising, constantly. Don't forget you want to make a million, not just small change – so leave it in the pot!

Here's a smart tip...

Open up a separate bank account and call it your advertising account. Take thirty pence out of every pound that comes in and pay it into the advertising account. It forces you to constantly have ready funds for more advertising.

As your profits grow, that thirty percent that is paid into that special account grows too. **It gives you extra purchasing power to buy more and more adverts.**

### **If you can discipline yourself to do this you will be using the power of leverage to make you rich.**

Eventually you may be advertising in everything from airline magazines to Christian newspapers. But it all starts by testing a couple of small adverts in just a couple of publications in your media.

It builds like the estuary of a river by the time it joins the ocean. Great things start with just a trickle and that's the way to build a cash flow and million pound success in a direct response business. A few successful adverts that multiply and pretty soon you're advertising everywhere and the cash flow is incredible.

Don't forget to test different formats because in space advertising you see all kinds of different ideas.

For instance, some direct response adverts are very ugly looking. By that I mean they've got a lot of small type. Especially if you go back in the old magazines from the 1920's, 1930's and even further back than that and you'll see that was the norm back then.

Nowadays, a lot of smart operators are going back to that look and feel again where they are using a lot of copy which makes their adverts kind of ugly looking. But that can still make you a tremendous amount of money because they stand out.

Here's what one guy in New York did. He took all the copy and condensed it. You could hardly read it! It made your eyes sore!

**But that's what he wanted – he wanted to make it hard to read.** This was his reasoning...when you get all those words in the space you're getting twice as much

copy and you can sell better. He knew most people won't read it because it is too hard on the eyes but those who do read it, buy!

That's exactly what your space advertisement is - it is a salesperson that goes out there, attracts those people that you most want to reach and then sells them your product or service.

**Here's a checklist of Ten Sure-fire Steps to super response from display adverts - space adverts:**

1. **Use a super beneficial headline to stop someone in their tracks.** Your headline is an 'advert for your advert'. It is the most important part of your advert.
2. **Make a fantastic offer, the most beneficial offer you can.** You should have a big benefit in the headline - the biggest! But then follow through and make a great offer - an irresistible offer.
3. **Make it believable.** If you make it sound too good to be believed, most people won't believe it. Modify it a little bit. Tell people how you can make such a fantastic offer.
4. **Sell what people want, not what people need.** We've all heard the saying a thousand times, "Find a need and fill it." Well that's fine but it is much better to find a want, find a desire and fulfil it. So always sell wants, not needs.
5. **Be specific.** If you say, "Make up to £577 a day," that's much better than saying, "You can make big money with my plan." It is much better to say, "You can look ten years younger in thirty days," than, "Our anti-aging cream will make you look younger soon." So, be specific!
6. **Use "you" copy.** It is always "you" not "me." Forget about yourself, forget about I - the readers want to know "What's in it for me?" And, of course, that's "you" copy.
7. **If you're asking for money, include testimonials.** What other people say about you and your products are often more important and more believable than what you say about yourself. Your testimonials MUST be genuine!
8. **Risk reversal.** Always use a strong money-back guarantee whenever you are asking people to send money.
9. **Freebies and bonuses build business.** This is the way to enhance your original offer, use as many of these freebies as you possibly can. I like to use 'paper and ink' - small reports that cost very little to produce but which have a high perceived value.
10. **Use the magic of pricing.** I learned a secret some time ago from Ted Nicholas who is a top-gun marketer. He's spent about a hundred million dollars advertising products and services in magazines especially, and he convinced me that there is a magic number out there. And that magic number is seven.

## **How the Magic Number Seven Works**

Here are the tried and tested guidelines for you...

Instead of £19.95 use £19.97. Instead of £29.95 use £29.97, etc., etc. I've tested it! I've tried it! It doesn't make any sense and I don't understand it, but there is magic in number seven.

Also another trick that I've learned - many people use the wrong pricing. Such as £59.95. I've tested £59.95 against £69.95 for the same offer and found that £69.95 pulls 25% better than £59.95. That's a bad number - £59.95. £69.95 is a great number but an even better one is £69.97.

The ten sure-fire steps and the magic number pricing principle also works in the follow-up sales material that you send to everyone who requested details of your product or service. Use them on the front-end and back-end products.

These secrets can be used in all forms of direct response marketing. They are interchangeable for classified advertising, display advertising and sales letters. What you can use in an advert can be elaborated on in a sales letter. So they apply to all of your marketing documents - sales letters, adverts, circulars, postcards, press releases, radio talks, television interviews, magazine editorial, literally any media you are using.

When you write your space advertising you can use those ten steps as a checklist. Make certain you start at the top. Is my headline as perfect as it can be? Can I make it better? Number two, go to the offer and make sure your offer is as powerful as possible. And then continue down the line.

Take each one of these ten items - the real secrets to getting rich - by designing space adverts that can make you a millionaire. Just like a pilot checks a whole list to make sure that everything is 100% safe before he takes that giant jumbo jet up in the air.

Your checklist is the list of those ten secrets and they can guarantee your marketing is going to make you the largest amount of money possible.

### **This is how you create a money machine.**

If you remember I have already explained a little about the power of "gain" and "pain." Everyone wants to get - they want to gain. And all people want to avoid loss and they want to heal the pain or prevent the pain.

So don't forget that when it comes to advertising, the two words 'gain' and 'pain' will place you miles ahead of the competition.

Some people have very little money and all they can think about is money-making. How can they get? How can they gain? Then there are others who are more affluent; they already have substantial sums of money but guess what? They're still interested -

we all have some greed in us - in gain! But even more important is to avoid pain to avoid loss. So keep that in mind in everything you do.

In the health care industry, which is the biggest thing on the frontier right now, it is prevention (avoiding pain) that is the number one motivator. So keep in mind - gain and pain - two crucial words when you are marketing.

If you don't think you can write copy that really sells, consider this – have you tried? With all of the insider information I'm giving you the techniques, the tips, the guidelines I've given you – **all you need to do is start. Use your 'swipe file' for inspiration.**

**Here's how I did it with the swipe files – this technique got me started...**

Gather some newspapers and magazines especially those pertinent to the product or service you want your direct response business to be. Look through the adverts. Cut out the best ones – the great headings or good copy, pictures whatever grabs your attention and appeals to you.

Then place your cut out adverts into a file. Send for as many of those offers as you possibly can. When the paperwork, the sales letter, brochures, reports whatever arrive on your doormat start another file for them. You may choose to have several files for different categories. These are your swipe files.

**Swipe files are your ticket to creating your very own strong sales copy for whatever medium you choose – sales letters, adverts, editorials etc.**

If you don't want to do any of this **the alternative is to pay a copywriter.**

That's okay if you have the money to pay somebody else to do it for you. However, if times are not so affluent right now and you really want to get started and you want to make money, I recommend you learn to write good copy. Believe me if I can do it anyone else can.

Even if you have the money, even if you have a successful business, you still want to know the elements of great copywriting so that when you work with copywriters you make sure they're not pulling the wool over your eyes.

So, that is an alternative route, you can employ a top copywriter to do it all for you. But if you do want to learn the art of copywriting the easiest, quickest and the best method is to read the work of some of the present day top copywriters and top marketers.

So read everything you can. Start that swipe file. Put everything in it that looks interesting to you and then practice. Write! Write! Write! Start writing headlines – it's fun!

Before I run a full-page advert, for sure, I'll write twenty headlines sometimes. I just write! No matter how foolish they are, however dumb some of them are I don't stop. I write fast. I let my subconscious take over and go with the flow!

**It's simply a matter of trusting your own abilities. Let go and trust.**

But when I'm done writing twenty headlines and go back over that list I usually find about three great ones. Then I try to narrow it down to the one I think is best. If you do this you'll become a good copywriter.

**Where do you start? With the headline!**

So, let's look at some of these other ways of marketing that I've touched on...

## **Direct Mail**

Direct mail is the secret that has launched so many people's fortunes. It has got to be the most exciting way to make money with direct response. The excitement comes from the speed at which you can make money with direct mail.

You send it out one day then three days later start to get orders in. After about ten days and you can be flooded with orders! That is how it works if you have a hot promotion and are selling great products or services.

That's the secret.

**You have to find something hot to sell! You need a hot promotion!**

I'm going to explain how you do both.

There are three crucial things you must consider before you mail. The right offer to the right people and, of course, at the right price. That sounds quite similar to what I've covered before and it is. But, **I want to put the emphasis here on the right people.**

The right people are of course your own customer list. I call that your own "in-house" list and so do many others in this business. They are your best mailing list.

But to get started. You don't have your own list so you need to know how to make money from outside lists.

The right offer has to go to the right mailing list - **people who have bought things similar to the offer you are now making.** You can rent these names from many other companies. There are thousands of such lists.

Here's an example:

ABC Health Publications: 35,684 people who have bought diet books.

## Before You Mail

These are three crucial things you must consider before you mail...

- You want to find people that are similar to the people you want to sell
- You want to find out what they've been paying for products and services in the past
- You don't want your price to exceed that.

And that is how you can be certain you offer your product or service to them at the right price.

### How do you come up with the right ideas?

At this stage you will have decided on your market place. Just a little homework can pay you huge amounts of money! The swipe file is the way to come up with all kinds of new ideas that you can use to make a fortune. That's when your swipe files are filled with direct mail pieces and adverts that you've saved.

