

How to Make GIANT Sums of Cash from TINY Adverts

by

Damian Ball

Discover how to join a billion pound business – for less than a £100!

Know the right words to use for cheap but super-powered adverts to rake in a BIG income. This manual contains Top Insider Secrets to catapult your income to whatever you want it to be and enjoy living life on your terms!

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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. For this reason, please excuse any differences between the content of this manual and what you may hear on the audios supplied with it. 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.

Damian Ball

Welcome and a huge ‘Thank You’ for purchasing *How to Make GIANT Sums of Cash From TINY Adverts.*

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

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

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

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

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

In case this sounds a bit daunting, let me assure you at this early stage that it doesn’t matter in the least if you can’t stand writing or feel you have no talent for it. Many people feel like this and the main reason is that they associate writing with...

- Boring school essays
- Exams

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

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

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

Let me explain, in case you can’t see what I’m getting at, because believe me this IS important to your success with making money from tiny adverts. Let’s suppose you

are with a group of friends or work associates and one of them asks who's good at playing tennis. Consider this - anybody in the group who says they are a brilliant player...

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

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

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

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

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

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

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

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

The millionaire's attitude is:

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

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

The main advertising avenues are...

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

I am going to explain how to create and use tiny inexpensive adverts in the first four of these advertising avenues. How to...

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

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

First, here's WHY...

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

Every single seller in the world of any item – whether it's a TV or a tin opener, or a typesetting or troubleshooting service – has ONE huge brick wall to knock down BEFORE there is a chance of making a sale! That brick wall, that obstacle is whipping up interest in (at the worst) and a frenzied excitement (at the best) about a product or service.

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

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

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

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

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

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

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

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

Tiny adverts are simply – Leverage in Action!

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

Newspapers and Magazines

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

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

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

The income is around a million pounds!

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

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

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

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

This is how...

Insider Secret

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

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

The Writer's Market UK

www.writersmarket.co.uk

The latest copy I have was £12.99 from W.H. Smiths.

The contents of nearly a 1,000 pages are divided into...

- Articles
- Directory listings of UK and Irish publishers including magazines and newspapers (local and national)
- Broadcasting (includes TV, radio and music stations even digital, satellite and cable)
- Theatres
- Agencies and consultancies
- Organisations, groups and clubs
- Resources (plenty of website addresses)
- Education
- Competitions and prizes
- Festivals and conferences

Plus more information.

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

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

The Writer's Handbook

www.thewritershandbook.com and www.panmacmillan.com

The latest copy I have is £14.99 (I paid less in a W.H. Smiths sale).

The contents of nearly a 1,000 pages are divided into...

- Articles
- Directory listings of UK and Irish, (European and US book) publishers including magazines and newspapers (local and national)

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

Plus more information.

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

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

The Writers' and Artists' Yearbook

www.acblack.com

Available in June of the preceding year priced at £14.99. To buy direct – Tel: 01256 302699 or email: direct@macmillan.co.uk

The contents of 815 pages are divided into...

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

Plus more information.

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

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

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

Finally, there is...

The brad

This publication is the 'bible' of the press industry. You can access it online, one user costs £1,220 +VAT Extra user £25 each + VAT.

Bradgroup; tel: 020 7728 4390 email: info@brad.co.uk

It has...

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

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

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

You can see that placing tiny adverts in a hundred issues is perfectly do-able. It's not some pie-in-the-sky dream!

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

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

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

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

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

Top Tip Number One

This is how he makes his millions...

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

Top Tip Number Two

This is how he started out...

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

Top Tip Number Three

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

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

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

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

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

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

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

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

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

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

Their advert has not been tested.

The PLATINUM RULE

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

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

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

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

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

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

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

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

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

In other words we experience...

- A product that we could swear would do well but it bombs.

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

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

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

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

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

Discover these Cutting-Edge Secrets and More!

- What Makes a Classified Advert Good or Bad.
- How to find the Best Printing Company for You and Your Business.
- Tiny Adverts on Ad-sheets.
- How to Write the Most Effective, Most Profitable Post Card You Can.
- The Best Products You Can Sell Through Tiny Adverts.
- Make Sure You Incorporate One MAGIC WORD in Your Tiny Advert.
- How to Key Your Adverts so You Can Discover What is Making You Most Money.
- The Easiest Way to Have Your Tiny Adverts Mailed for FREE.
- How to Run Your Adverts for Dirt Cheap Prices and Make a Small Fortune!
- How to Avoid Advertising Mistakes.
- How the Power of Advertising Can Make You a Millionaire.
- 20 Sure Fire Ways to Make Up To Ten Times More Money.
- How to Pre-Qualify a Publication Before you Place an Advert.
- The Safest and Most Profitable Ways to Make Money.
- Three Ways to Get Money Making Ideas that Can Bring You Thousands and Thousands of Pounds.
- Should You Get Hung Up on Specific Statistics Made by People Who Claim to be Expert Researchers?
- 12 Things That All People Want, Provide Them and You Can Make a Small Fortune.
- The Most Powerful and Profitable Word You Could Ever Use in Your Adverts.
- How to Make Money NOW.
- A Sure Fire Way to Make Your Sales Pitch 300 Times More Effective.
- How to Break Through Your Prospects' Scepticism.
- Know What You're Selling, Who's Buying, Why, And How to Reach Them
- Make A Great Impression.
- Great Headlines and How They Can Make You Rich.

How the Power of Advertising Can Make You A Millionaire!

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

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

Budgeting Costs of Each Tiny Advert

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

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

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

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

Every time I want to place an advert...

- I view it in the light that I am that publisher paying an advance royalty fee.
- I know what my break-even point is – because I always work this out before placing an advert.
- Once I have reached the number of sales that covers my break-even point, the rest is profit – like further royalties.

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

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

- Short
- Sharp
- To the point

If the advert is sold by the word, you don't want to write an advert that has a bunch of "a's" and "the's" in it. But at the same time, if it's sold by the line, it can be worth your while to include these words in the advert. You need to learn the art of cutting

out unnecessary words. Newspaper headline writers are excellent at this! That's why they use words like TOTS instead of CHILDREN. 'Tots' is a lot shorter.

Here's an example of word cutting...

An advert in at so much a line might read:

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

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

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

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

Inside Top Tip...

Weigh every word with a surgeon's care!

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

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

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

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

Here's another important point...

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

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

Insider Secret...

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

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

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

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

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

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

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

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

The Hook

The opening words or headline of your advert are CRUCIAL. Like the man said, you don't get a second chance to make a good first impression. If you don't hook your

reader in a flash, you've lost them. It doesn't matter if you're selling the fastest-ever kit car, or the strongest glue on the market, if the headline of an advert fails to hook a potential reader there won't be sales. The average person spends 1.2 seconds looking at an advert before deciding to look away or continue reading.

Let's take a quick step back and look closer at exactly what a hook is. Every hit song has a hook, it can be...

- A four bar sequence played at the start and then at all the high spots of a song.
- A catchy title, which is repeated in the chorus.
- A counter-melody sung by the backing singers.
- A 'middle 8' section.

Simply, the function of the hook in our business is to capture the listener, the customer, the reader in a sufficiently strong enough way to enable you to then try to make a sale.

The hook is the fish-bait and once the fish has bitten you reel them in. So, the hook is the bait, the sweetener to attract. Because of this, there are important elements to consider. They are...

- Your hook must never exaggerate or lie – if it does, you'll lose people when it comes to selling them your product or service. 'Make a Million in Ten Seconds Whilst Asleep' is not credible.
- Your hook has to speak directly to the passions and interests of your prospects – if it does, you will be certain of attracting only potential customers and not people who would never buy your product or service, simply because it does not align to their interests.
- Your hook has to make your advert different in some way to every other advert out there.

In direct-mail advertising – whether it's the adverts or mail pieces – headlines are the hooks! **In tiny adverts, you only get the room for one headline**, so it has to be...

- Powerful
- Specific

Then that hook can be expanded on in the details of the invitation to buy your product or service.

For example...

Let's suppose you are offering marketing services. You have chosen to place a tiny advert in a magazine aimed at writers. With your market place in mind – professionals and people learning to be writers – you aim your hook at these people.

So, you start playing around with creating a tiny advert.

How?

Insider Top Tip...

You brainstorm.

I'm going to quickly brainstorm this, so you can get an idea of the process. First, I ask questions. "What am I offering?" "What services can I offer to professional and novice writers?" "**What do they want?**"

- 'How-to' articles on writing
- To read about successful writers, for instance, how they got a publishing deal and what life is like as a paid writer.
- To know where and who they can sell their writing to.
- Who runs writing courses and what they are, costs etc.
- Articles on self-publishing.

From that list, I'm going to choose Self-publishing. Why? Because it's nigh on impossible for new authors to get a big publisher to take them on, so many new writers are taking the self-publishing route without knowing how to go about it – so I can help. This is good.

