

\$100.00

How To Make Maximum Profits In Minimum Time Volume I

See inside for 10 of the quickest ways to make money in your business

- How to turn \$200 into \$16,000 and make all your advertising up to 500% more effective.
- How to steal customers from your competitors using low cost direct mail strategies.
- Amazing Secrets of powerful offers that instantly attract a flood of new customers.
- How to turn 'price shoppers' into profitable sales-even if your prices are higher than your competitors.
- The seven deadly marketing mistakes-and how to avoid them.
- How to use cheap classified ads and two-step marketing to make up to \$10,000 a week (*or more*) in extra Sales.
- How to get \$15,000 worth of FREE Advertising each year...Plus lots more.

Special Report by
Peter Sun

A Quick Summary of What's Inside:

- page 7...** The amazing secret of getting new customers for your business.
Learn how to make powerful offers to instantly attract new customers.
- page 15...** The seven deadly marketing mistakes and how to avoid them.
- page 23...** How to turn \$200 into \$16,000.00. Learn how to make your ads, letters and promotions 500% more effective.
- page 30...** How to use cheap classifieds and *two-step* marketing to make up to \$10,00 a week (*or more*) in sales.
- page 37...** How to turn price shoppers into profitable sales -even if your prices are *higher* than your competitors.
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- page 61...** How to cash in on the biggest technology revolution of all times.
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- page 75...** 15 easy ways to keep your customers coming back — and spending their money with you— forever.

Important Notice:

Please Read This First

Dear Friend,

The report you hold in your hands contains some to the most powerful ways to generate large amounts of highly profitable cash-flow known to exist today. The information you are about to read has been adapted from my monthly newsletter "The Peter Sun Marketing Letter."

It is *not* a book of theory. Everything you are about to read has been tested and used by countless successful business owners and entrepreneurs throughout the world. My business used some to these very same techniques to generate an income of up to \$104,000 a month -- working just 4 days per week from my home.

Other people I know, and who have used these methods in their businesses, have done even better. Inside this report you'll see some of the examples of the results they got. The truth is -- that no matter what product or service you sell, no matter how large or small your business is, this report will help you to...

**Sell MORE of whatever you are selling — and sell it faster
And at a higher profit, than anything you've ever tried before**

There is one catch though: You must apply what you learn and use it consistently and diligently. This report is *not* a ticket to instant wealth and even though *I know* these methods work, there is *no guarantee* that *you'll* make money with them. I can give you the tools and information to help you, but success in any business will largely depend on your own efforts and application of sound business principles -- and running your business in a professional manner.

This report is more like a roadmap for you to follow. You may have to go over a few potholes, but as long as you stick to following this path of doing business, you'll reach your goal.

I wish you all the best,
Peter Sun

Peter Sun

Acknowledgements:

This book would not have been possible without my 'teachers' and Inspiration I received from some of the world's greatest marketing minds.

I am greatly indebted to people like Gary Halbert, Jay Abraham, Chris Newton, Bill Myers, Winston March, Murray Raphel, Patrick MacAllister and others for providing me with the knowledge, their teaching and their encouragements, as I progressed on my path to marketing success.

I also want to thank my wife and children for their support and patience during our years of hardship and struggles while I was "Serving my apprenticeship." And also my parents for their financial and moral support in my 'crazy business.' Without their understanding success would not have been possible.

As I progress on the path of life, it becomes clearer and clearer that we are all students and teachers at the same time. Life has a habit of repeating a lesson until we learn it. I may have learned some of the lessons in marketing, but there are still greater *lessons in life* that I have yet to learn and practice.

Lessons like: How to be a better person. How to have more patience, kindness and compassion for all beings. And how to make sure that I leave behind me a world that's just a little bit better than when I started.

I hope this book provides you with some of the lessons you need to learn to make *your* life better.

Peter Sun

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The Amazing Secret Of Getting New Customers For Your Business

How To Make Powerful Offers That Instantly Attract New Customers to Your Business

Mudgeeraba
14th December, 1995

Dear Friend,

I like to keep my promise. Which is...

To at least double your profits in less than 30 days

I'll show you how to go about getting new customers for any business. Actually, getting new customers is easy -- if you know *how*. Most people in business do it the hard way. I'll show you the easy way. And it's also the *cheapest* way to get all the customers you want.

To do this I need to explain what's known as the "lifetime value" of a customer to you. If you understand the "Lifetime Value" of your customer - you can get new customers almost as if by magic. It's the "Marketing Edge" that can help your profits skyrocket and get lots of new customers coming through your door.

No matter how large or small your business, no matter what product or service you sell, you must first calculate the "Lifetime Value" of your customer. Once you know it, you can decide exactly what you can *afford* to spend to bring in a new customer— and the best way to go about it.

In a nutshell the Lifetime Value of a customer is....

**The average purchase value, multiplied by the number of times they buy
from you in a year, multiplied by the number of years they remain your customer.**

For example: You own a restaurant and your regular customer spends \$30 each time they visit you, of which \$20 is profit. Let's say they come to eat 12 times per year and stay with you for 2 years on average.

This means your regular customer is worth $\$20 \times 12 \times 2 = \480 in profit to your business. (*see page 9 for a form to help you calculate this for your business*).

You can use the same method to calculate the Lifetime Value of a customer for a hairdresser, a supermarket, a car service center, an accountant, a doctor, clothing and shoe stores...in fact, it works the same for any business.

You can apply this formula even if you're selling a high value item such as refrigerator's, cars, machinery, office furniture or other 'one off' items. Even though it may be years before another purchase of the same item by your customer, you may sell them something else. Or you may have service contracts, other add-ons and customer referrals. They all add up to extra sales and profits over a period of time. Even if you just approximate the extra sales, you will start to get some idea of what every customer is *really* worth to your business.

And once you know this...

...you'll know what you can afford to *spend* to get new customers.

Most business promotions consist of ads in the papers and magazines, beautiful brochures and outdoor signs. They do mail outs telling the world about their wonderful products, service and themselves. And they usually offer an 'opening special' discount. Something weak, like 10% or 15% off, or \$10 discount every time you spend \$100. However, unless you have some marvelous contraption that everybody wants, such as the only water stand on the edge of the Sahara Desert, this creates about as much excitement as a dead jellyfish.

Oh, sure. It will increase your business. However, it will expand it v-e-r-y s-l-o-w-l-y. In the meantime, the rent has to be paid, you have to live and the ads are costing you a fortune. In a year or two or three you *may* actually have a business. Or YOU ARE BROKE.

Buy you, my faithful subscriber, are much smarter than that, aren't you? You know there has to be a better way, don't you? Well, there is! And I'm going to tell you all about it.

**You are about to learn how to create a situation resembling
shark-feeding frenzy in your place of business.**

A friend of mine built a business starting from zero using this approach. He spent \$1 million building 3 tennis courts, swimming pools, game rooms, and barbeque facilities in the middle of Sydney. The place was magnificent. There was one trouble: He had no customers.

So here is what he did. For one month he advertised in the local newspapers: **Free Tennis Lessons, Free Court Hire, Free Barbeques and Swimming Pool Parties.** And guess what happened? That's right!! The place was packed out from 7 am till 10 pm every day that month. He gave away *lots* of tennis lessons, sausages and court hire. It cost him a few thousand dollars. The interesting part is that at the end of the month, he had a going business. The courts were booked solid and have been ever since.

My friend understood what a new customer was worth to him. He knew that once people got used to playing at his courts instead of someone else's they'd be back. He charged more per hour than the others. But the customers got extra value with the swimming pool and barbeque facilities and friendlier service.

**Because he knew the Lifetime Value of his customer
he gave something away and ended up making a fortune.**

He knew a regular weekly booking of 2 hours means \$20 per week x 52 = \$1,040 per year. Plus, coaching at \$25 per half hour each week, plus sales of tennis balls, clothes, etc. This means he could well afford to give all those Free games, coaching and food to attract new customers.

Another business that applied this concept brilliantly is a restaurant called the Alley Deli. The owner, Norman Gordon, sent a letter to all the V.I.P.'s in the community, to the main partners in law firms and the executive heads of all the companies located in buildings just a few blocks away from his restaurant. Altogether he mailed 120 letters. They were addressed by name to all the people on his list and included a menu.

His offer was simple:

A FREE Lunch!!

The result? Out of 120 people, 100 accepted the lunch. Half of them ordered another lunch at the same time. Most of those people became steady customers. Norman Gordon said:

“It would have taken me six months to bring in the kind of business direct mail brought me in six days. I couldn't afford to wait six months...”

He tripled his business since using only similar direct mail approaches to qualified prospects. The letter was written by Murray Raphel, a famous marketing and advertising expert. He also owns a very successful shopping center. (*He promotes it only by direct mail*).

Are you excited by the possibilities for your business? Well, wait to see what's next.

Who is Australia's best known hairdresser? You may already know of him. His name is Stefan Ackerie. His picture is in most shopping centers in the form of a life size cut out next to the hairdressing salons that bear his name.

Stefan started out by offering Free Haircuts and he still does it today, more than ten years after he started.

He knows the average person comes 10 times a year and spends at least \$30 each time, giving him \$300 in turnover and perhaps \$200 in profit in just one year. If his stylists do a great job on the Free Haircut, which they do, over 50% of people may become regulars. The costs in labor and products for the Free Haircut? Around \$8, at most!! With the \$200 in profit at the end of the year, he knew he could give away the \$8 style cut to get a new customer. Is he the biggest in Australia? Yes, he is!! Because he understands that to give is to get!!

But what if you don't have a restaurant, hairdressing salon, or tennis complex? Could you apply this to your business? Absolutely! Here are some examples. Accountants, lawyers and doctors can give away a free consultation worth \$150. Bowling centers - Free games. Supermarkets - coupons for Free food items. Car service centers - Free first service or Free brake checks. Muffler shops - Free muffler checks. Landscapers and Nurseries - Free lawn reports....any business such as clothing or any retailer can simply have no strings attached Free gift vouchers of \$10, \$20, \$50, or whatever amount will work to bring new customers to them.

A petrol station can give \$30 off the first month's bill for new accounts. This method was used successfully by a company in Gosford called Bowen Petroleum. An equipment hire company can offer \$100 of FREE hire for each new account opened.

A furniture dealer can offer a FREE booklet, "How to decorate your home." Look, anyone can use this technique. I am always offering potential customers FREE Information and some of those people end up spending thousands of dollars with me.

What I am really doing is "buying" new customers.

"Buying" new customers with an irresistible offer really works, and it works amazingly well almost every time. The only time it doesn't work is if your offer is weak or you target the wrong people.

Human beings are creatures of habit. We keep doing the same old comfortable things we've always done. To get a potential customer to break their habit of going to another business, you must give them a very strong reason to try *you*. That's why a FREE offer is so effective. It's a risk free way for them to get to sample your product or service.

There is another exception when this approach won't work! It won't work if your product or service is lousy. If you don't follow up your customers with Thank You notes, letters, and other forms of personal communication. If you ignore them after they buy from you...and in that case you deserve it. Because good business is about developing relationships and keeping in touch with your customers.

Isn't it trust, if you don't call or write to your *friends*, you'll soon lose touch with them? If you are having a party and don't invite your friends they aren't going to turn up, are they? How could they if they don't know about it? So come on, turn your customers into friends by showing them you care. Keep in touch with them on a regular basis by mail or phone. And watch those profits grow.

A word of caution.

Before you rush out and start making free offers to the world....

Work out the Lifetime Value of your customer and test all your offers and ideas on a small scale. Analyze the results, adjust your approach if needed, and only then go all out. If you test everything you do on a small scale first, you'll never get burned and go out of business.

But you will knock the socks of your competitors every single time, because they'll still be offering 10% off.

Regards,

Peter Sun

Peter Sun

Use this form to calculate The Lifetime Profit Value Of Your Customers

Average Sale Per Customer (\$) :	
<i>LESS</i> - Cost of Sale (\$) :	
<i>GIVES YOU</i> - Profit Per Sale (\$) :	
<i>MULTIPLY BY</i> - No. Of Sales Per Year	
<i>GIVES YOU</i> - Profit Per Sale (\$) :	
<i>MULTIPLY BY</i> - No. Of Years as a Customer	
Lifetime Profit Per Customer (\$) :	

Lifetime Profit Of A Customer: Once you know what a customer is really worth to you, you can start to experiment with different offers to get new people to become your customers. You can determine how much you can afford to spend to bring a new person into your business.

FREE Report

Shows how to buy good used cars at dirt-cheap prices at government auctions.

For information call today (dept. C1) on...
(609) 555-3455

Used Car Ad: This type of a small ad could be used to get inquiries from people interested in any type of business. You follow it up with a letter usually selling your product or an appointment with the prospective customer.

How to get the most potential and profits from your business...

Whether you are a professional, retailer or a tradesman you can get fast results with our unique Business Development Package. Here's how it works...

Firstly we take the time to really listen and understand your business and how you operate. We think it's vital to look at every aspect of a business and not just the taxation angle. After all your business is only as good as it's weakest point. Once we know where the areas for the greatest potential in your business lie, we'll help you develop them. We can help you with:

- 1. Setting up systems** for developing good relationships with your exciting customers and staff. Creating effective ways of bringing new customers and maximizing the results of all your potential efforts.
- 2. Managing you business** and

your staff more effectively.

- 3. Setting Targets and Goals.** We'll help you set financial and personal goals, and develop an effective plan for achieving them.

- 4. Improving your cash flow** and knowing exactly where you stand on a monthly, weekly or even daily basis.

- 5. Re-structuring your balance sheet and personal financial affairs** to increase your wealth and reduce your taxes. Plus lots more.

FREE \$300 Initial Consultation

So that you can see exactly how we can help you increase your profits and create wealth for yourself, we'll pay for the first meeting you have with us.

ABC Accountants In Any City

Accountant Ad: Most business for Accountants and other professionals comes from referrals. In this ad the company first gives reasons why you should deal with them and then offers a **FREE initial consultation worth \$300**. If the potential client likes what they get in the free appraisal of their business, they will probably keep coming back for life.

Whoever Said There's No Such Thing As A FREE Lunch Obviously Didn't Know About This Letter

August 15, 1984

Good Morning...

Let me introduce myself.

My name is Norman Gordon. I own the just-opened Alley Deli in Gordon's Alley.

And if you're wondering whatever happened to the good old-fashioned (and delicious) deli sandwich...it's back. Right here!

I've enclosed a copy of our menu. And I'm so proud of the excellent quality and superb taste of everything we have, I would like you to be a charter member of our TASTER'S CLUB.

It's a great organization. No dues. No meetings. All you have to do is eat and enjoy.

Your only requirement is to accept one free lunch from me.

Whoever said there's no such thing as a free lunch?

There is.

For you.

I'll call you in a few days. Pick and choose what you want from the enclosed menu. And I'll have it delivered to you a short time after you call.

Enjoy!

Norman Gordon.

The Alley Deli Letter: This letter was sent by a small restaurant to influential people in the community: elected officials, prominent businessmen, and professionals. For 100 letters sent the reaction was excellent. More than half took advantage of the free sandwich. And about half (25) people ordered *at least one more* sandwich. Within a month 25% were steady regular customers. This letter was written by Murray Raphael - author of many excellent books on retail marketing.

The Seven Deadly Marketing Mistakes And How To Avoid Them

Your ‘Blueprint’ For Generating Huge Amounts Of *Profitable Cash-Flow For Any Business*

Worongary
2nd May, 1994

Dear Friend,

Today I am going to talk about dumb. You’ve heard the saying, “If it ain’t broke, don’t fix it?” Well, let me tell you a true story.

There once was a bright young marketing hot-shot who had many successes. He had created lots of very effective ads, letters, and promotions for his clients and one of the best promotions he ever did was for...

...His best client’s marketing manual

Gosh, was it good. Every time the client mailed a few hundred letters the phone started to ring hot and the cash was filling his pockets. In fact for every \$100 he spent on advertising he was getting up to \$1380 back in sales.

Flushed with success, our young marketing genius decided to “improve” the promotion for his client (*and his own glory*). Wow! He spent days on it. He changed the headline. He added vital information. And he refined the layout.

Our marketing genius was really pleased.

However, the same couldn’t be said for his poor client. With each “improvement” and as months went by he didn’t seem to get nearly as many calls. Worse still, he even had to *refund* money to some of the people who already bought.

When he told our young guru that his sales were going down the gurgler, our marketing genius went straight to work, ‘improving the improvements’ and creating an even greater masterpiece of a campaign than before.

Armed with the new ‘improved’ promotion, our trusting client decided to really get serious and start mailing 800 letters per week. He got people organized to handwrite the envelopes (*this always helps to get extra response*) and stuff the envelopes with this new promotion.

He mailed the first 800 letters and confidently started to write the envelopes for the next weeks 800 and the next weeks and the next. After all this was the 'improved' version of his promotion. Confidently he waited for his phones to start ringing, and he waited...and waited...and waited, until finally the phone did ring and he got...

One lousy order!!

Yes, my good friend, after all the "hard work," all the "improvements" and all the expense, the new mailing got a grand total of *one* order.

Rather sad, wasn't it? At least for the client, who by this time didn't know what to do. How to get back to those '*good old days*' when the orders were coming in thick and fast and the bank manager was smiling. Out of sheer frustration the client decided to take matters in his own hands and get to the bottom of all this. So he went back over all the promotions that his "marketing genius" created to analyze what happened. Where it all went wrong. And, what he discovered was that...

...Every 'improvement' to the original promotion *decreased* the sales, until the response was practically zero.

How silly was that. Should our poor client have suffered all that loss of sales because of the 'marketing guru' insisting on improving his original promotion? Was that fair? No, it wasn't fair, was it? I don't think so either, not unless the client and the 'marketing guru' are (*as was the case in the above example*) one and the same person. Yes my friend, the *marketing goose* who kept changing and improving what worked so well in the beginning, was none other than yours truly, Peter 'The goose' Sun.

Who is now also know as Peter Stupid-- the Direct Mail goose.

Enough said. Let's get to the real purpose of this letter and my promise to show you some really "hot" examples of what is working and getting results. But before I do that, I want to show you how to make sure you only create winners in all your marketing and advertising efforts. And to do that, I've got to ask you...

Do you or your high priced Advertising Agency Make Any of These Seven Deadly Marketing Mistakes?

Marketing Mistake #1:

Not sticking with what's working. The lesson I learned from the above example and (*you should too*) is that if you have got a winner already, don't stop doing it until it stops working, or you find something better to replace it with.

In fact, when you've got a winning ad or promotion, chances are *you'll* get tired of it long before your market will. After all, you see it and hear it week in and week out. You are used to seeing the cash registers ring, watching the orders and customers streaming into your business. However, your potential customers are most likely noticing your ad for the first time when they come. Because until they want what you are offering and are thinking of buying they most likely don't as much as give your masterpiece a second glance.

So make sure you tell the same story each time you run your ad or promotion.

Marketing Mistake #2: Cutting a new path when some one else has already built a highway!!

Don't re-invent the wheel. Do your homework. Find out what's worked in the past, or better still, what's working *now*. This vital first step is usually overlooked by all those 'creative' minds in the marketing and advertising world.

That's lazy and irresponsible. The first thing I do (*now*) when creating a new marketing strategy for myself or a client, is to review everything that's already been done and the results it achieved. The second thing I do, is to get copies of all the ads and direct mail campaigns from all the competitors and people in similar industries, to see what they are doing. To see what sales angles and marketing strategies are being repeated over and over. I have learned to be humble and appreciate that I don't know everything, and that there may already be a proven promotional idea in existence that I can simply improve on.

Once I see what's working I will then look at ways to create a better, more compelling version of that promotion. For example, let's say a jeweler already has a reasonable successful letter that they send to their customers. What I may do is simply attach a fake diamond to the letter (*you can get these for less than 35 cents*) and say something like this...

Dear Friend,

As you can see, I've attached a fake diamond to the top of this letter. Why have I done this? Actually, there are two reasons.

#1 Firstly, I have something very important to tell you and I needed some way to attract your attention.

#2 And secondly, since what I have to tell you concerns diamonds I thought using a fake diamond as a little "eye-catcher" was especially appropriate.

Let me tell you what it is all about etc., etc., etc.

Do you want to know a neat little trick to make you look good? Of course you do. Listen: Say you have to write a "dynamic" newspaper ad for a local car company. OK. What you could do is get all the big city and local newspapers from different areas. Look through them and cut out all the furniture and bicycle ads.

Then, maybe in a furniture or bicycle ad from a far away city you'll see a great new way to make your client's car sales ad more effective. You see, most good marketing thrusts are transferable from one industry to another...and everyone will think you are an "advertising genius."

Marketing Mistake #3: Writing jingles and clever slogans instead of giving lots of reasons why someone should buy your product.

"We'll do it right -- for you." What a joke. This car dealer is now broke. Do you honestly believe that a used car dealer yelling that all over your TV screen is on the level? Are you going to rush down because you heard that jingle on the radio? Pretty unlikely. But, what could you offer?

Well, how about offering free test rides. Or free trade-in appraisals. Or a *30 day money back guarantee*

if you are not happy with your new or used car. How about creating a report showing prospective car buyers how you check over each car you sell and why you can give them better value than the other 'noisy' bugger on TV. Why not have a few customers giving their story of why they like dealing with you? Or how about running some ads for a FREE Report: Showing people how to buy a used car without getting ripped off? Could that work? You bet it would! And remember...

**Don't worry about staying too much in your ads
-- unless what you say is boring.**

And don't give me that gobblygook about people not "reading" long copy and lots of white space. It's a myth spread by people too lazy or too incompetent to figure out how to write good selling ad copy. According to Gary Halbert (*and me*), the rule to follow in all your marketing is...

**The more you tell, the more you'll sell.
The more you tell, the more you'll sell.
The more you tell, the more you'll sell.**

Disclaimer: Unless you write dribble.

Marketing Mistake #4: Not selling to those people who already bought the same thing from you.

Let's face it. People are basically greedy, most people are never happy with what they have got. They want something better, newer, bigger or simply more of the same.

Guess what? When a jeweler client of mine mailed a \$50 check to all his past customers as a thank you for past business, the first guy to rush in to use his check on a bargain was the chairman of a major Australian bank. He loved the offer and the special deal my client offered on his jewelry.

I wonder if Hugh Hefner (*the founder of playboy magazine*) who dated over 1,000 (*sometimes for just a very quick time*) women would want to "date" yet another.

And do you think the Gold Coast doctor who has 10 cars, including 4 Rolls Royce's, wants another one?? Or why all the rich Double Bay and Toorak ladies scramble at the designer label factory sales.

Look: People who buy once or twice, usually want more of the same. Offer amazing bargains. Offer unheard of service. Offer a free second-hand car to everyone who buys a new one, offer guarantees. Make a more appealing offer in your marketing campaigns.

In other words, *bride* the people to buy from you.

Marketing Mistake #5: Thinking your customers are smarter than they really are.

95% of people have the reading skills and comprehension of a 6th grader. That's the age at which most people stop as far as reading skills go. When selling, explain things in baby talk because if what you say can be misunderstood, *it will be*. Use short words. Have short paragraphs, even if you are writing to scientists or lawyers. Infer nothing. Use simple English. Even if your customers can read sophisticated language, they love getting information that's easy to read (*really easy!*) instead of the mumbo jumbo they normally get.

So make it easy, make it simple, and remember...