This is how I do it...

### **"How two words scrawled in a jumble sale book took me from 'broom-pushing no-hoper' to £297,000 cash in the bank in just 180 days!"**

*"My Boss Laughed Out Loud When He Saw Me Sweeping The Floor At Work One Day. But It Was Me Who Had The Last Laugh..."*

Dear Reader,

I can't believe what just happened to me...

Three years ago I was a dead-end bloke in a dead-end job... a middle aged man 'kicked around' by life, ignored and patronised by just about everyone around me. Broke and broken.

#### **But now things couldn't be more different...**

We just moved into our dream home... a 5 bedroomed detached house with a huge garden in a leafy suburb of town... and sitting outside on the drive is a silver Mercedes SL convertible and a dark blue Range Rover Vogue. Just last week, we returned from a 10 day Caribbean cruise and later in the year we're off to the Maldives. All paid for in cash.

It's all a far cry from the 3 bedroomed ex-council semi, the rusting Ford Mondeo and the fortnight in a high rise hell-hole in Spain, (all financed by mortgages, loans and credit cards) which was my life before the day that changed it for ever.

My name is Terry Wilson, and I want to tell you about that day, what it led too, and how you can copy what I do now, (but without the blood, sweat and tears that I went through).

Okay, here's how it all started...

For more years than I'm comfortable remembering, I worked shifts in a factory making parts for the car industry. The pay was terrible, the work was boring and repetitive, and the shifts played havoc with my social and family life. My wife complained that we could never go out anywhere because I was always working... I did a LOT of overtime to make ends meet... and I

Whenever I need new ideas, I pull out my swipe files and after spending an hour looking and studying and playing with all these different pieces, I come up with more ideas than I can possibly handle.

For direct mail you have to start using this swipe file of direct mail pieces in your category. You sometimes can borrow good copy from other categories but start with your own category. Whether it's opportunity seekers, golfers, photographers or whoever you want to sell to, start collecting all of direct mail pieces as well as adverts from that category.

This is a great technique. Let's suppose you've found a four page sales letter that appeals to you with perhaps two or three or four paragraphs that jump off the page at you. What you do is highlight those paragraphs with a highlighter pen.

So not only are you saving sales letters and brochures and ads and direct mail packages, but you are highlighting what you think is the best of the advert and the best of the direct mail package.

Then when you have to write copy yourself, you can sit down and take some of the best things that came from other sources rewrite it (don't copy things word-for-word), and you have the making of a great sales letter or a great direct mail package.

Some of these companies are paying their copywriters £5,000, £10,000, £15,000 and more! Just think - you can lift things from them! Everyone does it, it is perfectly legal. Not word for word but you can lift these ideas and apply them to your product or service.

## **Studying the Best Companies**

Becoming a customer of your competitors is a way of spying on them and getting all kinds of valuable information that can put big money in your pocket. By becoming a customer you find out all of the things they do to earn their profits.

There are always reasons why companies are earning millions of pounds and you can find out by using this short-cut technique. So get on their mailing lists. Get them to send their offers to you.

You can compete with companies that are many times your size. That's one of the beautiful things about direct mail in general, you can be a small company and yet you can compete with the giants out there.

Let's suppose you are writing a great sales letter because the sales letter is the heart and soul of direct mail. Here's what to do...

- **Spy on the competition.** Find out what they're putting in their ads and sales letters that really turns you on in the field that you're in.
- **Find out what they're doing right.** Even a sales letter can start with a great headline.
- **Also look for anything they might be doing wrong.** Anything that puts you off.

You can use a 36 or 42 point size type (which is a large) headline - and then the rest of the copy could be typewritten or done on a computer in courier to give it that personal look.

The headline and the opening paragraph are crucial to a good sales letter. It's so important to an advert and it can be so important for sales letters. You have to be

enthusiastic. You have to have high energy when you're writing because you want to be excited so you can get the reader excited.

## **The Power of Telling a Story**

This is a great sales letter technique...tell a story. It must be an exciting story and you must have the benefits to the reader in mind. But people love to hear a good story why you're offering this product and service, and why it can do so much for them. For example, just as it has helped you.

You want to create rapport. A relationship with the people you're writing to. You want to use descriptive language. You want to make it exciting, but still plain and simple.

It must be:

:

- Easy to read
- Easy to understand
- Have short sentences
- Have short paragraphs.
- You can use bullets or diamonds to highlight things with bold type
- You can underline certain passages or sentences.
- You can circle things and use descriptive artwork that all can be done with a ballpoint pen and a ruler
- But don't do too much - just do it for the key points.

**Always pour on the benefits because it is always "What's in it for me?"** and you want your readers to know exactly what all the benefits are.

Describe a problem - a real problem - that you know the reader wants to solve and then explain how your product and service will solve that problem.

If your price is low, justify why you have such a low price. How can you offer something so good for so little? If your price is high then you've got to talk about the tremendous quality and service and the great value that you're offering to justify the higher price.

This is another insider tip....**put as many benefits on the first page of the letter as possible – don't save the best for last!**

You might be sending someone a four-page, an eight-page or even a longer letter, and most of the time long letters - four, six, eight or twelve pages - will do much better than short ones. But the person will make a decision based on your headline the opening paragraph and the first page of your letter as to whether they are going to read all eight pages.

So you have to make it very exciting! And then of course tell the person what you want them to do.



Make it very easy to order. They can order by phone and FAX as well as by mail. Don't forget the importance of a postscript - a P.S. With the possible exception of the opening paragraph and headline, the postscript you use (and sometimes I use even two and three of them) in bold type, really catches reader interest.

## **That is a formula for creating a perfect pitch to sell all of your products and services.**

### **A Great Guarantee**

This is something that can make up to ten times more money than just an average guarantee. Let me explain the difference.

A guarantee is very important but the traditional ten, fifteen or thirty days, while it is better than nothing, is not as powerful as **an unlimited money-back guarantee**. However, I realise some people won't want to do this with certain products or services.

Here are some examples of an unlimited guarantee:

- You tell people they can return the product back anytime, in any condition for any reason.
- You invite people to send you a post-dated cheque for thirty days time.

I know people in this business use this but I don't because I don't want all the bookwork. I am fussy about not wanting to make this too hard.

But I know some very sharp pros that invite people to send them a post-dated cheque (for a month later) and they ship the product. So they send the information, customers' study it for a couple of weeks and anytime during the 30 days they can return it along with the un-cashed cheque. That works brilliantly.

There are other ways you can have great guarantees. However, don't use this real phony guarantee: "We guarantee you'll make a fortune with this or we'll give you £5,000 of our money." Or, "We guarantee you'll get rich with this." Or, "I'll write you a cheque for £200." Or, "If you can convince me this isn't the best offer ever ..." I saw one advert yesterday, "We'll write you a cheque for £1,000." That is all hocus-pocus, I think.

But a strong guarantee greatly increases your sales! It can get people to respond to your advert at once.

### **Artwork and the Sales Material**

You don't often need artwork for the sales letter. But if you include a brochure or circular with your main sales letter you may want graphics on those sales pieces.

Also I've found if you're selling a home-study course with CDs or DVDs along with manuals and reports I get a photographer in. They put all of the parts of the course all

these goodies in the home-study course on black or blue velvet. You can prop it up by putting little books under it or some pages underneath it to lift up the manuals the CDs and everything to make a good picture. The photographer uses a ladder and they shoot down on all the items and get a wonderful product picture.

This can give a very honest impression, as it's a look at all the information you're going to get if you buy this home-study course. And of course you can also do this with jewellery, kitchen gadgets and a thousand and one other products. Taking a picture of your product helps the potential customers to see what they will receive and gives you credibility.

## **The Great Sales Letter**

So let me just cover a few of the things that I've already gone over for you.

The ultimate secret that will make completely sure that **your sales letter gets read every time:**

- a great benefit-driven headline
- a strong and interesting first paragraph
- a front page loaded up with bullet points.

People are bombarded with mail - you've got to give them everything! You've got to do that so that you can make your mailing package impossible to refuse. That's the secret to success.

No matter what you do, the whole idea is to get as many new customers as you can by offering them a free offer to come in, by selling something inexpensive, just by breaking even on the front-end or making a very small profit.

Building your in-house mailing list and then making direct mail offers to your in-house list - that's where the fortune is made. Everything else can make you a nice profit - the advertising, the three-step, the direct mail where you're selling something for a relatively low price.

You can't go out with £500 or £1,000 to strangers. You just want to try to make a small profit knowing that once you've got those customers, you're going to sell them again and again with related products. As you already know that's where the riches come from.

To do that you need to keep your customers happy. So you give them the best products possible. That's part of the strategy here. You want people to come back and do more business with you.

You can make tremendous profits from doing more and more business with the same people that initially buy from you, and then...

## **You can make a fortune from renting those names out to other people!**

Your customer mailing lists can be worth a lot of money to other companies. That includes the list of people that you initially brought in on a low-cost or no-cost offer but didn't buy additional products and services from you.

So even if you lose money because a high percentage of your new customers have not bought your back-end products you can turn that loss into profit.