This idea has two important elements...

- A fair percentage of writers need this service
- It's a great niche market - the writers' market place has a large number of people.

So I can offer:

Marketing & Promotion For Self-Published Authors!

That's okay, that is saying exactly what I can offer, but it lacks sparkle. Let's play with the wording...

Attention Self-Published Authors! Need Marketing & Promotion Help? Call (my name) on or visit www.companyname.co.uk

What would happen if I tied it in with the fact that many famous authors began their successful writing careers by self-publishing their first book – could this be a hook?

**Do you want to self-publish?
Stuck on how to market your book?
Not sure if it's the right route?
You'd be in good company – Jane Austen, etc...**

No, this angle isn't working because there isn't the space in a tiny advert to explore this theme. Maybe this idea could be incorporated into the follow-up brochure with the invitation to book our services or the web site.

Back to the tiny advert, **what are a first time self-publisher's main problems?** (Those marked 'yes', will be explained in a moment).

- Don't know how to get started
- Don't understand what a publisher does
- Doesn't know how to sell their books after they are printed - yes
- Has no idea how bookshops choose their stock - yes
- No idea how to price their book - yes
- The writer doesn't understand how to get a book cover design that will sell their book - yes

What areas do my services cover? I'm going to go back over the list and mark yes to the services I can offer. Okay, so the services I've left blank, the customer will need to know before I can help them – or I can give that background information. Yes, that's a better idea.

So, what if I produce a booklet that explains exactly...

- How the writer can get their book into print.
- What a publisher does (which of course covers marketing and promoting, so the writer realises they are in need of these services).

This means, if I produce a booklet that explains the above, it can then lead onto the services I offer. I can give full details of the marketing and promotion services the company offers, making it clear they can choose which services they would like. I can also list prices and offer a FREE consultation (note: I'd have to do a costing first to make certain this is financially viable).

So, what am I going to offer in my tiny advert now?

Not marketing and promotion but the FREE booklet which will lead to attracting customers to use my company for those services.

So, let's play with this idea...(This is still my example of a brainstorming session; I'm presenting it exactly as if this was a business service I wanted to offer to writers. This is the process all millionaires use to develop ideas into money-making projects.)

Onwards...

Tiny advert ideas...

**FREE Guide to
Self-Publishing
From company name
Marketing & Promotion
Services (without obligation)
Call my name on....
Or visit www.companyname.co.uk**

It's a bit long winded, can I cut the copy? I could dispense with three lines leaving.

**FREE Guide to
Self-Publishing
Call my name on....
Or visit www.companyname.co.uk**

Or maybe,

**Publish Your Novel!
FREE 'How To' Guide
Call my name on....
Or visit www.companyname.co.uk**

If I was really creating this tiny advert and selling marketing and promotion services aimed at the writers market, **I would continue to draft as many as fifteen different tiny adverts.** To do this, I would dig deeper into what writers need, simply by asking questions and answering them.

Each answer would enable me to get in touch with what it must be like to write a novel in your spare time and how it must feel when the result of so much hard work (and I'm sure many sacrifices) is just the start of a long journey before any money is made - and that's if the author is extremely lucky.

By doing this, you get to the real heart of the needs of the people in that market place.

The best marketers, the ones that make the most money, have ALWAYS provided a service or product that solves the heart felt problems of a market place.

For instance, someone who wants to delve into stocks and shares, but has no idea how to do this, is looking for someone to solve that problem – to show them how to make money on the stock market or to actually do it for them.

So, on this subject, let's press on and explain in more depth...

How to Find out What is the Hook

You determine which benefit your client is likely to be most interested in.

Target the emotion that motivates the need for that benefit in most people. If you can do that, you'll hook the right person for the product. For example, suppose you were selling make-up, you know looking good motivates the buyer, and the reason why women want to buy long-lasting lipstick for instance, is to look better for longer.

That gives you the lead for a hook of LOOK BETTER LONGER!

For example...

**Look Better Longer
With ABC
Long-lasting Lipstick**

If the client is interested in long-lasting lipstick you've got her. If not, forget it. Anything else you could use to get a client who doesn't wear lipstick will cost you clients who do wear it, and that's a waste.

Your hook doesn't always have to be at the top of the advert.. For example, the advert could read...

**With ABC Long-lasting Lipstick
You can
Look Better Longer**

How would you choose whether to put the hook first or not? If the make-up name was so well-known, the brand name could be the stronger hook than the new product – brand name first, followed by new product.

There are other hooks for lipstick. This would be concentrating on kissable lips for example, the point that the lipstick stays on even after being kissed.

In this way, once you've got the initial benefit out in the open, you can add another strong hook.

For example...

**Long-lasting Lipstick
Stays on...kiss after kiss...**

This has the added subliminal benefit that you're going to get kissed a lot if you wear this brand!

With lipstick, is there taste involved?

Powerful emotive advertising includes using the senses

With a range of lipsticks the senses you'd consider are...

- **Taste** - is each different colour of lipstick flavoured? If so, what are they and what does each flavour evoke?
- **Sight** - are the colours deep or pastel? Are they matt, shiny, a sheen, shimmering?
- **Emotion** - what emotion does each lipstick colour evoke? Mystery, sensual?
- **Touch** – the texture of the range of lipsticks – do they glide onto the lips?

All of these words can and are used by lipstick manufacturers, including natural-looking, the Marilyn Monroe pout – it's endless! All the possible avenues of advertising any product are revealed during brainstorming sessions.

Successful advertising is created and developed by a series of ever-deepening questions. And just a handful of words can make a strong selling campaign.

There is a very good reason why I chose to use lipstick as an example of finding out what is the hook. And it is this...

Not every product or service is suitable for selling through tiny adverts and a direct-mail business.

For example this would NOT work...

- Run a tiny advert to sell a lipstick – even if there are twenty different lipsticks in that range, on offer.

The reason is purely financial. You need to pull in more money than the income from one small item to cover the costs of running tiny adverts, post your product and make a profit.

However, if the lipstick was used as the **hook** to pull in buyers from a tiny advert for a complete make-up range, that would be different. For example, the selling campaign could run like this...

- The tiny advert offers a FREE lipstick from the brand name's new range.
- For every request you send a brochure with details of the full make-up range and an order form, along with the free lipstick.

To show you what types of products and services are suitable for tiny adverts, I am going to push on by giving you that information and more in a different format. So far, I have covered the basic principles behind tiny adverts and how to brainstorm to come up with powerful advertising.

Now I want to deepen your understanding and knowledge by explaining everything else to you in easily digestible sections. By the end of the manual, you will...

- Know how to write tiny adverts to attract potential customers.
- Know the avenues you can use to turn those potential customers into giving you their money and becoming long-term customers giving you a continuous flow of income.
- Have all you need to create your own products or services when you wish to make money.

So, let's continue...

The Do's and Don'ts of Tiny Adverts

Advertising isn't hard to do. You prepare a space advert or write a classified advert to sell your product or generate interest to send people more information.

But many people make one or both of these mistakes. They...

- Write ineffective advert copy.
- Send it to be published in the wrong publication.

Here are some pointers to follow...

Never try and sell anything that costs more than £5 in a tiny advert because you don't have enough room to tell people everything they need to know to entice them to order. Most successful small adverts do not ask for money. And by the way, this overcomes a huge host of bureaucratic problems when you try to ask people for money 'off the page' as it's called.

Instead, you...

- Request the reader sends you £1 or 4 x 1st class postage stamps for more information; or telephone a free number and listen to a message; or send for a free booklet; or visit a website..
- When they respond, you provide them full information about your product or service. In most successful campaigns, this 'full information' is an extended sales pitch.

Here are the choices to present this information to your enquirers...

- A covering letter and a brochure with an order form or - as in the case of the previous example of marketing and promotion services for self-publishers - contact details for a first consultation.
- A sales letter with an order form.
- A web site with a sales letter and order form on it.

- An ansaphone message which gives a lot more benefits and then points to a website. (See above.)

You will notice that several of these require you to supply a longer sales letter (either printed or on the web site.) **Here's the Insider Secret on how millionaires write great advert copy – and how you can do the same...**

Build a Collection of 'Swipe Files'

This is the most powerful (and if you've never come across this) the most surprising information. What you do is to collect as many of the types of magazines and newspapers you want to advertise in and several you don't think are suited for your particular product or service. Read as many of the adverts as you can and all the ones that you find interesting cut them out.

It doesn't matter what it is about the advert that attracted you to it, it could be a headline, a sub-text, the way they offer contact details, the typestyle, business name, product name, anything.

Also, do the same with any sales letters or promotional material that comes through the post. What you've been used to calling 'junk mail' is about to become your most valuable asset.

Read it all and if there are any letters, pages or sections you like, keep them.

Make up two swipe files, one for putting adverts into and one for sales letters.