Your customers are probably not quite as smart as you think they are.

Marketing Mistake #6: Forgetting that most people have been ‘burned’ in the past. As a result, they don’t trust all businesses and will probably be skeptical and cautious about your offer!!

There are three main reasons why people (*those that have the money*) won’t buy what you’re selling:

Firstly, because they simple don’t want what you are selling.

Secondly, they want the money they have more than they want what your offering. In other words they don’t see the value in what you’re selling.

And thirdly, they don’t buy what your selling because they don’t believe the product you’re selling will do what you say. In other words, they don’t trust you. They don’t believe you’ll honor your guarantee or that you’ll deliver as you promise.

The way to overcome this is to give details. Details of how your 100% guarantee really means they can get their money back. Details of your overheads, of why you’re really selling at bargain prices. Give references, use testimonials of satisfied customers, offer free trials. Spell it all out for them. Tell them more.

Give them details, details, and more details.

Marketing Mistake #7: Not asking for help. Especially other people in your industry.

Frequently ask the advice of other people. Successful people ar almost always givers, who will lend a helping hand. Swallow your pride and call the people running the ads you like. Call someone successful in your industry, even in another city, and ask them how they would solve a particular problem you have. Remember...you are not alone, others have walked the path before you. And...

Almost every problem you face, has already been solved by someone else.

As I promised those examples of very successful ads and marketing campaigns are on the next three pages. Look and learn!!

Till the next issue all the best in your marketing.

Regards,

Peter Sun

Peter J. Sun

P.S. Don’t miss the next issue of this newsletter. It contains information never before revealed by me to anyone.

Business of the Week

Free offer from naturopath

STEVEN McInnes, a naturopath who has recently opened a clinic in Noosa is offering a one-off free consultation to new clients in March and April.

And, if you've wondered what a naturopath does or if naturopath can help you, this is your chance to find out.

A member of the Australian Natural Therapists Association (ANTA), Steven's qualifications include a Diploma of Applied Science—Naturopathy which involves a four year course covering all the traditional areas, such as herbalism, homeopathy, nutrition, and iris diagnosis as well as pathology, pharmacology, anatomy, physiology and clinical medicine. "There are many ways that a naturopath can help make a difference to your health," Steven said.

"To begin with, I take the time to really listen to my patients and to appreciate what is happening in their life.

"It is most important to understand the underlying cause of the illness, not just treat the symptoms. I may advise some diet changes. No wonder diets or terrible tasting foods, just simple adjustments using your own favorite foods."

Steven said this is often all that is needed when the underlying cause is food allergy. He said in many skin conditions and some headaches are caused by incorrect diet.

"I also use vitamin and mineral therapy but you will never leave my clinic with a basketful of tablets that costs a fortune," he said. "I mix my own special herbal remedies, manufactured according to strict

TGA regulations for each patients particular condition.

Some herbal medicines work by stimulating and strengthening the body's immune system so that it can fight infections better. There are herbs that help poor circulation and I also make up a special blend that is excellent for sore throats and colds."

With two young children of his own, Steven is most concerned with the increase in childhood asthma and allergies. "Parents can feel safe knowing that by giving natural remedies to their children there will be no harmful side effects," he said. "Even hyperactivity in kids can be helped." There are many other conditions that can be greatly improved using naturopathy according to Steven. These range from the pain of rheumatism to stomach, bowel and digestive problems, even to the hot flushes of menopause and PMT.

Many people with Chronic Fatigue Syndrome have also benefited from naturopathic treatment.

Steven is a regular guest speaker at seminars and community group meetings, speaking on healthy living for better performance and for coping with the stress of everyday life.

The clinic is located in the Noosa Professional Centre cnr Lanyana Way & Cooya Streets (facing Noosa Fair Car Park) Noosa Junction and Steven will be working closely with Dan Everson, Podiatrist. Steven's phone number is 47 5644.

Free Consultation with Naturopath

Perhaps you've wondered what a Naturopath actually does and if natural therapies can help you?

I've just opened up my new practice in Noosa and I'd like to give you a consultation (worth \$35) absolutely free.

Come in and talk to me about any health concerns or just find out how I can help you, obligation free.

Please phone 47 5644 for appointment

Steven McINNES N.D.

In conjunction with Dan Everson Podiatry
NOOSA PROFESSIONAL CENTRE
Cnr. Lanyana Way & Cooya St. Noosa Junction
(facing Noosa Fair Car Park)



(This offer expires Friday 29th April)

Naturopath Ad: This advertisement got over 100 bookings in 9 days and 85% of these people became paying customers. As Steve said, "It would have normally taken 6 months just to get up and running. Since I opened 4 weeks ago, I am booked out solid." This shows the power of a Free offer and editorial style of ad.

Front of check

Topline Banking 125 Albert St. Logan Village Phone (075) 46 3035	
Payor bearer
The sum of	
	\$25.00
Stamp Duty Paid	<i>Bill Turner Advert A/c</i>
	#34116 - 6666 874 - "34 5757"

Back of check

Dear Local Resident,
Allow me to introduce myself. I am Bill Turner, local businessman and owner of Topline Glazine Home Improvement, Logan Village.

As a local resident, please accept this check from me. You can use it in my store for any purchase exceeding \$150. We will also cash this check on any glass repairs you wish us to help you with. Claim the breakage on your insurance and it will be \$25 cash in your pocket.

Please try our friendly service at very competitive prices.

Yours faithfully,
Bill Turner

Offer Valid until 30th of October, 1993

Window Glazing Coupon: This Gift check idea is straight from the strategies reveled marketing manual package. If you haven't read it, shame on you. Bill makes \$600 in profit from each 1000 inserts in the local paper. The authentic looking \$25 check has a selling message on the back of it, written in a nice friendly folksy style. Could this work for you??

		Bruce Robinson Diamonds ALBERT STREET, BRISBANE	008009 <u>SOMEDAY</u> or bearer
Pay The Sum of	Bruce Robinson Diamonds Shop 2, King George Walk, Commonwealth Bank Building Albert Street, Brisbane, Q 4000 Phone : (07) 221 1622 Fax: (07) 229 4179		\$50.00
		"08651" "194" "040: 530971" "8037"	<u>B. C. Robinson</u>
Bruce Robins Fine Diamond Rings Goldsmiths Certified Gemologists Registered Values			
Shop 2, King George Walk, Commonwealth Bank Building Albert Street, Brisbane, Q 4000 Telephone: (07) 221 1622 Fax: (07) 220 4179			

My wife said that I was crazy to write this letter, however I decided to do it anyway...

Hello Mr. P Sun,

I am sending this letter to you because I have two important things to tell you.

Firstly, I'd like to say....Thank YOU.

Thank you for being a customer of ours. It's people like you that make my business such a pleasure to be in.

The second reason for writing to you is this. As you can see I have attached a \$50 check to the top of this letter. It's for you to spend as you like in my store. You may be wondering why I am giving this gift to you?? The reason is actually very simple.

Because business has been pretty quiet lately, we were sitting around the other day trying to figure out how to get more people in the store. I have over \$1,535,000 worth of Gold Jeweler and Gemstones in stock. If I don't get some cash in quickly, I won't be able to pay my jewelers who manufacturer new Christmas stock. Plus it's draining our cash, in interest and holding costs.

I thought of advertising in the newspaper and on the radio. To have a quick sale from Monday 15-11-93 to Saturday 20-11-93. However, after I made some inquiries I got quite a shock. The cost of this advertising campaign was going to be many thousands of dollars --- with no real guarantee of success.

This made me want to find another solution. A solution that would benefit you, and still help me raise the cash I need quickly for Christmas.

And that's exactly what I've done...

I've decided to take the money I was going to spend on the radio and newspaper advertising, and give it to you— my existing client. You can spend this \$50 as you like in my store. There are no strings attached and no minimum purchase. Of course, this gift comes off the special discount prices I was going to offer in the newspapers and on the radio.

A member of the Jewelers Association of Australia

The Jewelry Letter: This letter worked brilliantly for a jeweler. It's an example of the power of a FREE Gift or 'bribe.' It was sent to existing customers and generated over \$120,000 in extra sales over 2 months. These sales came on top of normal trading. This type of approach will work for almost every business if done right.

How To Turn \$200 Into \$16,000.00

The Amazing Advertising Secret That Makes All Your Ads, Letters, and Brochures 500% More Effective -- At No Extra Cost.

Worongary,
July 15th, 1993

Dear Friend and Subscriber,

When is the last time you rushed out to buy the newspaper or magazine to read all the ads in it? If you are like most people, probably never.

Most other people don't buy newspapers or magazines to read the ads. They buy them to read the stories, and the editorial articles, don't they? So why is it that all the advertisers try so hard to make their ads look like ads? Good question, isn't it?

**If you make your ads look like editorial articles
You'll increase their readership by at least 500%**

And that's the God's honest truth.

To explain why that's so and why most people don't do this type of advertising let me take you back in time a little. The year is around 1904. The place is the Lord & Thomas Advertising Agency. (*One of the best agencies of its time.*) A messenger brings a note to Mr. Thomas. The note reads something like this...

"I am in the lobby downstairs. I can tell you what advertising is. I know you don't know. I want to tell you the answer. If you want to know what advertising is, send the messenger down to get me."

John E. Kennedy

Another man in the room is Albert Lasker. He's been searching for the answer to this question for over 6 1/2 years. He sends the messenger boy downstairs to get the man who sent the note. A short thickset man in his 40s enters the office. He leans towards you and Mr. Lasker and whispers these words...

"Salesmanship Multiplied by the Media"

Yes, that's it. All advertising is simply salesmanship multiplied by all the ads you place, the letters you send out and brochures you distribute. This is the secret very few business owners, and even fewer so called marketing and advertising experts know and understand.

Your advertising, whether it's Direct Mail, Newspaper, Radio, TV, or anything else, should only be judged by one rule...

**How many sales it gets you
and at what cost.**

All your advertising must be measured. It must be monitored to give you undisputed evidence as to its success or failure. Let me ask...

Would you order goods or services, keep ordering them month after month without knowing if you ever received them? Would you hire salespersons and keep paying them without proof that they earned their salary by making sales? Would you? Of course you wouldn't!

Would you accept from your sales people that they are building your image for the money you are paying them? Would you be satisfied if they said they are keeping your name before the people, to make up for *no sales*? Would you be happy if they told you that they are influencing sales you normally get anyway? Or that your sales may have been lower without their efforts? Would you accept to let them continue without getting sales? Hoping that in 6 months they'll start making sales? Would you?

I'll bet you wouldn't!!

You would demand *profitable* sales and orders. Sales clearly make by each person. Sales that give you a profit after your costs.

This, my friends is what you should demand from all your advertising expenditure, as well. Sales. Proven sales. Each ad must show a profit for you, up-front and immediately, or within a few weeks (*or days*) after placing your ad.

You can get the kind of Direct mail, newspaper or other advertising that'll actually produce sales. True newspaper advertising is simply "**salesmanship on paper.**" Salesmanship on radio or TV, or whatever media you use.

Imagine a sales person who doesn't get any sales in their first week with you. What would you do? Talk to them, train them, teach them how to approach the customer differently. They'll either change their approach and results or you'll fire them.

Like-wise, a bad ad doesn't get better by using it 6, 20, or 100 times. If it doesn't work the first time you run it, you must make it work. Change your approach. Try another headline. Make a better offer. But most of all...

**If your ad doesn't work the first time
-- give it the boot and use another one!**

If advertising is "Salesmanship in print, radio, TV, etc." It is also salesmanship multiplied. After all, with the salary of just one ad you can reach thousands of prospective customers. Since true advertising is salesmanship multiplied...

if you *multiply* nothing by 10,000 you still end up with *nothing*.

When you multiply a pretty picture, your company name, a clever jingle or your product name a thousand times you'll probably have nothing as the result.

On the other hand imagine your best live salesperson. It could be you or someone you've hired. Wouldn't it be nice if you could *clone* this fabulous person a thousand times? Well, now I'll tell you how you *can* multiply them.

You simply ask yourself what makes this person so good. And the best way to do this is to audio-tape their sales presentation a number of times. What do they say? How do they present your product, your service and your company when selling one on one? What "reasons-why" do they give a prospect? Reasons to buy that make a case for your product or service. Reasons why the prospect should deal with your company rather than someone else's? Whatever they are...

**The same reasons that sell one-on-one
will sell when multiplied a thousand times in your promotions .**

Once you have it all on audio-tape, transcribe it onto paper. And there will be the basis of what you should say in your ads or letters. And because your advertising will always lack the personal influence of a live salesperson, your salesmanship in print, TV, or whatever must be even stronger and more convincing than selling in person.

The reason why most promotional efforts fail or aren't as successful as they could be, is because instead of multiplying the best salesperson in your ads, you usually multiply the worst --or none at all! (*Your company name in a headline is **not** selling - it's an ego trip and a waste of your money.*)

Because advertising is "Salesmanship in print." It is also proven that long copy (*lots of information, long TV or radio ads*) almost always get more sales than short copy. After all would you send your best salesperson to see a good prospect with these instructions: "Be brief. Only say 10 words and our address and phone number." Would you tell them, "Stand in there and recite that clever clever jingle?" They'd look pretty silly doing that, wouldn't they? So, why do it in your ads?

What you would tell your salespeople is to present the best possible case for your product or service. The best arguments. The best facts. The strongest benefits the prospect will get by using your product or service. You'd tell them to do whatever is necessary to...

Make the sale.

At this point you may be wondering why 99% of all ads are not as I have just suggested they should be? Why most ads are full of clever jingles, and lots of white space? Why even the biggest companies have ads that don't really say much at all? Why most ads are creative rather than *effective*?

Here it is then. The 4 reasons why ineffective advertising is common.

1. The people designing all those cute and artistic ads, get **awards and praise for artistic and cute ads** -- even if they don't sell any goods. Their excuse is that they are "building your image."

On the other hand, there are no awards or applause for the person who writes ads forceful and convinc-

ing enough to actually sell your products or services in large volumes.

2. It costs the person creating your ad four times as much to produce good selling ad copy and “salesmanship in print” type ads and letters. Why does it cost four times more? Well, simply because it takes four times as long to create.

“Image building” advertising that gets you no direct sales, is a lot cheaper and quicker to do. You don’t need to be an advertising genius (*and certainly not a salesman*) to leave lots of white space or have a bunch of dancing bears in your TV ads.

3. Most of the so called ‘experts’ who write and design ads never have, and never will, sell anything person-to-person. And, if they can’t sell your product in person, how in the world will they sell it in mass-media advertising? (*You should never have anybody writing your ads, unless they can prove to you that they can sell your products one-on-one, person to person.*)

4. Most of your friends, employees, and people you ask will tell you that ‘those’ kind of ads will never work. Now listen to me and listen well. Don’t ask for others opinions on your new ads. 99.9% of the people you ask will have no idea of what a good ad looks like. However, they’ll love to give you their *opinion*. Beware. Don’t listen to them. Test the ads, letters, and brochures in real life. Test them, by using them in your market place!

Years ago, when I first started in marketing and advertising, I told my parents I was writing direct mail letters and teaching others how to do it. My mother’s reaction was... “Peter, will anyone buy things through the mail? I certainly wouldn’t?” The next time I visited her home, I noticed she had art union tickets, vitamins, and photos from companies who market only by direct mail. She didn’t even realize they were ‘direct mail’ sales. They were simply things she regularly bought.

**Great advertising is often not seen as advertising by the purchasers.
It is simply seen as useful information that helps them make a decision.**

Just as great salespeople don’t really sell you things, they guide you to a buying decision.

Phew!! I am written out. I hope this helps you all make a ton of cash!! If it doesn’t it’s your own fault.

All the best, till the next time.

Peter Sun

Peter Sun

Local Businessman Swears under oath he did not *steal* any of the car radios he is selling so *cheap*

Save up to 57% off retail prices on the best car radios with Gold Coast Car Sound's Genuine 4 Day Once In 2 Years \$200,000 Stock Liquidation Sale...

Bargain Review by Peter Sun

Gold Coast Car Sound has been instructed by their accountant to liquidate all excess stock of CDs, radio-cassettes and speakers at their Bundall store before 4 pm today.

For the first time in 2 years they need the cash to pay for 1995 stock arriving from suppliers shortly.

The tax man is also knocking on their door to finalize tax payments before Christmas.

The only way they know to clear this excess stock and raise the much needed cash is to reduce their already low prices even further.

Examples shown here are just the tip of the iceberg in saving.

Top brands such as Alpine, Clarion, JVC, Pioneer are now all priced well within your budget.

Whether you like jazz, techno, dance music or classical melodies you can now get the best CD, cassette or radio at a crazy low price - and really enjoy your driving.

Every item is brand new, with full warranty and is guaranteed not to be stolen as some of their competitors first claimed.

But hurry, buy now to get the best bargain and sound quality gear for your car as the prices on offer must end when the current stocks run out.

THESE SPECIALS TODAY ONLY

Save up to 33% on CDs and Radio Cassettes

Illustration

Free 6 inch AWA Speakers

JVC Radio Cassette	Norm	Save	Now
	\$369	\$80	\$289

This popular system sounds great at this price. Clear, static free sound with a full featured digital display for ease of use. Good quality cassette system won't chew up your variable tapes. * Detachable face * Bass-Treble control * Active hyper-bass and much more. We can install it in just 2 hours. 5 only.

Illustration

Nippon America	Norm	Save	Now
	\$99	\$20	\$79

If you want a budget radio-cassette that still sounds good - this is it. It has auto reverse for fast review of your cassettes, tone and base adjustments for getting the most of the music you like.

Panasonic CD - Tuner Performance Package

Save up to 28% on CDs

Illustration

Full power stereo Radio and CD. You'll get crisp, sharp sound of all your favorite music. Dolby Noise Reduction for filtering any hiss or static, full logic control for quick easy use. Memory feature for fast location of your favorite radio stations and CD tracks.

- 4x22 watt detachable front * HBD, aux. for tapes. 8 only.

Panasonic CD Toner	Norm	Save	Now
	\$729	\$100	\$629

Remote Control Radio Cassette

Illustration

- * High power—detachable front
- * CD Input

Remote Con. Radio Cass	Norm	Save	Now
	\$399	\$100	\$299

FREE SPEAKERS WITH EVERY RADIO CASSETTE

Gold Coast Car Sound
Bundall Square
47 Ashmore Rd. Bundall
Ph: 921 755
Also
153 Pacific Hwy
Tweed Heads South
Ph: 248 800

Save up to 66% on speakers

Illustration

30 Watt Dual Cone	Norm	Save	Now
	\$49	\$20	\$29

A great second set of speakers. They sound good for the price and are a good match for some of the budget sound systems.

Save up to 45% on Alarms

Illustration

Vehicle Security	Norm	Save	Now
	\$369	\$80	\$289

Protect your valuable possessions with this remote car alarm. Stops any thief with its piercing siren and cuts ignition so that he'll never start your car. You get 2 remote controls and it's fully installed at this price!!

Save 20% on amplifiers

Get true concert quality sound and volume with all our amplifiers. Free advice on which is the best suited for your car sound system and speakers. Top quality brands including Clarion and Alpine from just \$99.

Full Installation and Repairs

83% of your car sound system's performance depends on the way it's installed. No matter what you choose or what you already have in your car, we can install, repair, and service your system. All our technicians are fully qualified.

FREE Sound Quality Testing

If you want the best quality sound bring your car in and we'll test your present system with our computerized sound-spectrum analysis. You'll get a written report on what you must do to enhance the quality of your sound and what (if any) need up-grading.

This is just a sample of the products offered for liquidation at great savings at Gold Coast Car Sounds clearance sale. There are many more to choose from. All offers are valid until sold out of exciting stock and we accept all major credit cards. 30K439J642

Car Radio Ad: This ad sold out the stock and created the busiest 2 days in the history of the store. Over \$15,000.00 worth of sales from a \$700 ad. Prior to this ad, this company could never make their newspaper ads show a profit.

“Rest Easy, That Bastard is Pinching Someone Else’s Hog”

Finally we have a security product that really works. It’s called an ANCHOR-LOCK and it’s stopping thieves in their tracks. It’s the sort of thing that makes you wonder why someone didn’t think of it before.

It’s easy to use, it’s easy to install, it’s relocate-able, and it’s finally beating the bolt-cutters. The principle is simple, just bolt your bike to the floor to stop it being ridden or carried away, it really does work. You need one. I need one. Everyone needs one. Don’t wait until the thieves have already been.

They cost a measly \$119.00, and you can have one within a couple of days, so call Gary for immediate delivery or he can direct you to your nearest stockiest. Ask him about the different types of padlocks and chains too, it’s important and he knows what he’s talking about. Gary will even let you try it out for 30 days to make sure that you like it.

Call him now on (065) 54 6781. You can’t afford not to have one of these. Another great Australian Product.

Taffynackles Engineering
P.O. Box 10, Forster, NSW, 2428

Illustration

Bike Security ad: This company used to get \$1,000 worth of sales a month from their old ad. The new ‘editorial’ style ad (*as shown*) gets \$8,000 every month. That’s an 800 % increase.

Stop Smelly Feet

Do you have constant foot odor? Are you bothered by tinea and other fungal infections?

Gran’s Remedy offers you a permanent solution. Simply sprinkle a teaspoon in your shoes and on your feet each day for a week. Your feet and shoes will stay odor-free for months.

Gran’s Remedy is a special blend of medicated ingredients. It actually cures your tinea and fungal infections. Each 7-day treatment keeps your feet odor-free for several months.

FREE Trial Offer

Bring this to your chemist and receive one free bottle of Gran’s remedy with each one you buy.

Try it with no risk. It has 100% Money Back Guarantee to get rid your smelly feet.

For more information see your local chemist, or call (999) 000-0000

Stop Smelly Feet Ad: Can you see why this ad would work? Ads like this have been running for years and years in some magazines and newspapers.

New Marketing Manual shows...

Business Owners: "How to increase your profit in a recession"

Marketing book review by L. Racine

In tough times you have to think smarter. You get 58 proven marketing strategies and 103 successful ads, letters and promotions in a new marketing package.

You can easily adapt each ad, letter or promotion for your business because you get the results of each promotion and a description of how it was executed.

For example, on page 24 there are two promotions. One returns \$1,451 net profit for each \$171 spent. The other gets 491 customers and \$6,474 worth of extra sales in just three weeks. You can adapt them for your business with the instructions given in the manual.

Use the letter on page 49 to get FREE products and cash from suppliers. Or try the idea of the "VIP Customer Club" cards on page 74. They get your customers coming back more often and spending more each time they visit you.

These five and 98 other ads, letters, and promotions are proof that the strategies in this manual work.

Here is a sample of the strategies you'll learn...

- Why marketing is the easiest way to make money in your business.
- Six Marketing Principles you must know to make your sales and profits soar.
- How to make powerful offers to instantly attract new customers to your business.
- How to use direct mail to quickly increase your sales and profits.
- Your Yellow Pages ad - A simple technique to get you up to 980% better result - at no extra cost.
- How to write headlines that'll get you up to 19 times greater response to all your Ads, letters, and brochures.
- How to write newspaper and magazine 'ads' that are 450% more profitable.
- How to increase your profits by giving money back to your customers.

- How to get FREE products, money, and marketing support from your suppliers.
- Even tested methods to increase the selling power of your ads, letters, and promotions.
- How to guarantee 10%, 25%...or 50% more sales by asking a simple question.
- Nine quick ways to raise cash for your business.
- NOW. Plus more.