### **Mailing List Broker**

A good mailing list broker's job is to make you rich. That's their only job because the more money a good list broker earns you the more money they earn too. So it is their job to do everything possible to make you very rich.

Before I go any further into direct mail let me explain what a mailing list broker is and also a mailing list manager. I know sometimes people are confused about those two different descriptions.

A mailing list broker is someone that usually brokers all kinds of lists from all different kinds of companies. In other words, whatever list you want they make a few phone calls and find the list for you. (E.g. you want 10,000 names and addresses of people who have bought golfing equipment in the last 12 months.)

A manager, who sometimes is both a manager and a broker, is someone who manages specific lists. In the opportunity field there are a couple of top managers who may have thirty clients and they manage their lists.

If you want additional lists they make enquiries and obtain other lists outside those they manage exclusively. They know everything about their own lists because they deal with the list owner on a regular basis. So they can fill in all kinds of information for you about the people on these lists.

That is the difference between a broker and a manager.

Here are three key factors for finding other companies' lists that can make you rich:

1. **Recency.** You want to test names first of all that are ninety days old or less. You don't want names that are a couple of years old. Sometimes you can make so much money with a company's ninety days list that you go back and rent their other names, even if they are a year old. But before you do that you want to give it your best test with a recent list from another company.
2. **Similarity.** You must be selling something that is very similar to the product or service that the people on this mailing list have bought previously.
3. **Cost.** I believe the cost of the offer is important. If you can get your hands on several thousand names, for example, who have spent £99 for an offer similar to yours - not the same as yours, but similar – then you need to be selling

something for £79 rather than £200. If they spent a bit more money on what they recently bought than the cost of your offer I've found that to be a powerful way to get the most from the mailing list.

One more thing about lists...

**There are all kinds of lists out there** - especially in opportunity fields - you can pick up these salesmen in the money-making type magazines. They run all kinds of strange adverts that will offer you real cheap lists.

Some of them will offer 1,000 names for £40, but if you rent a thousand, they'll give you a second thousand free. Others offer 5,000 names only £99! Rent them now!

**These are usually garbage.**

Nine times out of ten you'll fall flat on your face with these names. Don't be penny-wise and pound-foolish! Get the best names from a reputable firm. In most fields, to get the best names of buyers the going rate today is somewhere between £100 and £150 a thousand. When people offer you these bargains for twenty to fifty pounds they sound good but remember the cost of the list is a small part of the printing and postage that you're paying. Don't fall for these gimmicks!

## **How to Earn an Extra Hundred Thousand Pounds a Year**

You can use this secret method to make money virtually straight away ...

There are all kinds of small dealers in the country who advertise in places like small tabloids, mail order magazines, advert sheets and on the Internet. What I've done is send a letter to these people.

Here's an example...

"I see that you're offering (products or services). Our field is money-making opportunities for the discerning entrepreneur. I know that you are generating names. Don't throw the order forms away! I will buy your order letters - whether people have spent one pound or one hundred pounds - I'll buy them from you!

Get in touch with me. Tell me how many names you generate in any thirty day period, or any sixty day period and I will buy them from you. I want the actual order form or coupon and envelope."

What I do is pay fifteen pence a name for companies who receive a pound in the mail for maybe giving away a freebie but charging a pound for postage and handling.

If somebody is selling programmes for £100 or £195, I'll pay up to seventy-five pence for each name on that list of buyers. I'll take the order letters or coupons and put the details on mailing lists and **I can make up to two or three pounds for every name by renting them to other dealers many times over.**

I allow people to rent 1,000, 2,000 or 5,000 names. You can make money with this right from the start!

## **Some mailing lists are worth up to ten times more money than others!**

If you have a list of 5,000 people who have spent £297 for products or services, it is much more valuable than a list of people who requested free details. That includes the people that enclosed a pound to get some sample or to pay postage and handling for a booklet or something.

**The more money the customers spent the more valuable the list.**

The right mailing list can make you the easiest money again and again.

When you have a product and you know that there are 100,000 names out there from a few other companies and that you can rent those names, you can literally make a fortune in a few weeks' time by sending your offer to those people.

However, if you remember what I explained before...

**The fastest route to getting rich in direct response is to take it slow.** In other words first you test, then if it's successful – and only then - you roll out.

So how do you apply this safe-principle to mailing lists? I've already covered that you test initially by mailing ONLY to names on a list no older than 90 days.

You wouldn't take all 100,000 names at a time. Instead you mail to 1,000 names at a time. Sometimes a mailing list broker won't sell less than 5,000 names. When I encounter this, I simply mail to 1,000 of the 5,000 names I rented and hold the other 4,000 back.

**Here's a direct mail secret that will save you a lot of money...**

If those thousand names don't work, you don't want to mail to the other four thousand. If the thousand does work, you want to mail to the four thousand and get plenty more orders.

Find lists that are very similar to reaching the same kind of people that you want to reach. One of the nicest things about direct mail is you can make money super fast – so go with these insider secrets. Use them - they are the result of years of experience in the direct response business and can save you a fortune and make you a fortune. It is such an exciting way to make money.

## **Some Golden Tips**

If you have a high priced offer of, say £497, never offer it by direct mail to a cold list. **A cold list is not your own customers but ones you are renting from others.**

That's often too much money to go out with especially if it's two, three, four or five hundred pounds.

Sometimes it will work. Most often it will not work.

However, there is a two-step method where you can offer high priced products to a cold list...

## **Direct Mail Postcards**

Postcards are very cheap to print. You can mail them for a very small amount - bulk mail. Here's how you do it...

You send out the postcard with details of your product or service and a free offer. The free offer can be a booklet or something to entice these people to return the postcard with their name and address, email, or to call a phone number (always give a phone number). This is called a 'two step' campaign. Then you send them your big direct mail package to get the three, four or five hundred pound sale.

So for a cold list you either offer a product under a hundred pounds or use the postcards to initiate enquiries on high-priced product or service.

The postcards can give you the very best pound for pound return on every single penny you spend under direct mail.

Sometimes you can ask for a pound for postage and handling. But to get the biggest response, offer something free - a free report - which can be nothing more than a glorified sales letter with some good information in it.

### **Postcards are mighty mites - they bring in a big response!**

They are a great technique for throwing out that big net to bring in as many fish as you can. I don't consider people are fish of course!, I am just using it as an analogy. Bring in the catch and then a certain percentage of the ones you bring in will be the keepers and they'll buy from you again and again.

Those little postcards are a **cheap, effective way to test your market**. If something doesn't work on a postcard, and by working I mean if it doesn't make you a profit, chances are good that it is not a strong enough offer that is going to make you money any other way either.

So, it is a great way to test. It is one of the secret methods that I use to find out how hot something is and how profitable something is going to be.

Let's take another look at...

## **Getting the Most from Direct Response**

Constantly mail your customers with additional related offers. So many companies aren't doing this.

## **You can make ten times more money.**

And here's another insider secret which I have already touched on but a lot of people are afraid to do this...

**Rent your mailing lists to other people.** I know I was afraid to do this when I first started. But you don't have to worry.

Here's why...

You can seed those lists in the same way as list brokers do. They put dummy names, decoy names on the list to check what's being mailed. You can do it too. You can misspell your own name and put it on the list. John A Smith for one rental, John B Smith for another, John C Smith for a third and so on. If you receive mail at your home address to John C Smith, you KNOW it came from a certain rental! No question. Maybe get your sister to put her name on the list and misspell her name. You can do things to monitor your lists and make sure no one steals it by mailing details of more than the product you had both agreed to and that they paid you for.

Remember, when you rent in a name or rent out a name, it's a ONE TIME USE deal – you or they do not then own that name to be mailed many times more!

People worry too much. Will someone steal their ideas? Will they steal their product? Will they steal their book idea? Will they steal their mailing lists? Yes, there are some unscrupulous characters but you cannot worry about that because 99% of the people are honest. If you hide everything that you have and you're afraid to sell it then what's the point of having it?

The whole secret is...

## **Some people always make money in direct mail because they are able to think a bit bigger than other people.**

That's the secret - when you're using direct mail and you're putting these ideas into action, you have to have enough courage to stick your neck out and think big.

## **Six Giant Steps to Success with Direct Mail**

- **Mail first class if your package is under an ounce.** On the envelope only type a return address in the left hand corner and then the person's name and address. You can do this on the computer or it can be done thousands of times quickly at a mailing house. Make it look personal. If it is obviously bulk mail - a 6 x 9 package or a 9 x 12 or weighs several ounces people know it's not first class. Then it's fine to use teaser copy. Teaser copy is to put the biggest and best benefit or benefits on the outside of the envelope to entice people to open it.
- **Always use a big, bold headline** on every direct mail package, on every piece of sales letter. You can put some lines under them or over them, you can box it. In fact the original Johnson box is you take a bold, dark pen and put a box

around the benefits. It becomes like a headline. Then follow with typewritten or typeset copy.