When you come to the time to write your own advert, simply use these swipe files to kick-start your brain into action. Then mix it with brain storming sessions, as I've already covered.

The idea behind using swipe files is that the adverts that appear week after week in any publication, give you a fair indication of what is working. Obviously, you never copy someone else's successful advert word for word, but snippets can be a great help. It's what all the most highly-paid copywriters do. The reason they do this, is because the people selling a particular type of product or service know their market place. Therefore, their adverts will speak directly to that market place.

In summary...

- Don't copy any advert that appeals to you, word-for-word
- Instead use them as a guideline to write your own adverts.

Once you get the hang of it, you'll be writing effective advert copy just as well as the professionals.

Choosing Publications

Even if you make and sell the best chocolate in the world, you wouldn't sell it to people who are diabetics. The same goes for selling racing car parts to women, dentures and hearing aids to teenagers or lawn mowers to apartment dwellers.

This may seem common sense but people often overlook this fact when choosing the publication to place advertising in. They simply look for the lowest advertising rates for the highest circulation numbers.

Unfortunately, this does not work out. Even though you need to look for good deals that make it easy on your pocket, you will be throwing money away if you don't pre-qualify the publication you choose.

One way of pre qualifying the publication is to send for a sample copy. Most publishers will send them to you free of charge for the asking. Just explain you are looking to place an advert if the magazine proves suitable. Naturally you can just buy one off the shelf too.

Study the publication. This is what you are looking out for...

- What other people are advertising (are they similar to yours?).
- How do they advertise their wares?

Aside: Always consider contacting some of the people who sell items similar to your own with the hope of networking with them. You can get free publicity just from corresponding, calling and networking with others.

Once you locate a publication you want to advertise in, give it a try for one month (don't let them talk you into buying more adverts, even if they offer a discount!).

If you don't get a good response...

- Test a different headline for your advert – ask yourself is the hook strong enough?

If the poor response continues for another month...

- Either test another headline, or pull your advert apart and re-write it

If after three months the response still isn't any good...

- Try another publication.

Remember, what I explained earlier, that if you want to make BIG money, the best way is to test first. **Only when an advert is working, should you then roll-out and duplicate that success in other places.**

If you test in the way I've described above and you find it was the advert that was weak, you can then proceed to roll-out to other publications. If you discover the advert works in another publication, you know you have to make certain the publications you roll-out to, are the same type of publications.

It's far better to wait for a few months, and then make real income, than it is to sink your money into untested advertising campaigns and lose your money. Far more is lost than the money – it's also your confidence. You'll start to doubt you can ever make money from such adverts.

Remember there are thousands of magazines and newspapers, you'll never run out of places to advertise and eventually you will hit the right target market that will be interested in what you have to sell.

A Golden Insider Tip...

Don't be tempted to change an advert just because it's been running a long time. If it's pulling in results – leave it. You may be bored with it and tempted to play around with headlines, but only do this when an advert is not making money, or as much money as you feel it should do.

If you're not sure you understand how to know when an advert is making enough money, just go back to the power of leverage details. One step at a time makes it easy. If an advert is pulling in sales of £100 a week and you want to roll-out to another four publications, you can assume your income will then be £500 a week. If that's what you want to earn, then the advert is making enough money for you – and it's working.

However, if you want more than that, you can choose to roll-out to another four, and if that works then to ten publications, or you can test headlines to see if your advert can pull in £200 a week from each publication. There is no wrong or right about this. You decide how much you want to earn.

For instance, you may want to save enough money to buy a house for cash, whether at home or abroad. With a goal like that, you have a specific figure in mind. Work out a plan of how much each advert needs to make, and how many you need to place, in order to collect the income and divide it up like this...

- Re-investment into the business – which covers running costs.
- Savings
- Tax bills
- Living income

Broken down into these four categories, it is easy to work out a business plan. I personally always have two columns, one marked “projected income” and next to it, “actual income”. This makes it easy to see if you are behind or ahead of your target – in other words, if you are making less or more income than you anticipated.

For instance, let's suppose you have rolled-out a successful advert that was creating an income of £150 a week to a hundred publications. Your "projected income" from that would be £15,000 a week. But maybe your "actual income" is £16,500 a week. That immediately tells you, the advert is working even better in some of the roll-out publications than it did in the original issue.

So, when you have adverts in multiple publications, how can you know how much each advert is making? You need to track your adverts. The best way to do that is by key-code your adverts.

How to Key-Code Your Adverts

I personally never did this in the early days and ended up losing a lot of money! So please don't make the same mistake I did. Keying your adverts means that you place a code within your advert so that when people contact you, you immediately will know in which publication they saw your advert. This is essential information as soon as you have more than one advert out there at any one time.

Here are the methods for doing this with tiny adverts, using the earlier examples for the writers' market place. Just to remind you, here's one of the adverts...

**FREE Guide to
Self-Publishing
Call (name) on....
Or visit www.companyname.co.uk**

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

**FREE Guide to
Self-Publishing
Call (name) on....
Or visit www.companyname.co.uk
Please quote 'WM3'.**

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

A Top Tip....

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

- You know instantly which publication attracted the enquiry that led to the sale

- Your records will show instantly how many sales you make each week from each publication.

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

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

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

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

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

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

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

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

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

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

Another Insider Tip...

If you don't want to blatantly let your readers know you have a key code within an advert, there is another way. Sometimes you can change your name on the advert for keying purposes. For example, let's suppose you have a range of books and your name is Harriet Ranger. Instead of using the name Harriet Ranger on the advert, you title the book, "Harriet's Recipe Book" for one advert, and "Harriet's Cookbook" for another, and "Harriet's Solution to Stress". You can also have them call and ask for Pam, Dave, Sue, Mary etc. with each name being a code for the publication.

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

15 Quick Do's & Don'ts For Writing Powerful Adverts

One – Powerful Headlines

This is the most important eye-catcher that must grab the reader's attention. This is your hook. If your headline lacks "PIZZAZZ" and appeal, the reader may skip over your advert and your money is wasted.

Two – Think Positively

Your copy (message) must show enthusiasm. If you feel your product or service is "so so" or average, forget it. Your lack of excitement will show and may give the reader second thoughts.

Three – Be Honest

Remember the Golden Rule. Don't over exaggerate or make false claims. Never make promises you can't or don't expect to keep. There are laws against false and misleading advertising.

Four – Keep Copy Short

Sum up the entire message in as few words as possible. Remember, if you use fewer words, the type will be larger.

Five – Get to the Point

Say what must be said and no more. Don't oversell! Excessive unimportant words will diminish the power of the sales pitch.

Six – Use Short Sentences

Short sentences add excitement and hard sell "clout"!

Seven – Keep Copy Simple

Don't try to impress upon the reader that you went to school. Use common, ordinary, everyday English.

Eight – Don't be Cute or Clever or Funny

If you feel you have a flair for writing comedy, don't reveal this latent talent when writing advert copy. Very few wish to place an order with a comedian or clown.

Nine – Study the Competition

Try to be different and imaginative. Look for a new approach or angle. Copycats are seldom well liked.

Ten – Only Ask Questions with Positive Answers

For example, don't ask "Do you want to quit smoking?" (Some may not!) It is better to say something like, "You can quit smoking!"

Eleven – Avoid Expressions That Could Offend

Don't try to be folksy by using regional expressions. Also, stay away from slang expressions.

Twelve – Stress the Benefits

The public is more interested in how they will personally benefit, i.e., will they earn more money, become more popular, healthier, or younger looking, etc. Remember to always sell the "sizzle" instead of the steak.

Thirteen – Involve the Reader

Don't be afraid to use the word "you." While your advert may be read by many thousands, you are not addressing a huge stadium full of people. Instead, you have a captive audience. Your advert is being read by one lone individual at a time. Never, ever say things like; "Now I expect some of you out there will..." Always talk to just ONE person.

Fourteen – Don't Confuse the Reader

A small advert should promote a SINGLE item only - never two or more.

Fifteen – Be Concise

Tell your reader EXACTLY what he or she is getting for his or her money, and EXACTLY how to receive details of your product or service.

Tiny Adverts in Mailing Circulars

Another question about advertising that many people have is whether it's better to advertise in tabloids or broadsheets. The answer is simply neither is better than the other. It all comes down to...

- What you're selling
- The Marketer's choice

So, let's take a closer look at this advertising route.

Tabloids are a fantastic advertising vehicle and broadsheets are too. Sometimes people feel a small one inch camera-ready advert gets lost in a tabloid filled with hundreds of them. This may be true in some cases and not true in others.

Check it out. Do you look at the one inch adverts in tabloids? Of course you do. You scan the pages and your eye is always directed to one or two on the page that catch your eye. Ask yourself why they caught your eye. Was it because the ad was placed in a specific area on the page? Was it because of the headline or the word “free”?