Peter Sun - author

See the Marketing Strategies applied in 41 businesses.

In part 2 of the manual you get specific Do-It-Yourself strategies for increasing profits in over 40 businesses - ranging from accountants, restaurants, hairdressers and car repairs, to bakeries, hotels, manufacturers and wholesalers. You'll get specific ideas for your business and you'll create your own strategies from the other businesses analyzed in this section. The manual also includes the right to use any promotion or letter for your business without copyright worries.

The Manual is written in easy-to-read everyday English, making it easy to follow. A technique to use in all your ads and letters if you want better results.

The author is so sure this manual, audio-cassette, and video marketing system will increase your profits, he is giving a *90 day Unconditional Money Back Guarantee*. If you don't get results, you simply return it for a full refund.

To get more information on the profit increasing marketing package call Peter Sun Marketing on: 609-896-0245 or Fax your details to Dept M1 "The Manual" (609) 896-2653

What Others Say...

"I got an extra \$11 per month from a Yellow Pages Ad written by Peter Sun. That's ten times the response from last year." **Mark Nellson - The Engine Shop.**

"With an ad written by Peter Sun I sold my business in 1 month for \$20,000 more than I tried to sell it for during the past 2 years."

Richard Gelle - A/C Transport

"I got 16 jobs worth \$44,870 in the first 4 weeks after mailing out just 897 of your letters." **Brian Morris - The Journalist Agency, Sydney.**

"We use your strategies in all our courses with great results. All our students want more."

Linda Echintell - Bryon Bay Business Enterprise Centre.

"My business increased by 39.5% in three months. Out of 18 promotions I did, 16 were profitable. I got 86 new customers and \$673 in profit from one promotion costing \$65. Another returned \$3,547 for a cost of \$171. And I can use them over and over again."

Leonie Colwill - Elephant Rock Café.

"We've put on three extra staff. We got 223 new customers in just three weeks. Overall the business is up by 48% on last year. We'll be repeating this promotion!!"

Craig - Pizza Parlor, Palm Beach.

"This package is full of the facts that can make people in business more profitable. If you are in business, any sort of business, drop everything and read it."

Winston Marsh - International Business Speaker & President of the Australian Speakers Assn.

"From 1537 letters I sent, I got 538 responses. The results couldn't be better!!"

Stephanie Black - Sprooce Goose.

"I put \$11,000 in the bank 6 weeks after getting your materials and applying just one of the ads in your package. The materials are a goldmine for anyone in business."

Erold Ansell - Owner of the Small Business Help Shop in Cairns.

Manual Ad: This type of editorial style 'ad' works very well for us. Variations of this style of advertising has been directly responsible for sales in excess of \$40,000 per month in our home based business.

How To Use Cheap Classified Ads and Two-step Marketing To Make Up To \$10,000 a Week (*or more*) In Sales

Worongary 16/12/94

Dear Friend and Subscriber,

It's that time of the year again.

Christmas is here and you either hate it or love it. I think that in a lot of cases how you feel about Christmas depends on how much money you have got in the bank.

If you got a lot...you can close your business, have a holiday and generally feel good about all that Christmas cheer. On the other hand - if you ain't got much, and the mail you get in December seems evenly split between Christmas cards and bills....you probably won't enjoy it as much.

Whether you like it or not, the material world we all live in runs on money. Lots of it. And if you are serious about helping others, looking after your family and being known as a kind, generous person, you will generally find it much easier if you have a bit (*or lots*) of money behind you.

Of course, how much money you'll make in life is dependent on a vitally important marketing secret you probably never even give a second thought to. This is such a powerful concept that just being aware of it can have a huge impact on the effectiveness of your sales and marketing campaigns. Before I tell you what it is let me give you some clues to make it stick in your mind. The clues to this secret lie hidden in the following four examples...

Example #1 A person who has worked for a boss all their life buys a successful business with lots of customers...within 12 months the business closes down and the person moans about being ripped off.

Example #2 A young guy with a dirty old car wins a brand new one in a lottery. Within a couple of months the car is filthy dirty and dented. In fact, a recent newspaper report states that 70% of people who win a major lottery (\$200,000 and up) are broke again within 2 years!!

Example #3 A "C grade" tennis player is playing an "A grader" in a tournament. He plays like he's never played before and is just one game away from victory. Suddenly he loses his nerve and the A grader coasts to a win as expected.

Example #4 A self made Chinese millionaire loses his property to the Communists. He moves to Australia, starts a business and within a short time, becomes prosperous again.

So what does all this tell you?? In fact, these examples of real-life situations simply confirm what I come across a lot of when working with clients, which is that...

People will do almost anything to stay in their comfort zone.

Whilst most people want to make more money, want to be healthier, more confident, look younger, and be generally more successful than they are...not many of them are prepared to change what they are *used* to doing *now*. And let me tell you...

**If you want different results in any area of your life or business.
You must do things differently than you are doing now.**

Easier said than done for most people. You see most people are simply not used to making decisions that will alter the lifestyle and routine they are comfortable with.

In fact, the most psychologically uncomfortable thing for humans to do is to...

CHANGE!!

Any change. Good or Bad. That's why most people don't make choices. They settle. They settle for the job they got. They settle for how they spend their time. They settle for the products or services they are used to buying. Which means that if you are selling something that is new to your customers or prospect, you must use great skill in order to make them comfortable about their decision to change.

Most businesses don't realize this. What they do is, they act as if all their prospects are just sitting around waiting to see their ad or receive their letter and buy their products. Which just doesn't happen. Look, if you sell alcohol and you walk into a room full of old winos, you can get away with a simple sales pitch like...

"Hey buddy, want to buy some cheap wine??"

Unfortunately that approach may not work so well with prospects who are not as eager to buy a product as those guys. And yet, that's the way a lot of people in business approach their would be customers. As if they were already dead keen to buy what they're selling. And that's not real smart considering the average Australian is probably exposed to over 2,000 ads and sales pitches each and every day.

Buy widget x - it's cheaper

SALE! SALE! SALE!

**John Smiths Spring Clearance!!
Save on all your home furniture**

**Save with the best!!
Jack Browns Stock Clearance Sale**

Last Chance to buy at this price

**Are you Ugly?
Our photo & make-up session
will make you look like a model
in less than 3 hours.**

<p>Want to be slim? Amazing new diet pill let's you eat like a pig and look like an anorexic.</p>
--

Buy from me! ---NO, Buy from me! ---BUY! BUY! BUY! BUY!

And so it goes. No introduction. No warm up. And definitely no respect for the customer's intelligence whatsoever. Could there be a better way of doing it?? Believe me, there is!! Rather than yelling at your prospect like some sort of demented demon, you should be trying to reel them in slowly and educate them on the benefits of doing business with you?

What you must remember is that...

Yelling ain't selling

Sure it attracts attention. But so does a naked gorilla on a bicycle. To sell more of your products, you want something a little more subtle. More refined. What you want is for your prospects to look at you and your sales pitch and simply see it as a non-threatening easy-to-tune-into way of getting more information on something they may be interested in.

This proven way for attracting more sales has many applications. It tells you that your ads should look like editorial articles and blend into the publication they appear in. It says that your direct mail promotions will probably work better if they are in the form of a low-key (*but effective*) personal letter and not a fancy, high-gloss color brochure.

It also means that you should be considering doing more two-step promotions. Where you run small (*or large*) lead generating ads followed by a letter and/or personal or telephone follow-up. This two or three step technique follows the same principles kids use to attach a rope to a high tree branch to make a swing. First they get a light, thin rope and wrap a rock around it. Then they throw the rock over the branch and once the rock came down the other end they attach the thick rope to the thin one and pull it around. Simple, but effective.

Now, here are some examples of headlines and ads that may work as a 'thin line' to reel the prospects in...

**Painful Arthritis??
FREE report by a doctor shows how to get rid of it
Quickly and painlessly. Call 066-783333.**

**Start your own \$80,000.00 a year business from home.
Call now for a FREE 20 page information kit. (07) 5525 3455**

**FREE Catalog:
Women's Fashions: Latest styles 38% off,
30 page retail prices. Call xxxxxx**

Here are a few more ads I saw in the papers recently that follow this method...

Relieve Foot Pain.

Miracle callous cushion relieves foot pain without surgery. Call...

Worried About Wrinkles?

Latest wrinkle treatment technology from European beauty clinics now available to Australian public Call...

Blocked Drains?

Ecozyme can clear them without calling your plumber. A new treatment developed at Sydney laboratories can save you money. For FREE info Call...

These then are the thin lines that roll in the prospects. This is then followed up by a letter or call which is the "thicker rope" attached to the thin line.

I know a person who spends over \$4,300 per week on "little thin line" ads. He places these ads in the major newspapers in all capital cities. Each ad has a local number answered by an operator from telephone paging company (*Telecom Paging does this at \$67 per month*) and upon taking the caller's name, address, phone numbers and ad code (*so that we know what ads and papers get best results*), they relay the information to my client. However, it's done in a more clever way than I ever came across before.

Instead of the message appearing on a hand-held pager, it is diverted via a clever little box (*costing around \$1500*) to a printer and printed out instead. This saves a lot of time and hassles of getting the person's details off a pager. Once printed, the name is entered on a computer, the phone number is checked to make sure this person hasn't called in the past and a compelling 4 page letter (*written by me*) is sent out to this prospect outlining my client's proposal by Express Post!! Sure it costs a little more, but it gets more impact!! Included with the letter is a sealed envelope containing the brochure and instructions for the next step.

Once this package is sent out, the name and phone number of the inquire is given to a salesperson who follows up the person within 2-3 days and carries the process to a final conclusion. Which often results in a \$5,500 (*or higher*) sale from each 20 packages sent...

Can you see the subtle nurturing process he uses. All aimed at making it easy for a person to raise their hand, giving them low-key information and closing the sale. Does it sound like a little too much trouble? Is it too complicated?? Not if you consider that...

This guy makes up to \$55,000.00 per week using this process.

Another example of nurturing and two or three stepping is the method I use. Firstly I get prospects to call for a free report or a low priced book or video. Then I follow up with a one or two page letter like the one I sent you last month about Internet Marketing. That is the skinny line that got at least 40 people interested to read the 16 page letter that followed and resulted in over \$53,925 worth of sales in less than 3 weeks. By the way if you are still interested in this package call my office on (07) 5525 3455.

Let me show you how you could apply this skill to selling the two most common things. Your house and car. At some stage in our lives we all have to sell one or the other (unless you live in a tent that is). Normally when selling a house we tend to leave it up to the real estate agent in most cases. Hoping that they'll come up with a truly amazing way to sell our home for the money we want. Which is usually more than what someone is prepared to pay for it. So how can you make sure your house sells faster and

for more money?

Simple. Think of the market you are selling to first. What does a person buying a home look for? They aren't buying a house, they are buying a lifestyle.

Here's how Bill Myers advertised a home...and sold it in a depressed market for a price that he wanted!! The ad attracted 38 calls the morning it ran. Let's have a look at why.

Affordable Privacy

Less than 3 minutes from lake and mall. This unique home has served a private retreat for governors and gangsters, (singles and families) (friends and relatives) etc. And is still close to the action.

An 8" high privacy fence surrounds the house, providing the sort of privacy and peace of mind that's so hard to find these days.

The open plan 3 bedrooms, 2 bathroom home features a brick fireplace, and hardwood floors and a spa. Large balconies off the kitchen and living room overlook the grounds.

The property offers a separate workshop, garden and livestock areas, just listed and offered at \$150,000. This may be the best buy in _____.

To see for yourself
call _____

First the headline. "Affordable Privacy." Something everyone wants. An affordable home, (*which could mean anything depending on how much money you have*) that protects your privacy. Everyone wants privacy. But they want privacy and still be close to everything...which the next lines suggests. Less than 3 minutes from lake and mall. "Close to the action."

Next a "privacy fence." Yes folks, this is not just an ordinary 8 foot brushwood fence. This is a "privacy" fence that gives you privacy and peace of mind. And who doesn't want that.

Up to this point no mention is made of how many bedrooms etc. Then you have the balconies overlooking the grounds. (*'Grounds' being a tiny yard*) and livestock areas (*a chicken coop*).

Why does this work? Because it's selling a dream and a lifestyle. To help make this happen you've got to stage it so that the people can see their dreams in your house!! The key to selling any house, is to get as many people to look at it as you can.

When Bill was selling his water front house in New Zealand he put 2 rocking chairs on the balcony overlooking the beach. And the agent asked everyone to sit in them and enjoy the view and beauty of the beach. When the house sold in 2 hours, the buyers insisted that the rocking chairs stay.

They bought the feeling they had while sitting in those chairs - not the **3 bedrooms and 2 bathrooms**. Those were just the logical reasons confirming their emotional decisions.

So, to sell your house faster, put bright lights in the dark closets and bathrooms, and take all personal photos and touches away. De-personalize your house so that the other person can see their dreams and pictures on your empty walls!!

This applies to anything you are selling. Including a car!! Here's an example of how I would sell a 4 wheel drive motor car...

Can you see yourself exploring those faraway places? 90% of all 4 wheel drives never leave the bitu-

“The ultimate safari”

If you're looking for adventure, remote rainforests, deserted beaches and creeks - this car will take you there in comfort and style. Designed for safe motorizing over the roughest land you'll discover all the magical private spots most people just dream about.

Fully equipped to handle it all this Range Rover is the ultimate safari vehicle. We are moving into the heart of the city and must sell today for just \$35,000. This is around \$8,000 less than a dealer will sell it for. Call _____ for a test drive.

men road. People buy the dream, but most of them never actually pursue it. Another thing I'd do is to have a photo album of all the far out places the car has been to. Show remote beaches, forests and waterfalls. Build that dream.

Here's another idea for a car ad. It transforms an old jalopy into something with character and value. This ad got over 16 calls for the car, most of them from fathers and husbands wanting a car for a wife or daughter.

Ladies Car

“The unwanted one”

If you want a reliable, nice looking car that's easy to park and drive, I am it.

After 18 months of faithful service my owners have bought a Mercedes (one of those snobby silver ones that won't even talk to me) and kicked me out of the garage. It's unfair but I have to go.

Will you take me? I am a 1976 pretty yellow Corona with a new black interior. I have driven over 260,000 kilometers mostly in the country and am mechanically good with a road certificate. The car dealer said he'd sell me for \$2,800 - my owners want just \$1,770 and I'm yours. You'll also get a stereo/cassette that'll play all your favorites, 5 months registration and safe new tires and exhaust for your peace of mind.

You can test drive me and see for yourself how nice I really am by calling (00) 123456.

But what if you were a car dealer who had lots of cars for sale and couldn't write ads like these. (Most car dealers can't write any decent ads.) Well, how about a “Free Report?” How to buy a used car without getting ripped off?

Hey we could even produce a video showing people what to look for when buying a car, how to spot rust, how to calculate a fair price and so on.

And come to think of it the real estate agent could use an ad saying, “Free Report on Home Sellers.” Free Report shows how you can sell your home faster and closer to your asking price.

Do you think that these ads would ferret out any people interested in buying a car or a house?? I bet it would.

But now let me tell you a story about what didn't sell!! Bill Myers, the USA mail order millionaire once got a great idea for a video topic. He decided to produce a video on “How to live without electricity.” This was a great idea aimed at all those people seeking an alternate way of life...and there were plenty of those that he could target.

So he produced his videos, giving all the tips, tricks and advice he collected. He was truly proud of what he created and what a service he was providing to those lucky souls choosing the alternative lifestyle. He placed an ad in the “Mother Earth” magazine asking for \$40 to be sent to a PO Box (*something you should never do*). He then sat back waiting for the flood of orders to make him rich. He waited...and waited....waited.

Finally after 6 weeks he finally got a post card from a person who read his ad. This person told Bill what a great idea his video was and how he would love to get a copy of his video and unfortunately...

Because he had *no electricity* and *no video recorder* he couldn't watch the video even if he did buy it.

Bill realized that all the potential customers for this video were similar to this one. They had no videos or electricity and couldn't watch his video even if they wanted to buy it.

Goes to show that everyone makes mistakes. Even Mail Order Millionaires. Bill simply learned his lesson and moved on. He produced many other videos that were a success and ended up making over a million dollars in less than 4 years.

He did so well because he was prepared to learn from his mistakes and keep trying. You should always be talking to other people in your industry and other business people. Look, in business you only really have one competitor. This competitor is a deadly one. They can cause you to be a huge success or an utter failure. So who is this deadly monster?

It's YOU!!

That's right. Ultimately you are your greatest competitor, because you decide what business you get into. What service you offer. How you advertise. How you train your staff, manufacture your products and treat your customers. But that's not the only challenge you face in business...because if you happen to get it all right and make a ton of money...but you do it at the expense of your health if you happen to get it all right and make a ton of money...buy you do it at the expense of your health, your family, and your conscience...you lose again. It was a wise person who said the three priorities in your life should be:

- 1. Your health (*physical and mental*).**
- 2. Your family, friends, and relationships with all beings.**
- 3. Your business.**

In that order. Believe me, if you mix those three up you are not likely to realize your true potential. I hope my brief side-track to matters other than how to make money and improve your business hasn't put you off. But being Christmas I figured I could get away with just about anything - including making this the last newsletter for this year.

So until next year, **Merry Christmas and a Happy New Year!**

Peter Sun

Peter Sun

P.S. Some of the ads I reproduced in this newsletter are from our new package called "How to Sell Your Business, House or Car Faster And For More Money." If you want ore information on this package call (07) 5525 3455

How To Turn 'Price Shoppers' Into Profitable Sales

Even if your prices are *higher* than your competitors

27th May, 1994

Dear friend and subscriber,

What I am about to write, I should have written a long time ago.

You know, hardly a day goes by without someone calling me to help them create a brilliant ad, letter or strategy to increase their sales.

And, being a nice guy I oblige.

However, recently I've discovered an overlooked area that has even greater potential to rake in the loot. Now, I want you to sharpen up and pay close attention. Did you ever wonder if maybe you are overlooking something virtually important in your business? If you are like most people, there is a huge and vitally important area of your business that you probably aren't exploiting. Of course what I am talking about, is converting more of the calls or inquiries your business is already getting into profitable sales.

This is such an undeveloped area in most businesses, that if you get it right, it can flip your sales graph right off the page. No kidding. I've just got the results from one of my clients who applied 2 simple methods I taught him, and increased his sales by 1000%. This adds up to **\$48,000 per week** in hard dollar terms.

He *used* to get 1 sale from 20 inquiries -- and now he gets 10 sales from 20 inquiries. What's really interesting, is that he charges *10% to 15% more than any of his competitors*.

So how is this possible? The clue to this secret lies in a little known study that shows...

**...Only 10 to 20% of people will buy on "price" only.
The other 80 to 90% are looking for value.**

In other words they want the product or service that'll solve their problems at the best possible price. And there is an easy way to turn all the phone and walk in inquiries into profitable sales. The key to getting their business is simple...

**You must have a system to find out what's important to them,
before you give them a firm price (or quote) on anything.**

You first have to show them that you understand their situation well enough, to give them a product or service that will meet their needs. They want to be sure that what you will do for them will be worth the money they will pay you.

To find out what solutions these potential customers really want, you must ask questions. Lots of relevant questions. Plus, you must decide beforehand what action you want this person to take next. Is it to get them to test drive the car, if you are a car dealer? Is it to get them to come into your office or factory, if you are a professional or a manufacturer? Is it to get an appointment for yourself in their home or business to see what needs to be done, if you are a tradesman? Or is it to make the sale there and then, if you are a retailer?

Whatever your plan, that's all you want to achieve at this point. To do this successfully, you and your staff must have a system. It should be in the form of a written qualifying questionnaire or phone script that everyone follows. These structured questions will show the prospect that you care about their situation -- and get around the famous 'price shopper' question..."How much is your _____?" Handling it this way will set you far apart from all your competitors. You can bet they won't be using these techniques.

I'll show you how we did it for a bitumen driveway construction business. A very 'price competitive' business according to the owner. A person calling from the Yellow Pages asks you the typical question, "Could you tell me how much will a 100 meter driveway cost me?" This question sends most people scurrying for their price books. They give the price and the person says, "Thanks very much, I'll get back to you." And, in most cases, you never hear from them again. The average success rate with this sort of approach is about 10% -- if your price is one of the cheap ones. If you charge more, like our bitumen driveway friend, it may be less.

But, how can you get around answering their question about price. Actually it's very easy. You really can't accurately answer it anyway, can you? Not without knowing more about the work and seeing their home. After all, they may want special drainage, landscaping, or other extras you don't know about. They may have a problem with flooding or whatever. And even though in your business the situation may be slightly different, the skillful person asking the right questions will get more sales for every business - including yours.

Let's see how the Bitumen driveway business person could handle it. They could ignore the price question and reply, "Certainly, what area are you in?" - "How long do you want it to last?" - "When did you want it done?" - "What sort of drainage is there?" - "Have you had a bitumen driveway constructed before?" - "If yes, who by and were you happy with it?" and so on.

Or you could say, "*(their name)*, before I can answer that I need to ask you a few questions, so I can better understand your needs. Once I understand what your needs are, and if I am able to help you, I'll give you a firm price."

After all, you may *not* have what they want in some cases!

But what to do if they insist? What if they say, "I just want the price." Well you could reply, "Peter, the price will range anywhere from \$1,000 to \$3,500 depending on the final site inspection and the quality. Was that the price range you had in mind?"

And then you follow up with... “To give you a firm price I’ll need to ask you a few questions, do you have a moment?” Of course you should **never give a firm price** over the phone. Why not? Because you will probably never hear from the person again. That’s why. Your chances of getting the job on price alone will depend on the skill of the other people they call and how many other companies they call. You must be in control.

The sale you want to make, is an appointment with the person at their home.

Quite frankly, if they won’t let you come to their house to meet you, they probably aren’t serious about getting it done anyhow.

But what if you don’t have a Bitumen Driveway business? What questions should you be asking? Well my friend, I have some good news for you. There are 10 or 11 questions that can be used for virtually any situation. Let me share some of them with you...

1. Have you dealt with us before? How did you hear about us? These questions let you monitor where your customers are coming from. By knowing this, you can focus your resources on the promotions and ads that work and avoid the ones that don’t.

2. What do you currently have or use? Where did you get it from? They may already own a similar product, or have done so in the past. By knowing where they purchased it from you may get an idea of the price they paid for the last time.

3. What do you like best/least about what you currently have? What would you like to have? This may give you clues as to what qualities they like or dislike in their existing product or service and what they want from their new one. You can then focus on highlighting the same benefits in what you are offering.

4. What is your time frame, when do you want it? If they are not ready to buy, you may be wasting your time by going further. If that’s the case, you may want to say to them, “Because prices, models, service availability etc, change often. It may be better to talk with you in _____months.”

5. How long did you want it to last? Are you planning to sell in the future? If they are looking for a short term solution, they may not wish to pay a higher price for a good quality solution to their needs. This may help you when deciding what product or service to offer and at what price.

6. Who will be using this product or service? Who else is involved in the final decision? You want to know who else you need to consider when presenting your product or service. If they have a partner, wife, husband or accountant who will have a say in the decision to buy, you want to present your product and/or service to both of them.