- **Long letters usually out-pull short letters.** The reason is simple: you wouldn't send a salesman or a saleslady out to make a sale for your product and say, "Look, I don't want you to talk to these people for more than five minutes." You would send them out with all the ammunition they could possibly take to make the sale. So long letters usually out-pull short letters.
- **Put your best copy on page one.** I want to reemphasize that. Some people want to build up. Maybe by page three or four they are going to hit their readers with the big benefits and they are kind of leading them in, bringing them in, setting them up, and BANG! Wrong! You want to put your best benefits on page one so they will read the rest of the mailing piece. You want people to respond and they obviously can only do that by reaching the end of the sales patter.
- **Use testimonials** especially when you are selling a higher priced package. It can help with anything you are selling for money and that is because people tend to believe what other people say about you. They expect you to be excited about your own product and to say wonderful things about it, but what other people say gives it more credibility.
- **Freebies build business.** This is so important! I've talked to direct response marketers of newsletters and many different types of products or services who have told me you can increase results 300%. Three times the orders by putting good freebies - one, two, three, four! Some of the newsletter publishers sometimes put five, six, seven freebies. You subscribe to that letter for £99 a year and here are several wonderful freebies.

I read stock market letters and other types of offers from magazines and newsletters. Sometimes I am just blown out of my seat by all of these freebies. I don't really want to subscribe to the newsletter, but these freebies sound so good I have to.

So keep that in mind with your offers. Add one or more super freebies. You don't have to spend a lot. Short paper and ink reports are cheap to produce but have a high perceived value. Worth every penny when you consider it can increase your sales by up to 300%. Worth every penny to your customers because of the high quality information you're giving them.

You can make as much money as you want for the rest of your life by following those six proven specialized response techniques – if you use them.

You see how great all this is? I'm not explaining abstract things or theories. This is what I do on a regular basis through my direct response business.

**Everything I'm teaching you is not from some old mouldy textbook - it comes from real life experience.**

If I've done it – and I do it all the time - you can do it too!



## Pricing of Products Over a Hundred Pounds

Here's a terrific insider secret...

Once you've crossed a hundred pounds (that's a pretty big barrier) some people will try to sell items for £119 or £129.

This is how it works – when you've crossed the hundred pound barrier, you can add a few more bonuses or something, fancy-up your package to make it look more exciting, give them more good information and you can easily go to £197.

Don't get stuck with these oddball prices - £119 or £129. You can easily take that to £197 for example. **I receive almost as many orders and a whole bunch more profit.**

It doesn't matter how much you charge for your product or service. You have to test different prices and you have to let the market tell you how much they're willing to spend. You can always tell by the amount of profits that you make by testing one price against another price.

## Exciting Copy

This is how I write strong exciting copy that jumps out at the reader...

**Cash in during your inspirational moments** because when you're excited about something, you have a tremendous amount of energy that can work for you and you can put that into your copy.

That's a real secret that I use to make a lot of money. **Whenever I'm excited - that's when I write my advertising copy.**

Buy a dozen yellow pads and keep them handy. Have one in the bedroom, another in the kitchen, the living room, the den or wherever. When you get excited about something - you've just read something, you've heard it or you've been looking at somebody else's direct mail package - you grab a pen and start writing.

You write until you're ready to stop. Don't read over it until you've finished. Just write. When you have that adrenaline going you are so excited and you can write magic copy!

It might not all make complete sense at the time but you can go back later and cross this out and add a little of that and dot the i's and cross the t's.

That is when and how some of the best copy is written and the best ideas evolve. I'm going to cover all of the secrets to writing good, strong copy that can make you millions.

I just want to say now that...

## **Simple English can make you a millionaire if you know how to do it right.**

Start saving the direct mail that you get. Quit calling it junk mail. This is mail that can make you millions.

Don't forget - start a swipe file and refer to it often.

A bit further on I'm going to explain more about the swipe file but first I want to explain the secret that you can learn to make well over £1,000 an hour for every hour that you spend using these ideas.

And that is by knowing...

### **How To Write Million-pound Copy**

Copy is the big equalizer. It gives you the advantage over the competition. It can equalize even competition that is ten times bigger than you. I discovered years ago that sometimes good products and services would lose money because the copy wasn't good enough to sell them.

Conversely, sometimes pretty bad merchandise was being sold with great copy. The ideal situation is to have great copy and great merchandise - great products. But noticing that quite often the bad junk was outselling the good stuff, **I realised that copy was the great difference between success and failure.** You must have great copy if you want to make money in the mail order direct response business.

The whole purpose of this Mega Wealth Matrix is to teach you to recognize good copy when you see it. I've already told you the importance of the headline. **But have you started to keep a swipe file?**

Are you cutting out headlines from other offers that look real good? Are you pasting them up in notebooks? Are you building your own file that you can visit to select a great headline for what you want to do? If you're not, you're just short-changing yourself because once you learn to write great headlines the rest of the copy will become a lot easier.

There is more to do - you've got to make the advert look good, you've got to make a strong offer, you've got to tell a story if you're writing copy to sell - I'm not talking just about enquiries, small little adverts - but copy to sell.

You're going to have to tell a story that is convincing. You're going to have to pour on the benefits. You're going to have to use some testimonials if you can get them. You're going to have to have a strong guarantee.

And you're going to have to sum up everything with a great close so that people know exactly what to do and you want to make it easy to order. That means that you don't

just take cheques and money orders. Do everything you can to take Visa, Mastercard, or Paypal on the Internet. Make it very easy to order.

Let's suppose you're already receiving a certain mailing on a regular basis or you've seen adverts that have been running for months or years - you know those are winning adverts and winning mail. **What step-by-step process do you go through to create those adverts that have produced millions of pounds?**

First of all, I look at what the offer is. What are they trying to sell? Then I start thinking about all the benefits that would apply to that offer and I always look for the hidden benefits. In other words, like the example I gave about the teacher selling a course on how to play the guitar.

That's a skill. That's learning music. That's self-gratification. But once he discovered that lots of young people (young guys in particular) want to play the guitar to attract the opposite sex, it was easy for him to slant the copy towards that; to have that attractive model beaming at the young guitar player as he played.

### **The results went through the roof!**

So, first I make a list of the features. What will this product do? What is this book all about? And you write all the features and you think about the people most likely to want these features.

Then you turn those features into benefits, because benefits sell far more than features, but you can start with features and turn them into benefits.

Then, of course the main thing is I look for the great headline - and I might write a twenty or even fifty headlines on my big yellow pads - and look for the one that will be best out of those. Then I try to make an offer.

I tell a story.

A word of advice on stories...

As with any other market place, times are always changing. Years ago telling the story of how a person went from rags to riches was a winner. Any product or service with such a letter inside the copy sold like ice cream cones in July! However, it has been overused now so steer clear of it.

But there has to be a reason that you came upon this product, that you manufactured this product or that you became a distributor of the product or why you wrote this book, or are selling it. You tell a story about what it has meant to you and people you know. And then you convey that to the reader.

The whole idea is to get the reader excited. **Your copy has to be so exciting that they would walk a mile to get a postage stamp to mail that order to you!** You really have to get them all fired up and you do that by using very exciting benefits and

just making it seem as though the reader would be crazy if they didn't buy this product.

That formula is the reason why good direct mail copy can make you millions because you can sell to literally thousands of people. **It's remote control selling.**

You constantly borrow from the past masters. There is a headline that has been one of the most famous headlines ever used. I believe it was written by John Caples and it says, "They laughed when I sat down at the piano... but then I started to play." That was back in the 1930's or 1940's and for many years it sold a course on piano playing - teaching yourself at home.

How can you use some variation of that? Well there is a major direct mail dealer in New Jersey who for five years has used the headline, "They all laughed when I said I was going to start my own business. But look at me now!"

He took that old headline, changed it ever so slightly and it became a great headline for a money-making programme that he has. That is **the copywriters' secret trick** that they use to maximize all of their profits. You can use that too!

**You can write great adverts from studying the successful adverts that other people have used in the past and finding ways to use those ideas.**

Here's something important...

## **How to Make Your Claims Believable**

Copy that states you made £50,000 in a month and that you started with very little money may automatically be dubbed as a sham. To overcome this you have modify the copy and explain how it happened.

In other words, if you really did turn £2,000 into £50,000 in 30 to 45 days you may want to show a weekly total or something because you have to make it believable.

And by the way, you wouldn't use £50,000.00; you would say £49,673.27p. Why? Far more credible because it is an exact sum.

It's only when you are in the direct response business, especially if you're selling information products, that **you realise these wild claims aren't wild at all – they're perfectly possible.**

So for your copy, bring it down to a level that the average person can comprehend and believe in. Break it down into a week or a day.

Here's another golden rule to making huge amounts of money in direct mail. Write to people and treat them like you want to be treated.

**Sell one-to-one!**

It is all one-to-one especially when you write an advert. Maybe a million people will see it. You might be sending out a sales letter to one hundred thousand or more people, but it is always you, you, you.

I occasionally get these sales letters that say, “This is for all the people out there who want to do “x”, “x”, and “x”. I want all you people to realise ...” That is *suicidal* when it comes to writing copy because you have to deal with that person one-on-one not talk to him like he is a member of some huge group.

What is the real secret to persuade people to pull out their cheque books, wallets or purses and send their money to you?