Many people will sell you information on the best day to mail and the best time of the year to advertise. They think they have it down to a science and will convince you of their methods.

However, there are NO set of rules that can be employed by everyone. That’s because there are a wide variety of ways to approach various products. If you sell travel services and read a report that told you not to advertise during the summer months, you’d go broke. The summer is the travel industry’s biggest money-making season!

Don’t get hung up on specific statistics made by people who claim to be expert researchers. There is no way to determine what is best for you than to try it yourself and see what works.

You are the person in control of your business and you are where the buck stops. Take advantage of your authority and try every angle you can think of until you determine what’s best for your company’s product and / or service.

Frequently Asked Questions

Question: How can you get free printing?

Run an advert similar to the following in direct-mail magazines or advert sheets: **Attention Printers! We will mail Free all circulars you print with our adverts on the back. Our mailers distribute up to (however many you post out) pieces each month, etc. (Your name and address).** This works extremely well, if you have a product that is a monthly newsletter.

You only need one good printer to respond. Your circular, to be printed on the back, should pay mailers 50% commission, leaving 50% for yourself.

Question: What is a good way to shrink printing costs?

When possible, without destroying the effect of the message in your adverts, circulars, advert sheets, etc., have your printer shrink the material so it will fit on a smaller space.

Question: What colours are the most appealing to women in order of preference?

Research shows the following: Red, Violet, Blue, Green, Orange, White and Yellow.

Question: What colours are the most appealing to men in order of preference?

Research shows the following: Blue, Red, Violet, Green, Orange, White and Yellow.

Question: What appeals to people universally?

These four elements...

- Price
- Style
- Characteristics
- Service

Tell your prospect what the product will do for them. Let them visualize the product and feel ownership. Discard items that do not sell within a reasonable time or in sufficient quantity. Stay with light weight products that are non-breakable and easily shipped.

Question: Where is the best place to advertise your direct-mail product?

Your best advertising will be wherever competitive advertising appears on a regular basis. Check for the many magazines which carry large numbers of classifieds and space adverts.

Where others continuously advertise heavily for the same kind of product you are offering indicates they are getting good results and so should you. A great many of the small direct-mail magazines and advert sheets get good response. Don't forget the Internet for e-zines.

Question: What is the easiest way to write an advert for selling information?

Determine what kind of information you intend to sell by mail. Then purchase magazines carrying adverts selling that kind of information. Write for their free offers. Most will run adverts inviting people to "write for more free details."

Once you begin getting an influx of material, you carefully file it away and use it as a "model" for developing sales material for your own offers. Swipe files, remember?

Question: How can I get free advertising?

It is possible to get free advertising if your product has a unique appeal or interest to the editor. Some magazines carry a special column of free or editorial adverts and if your product deserves special interest it may be carried at no charge. Send it as a press release.

Question: If my adverts aren't paying off, what is a quick way to remedy the situation?

Write an attention-getting headline. Not with phrases such as "Attention Please!" Let people know immediately just what you are selling and what the benefit is to them. For example, if you have envelopes for sale at a discount, use a headline which says "Discount Envelopes!"

Question: What is one thing included in an advert that will kill response?

Don't confuse the reader with several different offers in one small advert. One advert equals one offer.

When you have sold your one offer, then you can make your new customer aware of your range of products or make another one offer. It all depends on what you are selling. For example, if you have a course retailing at £295 then that is the only offer you make.

Question: What is the best media to use for advertising general merchandise or services?

Just about any publication. For example, stamps are a category that can be advertised nationally in many different media as well as specifically in magazines and publications dealing with stamp collectors, etc.

Question: What kind of advert gets no response?

Any advert that is not directed to the right target audience.

Stay with the media that is read by those who purchase the particular products or services you offer. You can spin your wheels and bury a lot of money with adverts placed in publications which don't fit your offer with the readers. Do not let sales people bamboozle you into advertising in their unsuitable periodical. Tip: They can be VERY persuasive. Their remit is to sell advertising space by whatever devious means they can – including lying.

Question: What are prospects most interested in?

The manner in which you lay out your adverts is important. Your prospects are not particularly interested in you, your firm, or in monotonous details.

They ARE interested in the benefits they will derive from your products or service. Your headlines must promise the reader some kind of benefit with as few words as possible.

In your follow-up information, keep "talking" about the benefits of the product, and make it believable. Also, keep the prospect's trust.

Question: Where should illustrations appear in an advert?

For a tiny advert there is only the space for words. However, if there is a follow-up brochure, illustrations can be placed anywhere in the body of the text next to the written word to which they relate. If illustrations are used at the top they should usually be placed above or next to the headline where they will attract the eye but not detract from the headline that follows.

Any illustration should be carefully prepared to show your product in its most attractive state. For example, a health product is often depicted the photo of a smiling couple, running across a sandy beach. The illustration or photograph is a visual result – the benefit, the promise or the solution a reader wants. Never use illustrations just for the sake of it or to ‘pretty-up’ what you consider to be a dull, text-only advert.

Question: How to write body copy of an advert?

Again for a tiny advert, there isn’t any body copy – there is no space for any more than a headline to hook readers and then the how to contact information. However, for the follow-up information here are some pointers for body copy...

- Write your message person to person.

Follow a pattern...

- Start with the opening
- state the offer
- give the advantages
- prove your claims
- urge action
- and finally close to get the order

It is very important that the opening (the first sentence and first paragraph) be carefully written to retain life and action. You must grasp the attention of the reader and promise more to follow. Use “subheads” to break up the heavy appearance of the body copy and invite the reader into the copy.

Question: Where should the price appear in an advert?

Tiny adverts rarely give any price, simply because they are not a direct call for a prospect to purchase anything.

And in any advert, when announcing price, never feature it unless it is your single most important selling point.

For follow-up literature, never put the price in the headline unless it is very startling and the biggest bargain of the century. It is generally better to bury the price in the body copy towards the end of the sales letter or brochure in smallish type to stop people skipping to the end to find it. It will be on the order form or coupon, so instead of stressing price in the main body of your advert, go back to “benefits.”

Question: How many lines should an advert contain?

There is no set rule for the length of the copy, although tiny adverts are not usually more than five lines.

For all other advertising, it varies from several lines to four pages, or even more, depending on the product or service and what is needed to do an adequate job of advertising and selling.

Question: How do I keep the attention of the readers of my adverts?

This is not a problem with tiny adverts, simply because they are so short.

However, for follow-up literature, you are always in danger of losing your reader at the end of each paragraph so you must keep your copy interesting and keep it moving.

Make your entire message easy for the eye to follow. Avoid reverse-out (white on black) or type so small it's a strain to read. Use narrow enough columns so the reader's eyes can follow easily. Every word, and the placement in the sentence, is important if you are to reach prospects at a low cost per customer.

Question: What is a direct-mail perpetual motion program?

When you make up a circular or advert sheet, include one advert offering to print and mail another advert offering free commission circulars for postage or for a self addressed-stamped envelope, the more stamps or the larger the envelope, the more circulars they will get.

There will still be plenty of space on the circular to offer your own product. When you send these circulars out in the right combination you may discover perpetual motion!

Question: How can I use tiny adverts to build up a list of fresh names?

Short reports on how-to subjects are generally cheap to produce. You can offer them free just to get fresh names in exchange. Have your prospects send a SAE or stamp for a free copy. **FREE – New Report on Combating Nail Fungus!**

You can get one or two page reports printed from your local quick print shop for only ten pence each, but there is no need to have a large quantity of them printed up until you see what response you receive.

Question: How can I get free subscriptions to magazines?

There are a large number of "trade" magazines, journals, newsletters, and newspapers which are mailed absolutely free to interested firms and individuals who merely ask for them. These are not the common magazines you find in your local newsagents but they offer much valuable reading.

To locate the names and address of these firms check at your library for lists of all trade magazines and specialty publications, for example 'the brad'. If a magazine is listed as, "controlled circulation," it usually means it is available free. Write and ask to be placed on their mailing list. Try to indicate interest or some connection in your occupation, or avocation, with the subject matter of the publication.

Question: How do I know whether to go for small or big adverts?

Usually, a small advert will out pull a large advert pound for pound because only a few lines of copy are required to make people see the benefits and advantages of an offer. Therefore, a full page advert is not required.

However, if a product is complex, it may require a long explanation, testimonials, and 'prove-it' copy. In that case, a small advert will not have enough room to do a convincing selling job – so you have to use the two-step marketing method (tiny advert for enquiries, and send follow-up sales information or point to a web site) or use a large advert.

The best size of an advert depends on several factors. It depends on the market, the product or service offered and the publication the advert will appear in. The best way to find out what size adverts will work the best is...

- Find out as much as you can about how the direct-mail business works
- Check out what the competition is doing, how, what and where they are advertising
- Write your own advert and then test it
- Roll-out when it's a success

Question: How can I instantly increase my income?