7. What else have you been looking for? Again this will give you an idea of what you are up against.

There you have it. Adapt these questions to your business and watch your sales climb. But before you do, let me reveal the other part of the secret of selling more at higher prices. This will help you when you are doing a ‘quote’ or giving them the final price. Remember...

Don't ever just give the price and details of the product or service, without also explaining *what* it will do for them and *why* they should buy it from you.

That's where your little questionnaire comes in handy. Because you, being a smart little cookie, will look at what they told you they wanted when you asked them the questions and put the very same things that are important to them in your proposal to them.

If you're selling swimming pools and they said they want a pool that's easy to clean, you may put in your proposal, "*Our _____ pool has a special finish that makes it easy to clean.*" Or, if they say they want one that's safe for kids, you may write, "*Plus it is especially designed to be safe for your children.*"

Or if you're selling clothes and the person wants something that'll last and look good, you may say, "*This suit is made from _____ fabric, it's especially long wearing and will look like new for years.*" Etc., etc., etc.

How sincere. How thoughtful. How clever. How slick...How EFFECTIVE!

I urge you: Use these ideas in your own marketing endeavors. You may have to modify and twist them around a bit to fit your personal business but...it will work for you and....work like crazy.

I rest my case.

Regards,

Peter Sun

Peter Sun

P.S. On the next two pages I have reproduced the telephone inquiry sheet and the new quote the bitumen driveway company now uses. Use it to adapt something similar for your business.

P.P.S. The quote letter actually comes as two page letter, but I've condensed it to one page for this newsletter. It also includes a one page addition with testimonials from satisfied customers.

Qualifying Questionnaire and Phone script for in-coming calls:

Date: _____ First Name: _____ & _____

Surname: _____ Ph: _____ (H) _____ (W)

How did you find out about us: _____

Have you had a bitumen driveway constructed before: _____ By whom: _____

Were you happy with it? (why yes - why not) _____

When were you thinking of having it done? _____

Do you know how a bitumen driveway is constructed? _____

What sort of soil and drainage do you have on your property? _____

What sort of vehicles use the driveway? _____

When would be the best time to talk to you and your partner, as I have a number of color options and surface finishes to show you. If may be better if you are both there. I also have a video on how a driveway is made and some examples of finished driveways that we have done. When would you the best time to see you both?

Appointment Date: _____ Day: _____ Time: _____

Notes: _____

How to overcome price shoppers if they insist:

“Well I can give you an approximate price range right now, however the final quote will always depend of the layout of your property, drainage, access to site, soil porosity and type. These are things that I cannot tell you until I see your property and can evaluate the best construction method to suit your property.

I must mention that while we are not the most expensive company, we are not the cheapest either. Our prices range from \$8 per square meter depending on the soil and type of quality finish you choose. What we aim to do is give you a quality driveway that'll suit your property and landscaping color scheme at a reasonable price. Is that the sort of thing you are after???”

Wait for reply: _____

“When we come out to see your property, you will also get the chance to see a video with example of work we have done for others and the different colors and finishes of our driveways.”

Notes on site, color, and finish: _____

_____ Who took the call _____

Questionnaire Survey: This questionnaire and phone script has resulted in 95% appointment rate. When the customer was given the letter on the next page, a conversion of 10 out of twenty proposals was achieved, at prices 25 to 50% higher then their competitors.

Sample Quote - Work Proposal Letter

Hello Ros & Gary,

Based on your preference for hot mix color bitumen, the price will be \$10,830.

Our price is valid for 30 days from the date of this quote and includes the following:

The **finish** you have chosen to **match your home** and landscaping.

Drainage and run off channels where required to ensure there is no erosion or flooding, specifically designed to match your landscape design.

Road base as used by the Department of Transport and Local Government. Material with a minimum CBR35 rating as tested by a registered N.A.D.A. Laboratory, compacted to 100 mm thickness to ensure your driveway is maintenance free for up to ten years.

When the starting date has been arranged and we have your approval, we **guarantee to finish the job** within 2 days, (excluding inclement weather). This will ensure a minimum disruption to your property and lifestyle.

Guaranteed for "Yes" 5 years. Should any problems arise within 5 years of completion due to faulty workmanship, we will rectify the problem "FREE."

For the first 20 clients who spend \$4000 or more will receive a **FREE return airfare** for two persons flying Pan Pacific to Singapore or Fiji "FREE."

Special colored stone finish of your choice in low moisture Cationic Two Coat Bitumen Seal, your driveway will repel water and will not be affected by the sun keeping it looking new much longer than standard finishes.

Our company puts quality and service first. Your job will be given our utmost care and attention, therefore we do not cut costs by cutting corners. Please remember...

"You only get what you pay for."

We want you to be a satisfied client who will refer others to us without hesitation. You can be absolutely assured of professional workmanship. To ensure that your driveway is keeping its smooth finish we will make regular inspections for the first two years. We stand by our customers.

I will ring you on the 23rd of February. Of course, if you have any questions or if we can assist you in any way before that date, feel free to call me on, **1 800 677 017 (free call)**.

By the way, Bitumen Pavements was established in 1978 and is now operated by family and staff of six, all have been trained and worked in the Civil Construction Industry for many years. We are not only experienced in the building of driveways, our team have been involved in larger projects such as the construction of commercial car parts and subdivisions which involve extensive earth-works and the laying of storm water and drainage pipes. We have completed works for both State and Local departments under the supervision of leading consulting engineers.

Thank you again for giving us the opportunity to quote our project.

Regards
Frank Natoli

P.S. I have enclosed some testimonials from clients who have used our services.

Quote Letter: Ten out of twenty people accept this proposal. This compares to 1 job out of 20 quotes when the quotes were given on the back of their business card or quote sheet. (The original letter has been reduced to one page in this example).

How To Make an Extra \$100,000 a Year Publishing Your Own Newsletter

Worongary June, 1995

Dear Friend and Subscriber,

Do you remember this fairy tale?

There once was an old lady who lived in a shoe. She was so poor she could not afford to eat more than one meal a day, or buy a new dress for herself. She couldn't afford to go to the movies, go on holidays, or invite friends for dinner. Her only joy in life was saving up enough money each month to attend her local bingo game.

One day, during her regular monthly bingo excursions she got thinking, "Gee, I wish I could go to another bingo game next month. This one bores me stiff. The guy up the front mumbles and I get the numbers all mixed up. And the prizes are lousy. There must be a better game around!!"

Anyway to cut a long fairytale short, our little poor lady who lived in a shoe traveled all over the country looking for better bingo games. And as she traveled and spoke to other "little old ladies and men" she discovered that they too were interested in finding out where the good bingo games were. And because so many people were asking her about the bingo games she decided to write a monthly newsletter called...

"Where to find the best bingo games in Shoesville."

And in the next 3 months our dear old lady sold \$500,000 worth of subscriptions, and moved out of her shoe into a luxuries Malibu Beach House. And this my friend...

Is an absolutely true story.

An elderly lady did make \$500,000 selling a newsletter about the best Bingo games. Pretty amazing story, don't you think? What could we learn from this? Firstly, that every fairy tale has a happy ending. And secondly, that you can make an awful lot of money if you're selling information to the right market. In other words....

Find out what the people *want* and give it to them

Hey, is this something one of my subscribers could cash in on? Hmmmm, I wonder.

You see, not being over 60 and not playing bingo myself means that I never considered that market. But with more and more older people in our population, targeting that market with a newsletter such as that one seems a pretty logical thing to do. Especially given the average Australian's passion for gambling!

Sounds too simple? Well, don't laugh. It's true. You see the secret to amazing success in direct mail, or any business for that matter, is simply...

Giving (*or selling*) the right kind of information to people that want it.

And what is "the right" kind of information? It's simply what your target market wants to hear. Look I've been subscribing to various newsletters and buying books and success in direct mail for years. I kept reading about all the incredible amounts of money people were making and selling examples of successful ads, letters and businesses. And even though I went broke in my first business, some of this information must have rubbed off somewhere along the line.

As I started to help other people become more successful I learned that information is very valuable... and this is what I write about in my newsletter.

So what is the most important ingredient in a successful newsletter? The most important thing in a newsletter is *the topic*. You should write about the lifestyle you can achieve with the topic you write about. A good newsletter will always have facts people want to desperately know about. I write about Direct Mail ads, letters or promotions that someone used to make lots of money with.

The amount of topics for a newsletter is almost limitless. Here are a few examples of who could benefit by publishing a newsletter and what you could write about.

- If you are a **clothing retailer**, could you tell your customers about dressing well and selecting and caring for clothes.
- If you are a **lawyer**, you could write about how to settle dispute without going to court, and how to legally protect yourself in business.
- If you are a **doctor**, you could write about how your patients could improve their health and well being.
- If you are **about to retire**, what do you want to know? (*Other people who are about to retire will also want to know this.*)
- If you are a **fisherman**, you could write about where the best places to catch fish are. Where people caught fish last month and what bait they used.
- If you are a **parent**, what do you desperately want to know about raising your kids? Other parents will also want to hear about it.

- If you have a **hobby**, any hobby, what do you want to know? Tell others about the same topics.
- If you own a **four wheel drive** what do you want to know? How about all the beautiful off road adventures and places to go?

The key to it all is...

Giving people what they want to buy.

I've just read an article that says that 40% of Australians now use alternative medical services such as chiropractors, naturopaths, acupuncturists, herbalists and so on. This tells me people are sick (*literally*) of going to doctors pushing pills and surgery which at best does little good and at worst actually makes you feel far worse than the disease itself. (*I know all about this, not having taken any pills for 8 years and feeling much better for it.*)

So what sort of newspaper topic would these people be interested in? How about...

“How to stay healthy and get rid of your _____ (arthritis, headaches, cancer, diabetes, heart problems, asthma etc., etc.) without drugs or surgery.”

or

Amazing facts your doctor won't tell you about your Asthma (or whatever).

or

Home remedies your doctor won't tell you about.

Let's face it. Anyone with a specific problem or interest, be it health, business, parenting or whatever else, will usually be prepared to pay for the right kind of information regarding their topic of interest. For example if you own and use video cameras you may be interested in...

“Are you earning \$1,200 a week with your Video Camera?
If not you should be reading the Video Marketing Newsletter.”
Call (07) 5525 3455 for free info.

Or if you own a computer...

“Are you earning \$1,200 a week with your computer?
If not you should be reading the “Making money with a PC newsletter.”
Call for free info....

Or if you are a car enthusiast...

“Are you a hot-rodder? Want to win shows and races?
If yes, you should be reading the Hot Rodder newsletter.”
Call for free info _____.

Or if you have cancer....

“How I cured myself of Cancer without drugs or surgery.”

For free information call _____.

Or if you have migraine headaches...

“How I got rid of my migraine in less than 3 minutes without pills.”

Amazing medical breakthrough reveals a surefire technique any one can use to get rid of migraines and tension headaches. Call _____ for free info.

Are you seeing a pattern here? The key as I said is to have the right *topic* for the right market. One way to make sure you'll be successful is to **test the market** before committing to any project or newsletter.

Let me repeat that....

Test the market *first*.
Test the market first.
Test the market first.

The way you do that is to run some classified ads to see if anyone is interested in what you are selling - your topic. The next thing is to prepare a sales letter and try to convince them of the value of your product and sell it to them...

and then you write the newsletter.

It never ceases to amaze me how much money many people will spend to set up a business, write a book, develop a product, take out patents, copyrights and trademarks - without having any idea if anyone is actually interested in what they are selling. Doing it that way is a recipe for disaster.

Don't do it.
Don't do it.
Don't do it.

Find a market and test if they are interested in what you want to sell them....before you invest in the product. Believe me, you'll save yourself a lot of money that way. But now I guess you are thinking. “Sure Peter but I am not a hot shot marketer, I don't know how to write a great selling ad and letter. And I certainly can't afford to pay your fees, yet. What do I do?”

Well don't worry. You don't have to know how to be a hot shot marketer or copywriter. All you need is a good example for you to follow. And being the great guy I am, I just happened to have such an example.

Here's how a newsletter called “The Video Marketing Letter” is being sold. You can use this as your template for virtually any newsletter topic you want to write about.

Here's the style of ad you should run....

Are you making \$250,000 a year??
If not you should be reading the Video Marketing Letter. For a free info kit call Dan Reynolds on (501) 741 2566

This ad runs in video magazines. All the callers are sent a four page letter that get the subscription.

There you have it. The complete template for success. In fact it's so good I just subscribed to this newsletter myself.

I am better be off now. It's time to get ready for my trip to USA. I'll be writing the next newsletter while I am away, telling you all about the latest tools and techniques to make your business prosper.

Till then, all the best.

Regards,

Peter Sun

Peter Sun

P.S. As you already know I write the newsletter every month and from the feedback I get it's helping a lot of people make a lot of money. So, if you have a friend who needs to fatten up their bank accounts, why not show them a copy (*see ad below*) and ask them to subscribe. It's only \$195 per year.

FREE
Newsletter
reveals how to turn
\$200 into \$16,000
using effective
advertising. Call...
(07) 5525 3455

FREE Newsletter Ad: Offering a free copy of your newsletter with a sales letter to subscribe can be one of the best ways to build a quick following of loyal customers.

How To Steal Customers From Your Competitors Using Direct Mail

“It’s amazing that Direct mail can actually make you so much extra money for so little work”

Worongary - 7th March, 1995

Dear Friend & Subscriber,

I am now the proud owner of 3 hand painted silk ties. While that may not make the evening news, the story about how I got those ties is quite interesting.

About 6 days ago I received a letter. I get a lot of letters. And most of these letters are either checks (*I like those kind of letters the best*) or various sales and promotional letters. I keep the good letters in a big box for ideas, and throw the boring ones in the bin.

Anyway, this letter got my attention. It was personalized in my name. (*This is very important if you want results*). The paper it was printed on was exquisite quality and the letter head looked a bit like a 4 color hologram (*expensive looking too*). But what really got my attention was the piece of hand painted silk attached to the top of this letter. (*This is what I called a ‘grabber,’ it gets your attention and makes you remember the letter.*)

I was most impressed.

Not only was this a very catchy and up-market invitation to a new store opening - it also promised me mountains of food, drink, and...hand painted silk ties.

Something I’ve had my eye on for a while to go with my seminar suit.

Now even though I was very busy and this shop was half an hour drive away, I called them and accepted the invitation. And while I was at it, I congratulated the owner of the store on his letter. I also asked him how he got my name and such a great idea for getting attention?

“*You gave it to me,*” he replied. Apparently he was at a seminar I gave about 15 months ago. Since then he’s taken what I said to heart and followed my advice for creating “killer” direct mail letters. Letters that get attention. Letters that you like to read. Letters that sell. And did his letter sell. The place was packed. And the people, including me, were buying. Not a bad way to start a new business is it? What’s more the owners were astute enough to also collect the names and addresses of everyone that

bought something. This will be the start of a direct mail business for them. As I've said many times before, find the market first. There is no better market for what ever you are selling, than someone who has just bought from you. Let me show you why that is so...

We have two computers in our office. About 4 weeks ago I bought a brand new machine. A 486 DX100 with a CD Rom drive. The first time I used it, I was amazed at the speed it worked at. What used to take me 3 hours on the old computer now takes me one to one and a half hours. It's as fast as lightning and makes the old computer look like a pre-historic snail. I kicked myself that I didn't get it sooner...and I definitely couldn't go back to the old computer again.

So off I go to buy a second computer. An even bigger and faster one!

Now...if the company I bought if from is smart...(which they are not) they could have probably talked me into some software tape back up for all my data etc.

The scenario I've just described applies to anything you sell. In most cases the human appetite for more is insatiable. The more we have got the more we want. The better we get the better want and so it goes. Now judging by the lack of follow up by most companies I've ever bought something from -- they simply don't understand how their customers think. And how to easily double their profits.

Which is great for you and me because...

We are going to take *all* the money they are missing out on.

But how do you take advantage of this? Quite simply by using Direct Mail and the phone to constantly keep in touch with all those customers you already have. This is much more profitable than always chasing after new customers. In fact scientific marketing studies prove that...

It costs five times as much to find a new customer as it takes to sell something else to an existing one.

In our business we found that the average customer will spend another \$150 - \$300 over the next 12 months with us -- if we ask them to by sending them direct mail offers. How much do you think they would spend with us if we ignored them, like most businesses do? That's right, probably NOTHING!

Think about it. We get an extra \$200,000 for every 1000 customers on our database just for mailing them a few letters! Isn't that neat? That's why I love Direct mail. What this means to you, is that...

If you build up a client list of 5,000 names, they could be worth up to \$1,000,000 to you *each* and *every* year forever after!

Hey, be honest. Wouldn't you like to have a business that makes you an extra \$1,000,000 just by mailing a few letters? Well, you can. All you have to do is do it. But you know what the best part is? The best part is that your competitors haven't got a clue as to what you are doing, because...

They don't get your letters!!

Compare this to newspaper or TV ads. As soon as you have something that works, everyone copies it. That just doesn't happen with Direct Mail. It can be years before any of your competitors catch on to what you are doing -- and by then you've pinched all their business.

Is this getting you excited? Good. It gets even better!

By understanding that each new customer is worth \$200 per year extra to you, you can actually lose money on the initial sale, and still make off like a bandit in 12 months. This is very significant to understand. Once you know how much extra a customer is worth to you, you can run all sorts of ads, send letters and press releases which, although not profitable initially will pay off handsomely over the next 12 months and beyond.

99% of your competitors wouldn't have a clue about this. But it really works.

How else do you think can all those book and CD clubs offer their amazing "choose any 4 CDs for \$5?" They can do it because they know how much money they'll make with a new customer over the lifetime of their business relationship. They have been doing it for decades and it still works.

There are only 3 reasons why direct mail fails to work.

#1. The first is that you send it to the wrong market. Such as offering \$6,000 trips to Alaska to the people on the Social Security list.

#2. The offer is wrong. If what you offer is not attractive to your chosen market, it won't sell.

#3. And the third is that your letters are so boring that no one wants to read them. Usually, if you can get someone to read the first two paragraphs of your letter, they'll read the whole thing. That's why good headlines are so important.

Just think of the letters and ads you see. Which ones get your attention and which ones hit the bin? That's the same treatment others give to your ads and letters.

Regards,

Peter Sun

Peter Sun

Cash in on the Internet Revolution and learn...

How To Earn \$25,000 a Month With Low Budget, High Profit Projects you Can Start Today and Run From Anywhere In The World!!!

Here's how you can get the videos of my \$3,500 a head 'Atom Bomb' Internet Marketing Seminar held in Cairns - *even if you can't afford them.*

Dear Friend,

Well, what did you think of that newsletter.

I must admit I am kind of proud of it. You see, until recently I was petrified of anything to do with computers and technology. Now I have two computers and I am still scared of them. However this does not stop me from using the power of computer technology to make money - and lots of it.

The *good* news is that what has been nicknamed as the '**Atom Bomb' Internet Marketing Seminar**, proved once and for all, you don't have to be a computer wizard to make money marketing your products on the Internet. (*I'll tell how the seminar nick-name came about later on*).

And, if you are interested in creating a huge (*and immediate*) cash flow for yourself or your business, this is going to be one for the most exciting messages you will ever read.

First though, I want to put your mind at ease about something.

Look: Yes, it's true, to get all the knowledge and products revealed at this seminar is not inexpensive. However I want all my clients to have this information (*because it's going to literally change the world of marketing*) and, for that reason, if you can't afford to pay for it all at once...

Internet Letter: This is the first page of a 12 page letter that sold over \$100,000 worth of videos in less than 5 weeks. The headline is the key to a successful sales letter and this one explained very clearly what the letter is all about. The letter follows the principle, "*The more you tell - the more you sell.*"

Your invitation to learn new Rubber Stamping Ideas and get a FREE rubber stamp at the Melbourne Show.

Hello Peter,

I am sending you this letter because I have something very important to tell you.

I'd like to say...

Thank You!

Thank you for getting our Rubber Stamp catalog and for supporting our business. I've been giving some thought to how I could thank you for being a customer and I'd really like to see you and say "Hello" is person.

So, I am inviting you to visit our stand at the Melbourne Craft Show. You'll get some great new ideas for your rubber stamping hobby and...

**...you'll get a FREE Rubber Stamp worth \$8
As a Thank You for being our customer.**

All you have to do is bring this letter with you to our stand (*number 76*). You'll also see some exciting new ideas and demonstrations on how to use flack to give a "furry" finish to your cards. Plus there'll be demos on how to use glue pen and Wavy scissors to create really different designs and finishes.

To find us at the show, please see the map on the back of the leaflet attached to this letter.

Whether or not you visit us at the show, the main purpose of this letter was to say 'Thanks for being a customer.'

I look forward to seeing you soon,

Stephanie Black
THE SPROOCE GOOSE

P.S. To get your FREE Rubber Stamp, please remember to bring this letter to our stand at the Melbourne Craft Show on 6th November, 1994.

The Sprooce Goose Letter: This letter was sent to 1537 customers living in or around Melbourne. 538 people turned up with the letter in their hand at the show. The result was thousands of dollars worth of extra sales and lots of happy customers. This particular business has over 15,000 customers on its database Australia wide.

My boss will kill me when he finds out I sent you this letter....

Collingwood
28th January, 1994
10:46 am

Good morning Peter,

When I said I was going to send you the \$50 check attached to this letter --my boss said, "*No way, are you crazy or something?*"

But, as you can see I did it anyway. Why? Simply because even though my boss is not really keen to give away his money, he's really very committed to giving you the best service and prices on stationary. And the way I figure it...

**....\$50 to spend as you like on your next stationary order,
was the best way to introduce you to our company.**

It makes sense doesn't it? If you try us, and like us. You'll want to keep using us. And that'll make my boss very happy. Of course, there are no strings attached and *no* minimum purchase with the \$50 gift. All I want, is for you to experience the service and the savings in time and money you'll make. Savings you only get when you deal with us.

Before you decide whether or not you want to take me up on this offer, consider the 4 problems most people have with stationary suppliers and how we help you solve them...

- 1. Not having the products you want:** At Stationary Direct we stock over 10,600 products at our warehouse. You get everything you need with one phone call.
- 2. Not delivering quickly:** With our computerized ordering system, you get your order within 24 hours of ordering.
- 3. Low prices on selected products only:** Because we order over 56,000,000 items of stationary each year you get prices that are 14% to 79% lower than the retail prices you pay at stationary retailers and supermarkets like K-Mart. Our prices stay low and you save on each item you buy.

The Stationary Letter: As you can see a good letter can be used to sell to any market. This letter is offering a \$50 credit voucher to businesses who open a new account. It's a good strategy. Their average customers spends over \$1,000 *per month* with them.

Are You Embarrassed By Your Backyard?

Dear Backyard Neglector,

Are you one of those home owners 'guilty' of neglecting your backyard? Have you just 'not gotten around' to getting your backyard completed? Does the dirt in your backyard somehow track into your house - with kids, pets, and yes, even us adults tend to track in the dirt from the backyard. You clean the floor one day and before you know it, it's completely dirty again. It doesn't seem to matter what you say (*or threaten*) to the other members of your family or how much you clean - it's the same old story, a dirty floor. Do you keep putting off having friends over for that barbecue because you're embarrassed of your backyard?

I know, I know you've been meaning to do your own landscaping but you just haven't gotten the time. I'm sure there are plenty of good reasons why you haven't done it. You are busy. Preoccupied with work. Aggravated with that dumb-dumb you have to deal with everyday at the office. Tired. Who has time or the energy to even think about the "backyard." By the time you get home from work, you just want to relax. Just a moment of peace. You deserve it. And weekends, well they go by so fast it seems like Monday morning is there moments after Friday night left.