**Build an offer. This is the key point.** Build an offer that is so irresistible that they can't stand not to do it. As I explained earlier I'm interested in the stock market. Sometimes I get a promotion in the mail and I decide not to subscribe because I'm already getting more than I can read. But I read the promotion because I want to see if they are making a strong direct mail offer for their subscription to the newsletter. But then for instance they have information on mutual fund strategy. And I've always wanted to know about this mutual fund strategy. **So I subscribe just because the copywriter has made such an irresistible offer.**

That's what you've got to do! Free bonuses can be special reports that cost ten and twenty pence each but the power of these reports is not the paper and ink but the ideas on them. What do I care if it's a four page report that costs ten pence if there's valuable information on it and it is one of several free bonuses I'll receive? And then you can test different bonuses to find out what works best.

Testing takes patience and some work. But it's sure worth it when you consider...

### **You can make up to ten times more money from every advert you run by testing different things.**

I make more sales and more money when I test and you can do the same. You can increase your profits by up to a thousand percent or more just by testing a lot of different things. It is a way to fine tune your marketing and to make the biggest profits possible.

Even though you can systematically lose a little bit of money by testing a lot of different ideas and finding out what works, you need to do it. **Because when you roll-out with the one idea that *does* work you recoup everything plus gain BIG time.**

### **More Information on Testing Headlines**

I had a manual years ago that I called “The Greatest Horse Racing System Ever Published” and it did pretty good.

But then I tested other headlines and I came up with a headline that says ‘Winning At The Races May Not Be Fun, But:..’ and then in the sub-headline I went on to tell

people that I had perfected several systems that made winning automatic at the horse races.

## **Changing the headline increased results by five times!**

So, without changing another word in that full-page advert, the headline can bring you spectacular results.

You can achieve maximum copy results from a minimum of effort by testing a little tiny thing. It's all about finding the way to make an offer so special, interesting and exciting readers simply cannot turn it down.

Benson Barnett, a guy in Chicago wrote in one of the marketing magazines about how he was selling a course for writers.

He started out with headlines that said something to this effect: "A Course For People Who Want To Learn To Make Money Writing." He had some success but not spectacular success.

Then he came up with the headline "How To Make Large Sums of Money Selling Short Paragraphs." Once he changed to the 'short paragraph' idea, he was able to convince people that there are a lot of publications who will publish jokes, little personal histories and all sorts of other things that don't take forever to write and his **course took off like a bat out of hell**. Always remember people are VERY LAZY. If it sounds like they have to do a bit of work, they simply will not send off for your item, no matter how much they could make from it. Human nature, I'm afraid.

So what you have to do is focus on your offer and what it specifically means to the person that you want to reach. That can make you thousands and thousands of extra pounds.

Here's something else...

## **You can be goofing off and making money just by dreaming up a bunch of ideas.**

It's so easy...

I carry small writing pads everywhere I go and use the yellow pads at home to come up with all kinds of ideas while watching TV or driving in the car.

I don't sit there thinking about coming up with new ways to sell a product or service or to create a new product or service, I allow my subconscious to come up with answers. Whenever it does, I simply jot those ideas down ready to go back to them later and think them through further.

The secret is not to try too hard. Don't sweat over a headline or ideas, just plant the seed by telling your mind what you want and then relax. I even get ideas and copy in my dreams. And so will you.

**Cardinal rule...write any ideas down as soon as you can or risk losing them.**

Believe me, no matter how much you think you will remember and be able to write it down later you usually won't.

## Simple Testing Methods

Let's say that you're going to place a large advert in a magazine.

Maybe you start out with twenty headline ideas and you've narrowed it down to two but you don't know what's best. You arrange for the publication to do an A-B split. Half of the ads will appear in that publication with one headline and the other half with another headline.

With direct mail, the headline is important but you also want to test your opening paragraph and your first page.

## Price Testing

I have done split tests, mailing to half of my customers at one price, and the other half with another price.

I've found £49.95 will bring you more money than £59.95. And, £69.95 will bring you more money and more orders than £59.95. And add the magical number seven (£69.97) and the results are even better!

**That's a powerful secret that's used by almost all millionaires: price testing.** It is real easy. All you have to do is have the exact same sales material that you wrote and you test by changing the prices on the order forms and change the prices on the direct mail letter if it's a direct mail package. If it's a magazine advert, you can actually have the magazine run a split test for you too.

There is a guy who sells information on self-talk and self-hypnosis. He put together a course that he was selling at £129.95. He did a test of adding a few more bonuses and put it out at £195. So he went out with about twenty thousand sales letters. Ten thousand at £129.95 and then ten thousand at £195. **The £195 got a few more orders plus a whole bunch more money.** So it shows you, it can be dramatic!

Speaking of dramatic don't forget a dramatic guarantee can greatly increase all of our listeners' response.

## Guarantees

Risk Reversal: the Great Guarantee

I explained earlier that risk reversal guarantees can easily double, sometimes triple the number of responses you receive. Although I don't personally work this strategy it's worth knowing about, so here it is...

With your adverts or sales letters this is your guarantee...

“Our ultimate guarantee: We believe so much in this product that we invite you to send us your cheque post-dated thirty-one days.

If you don't like the package we send you, you can return it and not only will we give you your money back, we'll give you your un-cashed cheque back!”

Many direct response marketers have made a fortune with this technique. So why don't I do it, what is the downside to it? You've got to have a filing system that keeps track of those cheques so you know when to cash them. And you don't get your money right away. You have to wait thirty or thirty-one days. But if you use that technique it is guaranteed to increase sales.

The ultimate guarantee is to sell without asking for money. I don't use this again because I don't want that kind of paperwork. E.g. the “We'll invoice you later” approach works well too.

So, if like me you don't want to give the thirty-one day cheque option or the send now pay late option and have about 25% of them not pay you - you have to have your pricing structured in such a way that you make money anyhow.

Then the best guarantee of course, is a very strong guarantee. Forget about ten or fifteen days - **always at least 30 days.**

**Here's an example of a correctly worded guarantee.**

## **Your Peace of Mind No-Quibble Money Back Guarantee**

Examine *The Mega Money System* in your own home for a full 30 days from receipt. Break open the packaging, watch the training sequences on the video CDs, do whatever it takes to completely convince yourself that it is possible to make an excellent living from a few hours a month on a PC in your own home. If, for any reason whatsoever, you are not completely convinced and delighted, simply return the course in any condition within 30 days of receipt for a full, no-quibble refund of your money. That's how certain I am that you are going to love this course and make it work for you.

**There is no way I could make such an offer if it didn't do exactly what I claim.**

### **Seminars and the Guarantee**

However, if at any time you decide to run seminars you can offer a sixty or ninety days guarantee.



Here's a guarantee and the results that one company made. They priced their seminar at £4,950.00. Their offer was you could attend this three day seminar. It started on Friday and if by noon on Saturday you were not completely satisfied that you were getting all the information that you needed, and it wasn't the greatest possible seminar that you had attended, simply tell them and they would refund every penny of the money on the spot.

That is a great guarantee! Some people would be afraid to make that but this company made it and it worked brilliantly. They got on average 2 refunds per 100 people.

## **Major Points of the Perfect Sales Letter**

So let's re-cap on some important points that make up the perfect sales letter. Don't make this mistake...

If it's an eight page sales letter don't wait until page seven or eight to explain the offer. That's foolishness! That's suicidal when it comes to making money!

Remember to put all the benefits you possibly can on page one because unless that page captures their interest they won't read the other seven pages of an eight page letter. Use wide margins and make it easy to read.

This is the format... Wide margins, short paragraphs, short sentences, a lot of space between paragraphs and a lot of sub-heads. The sub-heads are like mini-headlines! With eight pages I would like to see at least ten or twelve of these sub-heads breaking up everything and making it easy to read.

And of course don't forget to...

### **Make your headline jump right out of the page!**

Here is a sample of the opening of a typical direct mail piece (this one made half a million pounds).

## **“Could You Use An Extra £12,000 Un-taxable CASH Each Year?”**

*“I have been making good money year in, year out, for just one hour ‘work’ per week. I would like to share my secret with you...”*

Dear Friend,

Would you be interested in a way of generating £1,000.00 extra cash each and every month?

Supposing this cash was also un-taxable? Wouldn't that be a bonus? What would you be prepared to do for **£1000 in £50 notes**, right in your hand each month? How does **one hour** of easy work every week sound? I know what you're thinking, I couldn't believe it either when I was told about it five years ago.

I want you to read this letter through to the end. In return, I promise that I will tell you how to make the cash in this letter. I won't be hinting. I won't be offering tantalising glimpses of what the method *might* be - I'll **actually tell you the details so that you can decide whether or not to use it for yourself.**

### **Do You Qualify?**

In a while, I am going to ask you a 'qualifying' question. If you answer wrong, then this system of cash-generation is probably not for you. If you answer right, then you are perfect for this.

A good friend told me about this method a few years ago. My first reaction was; *"Come off it! You can't make money like that - it's just not possible."* Then he showed me his statements and meticulous records going back several years. Sure enough, there was the money. Sometimes it was £14,000.00, sometimes £6,000.00. There was one good year when he made £18,000.00 cash, and one terrible year when he only made £4,000.00 cash. It averaged out at around £12,000.00 per year.

Then he told me the clincher:

### **The Inland Revenue knew about the cash, but didn't want a penny in tax - then, or ever!**

That got my attention. And when he said cash, he meant exactly that. Bundles of £50 notes! He showed me the thickest wedge of money I have ever seen, and that was just 'handy' money. He'd banked the rest.

And so on...