Immediately test these three things to instantly increase your income:

- **Your headline.** Can you make it more powerful? Or more convincing?
- **Your offer.** What can you do to make it more irresistible? More bonuses? A better guarantee?
- **Your price.** You'll never know which price is more profitable until you test many different prices. In the case of tiny adverts send FREE or SAE, or £1 for example to cover postage and packing.

Any one or a combination of all three of these things can instantly increase your profits. I'm speaking from experience. Many times a simple headline or offer change has increased my profits by up to 100% or more. It's so simple: just test these three things constantly and you'll always find new ways to make more income from your promotions.

Question: What makes a classified advert good or bad?

So what makes a classified advert good or bad?

- First of all, it must appeal to the reader, and as such, it must say exactly what you want it to say.
- Secondly, it has to say what it says in the least possible number of words in order to keep your operating costs within your budget.
- Thirdly, it has to produce the desired result, which is – and this is **CRUCIAL** – a response that leads to a sale.

Grabbing the reader’s attention is your first objective.

You must assume the reader is ‘scanning’ the page on which your advert appears in the company of two or three hundred classified adverts. There has to be something about your advert that causes a reader to stop scanning and look at yours!

So, the first two or three words of your advert are the utmost importance and deserve your careful consideration.

Most surveys show that words like this work...

- **MAKE BIG MONEY**
- **Easy & Simple. Guaranteed!**
- **Limited offer.**
- **Send £1**
- **FREE!**

These are the ingredients of any good classified advert (the AIDA formula)...

- **Attention**
- **Interest**
- **Desire**
- **Action**

Without these four ingredients skillfully integrated into your advert, chances are it will just “lie there” and not do anything but cost you money.

Just break it down into simple steps. For instance, let’s give you an example of the kind of classified advert you might want to use to sell a manual such as this one. The final ingredient of your classified advert is of course, your contact details for the readers to respond – how to request further information.

Although such an advert could be placed in any leading publication and would pull a good response, it’s known as a “blind advert” and would pull enquiries and responses from a whole spectrum of people reading the publication in which it appeared. In other words, you would get enquiries from as many “time wasters” as from bona-fide buyers.

Using all the rules of basic advertising copywriting, and saying exactly what your product is, the advertising hook could read...

MONEY MAKING SECRETS!
How to Make BIG Money from Books!
For FULL DETAILS Rush 4 x 1st class stamps to
ABC Sales, 10 Main St., Any town,
or call etc.

This is not necessarily the best advert - it's a bit wordy, but the point I'm making is...

- You've got to grab the reader's attention.
- You've got to further excite with something (a catch-phrase or another hook) that makes the reader desire the product or service.
- You must demand that they act immediately

There's no point in being tricky or clever. Just adhere to the basics and your profits will increase accordingly. Check out other adverts. Try to figure out exactly what they're attempting to sell and then practice rewriting them according to the rules I've just given you.

Whenever you sit down to write a classified, always write it all out and then go back over it, crossing out words, and refining your phraseology. The final ingredient of your advert is your name and address or website to which the reader is to respond, or simply a telephone number and email or website address which has a click-on contact box.

Generally speaking, readers respond more often to adverts that include a name than to those showing just initials. Watch the number of words, or the amount of space your advert uses, the use of some names in adverts can be expensive. For example, The National Institute of Direct-Mail Marketing Research Limited, or a longer name can make advertising costs prohibitive.

So, if you do choose a long name, make certain you can shorten it for advertising. The point is to think relative to the placement costs of your advert, and to shorten excessively long names.

The important thing is to know the rules of profitable advert writing, and to follow them. Hold your costs in line.

**Here Are 20 Sure-Fire Tips To Make Up To Ten
Times More Money!**

These are the things that are the most crucial in your advertising. By learning, implementing and always keeping these twenty things as good as possible, many companies have brought in ten times more profits than before. You have the potential to do the same!

Sure-Fire Tip One - Capture a reader's interest

If you cannot get the interest of the prospect, you will never sell them anything. This is where you must find out what the hook is and put it right at the top of your advert. And then even in a tiny advert, add another hook underneath.

Sure-Fire Tip Two - Appeal to a prospect's self-interest

People only care about themselves, and the more you can give them that they really want, the better. This is not selfish, it's natural.

If a person is short of money, they want to know how to get hold of some money, either by winning it or earning it – usually in as simple and easy a way as is humanely possible. When you know what benefits to offer, you have your advertising hooks!

Sure-Fire Tip Three - Write advertisements that motivate people to respond

Forget about the idea of “creating an awareness of your product,” and focus on *selling* that product – and that stands for tiny adverts. Despite the fact that you're not asking for their money, you are simply inviting people to send for full details, you only want to attract the people who will ultimately buy your product on receiving the information.

Think of it like this - a person can know your product exists, but that doesn't put money into your pocket until they buy it.

Sure-Fire Tip Four - Stir buyer's emotions

People buy with their emotions. The advert should cause them to feel an emotion towards your product, and the more the pleasant, happy, excited emotional factor they have towards your product - the more they desire it - the higher the chance that they'll buy it.

Sure-Fire Tip Four - Use benefits to attract product desire

Benefits are all that the prospects really care about. They only want to know what the product or service can do for them that can make their life easier, more enjoyable and more fulfilling.

Sure-Fire Tip Five - Make readers believe your promises

If your advert cannot make the reader believe you, the reader is not going to send for information let alone buy from you.

When you send them the full details, remember, they are buying on the basis of “sight unseen”- they send their money without ever seeing, touching or trying out the product. Therefore, it's crucial to make them believe that you're not going to rip them off. The best way to do this is to include testimonials from satisfied customers.

Sure-Fire Tip Six - Write advertising that relates to the average person in your market

Use the language and terminology that the people in your market use. **Know your market.** Know what the market likes and doesn't like. Learn what the problems are that people in your market have.

The more you're able to relate to them, the more you seem to honestly have something for them! Please always remember most people have a very low reading age – typically 12!!!

Sure-Fire Tip Seven - Convince the hardened sceptic

Consider all prospects to be hardened sceptics. If you do so, you will be able to create much better advertising. Write to that scepticism. Do everything you can to assure that prospect of the worth of your offer.

Make your offer so attractive that a prospect will say, “Yes, that's for me!” Get them excited! Show them dramatically what it can do for them!

Sure-Fire Tip Eight - Write copy that agrees with existing attitudes

Your understanding of the market - not just as the source of your profits, but as a group of people with lives, problems and ideals of their own - can be used to your advantage. Learn as much about them as you can, and show them that you know what they're going through. Let them know they can trust you! Don't try to change the current mode of thought – you don't have enough time or money to do this.

Sure-Fire Tip Nine - Write copy that overcomes buyer objections

Write down a list of all the objections to purchasing your product you can come up with, and then tackle each one. (We're talking here, of course, about the longer sales copy you have on your web site or direct mail info you send after they have enquired.) By doing so, you can come up with ways to lessen or destroy those objections. If you can do that, you're able to develop powerful copy and advertising.

Sure-Fire Tip Ten - Use words and phrases that move people to act

Writing has its tools, just like any other profession. In writing, those tools are words and phrases. So use the best tools possible! Use words and phrases that will gain the attention, the interest and the desire of your prospects. Then give them a very simple but big motivational call to action!

Use emotion words.

Sure-Fire Tip Eleven - Write copy that sounds how average people talk

If your copy is too complicated for a seventh grader to understand, you need to simplify it. Language can be a barrier as well as a tool. Don't make it difficult for prospects to read your advertising. People read advertising in a very passive way, and if your advert requires **any kind of work to understand** then it will simply be ignored instead of acted upon.

Sure-Fire Tip Twelve - Stay in touch with what people want

People only buy what they really want. You can't sell a mechanics kit to a classical pianist for instance. And as obvious as that sounds, you occasionally see classified adverts in a publication that has readers who are not interested in what is being offered. Always target your audience.

Sure-Fire Tip Thirteen - Do not test the obvious

Testing is one of the secrets to getting rich. However, only test things that are smart and are actually questionable. Common sense is just as important as scientific actuality. Get too heavy on testing common sense things, and you're wasting your money. The main things to test are the headline and the offer.

Sure-Fire Tip Fourteen - Appeal to emotions and instincts

People buy with their emotions so you have to play to their feelings. Put them in the picture, with themselves enjoying the benefits of your product.

Sure-Fire Tip Fifteen - Develop facts and present proof

This is the key to believability. Give your prospects facts and proof that what you say about your product can happen for them. Use everything at your disposal, from simple facts and figures to testimonials from satisfied customers. The more you can give them, the more you can tear down the wall of scepticism.

Sure-Fire Tip Sixteen - Make a prospect justify a purchase

Make people feel they are getting a lot for their money. The easiest way to do this is by giving something extra to the main product.