Well, don't worry. I'm Gary and for you, my friend, I have got a SOLUTION!

A Free Backyard Landscaping Audit

I will come to your house and audit your backyard for free. That's right, there's no cost and obligation of any kind. Plus you get a free copy of "12 Secrets To Keep Your Indoor Plants Looking Shiny, Green and Healthy" just for signing up for your Free Backyard Landscaping Audit. Here's exactly what I'll do...

- 1. First I'll cover all the existent challenges your backyard has.** I'll check for 'unwanted' weeds or wild grass that would need to be removed. I'll determine if your backyard is completely level or if it needs to be leveled. I'll also see if any rocks need to be removed from the soil.
- 2. I'll determine the activity level of your yard.** Does it need to stand up to kids playing on it, pets, barbecues or other activities? This will largely determine what kind of 'first level' landscaping would be best for you. I'm sure you've probably wondered, 'Do I want grass - if so, should I get sod or seed? If a sod, which one, there are eight different types. Maybe I could put in rocks instead?' There are a lot of choices and it can be kind of confusing. There are advantages and disadvantages for all, some are obvious and some are 'hidden.'

(please go to next page....)

The Backyard Landscaping Letter: As you can see direct mail can be used to sell almost any product or service. This letter is one of a series of 3 that this company sends to potential customers in their area. Once again it is offering a free initial service to get the trust of new clients.

How to Get \$15,000 worth of FREE Advertising for your business each year.

Worongary - 10th May, 1995

Dear Friend,

Last month I promised to show you how to get thousands of inquiries for little or no cost...

And I am going to live up to that promise. As it stands, I seem to have overlooked a vitally important technique for generating lots of customers inquiries and sales. And lately I've seen about 4 examples of just how effective it can be.

It's as if something or someone was hitting me over the head with a rubber hose saying...

"Do this" -- "Do this" -- "Do this"

Or course, what I am talking about is...

Press Releases

If you've never heard about the power of an effective press release, allow me to share a few storeis with you...

The first one of which comes from Patrick McAllister's newsletter.

You may be aware of a product we've been selling called, "How to earn \$30,000 a month with low budget Direct Mail Projects." We've also sold licenses to other people to duplicate and sell the 3 videos, IBM disk and workbook.

Well, one of the people who bought a license is Mr. Chan, who lives in England. Mr. Chan was contacted by the editor of a magazine called "New Entrepreneur Magazine." This magazine is similar to Australian Dynamic Small Business or Money Making Opportunities. The editor called Mr. Chan and said he was interested in writing an editorial story about Mr. Chan's unique products and promote them to their readers. And not just an ordinary article or a review, but a full feature cover story! Now that's

over 2 full pages including photos...

Absolutely FREE

Mr. Chan didn't have to pay a cent. Zippo. Nothing. Now you may ask...why would a magazine, newspaper or any other publication want to publish press releases and do stories about your products?

Actually, it's quite simple...

#1 Every issue of every magazine and newspaper starts off with blank pages. They have to fill them with something. If your article is interesting they'll want to publish it.

#2 Most editors and journalists are basically lazy. I mean if you can supply them with an interesting article or a press release they can publish and fill up those blank pages -- they will use it. Especially if its already written for them.

Anyway let's get back to Mr. Chan. As soon as the article about the Direct Mail package was published it was a huge hit with the readers. So much so that Mr. Chan sold over 40 copies of the "How to earn \$30,00." package. Not only that, he sold them for 238 pounds each. That's two hundred and thirty eight POUNDS each. Or over \$460 Australian per package. Now according to my math this means that...

That one piece of FREE advertising made him over \$18,400 in sales.

If you consider his costs to duplicate 40 copies of the package are around \$2,400 in our currency, his bottom line was...

Over \$16,000 in profit.

Not bad for a beginner, just starting out is it? But the money he made is chump change compared to other people who used Free publicity to promote their products. One is a man called Harry Moe. He is a self-publisher who sells paper and ink information products, one of which is called "How to make your Paycheck last kit." He sells it for \$19.95 and offers a 12 month money back guarantee on it.

According to Gary Halbert, Harry managed to get Family Circle in the US to run a 1/3 page write up on the above product. What would you consider this bit of free exposure in the Family Circle could be worth? Well, my dear friends, hold on to your hats. That one free 1/3 page article, so far, has generated...

Over \$181,000 orders

Now let's work this out...181,000 x \$19.95 is...can this be right? Let me check that again. Yes, that's right. That little blurb made him over...

\$3,610,000.00

(That's three million six hundred and ten thousand dollars)

Wow. Wouldn't you like to be Harry?! Well, I am happy to say you can use the same techniques right here in Australia -- and I'll show you exactly how to do it...but before I do, let me share another two quick stories with you.

A company I know sends out 4000 press release each year. In these press release they offer a FREE Re-

port (\$4 for postage and handling) on “How to reduce your Visa or MasterCard Bill.” Of these 4,000 Press Releases 600 get published and 300 give details of the free report. They sold 400,000 of these reports last year, generating 1.6 million in revenue on those sales. But that’s not all...

With each report they include a promotion for the FULL report costing around \$100. Ten percent of the 400,000 people buy this \$100 report. Generating another \$4 million. Are you with me so far? That’s adding up to \$5.6 million so far. And there is more...

When all the other 360,000 people who didn’t buy the FULL report are followed up by telephone, another fifteen percent will buy the \$100 package. That’s 54,000 people times \$100, which equals another 5.4 million.

This gives them a total of \$11 million in sales each year for no advertising costs.

As well as that, the people who didn’t buy are mailed with other offers and...

...They now have a mailing list of 400,000 Visa/MasterCard holders.

Whoopee. Wouldn’t you love to get yours hands on THAT list!!! I know I sure would. But hold on. If this works so well in America...what if some smart subscriber of this newsletter was to do something similar. After all we do have Visa and MasterCard's here. And they do charge enormous interest... Could this be an opportunity just waiting to be exploited?? Who knows. Maybe, maybe not! All I can say is that this formula should work for lots of other products -- including Direct Mail how-to-books, videos, service businesses, unique new products, etc.

The way you create a Free Report, is simply by taking one chapter of your book or creating a short booklet on your product or service and re-titling it to suit the media. For example, your press release could read...

“New book claims newspaper ads can be 500% more effective -- if you know how.”

or

Free Report reveals secrets of effective Direct Mail

or

Local man claims new invention gets rid of insects without screens or chemicals.

And so on. The key is to have an appealing headline and to include something in your press release that causes the person reading it to want to ring you. Of course if you blatantly sell your products in your press releases, the newspapers won’t publish them. The way to overcome this is to offer (*as a public service to the readers of this newspaper*) your ‘free’ booklet or report. This “*Free Report*” worth \$19 for readers of XYZ newspaper” is such a brilliant idea that almost no one knew about it. Until now that is. It almost *forces* the editor *want* to put your phone number in. After all, he wouldn’t want to deprive his readers of this valuable free report, now would he? Sneaky? Yes! Effective? Of course. That’s why you subscribe to this newsletter!

By the way, if you’d like to see more examples of effective press release and how to write them, you can look it up in our new Marketing Package called, “How to Get \$30,000 worth of FREE Publicity for your

business.” Oh yes, one more thing. You should always include a covering letter with your press releases. And if you attach a “grabber” (*something to attract the editor’s attention*) to this letter, you have an even greater chance of success.

A good friend of mine - Justin Roff Marsh has produced a simple guide for creating effective Press Releases. I’ve reproduced it here with his permission.

Eight easy steps to positive media attention.

I’m often asked for advice on this one. And with good reason...media exposure is probably the most cost-effective way of communicating with your marketplace. Follow these steps and you will discover that it is surprisingly easy to get exposure for your business.

1. Choose a publication that communicates with your market.
2. Write a newsworthy story - a story that will capture the attention of the readers (*and therefore the journalist*) of this publication. Tell your story the way the publications’ readers would like to hear it, not the way you would like to tell it.
3. Give your story a powerful benefit headline and, if possible, choose a story with a *use-by date* (*like a seminar or a special event of some kind*).
4. Read the publication and identify a journalist that has written a story with content similar to yours.
5. Phone the publication and ask for that journalist by name. Tell the journalist that you have a story that might interest their reader and then relate your story’s headline (*fire your big guns first*).
6. If the journalist perceives that you have a good story they will probably ask you to send some information. Fax them your story along with any other relevant information you have (*include copies of stories written by other journalists*).
7. If you don’t hear form the journalist within a few days, it often pays to follow up by phone. Just be sure to keep your tone low key. (*It’s nice to phone simply to advise of a new development.*)
8. Assuming your story goes to print, it is imperative that you thank the journalist. If fact even if your story doesn’t make it to the publication's pages. I would still thank the journalist for giving it their consideration.

How not to do it....

I’ve seen many companies produce literally hundreds of conventional (*boring*) press kits and post them to every newspaper and TV stations they could think of. Well, this king of *shotgun strategy* will work if you have a story that is absolutely earth shattering, but if you don’t...it probably won’t. Journalists prefer to feel that they have discovered an exclusive scoop, rather than being *battery-fed* a mass-produced media release.

Unless you are dealing with a very small publication, do not try to bribe media with advertising dollars. Journalists (*quite rightly*) believe that they are servants of the general public and not servants of yours. (Advertisements don’t see newspapers, but good editorials will.)

By the way if you want any copywriting done I cannot recommend Justin highly enough. For my money he is the best in his field. And his fees are very reasonable for the sort of results he can get. If you want any brochures, sales letters or ads done, I suggest you call him before he ups his fees.

His number is (07) 3871 1820 if you want to talk to him.

Well, this newsletter is drawing to a close. It's time for you to spring into action and start sending some press releases. And who knows, maybe I will be writing about your success in the next newsletter.

Till the next time.

My best regards,

Peter Sun

Peter Sun

P.S. One more thing, If by chance your press release doesn't get published you can always pay to have it placed as an 'advertorial.' By making it look like an editorial article, you will always get a better result than if your ad looks like an ad!

Your Video Fixed in 4 Days Or it's FREE *

Put down your glasses. This is not a misprint. Brenlee Electronics guarantees to fix your video, TV or microwave oven within 4 days of receiving the repair. If we don't, then it's fixed for free.

1. You can trust Brenlee Electronics to give you the best possible service at the best price. We've carried out over 25,000 repairs since 1990 - our customers trust us.
2. You get a 12 month warranty on parts & labor...this is the best warranty in Newcastle—bar none.
3. We'll pick up your appliance, from anywhere in the Newcastle area, free. When it's ready to come back, we'll reconnect it and tune it back in as well.
4. Pensioner Discounts.

Call Today on.....000-0000

** Conditions Apply*

Video Ad: This ad gets \$200,000 a year in extra business. 250% increase on previous ads. The owners has tripled his business since using these style ads.

News Release

New CD Rom Provides a Pictorial Guided Tour of Doing Business on the Internet!

**Peter Sun
Peter Sun
Marketing
Suite 1,
115 Carrington Rd
Mudgeeraba**

Surfin' the Internet for Profit!

GOLD COAST - It seems like everyone is talking about the Internet these days. Almost overnight this on-line service has become the meeting place of millions of world-wide consumers. And the Internet phenomena has created many new opportunities for businesses.

A new CD ROM, **The Guide to Doing Business On-Line**, explores the new business opportunities on the 'Net,' and shows how easy it can be to set up your own profitable on-line business.

By providing an entertaining and informational pictorial tour of the Internet, the **Guide to Doing Business On-Line CD ROM** shows what it is like being on-line, and illustrates how hundreds of businesses have set up shop on-line.

By taking advantage of the tremendous storage capability of CD ROM technology, the developers of the **Guide to Doing Business On-Line CD ROM** have been able to pack the CD with hundreds of full color images from the Internet, making the guided tour a real delight.

A Must Have Business Resource!

The **Guide to Doing Business On-Line CD ROM** makes it easy for business owners and entrepreneurs to see for themselves what the Internet is all about, and how they can profit from using it. Detailed, but easy-to-follow information is provided on just about every aspect of doing business on-line, from start to finish.

Easy-to-Use!

We tried the **Doing Business On-Line CD ROM** and were pleasantly surprised. It is so easy to use even the computer virgins in our office could run it!

To start the program, all we had to do was to put the CD in our computer's CD ROM

drive, and type 'GO.' The CD immediately presented us with a main menu listing topics. Selecting any menu item, immediately starts your guided tour on the topic you selected.

It Really Works!!

Throwing caution to the wind, we decided to see if we could find out from this CD ROM, how to accept payment for products sold on the Internet. So, from the main menu we selected the category Accepting Payment over the 'Net.'

We were immediately presented with an account of the problems and opportunities associated with accepting payment on-line, and details of 14 different ways money could be exchanged on-line safely.

We further experimented with the CD and with a little exploring discovered samples of the many different ways on-line transactions are consummated.

Continued exploration of the CD ROM revealed actual web-pages and ads from hundreds of other big and small businesses who have gone on-line.

Our verdict...the **Doing Business On-Line CD**, actually works, is very easy to use, and a valuable business resource.

Even Better...It's Affordable!!!

If you had to go on-line yourself and search out all information provided on the CD, it would take months.

With the **Doing Business On-Line CD**, all the info is available when you want it.

With a retail price of \$49.95, this CD ROM is a real bargain.

For additional information and a FREE Internet report contact Peter Sun Marketing on 008 - 066979

CD ROM Press Release: This type of press release is easy to do and can bring big rewards if it gets published. You may want to attach a letter with it addressed to the editor.

How to Cash In On The Biggest Technology Revolution of All Times.

“Marketing on the Internet may be the easiest way to make \$25,000 a Month with low budget, high profit projects you can start today and run from anywhere in the world!!” Patrick McAllister - New Marketing Realities Seminar, Cairns

Sept, 1995

Dear Friend and Subscriber,

It was an extraordinary experience,

One hundred people gathered for three days at the Radisson Hotel in sunny Cairns to hear Bill Myers, Pat McAllister, Justin Roff March and other savvy marketers reveal...

How to cash in on one of the biggest and most profitable markets of all time.

Of course what I'm talking about is the Internet and electronic marketing.

It seems like you can't pick up a newspaper or a financial magazine these days without reading about the exploding market for, and profits being made on the Internet. It's Internet this and Internet that. Everywhere you look, someone is talking about the Internet. Even while we were at the seminar there was a ten page lift-out in one of the national papers about the marvel of doing business all over the world with the Internet at virtually no cost.

It's a fact. No matter where you live or who you are you can profit from the greatest technological market ever. After hosting this seminar I now believe this market is so big and so profitable, it makes the old Gold Rush days look like a high school picnic. And the best part about it is that you don't need a business, an office or a shop. You don't even have to have your own product to sell. In fact all *you* have to do...

...is open up a shop on the Internet.

In case you are not sure, here's the best way to describe the Internet and how it works. The Internet is simply the interconnection of thousands of computers creating a network. All you need is a phone and a modem, and by linking up to the Internet you can now instantly communicate with any other person who owns a computer in the world. You can send messages, documents, brochures and you can even talk

with all the other people on the Internet. All for the cost of a local phone call.

This makes the Internet...

The Ultimate Marketing Tool of all Times.

Bill Myers is now fully committed to Internet marketing and generated US \$65,000 in less than 14 days with a tiny ad. All it basically said was...

...CD ROM Reprint Rights available. Phone for Free details...

He had ten orders for his US \$6,500 package in just over ten days. Then he got bored with it and moved on to another project that earned him US\$155,000 (*that's over \$200,000 in our money*) in just three and a half weeks -- all done automatically. His office never physically took an order.

I hate to admit it, but Bill and Patrick were the stars of this seminar. I couldn't believe it. Even though I was there telling my story about how we now generate over \$104,000 a month in our home based direct mail business, they got all the glory (*and money*). Maybe it was because most of my own success came about by applying some of Bill's ideas. Or maybe it was because what they discovered was how to make huge profits selling your products all over the world, all for the cost of a local phone call.

In fact, one of the seminar attendees stood up after the first day and said that he was going to make at least 10 million dollars extra in the next twelve months as a result of what he learned. In case you think he was a dreamer, let me assure you he isn't. He already has a business making over \$350,000 a week. He didn't even stay for the next two days of the seminar. He simply ordered the videos of the seminar and went sight-seeing for the rest of the week.

Now he was an experienced businessman, but what about the two Aussie kids Bill told us about?? This was an amazing story. Here you have two college students who developed a simple computer program that allows you to create your own ads on the World Wide Web (*the fastest growing section of the Internet*). To get a FREE copy of their program you simply follow on screen instructions and it is downloaded straight into your computer. Once you have the free copy of their program and see how well it works, you can pay \$39 for the advanced version and instructions manuals. So far they sold over 1740 programs in seven weeks.

But the best thing is that...

They did this all automatically without talking to a single customer. All orders are placed directly into the computer and so is the credit card payment. Everything is done electronically. This means they have...

Zero cost.

Imagine having a business with *no* advertising costs. *No* shipping costs. *No* product costs. (*Once the product is developed it costs nothing to deliver*). And best of all, on the World Wide Web they can sell their product all over the world 24 hours a days, seven days a week. It's nothing short of amazing. And the best thing is that you can sell virtually anything on the Internet.

And...

You are selling to the ultimate market.

That's right. The first rule for selling anything is to find people who have the money to buy it. And studies have shown that the typical Internet user has lots of it. They must have. After all they do have a computer don't they? And they do own a phone and they are hooked up to the Internet which means they probably have a credit card as well. In fact here is the demographics of the typical Internet user...

They are 35 to 55 years old. They are 90% male.
They earn \$78,000 per year. And 87% have 4 or more years of college.

At present there are over 500,000 people hooked up to the Internet in Australia and over 35 million people world-wide. The number of people on the Internet has doubled every twelve months, and this is expected to continue for at least another two or three years.

This makes it the wealthiest and largest market ever. And it is also the easiest to contact. You can reach every person who is on the Internet (*including the highly lucrative USA market*) for the cost of a single local owner. It can transform every single small business into an international business. Because of the way Internet works, no one knows if you are a major company or work from your basement. And best of all....

**It allows the small operator to compete
With the big boys on an *equal* playing field.**

Whether you own a large business or are a one man band, on the Internet no one has the edge. That's because no matter what your company size, where you are located or what product you sell, you can only display it one computer screen at a time. And, the cost of reaching the other 35 million people on the Internet is the same for both of you. This means that...

**No matter how BIG or small your business, the amount of sales you
or anyone else gets is determined purely by how good you are at selecting
and marketing your products and services on the Internet.**

And right now no one has the advantage, except the people that learned the secrets of successful Internet Marketing by doing it. Or those that came to the seminar and learned from the successes and experience of others.

Some of what went on at the seminar was like the H.G. Wells movie about the time machine. Bill and Patrick seem to have an uncanny gift for traveling into the future and seeing what the people are buying and how they are buying it. Mind you, we didn't really go years into the future. All we did was to look two or three months ahead and pin-pointed the opportunities that lie there waiting to be harvested by those that take the step now.

However as with an new opportunity there are a few rules to follow if you want to be successful. And, according to Bill Myers the first one is to...

Pick the easy projects

By easy projects he means anything that can return you \$1,000 or more a day for a minimum effort. Bill

stressed that you must learn to say, “No.” Say, “No” to projects that are hard. Say “No” to projects where you have to sell thousands of products to make a decent return on the time you invest to get it all up and running. Say “No “ to projects where you make a lot of money by sacrificing your lifestyle. As Bill and the other speakers kept repeating...

Life is too short
Life is too short
Life is too short

Most people who go into business seem to want to work hard. And what Bill kept hammering into us all throughout this seminar was that you only want to get involved in the *easiest projects* you can find. A lot of these easy projects included selling information, and that’s because the ‘right’ kind of information product usually fulfills the 5 rules for selecting products to sell over the Internet. If you really want to make money, I mean serious money, the sort of money that most people just dream about I suggest you take a good note of these.

Here are the 5 Rules for selecting products to sell on the Internet (or anywhere else).

1. People must **want your product** so badly they’ll respond to any ad that offers it!
2. The product has such a **high perceived value** that almost any price you sell it at over the Internet will seem like a bargain to your customers.
3. The product **appeals to people who have money**, and want to spend it now. (*The people using the Internet have money - lots of it.*)
4. The product must be **low cost to produce** - giving you high profit margins.
5. When your customers get your products they should be so happy with it that **they’ll want to order more from you**. (*Most direct mail businesses make much more money from these additional sales from the first one.*)

The greatest opportunities for marketing on the Internet lie in selling information products. Things such as books, reports, videos, computer software and the latest in information storage - CD ROMs. But everything from Australian nuts and chocolates to holidays can be marketed on the Internet if you know what you are doing. During the seminar Bill came up with a few suggestions on how to find the sort of products that may be a big hit.

The good place to start is the New York Best seller list or the Australian non-fiction best sellers in books. These will tell you what book topics are hot and then you can create a CD Rom for it. The 17th best seller in the USA right now is a book called...

“Politically correct bedtime stories.”

An Australian version of the same could be a big hit!! It seems that at the moment anything Australian has an instant appeal in the USA. The 17th best selling CD Rom in the USA at present is one called From Alice to Ocean. It’s simple a pictorial tour of Australia from Alice Springs to the eastern sea-board. All it takes to create this kind of CD is to take some photos take them to your nearest Kodak shop and they will actually put them on the CD Rom for you. Or you can get a hold of the latest CD

Rom creation software (*call my office for info on it*) and create your own CD ROMs in less than 2 hours once you get the hang of it.

One of Bill's many other suggestions for creating products for the Internet was a computer disk of templates and forms for Microsoft Word or Microsoft Publisher. This could be sold on the Internet using full auto-pilot. This is the best part of selling on the Internet. If someone is interested in what you have, they can get their information automatically. They simply leave their name and address and the computer sends what they asked for without you having to lift a finger.

It seems that the best way to advertise anything on the Internet is to first *offer something for free* and you can automatically capture the full details of everyone that requests more information from you for further follow up. Here's the list Patrick McAllister made of what's selling well today on the Internet and why.

- 1. Flowers .** Since 90% of the people on the Internet are male and they spend a lot of time on the computer, it follows that they are sending a lot of flowers to their wives and girlfriends to make up.
- 2. Computer Hardware and Software.** I am sure you can figure out why these might sell well on the Internet. One guy has just one ad on the Internet and sells \$3 million worth of computer work-stations from his garage.
- 3. Real Estate.** This is a very lucrative market. It's easy to attract buyers for overseas property on the Internet. Your property can be seen in Hong Kong, Europe, and USA in a matter of seconds.
- 4. Gourmet Foods.** The people using the Internet spend a lot of time glued to the screen and like to treat themselves and their families.
- 5. CD ROMs.** The average computer user that has a CD ROM drive spends a lot of money on CD ROMs. The Internet is also a great way to find distributors for your CD ROMs.
- 6. Clothing.** Anyone with money spends money on clothes and wives of all those guys on the net also like shopping on the net.

Actually most items that sell through mail order will probably sell well on the Internet if marketed properly. And it won't cost you an arm and a leg to test to see what will or won't sell. The beauty of having a shop on the Internet is that you can change what you are selling and how you are offering it from one week (*or day*) to the next.