Here's another technique you can use if you decide to offer some great products free...

Further on in the copy you tell them to get this free product they have to buy something else. That can work. But “free” is a powerful word!

Many years ago there was a guy – whose name escapes me – with a publication called ‘Money’s Worth’. **He used one-word headlines.**

One of the words he used was “crazy”. He used a huge - six or eight inch type - CRAZY and then he’d show a picture of himself with his hair sticking up in the air. He looked like a madman and he was saying that he would give a subscription to “Money’s Worth” magazine for one dollar.

His advert copy explained how his subscription manager, his wife and everyone else said, “You’re crazy!” So I did the same thing with the word “free” and even though crazy used in the proper context can be a good word, the one-word headline “free” is even more powerful.

## **More Cutting-edge Marketing Secrets**

These are from the world’s best marketers. I’m talking about people who are earning millions of pounds. The four basic techniques that all millionaires have mastered:

- Marketing strategy
- Back-end sales
- Knowing your market intimately
- Testing

I’ve already covered a lot of these ideas. But I’m going to explain in-depth the real secrets that millionaires have used to master all of these because just knowing something is not enough. **You’ve got to master these principles.**

Let’s look at getting to the heart and soul of this mastering process...

I’ve covered the fact that people buy for two reasons - to gain something or to avoid some kind of pain. But which kind of marketing approach should be used in your marketing strategies? Should it be a positive approach where they gain and you talk about all the things they gain? Or should it be a negative approach? One where you talk about all of the things that they’ll lose if they don’t do business with you?

Here are the answers...

### **The positive approach works best most often.**

But remember the words are “gain” and “pain”. There are some markets for example the health market and senior citizens who have great affluence already where the fear of loss, the fear of pain is greater than gain. But in most cases I think you should talk about gain.

And in all cases with large adverts or sales letters you should incorporate both gain and pain, even if it’s pain-avoidance you are selling.

Look, this is really quite simple, If you were selling an arthritis cure (assuming such a thing existed), then yes, you would mention freedom from pain, but wouldn't a better headline be:

## **Walk and Run Like a 20 year old once more!**

In other words, you are stressing the GAIN they will experience when they take the cure. All pain-avoidance headlines can be re-written to be gain headlines.

**Make Money!** is far better than **Get Out of Debt.**

**No More Baldness** is far worse than **Thick, Lustrous Hair Once More.**

For headlines I've always done better with a positive than a negative approach.

The best way to compete successfully against other advertisers is to learn to put together great headlines and a USP – a unique selling position.

### **The headline catches attention and the USP separates you from the herd.**

Here are a few examples of "how to" headlines for you...

**"How To Get Rid Of Your Money Worries Forever"**

**"How To Live A Long And Healthy Life"**

**"How To Get Rich In Mail Order"**

**"How To Win At The Races - Without Gambling"**

**"How I Raised Myself From Failure To Success In Selling"**

**"How To Improve Your Memory In One Evening"**

**"How A Fool Stunt Made Me A Star Salesman"**

**"How To Make Yourself Judgement Proof"**

**"How Investors Can Save 75% On Broker Commissions"**

**"How To Beat Tension Without Pills"**

**"How To Pick Up Girls"**

**"How To Find Your Ideal Tax Haven"**

**"How To Live In Mexico On Just \$10 A Day"**

**"How To Make Big Money Repairing Computers"**

**"How To Look Ten Years Younger In 10 Days"**

**"How To Eat More And Weigh Less,"** (That's a great one!)

**"How To Erase Bad Credit and Live The Good Life"**

**"How To Make Money Writing Short Paragraphs"**

So when you're trying to sell something, consider a "how to" headline and some variations of these because they can work like magic.

## **A Fear of Success**

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

### **The fear of success is epidemic in our society!**

So many people have this fear and don't realise it. They're afraid of money because they've heard negative things about money and some people abuse it. If you have a fear of getting rich you must break free from it – **otherwise you'll sabotage every effort to make money.**

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

Don't harbour thoughts like 'how can I get rich?'

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

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

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

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

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

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

It is foolish to be afraid of it. If you have superior products and services or just plain good products and services, the refunds will be acceptable – maybe ten percent or so?

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

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

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

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

### **Projecting the Right Image**

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

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

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

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

That's niche marketing.

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

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

### **Here are five steps to getting it right...**

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

5. **Your advert has to be dynamite.** With a small advert that means a great headline. And of course you want the word “free” F-R-E- E in that advert if you can, because that’s the number one word in advertising.

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

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

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

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

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

If you have a great back-end offer you mail to those customers at least three or four times a year and even better, five, six, seven, eight times a year.

If you think that sounds a lot, it isn’t.

Just to your best customers, what are called your ‘multibuyers’. By segmenting your customer list you can make up to fifty times more money on that small group. It may not be a very large group of customers when you segment those names.

## **How to Segment your Customer Mailing List**

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

If someone replied to a free offer, they’re not really a customer. They’re just someone who raised their hand and said, “Hey, I might be interested in what you have as long as it’s free.” So enquirers may be the largest part of your data base but they are not the best – and that’s an understatement! Someone who has spent just one pound with you is ten times more likely to buy more from you than someone who has just asked for your free report.

Then, the second segment would be people who replied to an offer. They spent a little money or they requested something free and then purchased. These people are buyers. The people who have bought once are not a customer either but they are hugely better than the list of enquirers. They are gold dust.

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

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

## **How to Obtain Testimonials**

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

However, you never give their full name and address – simply their initials or name and the town they live in. That technique makes a tremendous amount of money.

E.g. S.C. (Bradford)

Or...

G. Price (Cardiff)

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

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

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

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

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

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

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

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

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



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

### **You just tell the truth.**

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

### **I sold every book!**

I didn't make a profit but it was good for customer relations and I cleared my stock.

### **How to Find Gaps in the Marketplace**

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

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

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

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

### **Start Small**

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

Instead they want to craft an offer.

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

### **The RST Get-Rich Method**

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

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

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

Here's the easy way...

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

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

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

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

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

### **You use this technique to jump start your own creativity.**

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

### **The Millionaire File**

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

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

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

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

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

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

### **That will be your “millionaire folder.”**

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

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

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

They all borrow from each other a little bit along with going back and pulling things out of their memory banks. But not one of us can rely solely on their memory banks. It's impossible to remember everything about marketing. Sometimes when I see an idea presented by someone else I remember that worked great for me some years ago. I wonder why I've stopped using it.

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

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

### **The Value of a Critique Service**

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

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

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

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

Learn how to become a master copywriter by writing all of your own adverts and then giving them to a professional copywriter to critique them for you. They can point little things out to you that can make you a lot of money – far outweighing their fee.

Mistakes perhaps you didn't even realise were mistakes because you were a little too close to the whole thing. When they are your projects and you put them together, you don't have that conceptual vision.

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

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

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

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

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

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

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

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

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

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

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

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

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

Another thing I would like to pass on...

## **Brilliant Article Writers**

When you buy a 'trashy' magazine or down-market newspaper, you have some of the most brilliant writers in the article field. Many of the articles are written in such a jazzy way, there is so much gossip and the copy is so hot you can actually take some of that copy and transfer it to your advertising. And... these people know one key factor. The average reading age of adults is that of a 12-year old!!! So long and difficult words are out.

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

Plus you can uncover the ways that certain adverts were constructed - the beginnings, the middle and the ends.

Through studying, you find all kinds of different ideas to use for your own promotions. Different ways that some writers have introduced their offer and how they've made it all very clear to people. Different graphical ideas that really helped the reader to soak up that offer and really understand it. There are all kinds of things that are being used out there and, collectively, there are hundreds of copywriters all

across the country that do nothing but think about all the different ways to make money with their sales copy.

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

## Newsletters

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

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

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

## Twelve Mega Wealth Strategies

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

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

1. **Find your market before you create your products or services.** Not doing that is a major mistake people make. I'll say it once more. **Find your market BEFORE you put together your products and services.** That is essential to your success!
2. **Fall in love with this great business.** The direct mail business, the direct response business. Over the many years that I've been doing business and interacting with clients all over the country and the globe I find the most successful people are those fanatics who love the business. The more you love what you're doing, the better you'll do it.
3. **Only sell the kind of stuff that you know is good and you're proud to sell.** That's real simple but it is so true. If you don't believe in what you're selling, you're not going to do a good job of selling it. So only sell what you know is good - what you would be willing to buy.