For example:

- Bonus reports
- A free gift

Sure-Fire Tip Seventeen - Find a common meeting ground with prospects from the start

Let prospects know you can relate to them, and let them know why you can relate to them. This is the benefit of writing to a specific person and a specific market. Let them see that you know their problems and desires and that you have the solution for them.

Sure-Fire Tip Eighteen - Substantiate incredible product claims

You have to provide evidence that your claims are true. If your claims are too wild, you have to tone them down. Outrageous product claims can be detrimental.

For example, let's suppose you're selling a set of CDs on how to get rich with your business plan. Even if claims of earning £10,000 a week are true, many people would be put off by this figure – they simply wouldn't believe it was possible let alone the truth.

However, if you broke that down, it sounds more achievable. For example, instead of £10,000 a week you can change it to, "I earned £937 in the last 24 hours – and so can you!" Note the specific figure £937 – so much more credible than, say, £1000.

Sure-Fire Tip Nineteen - Have back-end offers

Most profits in this business are made through back-end not front-end sales. The related products and services you sell on the back-end to customers who have bought from you before always make you the most money. The front-end should merely be used to gain initial sales and increase your customer base.

Once people have bought from you, they trust you more and you can go back to them with related offer again and again.

Sure-Fire Tip Twenty - Continually develop new offers and advertising ideas

You will never maintain success and growth with only one product. You have to keep coming out with new products to maintain your profits and keep them growing.

Postcard Profits - Introduction

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

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

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

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

And some more tips...

- Items priced between £9.99 and £29.95, sell the best.

- For higher priced goods simply use the two-step method that you use for tiny adverts in newspapers and magazines.

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

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

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

Net Potential

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

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

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

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

How to Prepare Postcard Sales Copy

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

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

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

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

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

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

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

Mailing Lists

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

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

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

Importance of Testing

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

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

Hot Insider Tip...

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

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

Budget advertising by the month

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

Develop a plan of repeat business

It is important to...

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

How to pick the best publications to place adverts

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

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

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

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

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

Top Insider Secret

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

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

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

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

- How to build up their business and increase their income
- How to save money

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

Some Insider Tips for Early Success When selecting a publication to place an advert for the first time...

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

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

Next...

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

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

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

A second warning signal...

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

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

Preparing Artwork

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

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

Here are some tips...

- Check and double-check for typing or spelling errors. It's SO easy to read text and not spot mistakes – after printing it is too late.
- If you are not emailing your copy, but taking in or posting artwork (rare these days), make certain your "original" is smudge free – any marks will be reproduced on every copy printed.
- Keep artwork pages flat - creases or folds usually appear on the finished product.
- If you paste artwork by hand, check with the printer that the edges of the pasted picture or text will not show as a black line when the page is printed. The best route for cutting and pasting is on the computer, so the pages you present to the printer are all clean.
- For printing, light blue margins will NOT photograph.
- For printing leaflets and advert sheets, always check the cost of printing against photocopying – for smaller amounts, copying can be cheaper. Also digital printing is extremely competitive these days for short runs.
- If you want to add your own drawings it must be done in black (or dark red, which will photograph as black).
- If you want to use a photograph in your advert, it must be "screened" first. This is when the photo is broken down into tiny dots. If this is not done, darker shades of grey will become black and lighter shades may disappear entirely. Your printer will be happy to give you free advice.
- Never use transparent tape, it can show.
- If you are preparing an advert for a publication, be sure the size is exactly that required by the newspaper or magazine.
- Many of the points above no longer apply as it's all done on the computer these days.

Methods for Obtaining Free or Very Cheap Advertising

- Place copies of your circular on bulletin boards throughout your community, for example, in superstores. Concentrate on Fridays and Saturdays when most people do their big shop.
- Check with local newspapers. Before going to press, many smaller newspapers have space left that needs filling. Your advert may be just the right size to occupy this unfilled space and they may run it free or at a greatly reduced cost.
- Leave sales literature on doorsteps of homes and businesses in your area. Do this on weekends in residential areas; weekdays for businesses.
- If you publish a direct-response magazine, newspaper, advertising sheet, or newsletter, contact other publishers. If your circulation is equal to theirs, many will be happy to exchange an equal amount of advert space with you.
- Many publishers will give you free advert space for mailing a few copies of their publication. Simply write to them and ask if they will give you free advertising space in exchange for mailing copies of their publication to your customers.
- Write informative articles for publications of your market place. Many publishers will give you free advert space for the use of your article – but your article does have to give real value to their readers.
- Take advantage of advertising specials. Many publishers offer adverts on a 3-for-the-price-of-2-basis, or 4-for-the-price-of-3, etc. This saving is the same as getting one advert free of charge. But only do this AFTER you have tested that your advert pulls.
- When starting a new publication, many publishers will offer reduced advert rates to help fill space. Watch out for news about forthcoming publications, this is easy if you check out adverts, press releases and the Internet.
- Get your printer's lowest price for printing circulars on both sides of the sheet. Contact other dealers and state you will print and mail their circulars for this price with no conflicting adverts on the back.

Then, print your circulars on the reverse side and distribute them with your outgoing mail. There is no extra cost for postage and envelopes, and your side of the circular is paid for by your customers. This also works for postcards.

Post out packages of twelve to twenty postcards – one of those cards is your advert, the rest from paying advertisers.

How to Choose What to Sell by Direct Response

Golden Insider Tip...

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

Why?

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

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

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

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

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

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

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

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

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

- What is the general category?
- Then specifically – what is your market place?

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

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

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

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

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

But appeal subtly, on the subconscious level.

Two Great Ideas You Can Use

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

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

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

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

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

Hot Insider Tip

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

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

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

Selling Merchandise

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

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

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

Sales of Books and Manuals

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

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

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

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

Sales of Supplies and Equipment

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

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

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

Sales of Office Supplies

Started in a very limited way, some projects of this kind have climbed into the big business classification. A ready market exists for small quantity sales of stationery, printing, postal scales, filing and indexing equipment, especially for goods simply and inexpensively constructed.

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

Household Items

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

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

Car Essentials

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

Products You Make

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

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

Goods made by the artisan or craftsman, by hand or with simple tools or with the aid of light power machinery. For example, book ends, indoor dog kennels, knockdown furniture, wall racks, seashell necklaces, lawn novelties, throw rugs, tropical products, jewelry etc.

Chemical specialties which any "mixer" can learn to compound at home, on the kitchen stove, or in a small shop or in his or her garage. This is the so called proprietary field, where the making and selling of simple products has crowned the efforts of many limited capital operators with success.

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

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

How to Write and Sell Information

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

At one extreme is the correspondence course which aims to bring a university campus to the door. At the other extreme is the small operator who for a few pounds will send information about something you would like to know or will reveal a “secret” or formula of some kind. In between these two extremes are many possibilities.

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

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

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

Sell Your Expertise and Knowledge

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

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

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

Self-Help Topics

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

Help for the Do-It-Yourself Prospect

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

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

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

Writing for Profit

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

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

Application of Chemistry

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

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

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

Hobbies

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

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

Health and Exercise

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

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

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

Other Subjects

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

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

Ways to Make Biggest Earnings

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

Starting a new trend – past examples are booklets on

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

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

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

One – Write Something that Everyone Wants to Buy

There are thousands of, “HOW TO” books, reports, folios, etc. on sale. But there’s always room for more fresh ideas, especially if you can come up with some new way to either...

- increase income
- save money
- save time

Two – Buy the Reprint Reproduction Rights

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

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

Three – Become the Agent for a Hot Selling Item

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

When cash-in-advance orders arrive, you keep your commission and send the balance on to the prime source. He will deliver direct to your customers.

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

Four – Become a Dealer for the Prime Source

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

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

Selling Service

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

Administration and Clerical Services

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

Publishing Services

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

Skilled Trade and Professional Services

- Photographic work
- Commercial art work

- Patent attorneys (assistance in securing a patent and marketing of a new invention)
- Analytical chemistry (consultant chemists specialize in analyzing products and suggesting improvements, including better marketing policies).
- Economic advisors
- Trouble shooters
- Direct-mail counsellors - catering to beginners, also small businesses who wish to perfect their methods and expand.

News and Information Services

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

Checklist for Selecting a Winning Product

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

Checklist of Sources for Locating a Winning Product

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

Checklist for Expansion

- Develop or acquire other items to tie in with your main product.
- Present follow-up offers to customers and prospects.
- Promote a succession of products appealing to the same trade.
- Sell such services as personalization, consultation, etc., if such services are adaptable to your line.

Checklist for the Advertising Copy

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

Checklist for Testing Your Offer

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

Checklist for Follow-up Sales Literature

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

Checklist for Supplying the Product

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

Checklist for Advertising Strategy

- Don't attempt to start unless you can afford at least two or three adverts; even though you can start by placing one tiny advert, you need to place it for at least three weeks.
- Plan to advertise consistently.
- Advertise for enquiries rather than directly selling an item if it sells for £10 or more.
- Two small adverts will generally produce more business (pound for pound) than one advert twice as large.
- Keep repeating adverts as long as they continue to be profitable.
- Don't waste unnecessary space; advertising is expensive.