**Where else can you have a shop selling books one day
and houses the next? On the Internet you can!!**

By now I am sure you are starting to see the potential of this Internet and World Wide Web technology. No wonder the papers are full of it every day. Like a rolling snowball it's getting bigger and bigger every day. And while it may be around for a long time yet, the best time to get in is now, when the wave is building. This kind of technology offers marketing leverage that's been unheard of in the past. It may be *the best opportunity* for the little guy to take on the giants and win.

Warren Bean, one of the special guests at the seminar, is one of these 'little' guys. Warren got involved

in the technology and CD ROM market just a few months ago. He produced 5 CD ROM titles, placed a couple of ads and sold \$80,000 worth of CDs in just under two months. And like all truly successful people, he shared exactly *how he did it* during the seminar. The ads he used, how he packaged his products, handled the inquiries and more. Warren is now enjoying the rewards of getting involved in this technology and loving every minute of it.

Like Warren Bean, following Bill Myer's profit making formula, it has been hugely profitable for me, Patrick McAllister and many others. We now have the lifestyle and the money to do what we want, when we want to. The only thing you have to do to get on the success band-wagon is to...

DO IT.

As in any new opportunity the only way to *profit from* it is to actually get out there and *start doing something*. And, just for the record, what I've described here represents just a tip of the iceberg of what really went on at this seminar.

Judging by the comments of those that attended this really was the most profitable event ever to be held in Australia.

Till the next time,

Peter Sun

Peter Sun

P.S. If you want to know more about the Internet and how you can profit from it - we have a full set of the videos and all the handouts from the seminar available for sale. Request information about the Cairns Internet Marketing Seminar by contacting:

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How To Make An Extra \$100,000.00 Profit By What You Say To Your Customers.

August, 1995

Dear Friend and Subscriber,

Do you believe in fate? If yes you'll love this story.

Last week we increased the average new customer order in our business by 37%. That's about \$69 extra, each time we get an order. At just ten orders a week this adds up to \$690. Most of which is clear profit. The way we do this is simple. Anytime an order is placed with us, Jan (my assistant) takes all the addresses and payment details and right at the end she simply says...

"Thank you for your order John. Because your order is over \$XXX (just below whatever the amount their order was for - this way nobody misses out) you actually qualify for our Special offer."

Then she goes on to describe the product and the savings they'll make by ordering now, and she finally ends with...

"Would you like me to include this with your order?"

So far Jan has a 100% success record.

She's happy, because she gets \$10 for every sale she makes. I am happy because we increase each sale and the profit. And the customer is happy, because they get a good deal on information that's going to make *them* a lot more money.

Now we've been talking about suggesting extra products to new customers who order with us before. After all McDonalds add over 200 billion dollars to their sales with their, "Would you like some coke or fries with that?" However, until we actually sat down and worked out what Jan was going to say and wrote the script for it on a piece of paper for her, it never happened.

Now Jan makes as much money in two minutes (*that's all the time it takes to say this*) as she makes in one hour. If that's all she did, we worked out she'd be earning a whopping \$12,000 per week. And the reason that what she says works so well is because she uses some *tested selling words* in her script.

You see just like in direct mail or any form of advertising, *what you say and how you say it* has a huge impact on your business success or failure.

Now as I believe *fate* would have it, I have come across an old manuscript talking about exactly what I just described. This sales boosting gem was written by a Mr. Wheeler. And it's because of this report that I am going to show you...

how to make the extra \$100,000 (or more) each year

...simply by using words that come out of our mouth, in a more effective manner.

You see, when Mr. Wheeler was an advertising salesman some years ago on the *Los Angeles Herald*, and then on the *Rochester Journal*, and *Albany Times-Union*, and the *Baltimore News-Post*, he developed what to him was the finest sales presentation for retail merchants.

He would inform them, with considerable sincerity, and volumes of figures under his arm, that his newspaper has the largest circulation in town, and therefore more people who needed shirts, fridges, umbrellas, needles and thread, pots and pans, and whatever else would read the merchants' advertisements in his paper and come down to their places of business the next day to buy.

A convincing sales argument, he thought, but Mr. Merchant would always shrug his shoulders and say, "So what?"

He would then point to the people already in his store and inform Mr. Wheeler that perhaps he did represent a newspaper with plenty of circulation that may get people into his store -- but people just didn't buy. The merchant called them "shoppers," "lookers," and "walk-outs."

This sales obstacle had Mr. Wheeler perplexed for many years, because as a newspaper representative he thought his only job was to get the people into the stores. Then one day it occurred to him that maybe this wasn't the end of his job-- but the beginning.

Therefore, he set about making a careful analysis of the products sold by the stores. It was the right merchandise, sold at the right price and at the right season. On going over the store's advertisements, he found that they were usually reasonably effective. He then narrowed down the problem of why people came to stores and purchased so little, to the sale people behind their counters.

Here was the weak link in the set up of most retailers

To get definite proof of this fact, Mr. Wheeler approached Erwin Huber, then director of advertising for the *Baltimore News-Post*. Together they selected twenty reporters and gave each of them one hundred dollars with instructions to go to one of the clothing stores and buy as many of the men's advertised shirts as the \$100 would purchase and the clerks would sell.

When the reporters returned from the store, fifteen of them hadn't bought a single shirt, informing Mr. Wheeler that the clerks had made no attempt to sell them one. The five reporters who did buy shirts purchased only one each, explaining that the clerks did not suggest a second, third, or fourth shirt.

It was evident, according to the reporters, that the clerks figured that after all a man wore only one shirt at a time, so if he bought one, why try to “load him up” with several?

Armed with this important evidence, Mr. Wheeler then approached Mr. Wilbur May, head of The May Company store in Baltimore at the time, explained what he had done and produced his findings.

Mr. May was most interested. He realized that he had a multi-million dollar establishment, with millions of dollars worth of merchandise on the shelves -- yet the real control of his business was in the hands of his eight hundred salesgirls, whose only two worries (and we can't blame them, either) were these:

1. *“When am I going to get married and quit working!”*
2. *“Gee, I wish it was 5:30 - my legs are aching!”*

Mr. May further realized what most of the suppliers were doing, getting goods up to the counters. The most the store manager was doing, was teaching the clerks how to stack the products, fill out checks properly and place advertisements in the papers each week, and that the most the newspaper were doing was bringing the people in *alive*. In the finale analysis...

**the sales were made or lost by the sale clerks in his store -- and that
what they said and how they said it, determined to a great degree
just how much merchandise was sold in his stores each day.**

Upon hearing this story and seeing the facts, Mr. May suggested that Mr. Wheeler be commissioned by this newspaper to go behind the counters of his store and really make a study of what his sales people should say and do. This study, which ultimately went on for ten years, resulted in the formation of the Wheeler Word Laboratory. The purpose of this unique laboratory was to measure the relative selling effectiveness of different words and the way they are delivered, to determine with a great degree of accuracy what formation of words and techniques makes the most sales at the greatest profit.

Since then hundreds of businesses supplied the Wheeler Word Laboratory with thousands of selling sentences to be tested. They also opened their doors wide as a laboratory so that Mr. Wheeler could get authentic testing of the scientific selling ability and techniques. In the end over 105,000 words and sentences were tested on 19,500,000 people. And the results...

***Huge sales increases were recorded every time
these words and techniques were used***

Wherever a salesperson is given a “Tested Selling Sentence” with its proper “Tested Delivery Technique” to replace a time worn statement, sales increases are made.

Over ten years of study of salespeople -- ten years trying out formulas, rules and principles-- testing some over others - have brought forth some sound, sensible methods of salesmanship and I'll reveal some of them to you in the following pages.

A show store assistant selling Indian moccasins *would place them in front of the little boy* and say, *“These are the same kind the real Indians wear!!”* This actually sold 3 out of thirteen people a pair of extra shoes. Another way to use this technique in selling high price sports shoes would be to ask, “What sport do you like?” and then say, *“These are the same ones XXXXX (famous sports athlete) wears in all his games.”*

In a department store an opening sentence increased the sales of a men's electric shaver by 300%. That sentence was...

“How would you like to cut your shaving time in *half*?”

This same sentence sold 58 out of 71 people who bought a shaver one particular brand over 4 others. Even though this brand was more expensive than the others. If you were selling disposables you could simply say...

“This one will cut your shaving time in half-- without cuts or nicks.”

Any man who uses a razor hates getting all cut up and bleeding and this would sell them instantly on that particular brand.

Am I getting your interest? Good. Because this is important. But wait, there is more to come.

Ever stopped at a food store or restaurant that served drinks in cups? Or better still do you won one? Here are two little words that guarantee to increase sales. When a person asks for a drink instead of saying, “large or small” - Simply say, “Large one?” tests on five thousand people showed that seven out of ten people would say YES!! If you own a franchise chain that serves soft drinks, this means a lot of extra profits each week! (*McDonalds makes over \$200 billion a year with their, “Would you care for a drink or hot apple pie?” line.*)

The same thing would apply if you sell cakes and have ice cream as an extra. Rather than saying nothing or “Would you like some ice cream?” Using the words, “*Would you like an order of chocolate or vanilla ice cream with your cake?*” will mean a happier customer and a fatter bank account for you.

And the words, “*Would you care to order a red or white wine with your dinner?*” or saying, “*Would you like tea or coffee to finish with?*” at the end of the meal doubles the sales of these items. All these give a positive choice. No matter which one the customer picks you win. This is much better than a YES/NO question. Such as, “Would you like a desert?”

Do you need to approach business owners with your product? If so, here's an approach which worked wonders for a butter and egg company. “*Hi, I'm from the XXXX company. I have been sent to get your opinion on how we can help grocers increase sales of butter and eggs?*” Asking for opinions is a sure way to get people to want to talk with you about what you have to offer!!

Here's one for people who are busy and get unexpected people dropping into their office. A politician handled it with these tested words. After five minutes with any one person in his office, the secretary comes in and says, “*Don't forget your appointment.*” This usually caused the visitor to make a quick exit.

Here are some ideas from a pharmacy...

Once the clerks find out what the problem is, this approach will sell lots of remedies. The clerk simply picks up the bottle he wants to sell and hands it to the customer with these words, “*These will give you quick relief.*” And the customer buys!!

Still at the pharmacy, one brand of the humble toothbrush was totally sold out in a week with this approach. At the end of any sale the clerks would say, “*Have you ever used a scientific toothbrush?*” The

customer would ask what sort of toothbrush it was. The clerk then holds up the brush he wants to sell and says, *“The bristles are adjusted to clean between the teeth to prevent decay.”*

And the opening sentence, *“Are you on your feet much?”* to customers entering the store got 9 out of 12 people to say yes they were. With this great opening the salesperson would hand them a shoe insole with the words. *“This will easy your feet. It is made especially for people who are on their feet a lot.”* Hundreds of these insoles were sold each week with this approach.

Want to know how millions of dollars worth of motor oil was sold? From one hundred methods of approaching car owners at a service station to sell oil. This one worked the best.

“Is your oil at the safe driving level?”

These seven little words were tested for one week on 485,000 motorists. Over 250,000 opened their bonnet. Much better than the tired, *“Can I check your oil?”* This question makes it easy to say NO.

And here’s two gems from the door to door brigade. The one used by the Hoover people is, *“I’m here to show you how to shorten your cleaning time.”* And the one used by lots of successful door canvassers is to hand the lady a booklet with the words, *“Here is your free copy of 17 ways to improve your home.”* OR, *“Here’s your free copy of 15 ways to cut your _____ (heating/electricity/maintenance/shopping etc.) bill this month. This will work for a number of businesses.”*

Hey ho, isn’t that the way to go?

And there are lots more stories I could tell you. For instance, Stern Brothers in New York had *“Tested Selling Sentences”* tailor made to reduce delivery costs and according William Riordan, President, the first six months’ use of the sentences showed a relative saving of close to \$470,000 over the preceding year.

And the final one I love was the hotel that had a problem with guests pinching the small pictures they had on the wall. They totally solved the problem with eight little words. Now, whenever a guest takes a picture from the wall, they find a blank space with bright red lettering saying...

“A picture has been take from this wall”

The point is...what you say in your ads and when talking to customers face to face or on the phone....

— is worth a fortune to you

And of course 95% of people in business have no idea at all about how this all works. Which is great news for those of us who use and make our businesses successful because of these methods. And believe me. With all the challenges you face in business, you need every bit of profit you can squeeze out of every sale you make. And then you’ll need some more. Most people never make it. You, having the infinite wisdom of subscribing to this newsletter, will be one of the few who actually do make their dreams come true.

But only if you apply what you learn here.

I can only tell *what* works, I can’t *make* you use it.

Now let's have a look at how one of our Direct Mail Licensees applies this in his daughter's cosmetics business. Here's what he had to say...

"Like everybody when I first got into direct mail, I sort of looked at the whole system and I thought "this is great." But then I did everything wrong and broke every rule. I did this beautiful letter that I mailed out to all the people and all I got was a lot of feed back from people wanting to strike themselves off the database rather than actually get more sales. Having looked at that in retrospect now after listening to all the stuff from the Boot camp I realize I did it all wrong.

At the top of the letter I had the Company name and right down the left hand side occupying the 25% of the paper I did this beautiful graphic which didn't tell them one single thing. So, what I am going to do now is I am going to rethink the whole thing and I am going to put a big headline right across the top of the page that says...

"Here's how you can get \$200 worth of free cosmetics"

That should be a good start to get people interested in what I have to say."

Of course our friend has already used some of the tested selling techniques to generate large amounts of new leads for his daughter's cosmetics business.

Let me tell you how Direct Mail can be applied to generate inquiries in any business.

The problem for most people in business as you know, is getting the initial inquires from qualified prospects. So lets have a look at how this Direct Mail Boot camp Participant applied it in his daughters business to allow her to make over \$1,000 each week.

He has actually written what looks like an invitation with a nice ribbon around it. His daughter then puts this on windscreens of late model cars to get as many calls as she can handle each day. Here is what it says...

Congratulations:
You are parked in today's lucky car spot.
You have won a **FREE** facial to the value of \$25.00.
Call today before 9:00 pm to receive your complimentary free gift.

And then of course what happens is that the person calls, his daughter takes the calls, she makes the appointment, then she goes out to the person's home and gives them the facial and at the end of the facial she sells them an average of \$300 - \$400 worth of cosmetic products. Now you may think this girl is an old hand at this. Well guess how old this girl is?

She is 19 years old and she is making \$1,600 per week every single week using this technique.

Now, if a 19 year old can apply this to make money out of it, surely you can come up with something that is going to make you more money.

This same girl, at just 19 tender years of age, is already booked in for a weeks holiday on Hamilton Island. At \$400 a night this is the top tourist resort in Australia right on the magical Great Barrier Reef. This is the second year in a row that she has spent her holidays in this resort.

Where are you holidaying this year?

This is the second time this year she has gone on holidays to a top resort! She can afford to do this because she applies tested and proven principles and words to make an income most 40 year olds only dream of.

Another Direct Mail beginner who lives all the way up in Darwin started his direct mail business just last month. With no previous experience he's generated over \$2,000 worth of new business in his first month. All done simply by placing tiny classified ads and sending out follow up letters.

Think about it. Can you apply this to making more money and working less in your business?

Till next month,

Peter Sun

Peter Sun

P.S. On the next page I've reproduced a couple of ads you may find useful for selling your business or computers or whatever else!

Both these ads are reproduced from our new package. How to value and sell your business, home, car, and boat faster and for more money.

**Notebook Genuine
IBM PS Note 425.**

**You can travel the world
With this machine.**

It's easy to use and very portable. All ready for business with Windows 3.11, Microsoft Works and other programs installed to get you going.

There is access to Internet with the internal mode. Just plug into a phone line and you're ready to go. All programs come with original instruction manuals and you get a charger for quick juice re-fills anywhere in the world.

Only 1 month old and you get 11 months of IBM Worldwide warranty for your peace of mind. Fast 486 DX40 machine with a 240 Mb hard drive for lots of storage and 4 Mb Ram for extra speed, 3 hour battery life gives you more time between recharging and special 8 hour stand-by mode allows you to keep it turned on all day.

Comes complete with a carrying case and external mouse. New price over \$2,400 with software, I'll sell it for just \$1,400 as I no longer have any use for it. Call 000 0000 today.

Computer Ad: This ad got over 58 calls from just one insertion in the Trading Post over one month. We sold the computer to the second caller sight unseen for the full price.

**I Must See My
Transport Business**

For \$48,000 below its value!

Business agents tell me I could get \$143,000 if I want - I don't want to! 8 years and an offer to be in a partnership in Sydney compels me to sell now!

I have taken \$48,000 off my price.

If you would like a 2 truck business, earning 41263 p.w. average for the last 4 months, working 5 days per week, delivering between Brisbane and the Gold Coast, call now on 981153. You Will Get:

2 trucks - 8 ton Hino '83 (cost me \$43,000 in '89)
5 ton Isuzu SPR, both are insulated, air cond.

Pantecs and are worth \$33,000 at wholesale prices. 68 regular and happy customers, most of which I have dealt with for 5 - 8 years. 15 yr old business that I have owned for 8 years, that has a reputation for delivering on time, not damaging goods and has never had to advertise. Monthly turnover averaging between \$11,000 - \$13,500 at present. More work if you have extra trucks - I am turning back work and can almost fill a 3rd truck if you have one. Easy cargo - no dirty work. All the training you'll need to successfully operate and expand the business. **I Must Sell - I Will Sell to the first person with the \$95,000 purchase price. I will consider a trade on a house or a car. Please call Peter for full figures and details on 981153.**

Truck Business Ad: This ad sold this business in less than a month. The business was previously advertised by agents for two years and for \$35,000 less. Another example of the importance of how your ads look and what they say. There are over 36 ads you can copy in our new package, all tested to help you sell your most valuable assets - your business, home, car, or boat or anything else for that matter

15 Easy Ways to Keep Your Customers Coming Back -- And Spending Their Money With You -- Forever

3rd August 1994

Dear Friend and Subscriber,

Today I am going to talk about what you can do to get your customer's loyalty, repeat business and *lots* of referrals.

The trouble with most business owners, is that they assume that their customers are all boring, dull and have no sense of humor. Let me give you an example. Recently I attended a meeting with a Brisbane company dealing with medium to large businesses. One of their consultants mentioned that she got an invoice with a little note on it saying:

"Hi _____, thanks for your business. I really appreciate it." Signed _____

She said how good it made her feel and that she paid the bill immediately. Then she asked, "What about doing the same with our customers?" Even though everybody thought it was a nice little touch when she told them about it, as soon as she suggested their own company use it, they suddenly froze up. A personal note? From us? What about our professional image? They moaned.

Isn't it strange how most companies seem to have a charisma by-pass when it comes to communication with their customers. What would you rather have? A customer or a friend who is also a customer? A friend, of course. Well, to have more friends in your business, you must do more *friendly* things.

And, to make it easy for you to be friendly I am going to give you...

My 15 proven ways to keep your existing customers and turn your new customers into lifetime advocates of your business.

Actually, it's all about the human touch. Something that's often missing in our business dealings today. Your customers are all human beings who have a wife or husband, kids who don't listen, a mortgage that's too big, a house that's too small, a swimming pool that needs cleaning and a garden that needs weeding. They are concerned about their health, they like to laugh, eat out, go to the movies and want to be happy just like you.

The more you treat yours customers as friends, the more they'll talk about you and want to do business

with you. You spend more time at work than at home. So make it fun and deal with customers as if they were your friends. And guess what? They will be your friends.

So here they are, my 15 amazing secrets of making friends with your customers.

1. Send Birthday Letters.

Everyone likes to be remembered on their birthday. Personal birthday letters are easiest to implement. Why not send a little gift? But not tacky pens please. Maybe a gift voucher to a restaurant. (The restaurant should give you the voucher FREE or at a 60% discount since it introduces a new customer to them at no cost.) Or a couple of movie tickets or whatever...here's what you could say in your letter....

Dear _____,
There's something special happening this month on the 24th.
It is your Birthday!!
I'll bet you knew...so here is a very HAPPY BIRTHDAY wish from all of us at _____.
"HAPPY BIRTHDAY"
And, because it's your birthday, I'd like to give you the special gift I have been saving up, for a special occasion like this one etc.

2. Make regular "How's thing's calls."

Pick up the phone for 15 minutes each day and call a customer for no other reason than to say...
"Hi _____, I just called to see how things are going?"

When was the last time you called your customers when you didn't have to? Your customers will appreciate that you are thinking of them. It makes them feel that you really care. Do this regularly and you'll have so much business you won't know what to do with it.

3. Send out small bags of lollies or jelly beans.

Include a bag of lollies with your next sale, together with a handwritten note. "I thought you may like these, they are my favorites." Or instruct your staff to include them with every job, product or delivery you do. Attach a little note saying, "Here is a little something for you to enjoy." You will not believe the impact this will have on how people remember you and your business. When your customers talk about you, they'll say: "My _____, the one who sends us these great jelly beans." They'll keep them, they'll eat them and when you forget to send them a packet they'll call you up to ask where they are. Yes, this has happened to us and it will happen to you, try it.

4. Give unexpected gifts.

If you find an article, a book, an audio cassette, or anything else your customers may be interested in, send them a copy with a note saying, "I thought you'd enjoy this. I just finished reading it and it's got some interesting ideas." If you get large quantities of books, audio tapes, reports, etc. you'll find the price you pay is reasonable and the goodwill it creates large. Invest in educating your customers and they'll give you more business.

5. Send Christmas messages with a difference.

Your Christmas card will get lost with dozens of others unless you do something different. Something that'll make your customers talk about it and about you. It is far easier to create a conversation piece by sending a letter with a Christmas lolly and a bit of Christmas tinsel than to do what everyone does. Or you could send a cheap to buy card and take the dollar you save and tape it to the card with the words: *"Here's something you can give to your favorite charity or make a small child happy."* That's sure to get more attention, isn't it?

6. Send lots of Thank You letters.

Thank your customers for everything. Especially for paying their bills on time. Thank them for referring people to you, thank them for coming to see you, thank them for giving you their business. What you reward is what you'll get more of. So reward your customers by thanking them often. When is the last time someone thanked you for spending your money with them. Why not get your staff to send a little note with:

"Hi _____, thank you for taking care of your account so promptly."

And attach a bag of... **jellybeans** . Remember, what you reward is what you'll get more of. Thank your customers often and they'll respond by talking about you and giving you more business.

7. Make thank you phone calls.

As a variation to the Thank You letter, you or your staff can also pick up the phone and thank your customers in person:

"Hi _____, just wanted to say thank you for taking care of your account so promptly. I really appreciate it."

Do this and watch them pay even quicker next time.

8. Give your customers recognition.

Get photos of your customers in their business or home, together, with a written testimonial about the results they got by using your products or services. Put these on your reception and office wall or in your shop. They'll be flattered and they'll talk to their friends about it. How do you get them to agree?

Ask, *" _____, I'd like to get a photo of you and your business and a testimonial if possible. If they turn out well, we may put them up in our reception where people can see them and promote your business at the same time."*

Who can refuse 'free promotion' of their business?

9. Give your customers awards.

Imagine getting the Award for the Best Business in Australia? How would you feel? Recognize your top 10, 20, or 50 customers. Send them an Award Certificate with a letter saying,

Dear _____,

The other day I was going through my records and I realized that you are one of our top _____ (10, 20, or 50) customers.