4. **You'll sell best what you know best.** So if you already know about your products and services, if you have years of experience with them - maybe just as a customer or as a hobby or whatever you used them for in the past this gives you a big edge. If you don't know them intimately, learn it through research *before* you sell them because you sell best what you know best.
5. **Develop your own products.** It is very important that you have the rights to your own products so either develop your own products or get the rights to products. If you're selling CDs you want to be able to duplicate them. If you're selling books and manuals you want to be able to print them. If you're making DVD's you want to be able to reproduce them. So get the rights to your products - you either put them together yourself, you hire someone to do them for you, or you get them from a company who gives you the rights.
6. **Give something away free or sell something relatively inexpensive on the front-end.** Everything starts with the front-end. All the money is on the back-end but we need this front-end funnel to bring people in. So have an inexpensive offer or a free offer on the front-end.
7. **Realise your really big profits will come from your back-end.** Here it is again. It doesn't matter who you are or what you're selling, 98% of the money you make - the profit you make, at least - will come from the back-end. SO few people starting out realise this secret.
8. **Know that your back-end needs a back-end.** I am a firm believer that you get the initial sale with an inexpensive sale or maybe a freebie offer. You have the great back-end offer. But then you have even greater back-end offers following that. Become a non-stop marketer. Back-end after back-end after back-end. Once you've sold your customer two or three times, it is relatively easy then to have a whole funnel of new products and services that relate to what you're selling them. You can mail them and you can get very cost effective sales again and again. It just must be related.
9. **Consider doing a newsletter because a newsletter is the ultimate way to stay in touch with your customers.** It can come out four, six or twelve times a year. Or do an ezine. It gives you a reason to constantly be in touch with your customers. You could have a newsletter where people pay you good money to subscribe. Or you could just start a newsletter that all customers get free (on or off line) or some variation thereof. But a newsletter can be the greatest way to stay in touch with your customers and at the same time you give them good information and also tell them about your new products and services.
10. **Realise that direct mail can make you rich** so keep testing other people's mailing lists.
11. **Your own list is your company's number one asset** and you should mail to that again and again. Mail to them at least five, six, or seven times a

year. That's the company's jewels. That's where the money is but also keep testing other lists so that you have this funnel of new customers.

12. **Know that you need killer copy** - the best ever advertising copy you can get. The absolute best if you are serious about making money in this business. That means you should learn how to write copy even if you're going to work with copywriters. You want to know what they're doing that is right and you want to learn all you can about copy. Killer copy will make the difference between success and failure.

Those are twelve key factors for your success!

**Just practicing and mastering those twelve things can make almost anyone a multi-millionaire. I KNOW that to be true because I've seen it happen so many times.**

These are the secrets! Some people may have already heard of them before and think it's not really a secret. But have you practiced it? That is the only way of knowing. Many people reading this simply won't bother to do anything at all! Remember I said earlier that people were lazy? Don't let this be you.

You know something at a very superficial level. You've heard it before, you have some knowledge about it but to be really successful you have to integrate this. You have to make it part and parcel of everything you do. That's when you really know it and that's when you practice it! Actually, you've got to get your sleeves rolled up and get down to some work. Aaagh! The Dreaded 'W' word!"!!! But that's what's going to make you a million. Flipping through this, and similar manual, simply won't do it – in case you hadn't guessed!

**Now I'm coming to the end of the Mega Wealth Matrix programme here is the fast-track strategy to riches.** I'm going to go over some of the most important things that you need to take with you from nothing to a fortune.

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

- You must learn everything about the customers you are going to serve. If you're selling things on photography and you're a photographer, you've got it made. But if you're selling items that you don't know that much about to begin with you'll have to do the research to learn it. **You must know your market and you must know the people in the market that you're going to serve.**
- To make a lot of money and even get rich in this business you've got to understand how to make an offer. You have to understand advertising and marketing. So you should keep a swipe file of all the great adverts that you see running again and again for months and years. Keep the direct mail. Build up a huge reservoir of materials from other copywriters. You'll have millions of pounds worth of material. In fact, one letter by the Wall Street Journal has



taken in over a billion dollars. So you want all this great stuff that you can draw from. Not to copy it word-for-word, but to get ideas from.

- The most important thing in advertising is the headline. So learn to recognize good headlines and practice, practice writing great headlines.

Now on the practical side...

- Once you decide to promote a certain service or product or book or whatever, learn how to run effective small adverts. You're just trying to use classified or small display adverts to get the initial response, or you are using the voice mailbox, or you are pointing them to a web site.
- Then you're sending the sales letter to make the sale or the web site is making the sale.
- Then, once you've made a sale even if you made only a little bit of money or broke-even, you have a customer. The whole idea is to get as many people as possible into the fold. In other words, the reverse pyramid - the big funnel - so that you can constantly go out to these people again and again and really make the big money on the back-end by making related offers at least five, six, seven, or eight times a year. You're constantly in touch with these customers.
- You're sending them a good quality product, promptly and honouring any refund guarantee (it hurts to give money back, but this guarantee is SO important – remember, they are trusting you with their money and they haven't even seen the product!)
- Then it is very important to try to get all the free advertising you can. If there are magazines, newspapers, radio stations whatever that will give you publicity (and believe me dozens of them will if you approach them the way I explained to do it) you should do everything to get that free advertising.
- Next keep in mind that joint ventures can make you rich so find other marketers who will sell your products. You work on 50% or maybe only 40% of the money that comes in but they do all the promotion and all the work for you and you just ship the product. They take all the financial risk!!! That is a great way to make money.
- In addition to that, constantly look for new products that you can funnel to your people, knowing the kinds of things they want to buy. DO joint ventures the other way around where you sell other people's products to YOUR customers, and keep half of the money.

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

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

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

Just practice what I've taught you. And listen, the truth is you now know one hundred times more than most business owners already – just from studying this programme.

All of these techniques work. They are proven.

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

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

I want to make one more point...

## **Business is More than Making Money**

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

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

Before I finish...

Here is the Wall Street Journal letter I promised you at the very beginning.

**This has sold well over *one billion* dollars worth of subscriptions. Copy it and paste it into your millionaire folder...**

"Dear Reader,

On a beautiful late spring afternoon twenty-five years ago, two young men graduated from the same college. These two men were much alike. Both had been better than average students, both were personable, and both, as young college graduates, were filled with ambitious dreams of the future.

Recently these two men returned to their college for their twenty- fifth reunion. They were still very much alike. Both were happily married, both had three children, and both (it turned out) had gone to work for the same Midwestern manufacturing company after graduation. And they were still there.

But there was a difference. One of the men was manager of a small department of that company. The other man was the president. What made the difference?

Have you ever wondered, as I have? What makes this kind of difference in people's lives? It isn't made of intelligence, or talents, or dedication. It isn't that one person

wants success and the other doesn't. The difference lies in what each person knows and how he or she makes use of that knowledge.”

And then the case is built. The benefits are told of the Wall Street Journal being this great business daily that can help a person achieve the success. That the Wall Street Journal is the reason one person gets to be president while another person is the manager of a small department.

**But you see how a beautiful, colourful story has become a billion dollar sales letter!**

I wish you every success in your own million pound business. I know you can do it.

Raymond Whittaker

On the next few pages I have printed the first pages from a million pound sales letter, just so that you can see how one looks and feels. Please do NOT copy any of this letter! It was for a free 1-day property seminar. At the seminar, attendees are given the opportunity to go to 2-day seminar offering in depth information on property, but obviously costing quite a lot of money.

# FREE!

## “How You Can Give Up Work and be a Property Millionaire Instead”

*Start From Scratch – Live on Easy Street Instead of Struggling For a Living!*

Dear Friend,

Are you sick of the daily grind? Tired of working hard for little reward and sick of never having enough to make ends meet?

At last there is a way out...

Have you noticed how ordinary people are quietly getting wealthy through property? How even your taxi driver and window-cleaner mention their ‘buy-to-let flat’? Ever thought “Huh? How did *he* manage to buy investment property?”

They discovered the way out...

**Have you ever felt you were being left behind? Isn’t it *your* turn to get rich?**

My name is John Cornell. Nine years ago, I was broke, toiling for a pittance, massively in debt (credit cards, bank loans, HP – you name it, I had it). I was utterly sick and tired of the daily grind. Sure, my job was okay in parts. I even liked some bits of it, but I knew that **I could work there until my dying day and never make any serious money.**

Nobody else at work thought like me. They seemed content to be drifting into old age and poverty. But I was different – I wonder if you are too? Do you think the purpose of life is to slave for forty-five years, pay off a mortgage on some pitiful little house and then huddle in front of a 1-bar electric fire, struggling to make ends meet on a government pension?

No?

Neither did I – and I *swore* that I would do something about it. I didn’t want fantasy riches. Like you, I’m not a greedy person. Heck, what’s the point in rolling in a gleaming heap of gold - more than you could spend in ten lifetimes? No, I didn’t want that, but I DID want...*freedom*. **Freedom from worrying over money** – can I pay this bill, or that debt? I’ve had that – never, ever again! Now I can pay *any* bill of *any* amount *instantly* it becomes due. That’s a great feeling, let me tell you.

**I wanted freedom from debt** – crippling, month-on-month debt – Visa, bank overdraft, HP – interest being piled upon interest – final demands for payment, threats of CCJs. You know the situation, I'm sure. Now I am debt-free (apart from commercial loans to fund portions of my property portfolio – those are not the sort of debts I am talking about. I am using the awesome power of OPM – **Other People's Money** – to make myself incredibly wealthy. You could do this too, with our help.)

It is hard to believe that just a few short years ago I was a humble wage-slave with zero prospects. Now I have transacted *millions of pounds* worth of property deals and amassed a private fortune. I even buy and sell entire football grounds!

## **Free Yourself From The Grind**

Now I have the car of my dreams, a wonderful private house (worth £1million+) and all the cash I could ever spend. More importantly, I am FREE – free from the daily grind, the 9-5, the commuting, the bosses and the mind-numbing routine. I 'work' about 3 hours a day (visiting properties, doing deals) and I travel extensively (I have been to Prague 3 times this year already, putting together an £11,000,000 property deal.)