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

Checklist for the Selling Price

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

Checklist for Shipments

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

Ten Crucial Success Steps

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

Here they are...

Common Mistake One

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

Common Mistake Two

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

Common Mistake Three

- Spending too much of your advertising money on untested adverts in untested publications. Start smart by testing your adverts (2 to 3 concurrent insertions) in just a couple of publications that are likely candidates for the product or service you are selling. Then build.
- This means studying many different magazines, newspapers, advert sheets, and so on to determine where your advert will best fit in and has the best chance of being seen by readers who will be interested in what you are offering.

Common Mistake Four

- Believing that you advertising only 3 or 4 times will be enough to establish your business and earn your fortune. There is one theory that states that people need to see your advert a minimum of 3 times before it makes an impression on them. Another theory states they must see it 7 times!

Common Mistake Five

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

Common Mistake Six

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

Common Mistake Seven

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

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

Common Mistake Eight

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

Common Mistake Nine

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

Common Mistake Ten

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

Pointers for the Direct-Response Marketer

Introduction

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

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

Business or Company Name

- Unless you are using your own name, you need a trade name. Select a short, easily remembered name.
- Before you spend money for printing material, make sure that the name you choose is not already registered to another company. The Internet is a great search tool for checking this. You can usually conduct a name search with an office of the appropriate jurisdiction by telephone. It's not so important if you find the same name in a totally unrelated field.
- You may consider using a name that describes your product.

Business or Company Address

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

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

Telephone

- Some direct mail companies do not show their telephone numbers on their adverts or stationery. I recommend you do, it gives people confidence in you to see a telephone number, although they may never use it.
- Your residential phone is fine, if it is answered in a professional manner at all times.
- However, if you plan to sell higher priced ticket items (over £30), a business listing is better, since a prospective customer can check whether "Company X" is listed.
- Have recorded messages for your business, if you cannot always be there to answer the phone.
- Or consider, using a call centre. They can take customers' calls and their orders for you. The call centre usually charges a basic rate and then the more orders they take, the higher their fee.

Product

- If possible, choose a product or products that people need on an ongoing basis.
- Be sure the product is of acceptable quality. Know the product before you sell it.
- Develop a line of merchandise. It is rarely possible to make money with just one or two items.
- The more specialized your products are, the easier your marketing becomes.
- If you are selling books, for example, it would be impossible, except for a very large company, to sell all types of books. It's far better, for example, to decide to specialize in books about sports, or zeroing in on a specific sport such as football or baseball.

Suppliers

- Your suppliers should be reliable.
- Since you should provide some type of money back guarantee (30 days is standard), you should expect the same guarantee from your suppliers.
- When buying from out of town suppliers, be sure to include the shipping charge in comparing prices to local suppliers.

Drop Shipments

- Under a drop ship agreement, which is available from many suppliers for a variety of products, the supplier ships your customers' orders directly under your shipping label.
- It is customary that the supplier guarantees not to include any of his promotional materials with the shipment; or to use your customer's name for any future mailings.
- Drop shipping arrangements are suitable for people getting started. It allows you not to have to carry a costly inventory.
- As your business increases and you develop a sense of what sells well, you can stock limited supplies of certain fast selling items, and continue utilizing drop shipments for slower selling products. Eventually, as your business flourishes, you can carry an inventory of everything you sell.
- Handling your own shipments is advantageous for the following reasons. It cuts down your shipping expenses, it decreases the shipping time, and it allows you to include promotional material directly with the shipment.

- When you do utilize drop shipments, be sure to send your customer a note that their order is being processed and they can expect it by, or around a certain date.
- It is unnecessary to make your customer aware of the fact that the item is being sent by another company. Include some promotional material with your letter or note.

Pricing

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

Responding to Enquiries

- Each enquiry you receive in response to an advert should be answered via First Class, if at all possible, within 24 hours.
- Don't forget the Internet. Many customers are happy to receive information through their email, even if it is just acknowledging their order. The boon of course, is that you can send information to them immediately and it's free!

Postage and Shipping Costs

- Keep your mailing lists clean and updated – otherwise you can waste money on sending out to the wrong address.
- Compare costs of shippers other than the Post Office.
- Guarantee return postage.
- Watch your shipping weight. A fraction of an ounce can make a big difference in a large mailing.

Printing Costs

- Finding the right printing company takes time, so keep shopping until you find the right one.
- Very large printers will not be interested in your business. Very small ones, quick printers and instant printers although convenient, are generally too expensive. Their equipment is not large enough to be competitive.
- There are many medium sized printers that will give you good pricing, and quality printing. Often they have the capability to help you with layout and design.

- Don't hesitate to use out of town printers. If you live in a high cost-of-living area, you can probably save a substantial amount of money.
- Most printers advertise on the Internet now and you can simply email your master artwork directly to them.
- Until you know what sells, print small quantities in-house wherever possible, by simply using your own computer, ink-jet or laser printer – even if the unit cost is higher than using a printer. Don't get stuck with a load of stock of anything until you know you have a winner.

Customer Payments – Refunds and Complaints

- An increasing number of direct-mail companies accept credit cards.
- If you cannot obtain a credit card merchant agreement, check out setting up a PayPal account on the Internet for your customers to pay you. There are companies such as Worldpay which offer credit card facilities to those who would not normally be able to get them.
- If you receive an order with an underpayment, ship the order and bill the customer for the difference.
- Make refunds on overpayments quickly.
- Most direct-mail companies offer a 30 day money back guarantee. Some offer 90 days and even more. However, there's no need to offer money back guarantees on items priced under ten pounds.

Record Keeping

- As in any business, it is important to keep records. You need records to tell you what is going on in your business; to evaluate both your revenues and your expenses.
- It is also required by law that you keep records of your income and expenses.
- Keep especially good records of your advertising expenses so you can evaluate your advertising on an ongoing basis.

Mailing Lists

- It is recommended that you do no direct mailings, except to your own lists of customers and enquirers, until you have thoroughly tested a specific product through advertising.
- The **best mailing list** is your own list of **buyers**. **Second best** is your own list of **enquirers**. Next best is another mailing list of buyers of similar products and by far the worse is another company's list of enquirers for similar

products. Don't even think about mailing buyers or enquirers of products totally different to your own.

- Stay away from inexpensive mailing lists, under £50 per 1000 – they're worthless.
- Avoid mailing lists whose owners make unrealistic claims.
- The general consensus is that you need to mail a minimum of 1000 names to get a fair reading. 3,000 names would give you a more accurate test. If you have to rent a minimum quantity (say 5,000) then rent them and only mail 1,000. If it doesn't work, just chuck the other 4k away.

Follow-up

- The most important factor in direct-mail is follow-up. Substantial profits can be generated from this segment, if it is properly handled.
- You can generate a lot of sales by including promotional material when filling orders for customers. Other orders are generated from mailings that are made to former customers, as well as individuals who inquired about an offer in the past.
- Send out regular mailings to your customers. At a minimum, four times per year. However, you can send out mailings as often as every 6 weeks or so, if you have a new product to offer.
- Send follow-up mailings of the same or similar offers to enquirers of advertising who did not buy the first time.
- As you build your mailing lists and you send out regular mailings, your orders will start flowing in.

Direct Response Business Insider Tips

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

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

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

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

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

The strange thing is this...

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

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

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

One - How to develop a personal relationship with your customers

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

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

Name

Address

Tel number (optional)

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

Two - What inspires people to buy by mail?

- Convenience and saving of time - it would take to make a personal trip. Avoidance of rush hour crowds.
- Exclusiveness of many direct-mail products.
- Many people find it fun to buy through the mail. Curiosity is a big motive.
- Quite often direct-mail products have a price advantage. Many prefer to buy personal items, such as certain kinds of books, by mail.

Three - How do you begin with a direct-mail business?

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

- Use printed letterheads and envelopes for the follow-up information to send to enquirers.
- Test before you splurge. It's not the money but the thoughtfulness with which it is used that is the deciding factor between success and failure.

Why do some direct-mail adverts lose money?

- The product, the price, the media used, the timing of the advert and the right prospect are all critical factors.
- Proper items must be selected, those that will readily sell by mail.
- The price must be especially attractive.
- Adverts must be simple and easy to understand; attention producing with strong eye arresting leads. They must convince customers and make it easy for them to respond.
- All these ingredients need to be present to get good response.

What are good direct-mail products?

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

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

- Manuals
- Books
- Magazines
- E-zines
- Newsletters
- Reports

And these are some of the marketing options...