I really appreciate your business. That's why I want to give you the "Top Customer Award Certificate" that is enclosed with this package.

I look forward to seeing you soon etc., etc.

We all like to get awards, trophies and certificates. If you are a member of a sporting club or play sport in a team or individually, you'll know that awards are the reward for good performance. Same in business. Give awards to your customers, they'll love you for it.

10. Hold seminars, breakfasts or lunches for your good customers.

Another way to give recognition and keep in touch with your good customers. Have a speaker on an interesting topic and ask them to bring a friend. Send a thank you letter for attending after the lunch and offer their friend a free sample of your product or service. Here's what your invitation could say:

Dear _____,

I would like to invite you to our "Top Customers" lunch.

It will be held at _____ on _____ and.....

It's FREE

It's our way of saying thank you for your business. We'll have a speaker for about 20 minutes on _____ a topic I am sure you'll be interested in. You are welcome to bring a friend or a business associate. Just let me know when you book.

You could charge a small (*or large*) fee to cover your costs on these promotions.

11. Let your customers in on how you do things.

Next time a customer visits your office show them around. Explain to them what the various people in our office do. When presenting a bill or quote to a customer, itemize what you did. Make sure you explain why the bill is what it is.

You'll find that if you justify your bill to the customers by a good explanation (*reasons why*), you won't have a problem with unhappy customers who go elsewhere.

12. Educate your customers.

The more you educate your customers through seminars, newsletters, reports, books and in your letters, the more they'll want you to do for them. The reason is that you are showing them that you are knowledgeable and good at what you do. The more highly they think of you the more they trust your advice, products, and service.

13. Ask your customers for feedback on your performance.

The best way to continually improve is to send out customer feedback forms every 6-12 months. For the most useful feedback simply ask the questions,

- How can we improve our service to you? _____
- What else can we do to help you in your business? *(If you are dealing with business customers)*

- What do you like the best about our product or service? _____
- What do you like the least? _____

The answers will help you focus on areas of interest to your customers and give you valuable feedback for what you should be doing to improve your service. Remember customer perception is the reality. You may think you are doing a great job, however if your customers don't agree you have to change or you will lose them.

Here's some more interesting information on customer service feedback.

- ✓ The average business never hears from 96% of its unhappy customers. The customers simply never come back.
- ✓ The average customer who has had a problem tells 9 or 10 people about it. One in five unhappy customer will tell 20 people.
- ✓ Statistics show that for every customer who complains about a problem the business has in reality 26 other customers with the same problem. And, of the customers who verbalize a complaint, over 75% will keep doing business with you if you solve it for them. This percentage group goes up to an amazing 95% if you solve the problem quickly.
- ✓ The customers who had a problem that you solved quickly will also become advocates for your business. They'll immediately tell an average of 5 people about you.

14. Become a central Information Resource.

Develop a library of videos, audio tapes, book, etc. on topics that affect your customers. Make these available to your customers on loan. You may also want to purchase larger quantities at wholesale rates and pass this on to your customers. They'll appreciate your efforts.

15. Get your staff involved.

Have your staff read this newsletter. Ask them for ideas on how to implement some of the ideas here and to come up with additional ideas for serving the customers better. Give them the authority to create the systems that'll make sure that everyone is thanked and gets a lolly or two with a friendly note from the person that dealt with them.

16. Write your own ideas for nurturing your customers here.

How to Implement the Ideas In This Newsletter.

All the ideas you have just got will not work unless you do them. Make someone in your business responsible for making sure that whatever you decide to do actually happens - every time. Make it into a documented system, outlining exactly who is going to do what. If McDonalds can do it with 14 year old kids, so can you.

And hey, don't stop there.

I am sure you can think up your own ways to make customers feel special...and to make your business a lot more fun. So do it.

Loosen up a bit. And watch the enthusiastic response from your customers go straight to your bank account.

See you next time!

Peter Sun

Peter Sun

P.S. I am happy to report that all went well last month with our daughters home birth. She's a beautiful girl and a bouncing bundle of joy. I'll be training her to write this newsletter for me as soon as I can!!

What Others Say about Peter Sun...

"I got an extra \$11,480 per month from a Yellow Pages Ad written by Peter Sun. That's ten times the response from last year."

Mark Neilson - The Engine Shop.

"With an ad written by Peter Sun I sold my business in 1 month for \$20,000 more than I tried to sell it for during the past 2 years."

Richard Gelle - A/C Transport.

"I got 16 jobs worth \$44,870 in the first 4 weeks after mailing out just 897 of your letters."

Brain Morris - The Journalist Agency, Sydney.

"We use your strategies in all our courses with great results. All our students want more."

Linda Echintelle - Byron Bay Business Enterprise Centre.

"My business increased by 39.5% in three months. Out of 18 promotions I did, 16 were profitable. I got 86 new customers and \$673 in profit from one promotion costing \$65. Another returned \$3,547 for a cost of \$171. And I can use them over and over again."

Leonie Colwill - Elephant Rock Café.

"We've put on three extra staff. We got 223 new customers in just three weeks. Overall the business is up by 48% on last year. We'll be repeating this promotion!!"

Craig - Pizza Parlour Owner.

"This package is full of the facts that can make people in business more profitable. If you are in business, any sort of business, drop everything and read it."

Winston Marsh - International Business speaker and President of Australian Speakers Association.

"From 1537 letters I sent to my Victorian customers, I got 538 responses. The results couldn't be better!!"

Stephanie Black - The Sprooce Goose

"I put \$11,000 in the bank 6 weeks after getting your materials and applying just one of the ads in your package. The materials are a goldmine for anyone in business."

Erold Ansell - Owner of the Small Business Help Shop in Cairns.

FREE Bonus Section

This section contains two samples of sales letters that are currently working like gangbusters. Study them carefully because they represent the highest skill in writing advertising copy.

Although both offers are currently running as of the printing of this manual, my advice is to call first and make sure the offer is still in effect and what the current price is.

**Sales letter
for the**

**“Marketing Made Easy
Workshop”**

New Direct Marketing and Copywriting system reveals...

How to Steal Customers from Your Competitors and Increase Your Sales at Higher Profit Margins than You've EVER Done Before

**“A totally risk-free, complete guaranteed way to make all your marketing efforts up to 527% more profitable
Just a couple of these, simple inexpensive techniques has tripled the profits of at least two of our clients in less than 45 days.”**

And even though I can't guarantee you'll triple your sales in 45 days or less, I can promise you this: You will make at least \$9,500 extra profit -- \$9,500 you never would have made without this breakthrough program -- or it won't cost you a cent.

In fact, making an extra \$9,500 will just be a start. If you're like most of our clients you'll probably make much, much more.

Dear Friend,

I know you're always searching for ways to increase your sales and profits -- without having to work any harder. (*You're probably working too much as it is.*)

And the quickest way for you to make more money, is to transform your present sales and marketing efforts into much more powerful cash generators for your business.

In fact, you can quickly and easily at least double the profits of every ad, sales letter or promotional campaign you run from now on.

I know this may sound a bit far fetched. But, this system works for others and I'm sure it'll work for you just the same.

Quite frankly, when I sat down to write this letter I realized I had a serious challenge to overcome.

My challenge was, how do I describe these powerful new direct marketing strategies and techniques, without making it all sound too good to be true? Or so far

fetched you may be tempted to dismiss it as a bunch of hype? Please don't do that because...

If you do, you'll miss out on tremendous profits. But if you'll read on for just a few more pages, you'll quickly see that what I have to show you is common-sense and completely down to earth. It's also simple to learn and apply. And, most importantly...

It's Devastatingly PROFITABLE

Yet, the hard (*and costly*) facts about Direct Marketing are that it can burn a big hole in your pocket, if you don't know what you're doing. But, if you've run ads or sent letters in the past, I'm sure you already know that.

And here's something else that's crucial for you to know.

The reason your results may have been less than you expected, is directly related to the way it was done. But don't blame yourself.

After all, you are an expert in your business, NOT at marketing. And that's where the problem lies. You are too busy with the day-to-day running of your business, you simply don't have the time to keep coming up with the ideas, ads and letters you need to build your profits.

In fact, the direct marketing techniques people are using today haven't kept up with the times. There was a time when you could just set up your business, place any old ad in the papers or on TV or radio and open your doors. Customers would flock into your business.

This Just Does NOT Work Today

It's not enough to have a great product and give good customer service. There are too many other businesses competing for the dollars in your customer's pocket. Nowadays you have really got to know what you are doing when it comes to your marketing.

You need to be SO GOOD that you steal market-share from your competitors.

If you just sit there and do nothing, or market ineffectively, a smart competitor will swipe your business right from under your nose. Isn't it true? I'll bet you've seen it happen to others!!

I'll tell you something else that's a sure bet; if what you're doing right now isn't producing the kind of profits you need, it surely won't in the future.

Your customers' buying habits have altered so drastically, you simply can't afford to keep throwing good money out the window on ineffective and out-dated sales strategies and marketing techniques.

What you need to do is to...

**Maximize The Effectiveness of Every Dollar You Spend
On All Your Ads, Sales Letters, Promotions or Sales Staff**

And by clever use of *low cost* direct marketing strategies, develop excellent relationships with all your customers, suppliers and business contacts.

That's where the "Marketing Made Easy Workshop" comes in. This scientific approach to marketing is your ticket to super-charging all your direct marketing efforts and producing huge jumps in your sales and profits. And best of all, making all this happen in record time.

The strategies in this powerful system are unbelievably simple to put into action and yet extremely effective. So effective, that you may actually find yourself with too much business. Like one of our clients.

**His sales went up by 48% in three weeks and
he had to scramble around to handle the volume**

Of course that's a nice problem to have because, when you have too much business, you can choose who you do business with. And deal with those customers who will be the most profitable to you, rather than waste your time chasing after people who will never buy.

One more thing: The strategies and techniques in the "**Marketing Made Easy Workshop**" are new and completely unique. They are not ones you can learn by picking up a book in a library, or by going to a normal Sales or Marketing Seminar.

I know I'm making some awfully big promises here. But results speak for themselves.

Here's what our clients say about this form of direct marketing:

"The advertising sales and new subscriptions have gone up to respectively 87% and 227%. This means an extra \$135,000 to our bottom line."

Paul Veron
Former Publisher of "Vacations" and
"Asian Business Review" Magazines

"Since the last 2 weeks I hardly had a spare moment because of phone inquiries, and they started right from the day the ad went out. And there's more...I have increased my fees by 60% and I'm still getting higher sales, compared to before."

Biswaroop Mukherjee
Computer Business owner &
Desktop Publishing Consultant

"Your strategies immediately increased our net return by 527% on one of our projects. This will mean a minimum of \$350,000 extra in the next 12 months."

Peter Tomsett,

Project M Sales and Training Consultant

"I made \$3,000 in one day just by following your proven system of success!!! I am a living proof that this works!"

**Jeff Barker,
Owner of a Growing Sign writing Business**

"From the 1537 letters I sent, I got 538 responses. The results couldn't be better."

**Stephanie Black Owner of Hobby & Craft
Stamping Business (Retail and Mail-Order)**

"I've seen a 28% increase in local business. That's \$3,900 a week extra as the result of direct mail. It's the best thing for your business. We now have 2,840 clients on record o whom we send letters. My customers call and thank me."

**G.J. Singh, Owner of La Mex
Restaurant and Int. Food Consultant**

"Enclose is my advertorial that generated all the interest in my practice. It cost \$290. It generated over 100 responses with a 60% follow-up of paying clients."

**Steven McInes,
Naturopath starting a brand new business**

You too could be getting similar results.

The "Marketing Made Easy Workshop" gives you all the new tools and ideas you need to get ahead...and stay ahead of your competitors.

Let's face it, developing superior marketing skills is the "success secret" of most wealthy people . After all,

90% Of Your Business Success Or Failure Is Determined By Your Ability To Sell And Promote Your Products Or Services

If you make enough profitable sales, you can pay for the solutions to all your other business problems. Having lots of money in the bank means that you can hire more staff and take some time off yourself. Update your machinery, buy new computers...whatever. The choice is yours.

Having The Ability To Put More Money In The Bank Will Be YOUR ULTIMATE BUSINESS ADVANTAGE!!

Let's now look at exactly what makes this system so much more profitable than anything else you've ever seen.

The workshop was put together by one of the top marketing and advising geniuses in the world...Carl Galletti. Carl has been credited with creating more money-making ads, letters and direct marketing campaigns than almost anyone else on this planet. A current marketing campaign Carl created is earning his client an extra \$50,000 a month (*most of which is pure profit*).

As a result, Carl earns an incredible \$15,000 per ad or letter, plus 5% of the gross sales revenue it brings a business...it you can hire him. He's booked up months and months ahead.

Is his advice worth it? I'll let you be the judge.

To create this workshop, Carl got together with Michael Randazzo, the CEO of a Madison Advertising Agency specializing in Direct Response Marketing (*which means the marketing is measurable and gets results*). Together they created an intimate workshop for 17 people representing 12 diverse businesses.

Every type of business was represented. From retail and wholesale, to manufacturing and distribution, to professional and service businesses. The reason for this diversity was simple. You see, the most effective marketing breakthroughs are usually achieved by taking marketing strategies used by one type of business or industry and applying it to other, totally unrelated businesses or industries.

Although only 12 businesses attended, they varied from local to regional and even national in size of operations. And service, as well as product businesses were represented.

This one day workshop was audio-taped (*live unedited and with all the glitches*) so that you can keep reviewing the information as many times as you like and not miss a single important point. These 12 one-hour tapes contain the end result of the 12 astute business owners consulting with two of the world's leading Marketing advisors.

To make it really easy for you to grasp the new marketing concepts you are going to learn, the seminar was split into 2 parts. The first part is where all the new strategies are explained in minute detail with plenty of examples from Carl and Michael's client files.

The second part is where Carl and Michael actually apply these strategies of the businesses present at the workshop. You'll be amazed at how universal all these ideas are. Carl and Michael are truly masters at showing you just how easy it is to create your own simple, ingenious and inexpensive techniques that...

1. Flood your business with as many new customers as you can possibly handle.
2. Sell more to the customers you already have.
3. Increase your profit margins and the dollar value of each sale you make.
4. Get tons of referrals from your existing customers.
5. Turn every marketing effort you make from a one-shot sale to an on-going stream of profits for your business.

How can you be sure these techniques work like crazy? Because they are not a re-hash of strategies that worked when business was easy.

No way!! What you'll walk away with is a whole bunch of strategies that are making you money today and making it fast!!

Here's what makes this course so different and so much more profitable than anything you've ever seen or heard before...

- How to get rid of all your excess and obsolete stock - without cutting your prices to the bone. *(This will stop the discounters dead in their tracks).*
- **How to get a constant stream of new customers calling your business. *(You'll be able to plan your sales and staff levels and avoid the ups and downs of most businesses.)***
- Where to find a constant stream of effective marketing ideas for your business. *(You'll end up with more ideas that you could ever hope to use.)*
- **A simple technique that increased sales by an extra \$97,000 a month for one business *(almost anyone can adopt this one).***
- How to turn customer complaints into opportunities.
- **How to develop the most valuable business asset you have *(98% of businesses don't know how to do this).***
- Why you should never let a Graphic Designer or Artist create your ads. *(Not unless you want to go broke, that is.)*
- **A secret phrase that can increase your sales by up to 18%. *(This one is a must for all your company literature.)***
- How to write headlines that will make you rich. *(Headline is 80% of the success of any ad, letter or brochure you put out.)*
- **The one mistake you must never make in your headlines *(and yet, over 85% of all the ads we see make it).***
- Tested phrases your Sales people should say to trigger the sale and how to develop them.
- **A 6-word greeting that increases retail store sales by 16%. *(This has been extensively tested by leading retailers.)***
- A daring marketing technique that turned a \$180,000 loss into a \$3 million profit.
- **How to increase your average sale by 20% to 30% *(and why your custom-***

ers will love you for doing it).

- How to make a huge pile of extra profits by licensing your successful systems to other non-competitive businesses. *(Microsoft and Sony do it all the time.)*
- **A simple test to measure the effectiveness of your ad before you spend y our money.**
- How to use testimonials from your satisfied customers to absolutely wipe the floor with your competitors. *(Done correctly, this works like crazy.)*
- **How to get the name of every man, woman and child who wants to buy your products.**
- Three ways to make sure your sales letters get opened, and acted upon.
- **How to use a simple advertising trick to get the equivalent of a “Free” loan for your business.**
- A proven way to get up to 20 times better results from all your ads *(and it won't cost you a cent to implement).*
- **Marketing hot-seats where the marketing efforts of every business present at the workshop are dissected, analyzed and new strategies are created specifically for that style of business.** *(This will make it really easy when you want to apply these techniques to your business.)*
- And lots, lots more...

As you can see, once you've completed listening to this workshop you'll command a powerful new understanding of how to really take charge of your sales and profits.

But that's not all you'll get. As part of the course you get two large volumes with seven valuable manuals that show you insider marketing and advertising secrets, including...

Manual #1: “How To Be Your Own Marketing Expert” shows you 27 very profitable and easy-to-apply marketing concepts. This manual is designed to reinforce what you learned through the workshop audios. Includes a marketing ideas report with over 117 different promotional methods you should use to market your products.

Manual #2: “How To Write Million Dollar Sales Letters.” A direct response sales letter is the single most powerful marketing tool you will ever use in business. In fact dollar for dollar, nothing will return more profits than a well-targeted sales letter - no matter what you sell. This easy to follow manual teaches you step-by-step how to write your own sales and lead generating letters.

Manual #3: “8 Copy-writing Samples.” These 8 letter openings were created by Carl. You’ll see some of the world’s most powerful openings for writing your own sales letters. These are great idea starters for creating your own letters.

Manual #4: “Robert Collier’s Million Dollar Sales Letters.” By the man acknowledged to be the best writer of sales letters in the world. These are the best letters he ever wrote. Whether you need to create inquiries, sell excess stock, or get new customers flooding in...these letters will do the job. They have been tested, used and actually sold well over \$22.8 million dollars worth of services and products. You have Carl’s permission to use those applicable to your business and alter them to suit your product or service. Then sit back, relax and watch the profits roll in.

Imagine having the confidence of knowing that...

**Any Time, Anywhere, You Can Generate All The Business
You Can Handle. No Matter What Your Competitors
Or The Rest Of The Economy Are Doing.**

And I am not finished yet. Look what else is included with this Direct Marketing system...

Manual #5: “The 100 Best Headlines and How They Could Make You Rich.” Headline is the most important part of every advertisement, sales letter or news story. Over 80% of your marketing success comes from being able to come up with powerful headlines. Headlines that catch the readers’ attention and create a desire to read on. Carl not only covers how to create, layout and what type-style is most effective for headlines, you also get 24 of the most powerful words to use in your headlines and...over 107 proven headlines you can adopt for your own use and shoot your ad results off the charts.

Manual #6: “How To Create Your Own Profit-Producing Headlines, Titles and Bullets.” Once you know how to write good headlines you can use this ability to write titles for your brochures, reports and other promotional materials. In this report, Carl gives you over 67 more templates of proven response boosting phrases and headline idea starters.

Manual #7: “Graphic and Desktop Publishing Secrets for Non-Artists.” All you need to know about making your advertising and marketing look professional and sell its socks off at the same time. You’ll never be at the mercy of graphic artists and slick sales reps more interested in “how it looks,” rather than “how much it sells.”

As you can see, having these manuals is like owning the “goose that laid the golden egg.” You’ll fast-track your learning curve and have a resource that contains more money-making opportunities than your competitors could come up with in a lifetime.

Once you see these powerful techniques, you’ll wonder why advertising sales reps and agencies don’t use them for their clients. The answer is simple. Advertising sales reps and agencies don’t even know they exist. Which is...

All the better for you.

I guess by now you are wondering, what's the bottom line? How much is all this going to cost me??

Absolutely nothing unless it works

Seriously. Here's my proposal.

Invest just \$297 - which is a fraction of what it would cost you to attend this workshop in person.

For that \$297 I will send you Carl's complete workshop.

Including...

The complete audio-tape version of the 12 hour Marketing Workshop with Carl and Michael revealing all the powerful techniques for generating more sales, new customer inquiries and higher profit margins than you ever got before.

Together with the 7 manuals containing over 27 proven marketing concepts containing...

The step-by-step guide for writing effective sales letters. And...

The 8 Copywriting samples, the sales letters which sold millions of dollars worth of products and services. And...

The 107 headlines you use for your ads. And...

The 167 Profit producing titles, bullets and headlines for all your brochures, reports and marketing materials.

And the Desktop Publishing Secrets for non-artists.

And...and...I could go on and on.

In a Nutshell this workshop will make you one of a very few business owners who can count on making big profits no matter what else is happening around you.

And that's not all. If you act now and order this month I'll also include...

Additional 3 FREE (and very valuable) Bonuses.

FREE Bonus #1: "Reason why Advertising PLUS Intensive Advertising." A fascinating two-part report by John E. Kennedy. Originally written in 1906 this remains a "must have" for all aspiring direct marketers. John was a copywriter who was paid \$3 million a year (*in today's money*) to write advertisements and sales letters that have since sold hundreds of millions of dollars of goods and services. The infor-

mation in this book was used to train copywriters in one of the biggest (and best) advertising agencies in the world. The Intensive Advertising report was prepared for a group of publishers to help ad agencies and clients get better results from their ads. The publishers paid \$25,000 for this report.

FREE Bonus #2: “Secrets of the greatest Advertising Geniuses Who Ever Lived.” In this video Carl Galletti discusses the most effective marketing strategies from his priceless collection of books and reports. You’ll learn at least 10 marketing principles you can bank on.

Now for the best part. You see I’ve wanted to make this workshop truly special. So, as well as everything I’ve described here’s the best bonus of them all - the one that’ll allow to

Get this whole package for nothing!!

Here it is...

FREE Bonus #3: When you invest in the “Marketing Made Easy Workshop” you will be granted the right **to sell 3 copies of this same workshop to your friends and associates at a commission of 50%**. Why only 3 workshops? A couple reasons.

Firstly, selling 3 workshops will pay you back more than you paid for the initial investment. And secondly, I am not suggesting you set up shop and start selling these workshops to make your living. Not at all.

What I am saying, is that once you apply this information and start getting “bottom line” results in your own business, you are going to generate such impressive increases in profits. So, why not share it with them? That way you will end up getting your own workshop for FREE. Plus make an extra \$150 for your efforts.

Well, that’s my whole offer. As you can see, the value you get in this workshop is far and beyond what I am asking for it. However there is a catch though. If you want the 3 bonuses for free you need to order the “Marketing Made Easy Workshop” this month. Otherwise those bonuses will not be included.

Look, it doesn’t matter who you are or what product you sell. Carl Galletti’s workshop will help you pull in new customers, generate inquiries, convert them into profitable sales, and re-sell the customers you already have -- and do it with...

Less Time, Money And Effort Than You Are Spending Now

Which leads me to the final point of this letter...

To put your mind totally at ease about this whole workshop, and chase out any lingering doubts you may have, I want to completely guarantee your success. Here’s my \$9,500 no-risk guarantee.

If you make a diligent effort to apply just a few of the strategies in this course, I guarantee you'll make at least \$9,500 in extra profits.