I have never looked back. Would you? I cannot believe that I sat in that office all those years, taking orders; doing menial, pointless work; watching the clock...and for what? £7 an hour, I seem, to recall! Ha! Recently I made **£30,000 for an hour's work** (of course, I cannot do that 40 hours a week – I wish!). Ten of those is a cool £300,000 in my pocket.

I made my fortune just dealing in property (some of which I have never even seen).

I am living proof that property is the fastest and safest way for the ordinary person to become wealthy. And by 'wealthy' let me state *exactly* what I mean. **I mean at least £1,000,000 in property assets within 3-5 years of you starting.** And that's just step one, of course. You can go on from there if you want - £3million, £10million – it's up to you. My own goal is £50 million by the time I am 50 (£1million for each year of my life).

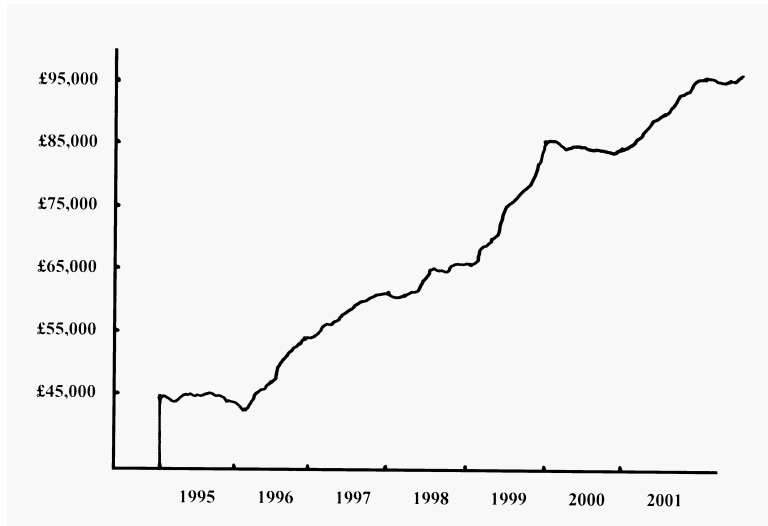
## **Thousands Are Getting Rich in Property**

Property wealth is not some fantasy. Take a look at *The Times* list of the 500 richest people. It is boring in its repetitiveness – property, property, retail, property, property, property, brewing, property, leisure, property... you get the idea!

Take a look at property prices over the years. I have shown the graph on the next page. **It just keeps going up and up and up**... Sure there have been a few minor little dips – hardly what you would call a crash, merely a blip in an ever-rising graph. People often say to me "*Jim, haven't prices peaked-out? Aren't we in for a crash? I read in the paper that...*" Yawn! They said that to me in 1995, 1996, 1997, 1998, 1999, 2000, 2001 and they are still saying it in 2002! Boy, did *they* miss out.

**I don't know whether to laugh or cry at people's complete lack of financial savvy.** They are heading for a lifetime of drudgery and lack, and a poverty-stricken, miserable old-age.

Let me ask you some questions: Do you see any of Britain's richest dumping their property portfolios? Uh...no. *They are quietly accumulating more.* Do you see any crash in house prices, bearing in mind that there is an estimated short-fall of *half a million homes* in the UK? Remember what you know about supply and demand – huge demand, little supply means... price rises. In 1901 there were 4.7 people per household on average. Now it is 2.1 and falling. People want more space. They want to live alone. They are getting divorced and swapping one home for two. What does all this mean for supply and house prices? You guessed it!



UK National Average Property Price 1995-2001 (source: Daily Telegraph)

**Property has risen on average 11.3% year-on-year in the UK since 1948.**

I'm sure you know enough about compound interest to realise that 11.3% looks unexciting by itself, but compounded over even a few years can bring very decent gains. (Just £50,000 invested at this rate returns half a million pounds in 20 years!)

Look, I do not have the space to convince you here. So what I have done is put together a superb (and what's more, FREE!) 2 hour session where I will explain these wealth-generating principles to you in person. **This letter is my personal invitation to you to come along and see for yourself.** For the last three years I have been teaching thousands of ordinary people the astonishing money-making secrets of residential and commercial property. Secrets which you can apply for yourself. **Secrets which can make you independently wealthy.** The **Property Wealth** programme (as it is called) has helped many to achieve their financial dreams.

I have had people walk out of my seminar and make their first deals within a few days. One man bought a brand new Barratts home for which he outlaid the grand total of £350 from his own bank account and then promptly received a £10,000 cash-back! True. He is now on his fifth property. Within 22 weeks of hearing about **Property Wealth** he had:

- ✓ £500,000 in property.
- ✓ £800 a month income over and above his mortgages.
- ✓ Only ever spent £350 of his own money.

And this man was a novice before hearing about **Property Wealth**. These were his *first* property deals. He admits to being nervous doing the first one. He felt like a fish out of water. But after receiving the £10,000 cash-back, he became a believer!

Why not come and learn exactly how ordinary people are getting steadily wealthy by accumulating a tidy property portfolio? These are people with no experience, no training and little or no money (let's face it, it isn't hard to make a million in property if you have half a million sitting in the bank already!)

Here's what the **Property Wealth** programme can give you:

- ✓ **How to retire completely debt-free in 3-5 years.**
- ✓ How to buy lucrative UK property with little or no deposits.
- ✓ **Simple formulas used by the wealthy to create income.**
- ✓ How to make money from property in good times (easy) AND BAD (even easier!)
- ✓ **Buy as many as you wish and access the very best mortgage rates.**
- ✓ Build and grow a successful rental property portfolio in record time.
- ✓ **Buy property and get paid tax-free cash on certain transactions.**
- ✓ Locate the best, most profitable transactions which are *never* advertised.
- ✓ **Get 'hands-on' assistance from top property professionals.**

[Aside: Perhaps you are wondering why I am happy to pay for this seminar so that you can come for free? Here is the answer. We teach you our proven methods of getting wealthy. When you start making deals and getting rich, we make commission from the brokers we introduce you to (you don't have to use them, but they are the best in the business.) We make a small percentage on hundreds of deals and it adds up to a sizeable amount. Property is a *local* business – my own portfolio is mainly within a 10-mile radius of my home. I could not possibly hope to cover one *county*, let alone the whole country. So, it is better if *you* make your pile in your own area, and we get a small percentage direct from the broker, not from you. That sounds a fair exchange, I hope you will agree. Our knowledge in exchange for a small fee when you make a deal. I hope also that has put your mind at rest.]

## **“Any averagely bright and hungry person can build a £1 million portfolio, from scratch in five years or less.”**

What other plans do you have to make £1,000,000 and retire? If you do not do something *right now*, you will fritter away the next few years and be in exactly the same situation you are in now – or worse. Not nice. Not nice at all.

Finally, let me ask you a question. Are you going to carry on exactly as you have for the last five years? Or are you going to seize control of your destiny, right now, today? The cost is trivial (travel expenses plus some of your time) so if you don't do it now, I think it is fair to say you never will. As this is a free seminar, the places tend to be grabbed fairly quickly so please call right now to reserve your place.

Years ago, I came to a crossroads like this – I chose the right path – the one that led me to the good life. Why not give yourself the same break?

Best Regards

John Cornell

## **Don't Take My Word For It! Here is What Others Say...**

*'From being completely sceptical...within two days of leaving the seminar...my first deal stands to make me £50,000.'* – **Arthur**

*'I learnt how to build a rental portfolio worth millions VERY quickly.'* - **Bola**

*'Ever the sceptic...since attending I am well on the way to a paper profit of over £120,000.'* – **Lyndon**

*'I obtained a 2 bed flat for no money down. I also negotiated a tax free cashback sum of £21,225 which I received on the date of completion.'* – **Kevin**

*'Within 2 days of attending the Property Wealth seminar I had found the first property and within four days I had effectively bought that property. It was a quarter of a million pound property and I bought it with no money down. I am going to gain £40,000 in equity and about £10,000 cash back. Within two weeks of that I had found another property valued at £485,000 with 2/3rds of an acre. The intention there is to build another house in the grounds. When that deal is complete there will be about £80,000 - £100,000 profit.'* **Andy**

*'Within a few weeks I had made offers on three properties worth £1,335,000. Two offers have been accepted and the third is going through now. Within four days I bought one property at £200,000, no money down. I immediately gained £40,000 in equity and a £10,000 cash back.'* **Arthur**

*'I've dealt in property for 18 years and done moderately well, but if I had known what I have learned from this, I would be a multi-millionaire by now.'* **Richard**

**Why not join these people and tens of thousands of others who are steadily but surely getting wealthy through property? Call TODAY to reserve your place.**

**Call NOW To Reserve Your FREE Place!**

**0870 0123456 (quote "JM21" when phoning)**

Choose any one of these dates and times (sessions last about 2 hours)

**9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> December 2007 at 12.30 p.m. and 7.30 p.m.**

9<sup>th</sup> & 10<sup>th</sup> Dec – London Bridge Hotel, 8-18 London Bridge Street, London SE1 9SG

11<sup>th</sup> & 12<sup>th</sup> Dec - Heathrow Hilton, Terminal 4, Heathrow, TW6 3AS

**Please book early as places are taken very quickly.**