- Small adverts point to larger adverts – the 2-step method we have discussed.
- Direct mail.
- Web sites and answering machines.
- Emailing the information.
- Granting licences.

- A network of agents – example: Usborne Books at Home currently run a home-based opportunity – agents get commission for direct-selling of their fantastic range of children’s books. www.usbornebooksathome.co.uk

What make customers come back again and again?

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

What limits the direct-mail business?

- There is no limit to the business if you are willing to learn and expand. A good hot item, even at a high cost can be a real winner.
- Don’t let your programs just sit idle. Test ... test and do more tests. Keep on the top of all your activities and follow through.

After you have been in the business a short time what can you use to build confidence?

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

What one mistake costs the direct-mail marketer a lot of money?

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

What are the 13 most powerful words for your adverts?

- Free
- Rush
- Limited
- Guaranteed
- Save
- Sale
- New
- Get
- Look
- Money-making
- Profits
- Act
- Now!

How do you get income coming from every direction?

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

What should you know about catalogue deals?

- Steer clear of trying to get a catalogue to advertise and sell your product until you find one with offers that are similar to your product, or where your product would sit well.
- Test your product first. Make sure it is a big seller, before you approach a catalogue – they won't be interested unless you can prove there is a market place hungry to buy your product.
- If a catalogue takes you on, your profit per item will be very small – BUT... the volumes will be huge and you won't have to do any work to achieve great results.

What is essential to be a success in the direct-mail business?

- It's vital to keep up with the trends of your market place. As with the antique business, what you can buy for pennies today may be worth thousands in a year's time, simply because it becomes the latest 'must-have' item. So, keep your mind open for new ideas and don't give up.
- Don't give up just because an advert or product bombs. Everyone Has those. I've had dozens! If you follow the format of testing small and then rolling-out only on the successes, you'll make the money you want to. So, hang in there and you can become a great success!

What is one of the most common questions asked by prospects?

- No matter what product or service you are offering, the question is ALWAYS, "What can it do for me?" Every bit of advertising you do, has to answer that question – even your tiny adverts.
- The rich and successful marketers are those who know it is not features but benefits your customers want to know about. For example, the **feature** of a vehicle may be the special hub caps, but the **benefit** is that the car makes the driver attractive to the opposite sex – in other words it's a sexy car. For a manual, the feature may be the number of pages, but the benefit is the reader makes money by using that insider knowledge. You've probably heard this before – but it's a great reminder – "Don't sell the sausage, sell the SIZZLE!"
- So, eliminate all the useless nonessentials so the reader is not overburdened with worthless detail and let them know through proper advertising what your publication, product or service can do for them!

What secrets must you apply in order to find riches?

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

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

Why do a percentage of people fail in direct-mail?

- Every phase must be analyzed and tested. The right products must be selected, the correct type of adverts placed in the proper media.
- There is no such thing as an overnight success with very little work. Sadly, many people drop out before giving themselves a chance to learn the right methods. They also bail-out after the very first advert failure.
- As soon as they make a little money they spend it on consumer trash! They have no concept of reinvesting profits.

What are great money-makers to include in a direct-mail business?

- Printing and publishing. Publish your own books and manuals.
- Manufacture your own product in your garage or basement.
- Purchase your product direct from factories at distributors cost. Get involved in the sale of the thousands of how-to books and programs available.
- Make up unique How-to-reports, stories, etc., in cartoon form.
- Write valuable promotion deals for the millions of merchants and retailers and record onto CDs.
- Sell or lease your name lists.
- Place your tiny adverts, or/and mail the postcards and advert sheets.
- Mail others commission circulars with your own mailings.
- Do everything possible until you have a successful advert or formula and then roll-out. And you keep doing this for a perpetual stream of income.

How to stay ahead?

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

How to double your earnings in direct-mail?

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

What is another method to double your income?

- Multiply the number of products or services. If you are offering the right products and advertise in the right media you'll get great results.
- Continually reinvesting profits for advertising and new items that generate orders are the secret if you wish to succeed in any business - and direct-mail is certainly no exception.

How can you graduate from a part timer to a full time money maker?

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

What is the big secret you need to know in order to write?

- Put together the information written by others, in your own words with a different slant, in a different light, using your ideas and your natural creative ability. Write in the same language you use when you talk to a person. And the big secret of writing? Do it! Get started!
- When you have started writing, regardless of the subject matter, your creative ability, held dormant in your subconscious mind through the years, will take over. The more you concentrate on your ideas and the more you write, the easier it becomes.

What should you write about in order to make money in the direct-mail business?

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

What are the best books and manuals to sell by mail?

- First, forget about fiction! Scientific, technical and text books are other categories to stay away from.
- All others have good direct-mail potential.
- Self help and do-it-yourself books are best for newcomers.
- Mystic and metaphysical books are a specialized field and generally the demand is quite high.
- Health and recreation books have a steady market.
- Choose the type of books or manuals that interest you most, start out by advertising for enquiries. Have a good direct-mail sales packet to follow-up.

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

What are the three things you must have in order to become rich?

- Success means many different things to many different people but to most of us we're visualizing sufficient wealth to give us continuous security and happiness without worry about our financial future. The three things you must have to gain success are **knowledge, self confidence, and perseverance**. You gain self confidence when you acquire knowledge.
- To acquire knowledge is simply a matter of study to become an expert in your field of interest. You have made a great start with this manual.
- Perseverance will allow you to prevail in our chosen field. If you have confidence you can keep "punching" until you succeed. Most people go down at the first punch and stay down.
- To gain knowledge you must have confidence in yourself.
- The reason there are so few success stories is that most people never start to do the things necessary to bring their "good" ideas out of the cobwebs of their mind. The idea is soon forgotten. So when a great idea strikes you must act without delay!

How can you solve direct-mail problems after you have exhausted all the normal means of solution?

- Think in terms of unorthodox methods. Vary your thinking and try to solve the problem by creating something completely new and relevant. Come into the problem through the "back door."
- You can create new programs or projects by "association." Think of an object which is similar or adjacent to the subject item and then continue the chain of associated thoughts until new and useful programs or products emerge as idea. Come back to it later. Quite often as you progress it will later appear bright and clear.
- Complete one step at a time. By breaking it down in size you can solve it in segments.
- Don't further confuse the issue by doing so much study and research that there are too many roads to take. Remember, action is the key to success! Talk is cheap. There comes a time when you have to actually take the plunge and try something.

How can you capture the direct-mail market for your product?

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

What you are really doing is finding weaknesses then making your product or service better than the original being put out by your competitors. By making a small change in the right direction in your sales copy you can capture the market.

What should you do if after a great deal of time working up a new program or writing a manual, it doesn't produce?

- There is a good possibility that any program or publication won't sell! You should not become so "in love" with your works that you keep pouring good money after bad, trying to promote an apparent "lemon."
- First, keep your outlay low, by producing your material inexpensively in the form of a short report, brochure or letter which will indicate whether there is sufficient interest in your subject.
- If testing in this manner indicates that the market is out there waiting for your materials in more elaborate or finished form, then use your money to complete the enhanced version and get it printed. Even then you should be conservative as to the amount of books or materials printed for the first "shot."
- Determine if your product can best be sold in volume to other mail order distributors thus getting your offer to a diverse group of book buyers and opportunity seekers.
- Remember no one can ascertain whether their program, product or publication will be a success until it hits the market place. If it does not appear to be successful after reasonable tests, the most important thing at this point is to recognize that unless you have overlooked something in your advertising, promotion or business plan which can turn the situation around, you will be much better off to drop it and change to something with more chance for profits.

And Finally – the Greatest Asset – You!

- You, mainly, control the destiny of your business.

- Be energetic; devote as much time as you can spare to advance your enterprise to a more profitable future.
- Be determined to make your business a huge success.
- Learn as much as you can about direct-mail techniques.
- Be original; exclusive. This can be as simple as an upgrade or make-over of a basically old idea.
- Don't copy anyone directly; copy only successful methods and techniques; always strive to improve on them and add your own creative touch.
- Keep searching for new, "exclusive" products.
- Don't become disappointed by a slow start, or discouraged by a failure or two along the way.
- Always perform professionally; an amateur does not get paid for his or her services.
- Build your own financial freedom – re-invest profits into productive adverts – use the power of leverage to get rich.
- Start and operate your business on sound principles.

Congratulations on reaching the end of this program.

It really is possible to make truly GIANT sums of money with little tiny classified adverts - I am living proof of that and I'm not the only one.

Don't be put off by the detail in this manual. It took me a while to 'get it' so be prepared to read it a couple more times to let the ideas really sink in. Then you can be sure you're following all of the best insider secrets and top tips for a direct-mail business built on the incredible super-powered tiny advert!

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

It's about time you got a better break and aimed for a more fulfilling, wealthy life. That's what I did. That's what you can do too.

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

My very best wishes for your future success.

Damian Ball