Yes, \$9,500 you never would have gotten without this workshop. If you don't, I'll buy the course back from you for what you paid for it. As well, if at anytime during the next 12 months you sincerely feel the course doesn't deliver on the promise I made, I'll be happy to give you a full refund. No questions asked.

I can't be any fairer than that, can I? And better still, even if you decide to return the workshop...

You can keep the 3 FREE bonuses regardless.

The truth is, you'll never have to worry about a refund. Because once you use any of the breakthrough marketing advice and start to see the doubling or even tripling or your profits, you'll be crazy to let this course go.

So, if you're ready to make some serious money I suggest you pick up the phone and call in your order right now.

The number is (973) 509-5244

You can use your credit card. Make sure you ask for the **"Marketing Made Easy Workshop"** to make sure you get all the FREE bonuses and guarantees that come with it.

You can also FAX (973-509-1833) or mail the enclosed coupon.

If you want to take control of the amount of profit you make...if you want to take your business to a new level of success and secure your financial future, you couldn't ask for a better opportunity. You just couldn't!

Regards,

Peter Sun

Peter Sun

P.S. By calling now, you'll get everything I've described in this letter. Including the full audio recording of the 12 hour workshop, the 7 bonus manuals, the extra 3 FREE bonuses and my 100% no-risk money-back guarantee.

Plus it's easy to put into action. You'll have the 15 sales letters, the 8 copy-writing samples, the 107 headlines and over 167 profit producing titles, bullets and headlines for all your brochures, reports, and other marketing materials.

So CALL NOW to place your order and start getting the results you deserve.

“Marketing Made Easy Workshop” Fast Order Coupon

Yes, I want to make all my marketing efforts much more profitable. Please send me Carl’s workshop immediately including.

- **1. The complete audio-tape version of the 12 hour Marketing Workshop with Carl Galletti and Michael Randazzo.** Revealing all the powerful techniques for generating as many sales, new customer inquires and at higher profit margins than I’ve ever gotten before.
- **2. Then 7 manuals with 27 proven marketing concepts** and...The step-by-step guide for writing effective sales letters. The 8 copywriting samples. The 15 sales letters which sold over \$22.8 million dollars worth of products and services. The 107 proven headlines. The 167 Profit producing titles, bullets and headlines for all your brochures, reports and marketing materials. And the Desktop Publishing Secrets for non-artists.

PLUS the three free bonuses...

Bonus #1 The report by John E. Kennedy “**Reason Why Advertising Plus Intensive Advertising.**”

Bonus #2 The “Secrets Of The Greatest Geniuses That Ever Lived” video with Carl Galletti.” **Bonus #3**

The **Rights to re-see** the 3 packages at 50% commission and get this whole workshop for free. I understand that I am covered by your “**\$9,500 Results Guarantee.**” If after applying just one idea from Carl’s package over the next twelve months, I do not get at least \$9,500 in extra sales and profits, you’ll refund my investment if full. I also have your ‘12 months, try it out no questions asked’ guarantee. And I can keep the three FREE Bonuses regardless of what I decide to do.

Name (print): _____

Address: _____

City/State/Zip: _____

Phones (Day/Evening/FAX): _____

Payment Details:

Enclosed is my check/money order for \$297 plus \$10 postage and handling.
Total \$307 --payable to: Paul Hartunian

Please charge my credit card for \$307

(NJ Res. Add 6% state tax (\$17.82), Canada add 10%, other foreign 20% for shipping)

Card #: _____ Expiration Date: _____

Signature: _____

**For fastest service, FAX this coupon to: (973) 509-1833,
24 hours a day**

or call (973) 509-5244

Oor send your order to: Paul Hartunian, 155 Bellevue Ave., Upper Montclair, NJ 07043

Sales letter for

“Small Business/Big Profits”

How To Get More New Customers Or Clients In One Month Than You Now Get All Year

**(Plus a guaranteed way to turn 20 minutes
of your time into \$72,000 extra profit)**

What I'm about to show you is a risk-free, completely guaranteed way to get as many new customers or clients as you can possibly handle. Using just a couple of these simple, inexpensive techniques, one of my clients recently brought in so much new business, he literally tripled his sales in just a couple of months.

What can you expect for your business? That really depends on how well and how often you apply these techniques. But no matter what you do, you can't go wrong. Here's the bottom line:

I guarantee you will make at least 10 times the cost of this course in extra profit....and I mean profit you never would have seen without this breakthrough information, or it won't cost you a dime. The truth is, making 10 times the cost of this course in extra profits is just the tip of the iceberg. You'll probably make much, much more!

In addition to getting more new customers or clients, I'd also like to show you a number of other ingenious, yet extremely simple ways to dramatically increase your sales and profits. One technique I know you'll love is called the "U Factor." It takes just 20 minutes to get up and running, and performs like nothing else you've ever seen.

Here's a specific example. By plugging in the "U Factor," a business with revenues of \$300,000 a year will make at least \$72,000 extra profit. And I guarantee it works just as well for businesses of all sizes, from home businesses to large corporations.

Dear Friend,

I want to make you an extremely bold promise. You can easily flood your business with new customers or clients. In fact, you can get more new customers or clients each and every month than you now get all year.

Do you realize what this means? For starters, your sales and profits will double and maybe even triple almost overnight. Better yet, you can gain complete control over how well your business does - regardless of whether the economy is up, down, or in-between.

All this and more is possible. Plus, it can easily be done without spending a penny more than you've already committed to your marketing or advertising budget.

But in order to achieve this, you must understand two very important facts that have a tremendous impact on your business.

FACT ONE
**99 Out Of 100 Businesses Don't Come Anywhere Close
To Making As Much Money As They Should!**

As a marketing consultant, I've worked with hundreds of companies in the past 14 years. And I can tell you precisely why most business - which probably includes yours - are short-circuiting their ability to profitably bring in new customers or clients.

These businesses all share a fatal flaw. When it comes to marketing, they are using worn-out textbook theories and flawed conventional wisdom that probably never worked in the first place - and certainly doesn't work today.

Yet they keep using the same ineffective techniques over and over. They keep advertising in exactly the same way. And they keep suffering the same, financially disastrous consequences.

Tell me if this sounds familiar. Marketing textbooks, (and unfortunately, almost all advertising agencies and marketing consultants) tell you that the way to make more sales is to advertise over and over and over again until you've established a "brand identity."

If you've ever tried this, you know that you run out of money far sooner than you ever establish this so-called "brand identity." And you never see a dime of profit from having followed this horrendous bit of conventional wisdom.

You and I don't have the luxury of spending millions and waiting years to build a brand identity. We have a business to run and bills that need to be paid. We need actual sales to new customers or clients and we need them now.

My advice to you is to forget conventional marketing wisdom that didn't work years ago, doesn't work now, and will never work in the future. Instead of building a brand identity, here's the inside scoop on how to make a lot more money in your business:

*If you want to bring in as many new customers or clients as you can handle...if you want to rack up tons of sales starting today...if you want to leave your competition in the dust...it's actually quite easy. All you have to do is concentrate on **showing these new customers what unique advantage they get by doing business with you.***

That's how you get new customers or clients right now. Because customers don't really give a flying hoot about you, your company, or your product. All they really care about is how you (or your product or service) can make their life easier or better.

It's that simple. But if you don't recognize this, and if you don't clearly hammer home precisely what unique advantage your customer gets by doing business with you, you're guaranteeing your own failure.

Do you want to know what's even worse? Useless textbook theories and flawed conventional wisdom are killing new sales and profits that are ripe for the picking. New sales and profits you could easily be enjoying right now - and every day for as long as you're in business.

FACT TWO
**To Start Cashing In On These Additional Sales
And Profits Immediately, All It Takes Is A Fresh,
New Approach To Marketing And Advertising.**

Quite frankly, if you want to get more new customer or clients in a month than you now get all year and put an end to lukewarm sales and mediocre profits, you're going to have to expand your outlook on marketing.

The good news is, it's easy to do.

Remember I told you about a client of mine who tripled his sales in just a couple of months? Let me tell you how he did it.

He did it by applying just a couple of simple techniques he got from a powerful new marketing course I've created. This course is unlike anything you've ever seen. In fact, my customers constantly tell me they can't believe what a different, altogether fresh approach to marketing this really is.

At the same time, they also tell me these techniques work so well, and are so easy and inexpensive to apply, it's almost like having a license to print your own money.

Your Ticket To A Quantum Leap Up The Sales Chart

The course that tripled my client's sales is called **Small Business/Big Profits - Ingenious, Inexpensive, Deadly Accurate Marketing Techniques For Skyrocketing Your Sales, Slashing Your Marketing Costs, And Leaving Your Competition In The Dust!**

You'll be amazed how quickly and easily this course can "grow" your business too. That's because **Small Business/Big Profits** is packed with simple, ingenious, inexpensive techniques that:

- 1. Flood your business with as many new customers or clients as you can possible handle.**
- 2. Increase the average dollar amount of every sale you make.**
- 3. Convert each customer you do business with from a one-shot sale to an eager, repeat customer who buys from you again and again.**
- 4. Make sure you get the maximum number of referrals from existing customers, new customers, and even from prospects who never do business with you.**

This course is no-holds barred. It reveals every inside secret you could possibly imagine for successfully marketing your business.

Now, I could personally tell you about the great results I know you'll get by using this course. But instead, I'm going to let some other business owners show you just how well these powerful techniques have worked for them.

Here's How Profitable These Marketing Techniques Have Been For Other Business - In Hard Dollars And Cents

"These techniques increased our sales by a whopping 328%!"

**Bruce Elliott, President
The Gold And Diamond Center**

"Your strategies have kept my business in a continuing growth cycle, to the point where my profits have more than doubled."

**Derek D'Angiolini, President
Ashland Equities, Inc.**

“Just the few things I’ve used have been nothing short of phenomenal.”

**Ray Melissa, President
Mailer's Software**

“Your concepts immediately shot our profits straight through the roof. I increased my income on one project by a very real 917%!”

**Phil Dratzer, CEO
National Response Corporation**

“It crystallized my thinking. As the results of just one of your techniques, I was able to make an instant \$14,857!”

**Don Alm, Owner
Advantage Marketing**

“Unbelievable! I used one of your strategies with a difficult prospect I’d been trying to land for quite some time. The results? An immediate order of 20,000 units - times more than our average opening sale!”

**John Satterfield, President
The Project Group, Inc.**

“Your advice has already put an extra \$40,000 in my pocket in less than a year!”

**Brad Petersen, President
Petersen Direct**

You could be getting similar results. **Small Business/Big Profits** will give you every tool you’ll ever need to get ahead and stay ahead. Right now and in the future.

What Can You Expect For Your Business? Consider This.

These techniques have helped restaurants fill their tables, hotels and conference centers completely book their space, banks and insurance companies sell financial services, publishers move books and tapes, and high-tech companies see sophisticated circuit boards.

Not to mention the boost they’ve given to manufacturing firms, retail stores, service companies, consultants, catalogs, club memberships, computer gear and more. And they work equally well for all sizes of companies ranging from start-ups to mediums-size businesses to Fortune 500 corporations.

Here’s How You Can Start Boosting Your Profits Right Away

I’ve specifically designed **Small Business/Big Profits** to make sure you hit the ground running. Every strategy and technique is laid out in nuts-and-bolts fashion and can be put into action immediately. While I do show you the “why” of what you’ll be doing. I never waste a minute of your valuable time with empty theory.

After quickly but thoroughly showing you why a technique works, I get right down to clear, step-by-step instructions of precisely how to put it to use in your business. Plus, you’re given a wealth of real-life examples to thoroughly clarify every point.

Here are just some of the powerful advantages you’ll gain from this comprehensive course:

✓ Dozens upon dozens of proven, low-cost strategies and techniques that will rocket your sales and profits right off the charts! You’ll get an arsenal of incredibly effective weapons to out-market and out-

distance your competition - long before they ever know what's hit them!

✓ How to bring a constant, steady flow of new customers or clients into your business. Discover how to use simple, yet ingenious techniques for showing customers beyond a shadow of a doubt how much they benefit by doing business with you. You'll set your business head and shoulders above all competitors and reap the profits.

✓ A simple, foolproof way to predetermine whether any ad or promotion you're considering using will be a success or failure before you ever invest a dime in it. Now you can bring in all the new business you need without wasting money needlessly.

✓ **Proven ways to multiply the results you get from every dollar you spend on marketing, sales, and promotions. You'll never have to settle for a lukewarm, 1-to-1 return again. Every marketing dollar you spend will now do the job of 3, 5, or 10 dollars.**

✓ An accurate, inexpensive formula you can use to develop incredibly profitable new products and services. This sure-fire process guarantees that you kill the dogs and run only with proven winners!

✓ Learn how an ingenious technique called "shifting-the-risk" can result in very real sales increases of as much as 400% for almost any product or service imaginable. This is one of the simplest, safest techniques for getting as many new customers or clients as you can possibly handle.

✓ **How to save major dollars on all your ads and promotions. Using these techniques can often slash your costs by 20 to 80 percent!**

✓ A crash course in writing powerful advertising copy. Includes all the key tricks of the trade that virtually eliminate useless wheel spinning and make sure you get the hard-hitting sales copy you vitally need.

✓ Discover why dirt-cheap "low-tech" research vastly outperforms complex, time-consuming methods. You'll find out how to quickly and easily determine the real reasons why people buy from you. And how to use that key information to bring even more new customers or clients in and kick your profits into overdrive.

✓ **Do you use direct mail? There are dozens of new theories flooding the market on how to make sure your direct mail gets noticed and opened. Only 3 of them really work! This information alone can put thousands of dollars of extra profits in your pocket.**

✓ Referrals are the most effective way to get highly qualified leads for your business. Discover a simple, dignified way to get both active and inactive customers, other businesses, even prospects who never do business with you to swamp you with more referrals than you can handle.

✓ Space ads in newspaper and magazines can make you a fortune. They can also lose you a fortune before you know it! Avoid disaster. Master the three elements that are crucial to consistently pulling in big profits with space ads.

✓ **A simple, five-minute change in your advertising copy can bring in tons of new business and result in windfall profits. Once you know exactly how and when to make this change, the sky's the limit!**

✓ How to find at least four new pockets of profit hidden within your business. And capitalize on them

immediately. You could start banking these untapped profits in a matter of days.

✓ Want to sell more of your products or services? Here's a secret you should know: credibility is the crucial factor in the selling of any product or service. Discover how to get and effectively use all the credibility you'll ever need. Plus, how to "borrow" another company's credibility and use it to sell tons of your products or services.

✓ **WARNING: One seemingly innocent marketing situation can flatten your sales and put you out of business in short order. Learn how to identify it before it happens and avoid it like the plague.**

✓ Find out the 13 worst mistakes most companies make when using direct mail. Make sure these mistakes don't rob you of all the profits you're entitled to.

✓ FREE publicity has turned many small businesses into huge corporations almost overnight (remember the Pet Rock?). You'll get a complete course in using this invaluable form of marketing on both a local and national level to add major profits to your bottom line.

✓ Discover seven powerful words that will turn your marketing around completely. Your entire way of viewing marketing will be altered forever. You'll shed old, useless procedures and streamline your marketing to a finely-tuned source of perpetual profits.

✓ Master a simple, solid technique that will put an immediate end to slow periods in your business - even when times are tough!

✓ Gain an amazingly simple, solid technique that will put an immediate end to slow periods in your business - even when times are tough!

Plus, you'll get an incredible war-chest of ingenious "tricks of the trade." These are the closely guarded secrets master marketers use to vastly outperform their competition time and time again. Once you see these powerful techniques, you'll wonder why advertising agencies don't instruct their clients to use them all the time. Then answer to that is simple. Ad agencies don't even have a clue that these techniques exist!

I'm sure you'll agree this is a rather astounding list of advantages you'll be getting. But I want to remind you that this is just a partial inventory of what you'll find in this comprehensive course. There's much more than I have the room to elaborate on here.

One More Thing To Consider - It's Important

You should know, every time I have lunch with another business owner, it isn't long before the conversation rolls around to how to make more money in our business. If you're like me, it's a topic you're constantly concerned with.

The question is, how do you maintain your edge and increase your sales and profits in today's super-competitive market? How do you continue to prosper and grow, even during uncertain economic times?

Here's one thing I can guarantee you. It can't be accomplished by continuing to do what you've always done. What you've done in the past has worked to get your business to where it is now. But that's all it will do. It won't carry you any further. In today's economy, you simply can't keep doing the same things over and over and expect to get a different result.

What you really need to get all the customers or clients your business needs and consistently increase your sales and profits are powerful, new marketing techniques. Ingenious techniques that work like wildfire in today's challenging economic result.

Which is precisely what **Small Business/Big Profits** delivers. Not only will it give you strategies you need in today's roller-coaster economy - it will show you how to implement these strategies without a fortune.

If you really want to get as many new customers in one month as you now get all year...if you want to reap all the profit that's potentially available in your business...if you want to clearly understand every marketing advantage available to you on every marketing front...if you want to sell more of your products and services - and much more often, this innovative course is crucial.

Here's How To Get On A Fast Track To Brining In More New Customers Or Clients In OneMonth Than You Now Get All Year

That's the course in a nutshell. There's actually a lot more than I have room to cover in this letter, but I'm sure you get the picture.

You can start getting more new customers or clients in one month than you now get all year - and discover dozens of other ways to increase your profits - by ordering your personal copy of **Small Business/Big Profits**. The cost of this remarkable course is just \$297. I think you'll agree this is a tremendous bargain.

Here's why. This price includes everything I've told you about - plus five extraordinary bonuses. I'll fill you in on the bonuses in just a moment. But first, here's a little more about the course itself.

For starters, this comprehensive course includes a 350-page manual jammed with all the break-through information I've just told you about.

In addition, the manual also has dozens of actual ads and sales letters that have sold millions of dollars worth of products and services. You can copy them, change them, use them any way you like to make money for your business. It's impossible to put an exact value on this, but if you paid market prices to have these ads and sales letters created for your business, it would easily run in the tens of thousands of dollars.

Next you get 11 audio tapes with the core material in a recorded format. So you can listen and nail down every last bit of money-making detail in the convenience of your car, your home, or your office.

That's quite a lot in itself, and we haven't even talked about the bonuses yet. But here's the real test of true value. If this were just another collection of boring rules and conventional wisdom that doesn't work, it wouldn't matter what the price is. It wouldn't be worth it.

But if you can quickly and easily master the skills to get as many new customers or clients as you want - any time you want to - how much is that worth to your business?

Now Let's Talk About Your Five FREE Bonuses - Including One That Can Put \$72,000 Hidden Profit In Your Pocket

I'm bending over backwards to load this course to the brim with proven, high-profit strategies and techniques you can use to double or triple your profits in record time. Take a look at these five special bonuses I've created to help you take your business to even greater levels of profit.

FREE BONUS #1 The Profit-Doubler Quick Start Guide

One of the questions you may be asking yourself is, “How do I know these techniques will actually work for my kind of business?” And that’s a fair question.

There are two components that guarantee these strategies and techniques will get you all the new customers or clients you need to double your profits. First, throughout the main course, each strategy and technique is illustrated with specific examples for three different types of businesses: Retail, Professional Services, and Mail Order. That way, you can be assured that each and every technique is immediately applicable in your business.

Second, I’ve developed three different “Quick Start” guides for each of these three business types. There’s a “Quick Start” guide for retail businesses, another for professional service businesses, and another for mail order businesses. As a special bonus, you’re entitled to pick any one of these “Quick Start” guides absolutely free.

These guides are specifically designed to give you a simple step-by-step approach for doubling your profits in just six to twelve months. I’ve taken all the guess work out of it for you. You get a detailed, easy to implement plan that will let you hit ground running and start increasing your profits from day one.

FREE BONUS #2 How To Turn A Single Sale Into A Multi-Million Dollar Business

Have you ever wondered why certain businesses are only marginally successful; while their competitors seem to grow by leaps and bounds? I’ll let you in on a secret: it all has to do with how they go about getting more new customers or clients. The sad fact is most businesses don’t have a clue about how to increase their customer or client base and steadily grow larger and more profitable. That won’t be the case for you any more.

In this special report, you’ll discover an incredibly simple, yet deadly accurate way to get more new customers or clients than you ever dreamed possible. These are the specific techniques I developed for my own business when I was first starting out. I didn’t have much money, so I needed something that was inexpensive and would produce substantial results quickly.

These simple techniques rocketed my business to a healthy six-figure profit the first year. And I’ve continued to use them over and over again to keep my business in a steady growth cycle.

The best part is, almost no one else even knows these techniques exist. Which means you can cream your market with them and start cashing in right away. And your competition will never know what hit them!

FREE BONUS #3 The Ultimate Referral System - How To Get Your Customers, Prospects, And Other Businesses To Bring You Tons Of Highly Qualified Referrals

Ask just about any business owner what the best source of new customers or clients is and they’ll tell you “word of mouth” advertising. While it’s absolutely true that good referrals are worth their weight in gold, the problem is you never know when someone is going to refer a friend, family member, or business associate to you.

Until now, that is. You see, I’ve developed a remarkable simple technique that guarantees you a constant ongoing stream of referrals from existing customers, new customers, prospects who never do business with you, and other businesses.

Like every other strategy and technique I give you, this technique has been proven in the marketplace, is a cinch to use, and works like wildfire!

Once you've finished this special report, you'll be a master of "word of mouth" advertising. You'll be able to count on a steady flow of highly-qualified referrals week-in and week-out. Just another way of adding even more profit to your business!

FREE BONUS #4 55 Hot Tips For Boosting The Pulling Power Of Your Direct Mail

If you're using direct mail to promote your business, this special report is invaluable. It's packed full of effective, inexpensive techniques covering every aspect of your mailing package. And I've made it super easy to use by organizing the techniques according to each specific area of your mailing piece. You'll have dozens of proven, high-profit techniques right at your fingertips - ready to use to increase the success of all your mailings. Just plus them in and watch your results soar!

FREE BONUS #5 How To Use The "U Factor" To Uncover And Reap \$72,000 (Or More) Untapped Profits Hidden In Your Business

I've saved the best for last! The "U Factor" is so easy to use, you could practically do it in your sleep. In fact, you can have it up and bringing in untapped profits in just twenty minutes.

Best of all, this technique is absolutely foolproof. I've never seen any businesses that used it fail to increase their profits. The problem is, very few businesses know about the "U Factor." And of those that do, almost none are using it properly and benefiting to their full profit capacity.

This special report leads you by the hand through using the "U Factor" in any type of business. I give you all the nuts-and-bolts detail with specific examples of how to use it in retail, professional service, and mail order businesses. Plus a case study of how an average business can easily tap into \$72,000 of hidden profit (and probably much more), with almost no effort and no expense whatsoever!

Those are your bonuses! I think you'll agree this is an invaluable collection of vital marketing strategies you'll get absolutely FREE. These bonuses alone are worth far more than the entire price of the course.

However, there is one slight catch. If you want to get all of these bonuses for FREE, you need to order **Small Business/Big Profits** within the next 10 days. Otherwise, the bonuses will not be included.

To get the extra money-making advantages these powerful bonuses will give you, you must act now. Order within the next 10 days and I'll include these five powerful bonuses absolutely FREE.

IT Gets Better Still - Your Success Is Completely Backed By My "10 Times, Take-It-To-The-Bank" Guarantee

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I completely guarantee your success. Here's my 10 Times, Take-It-To-The-Bank guarantee:

I personally guarantee that if you use just a few of my simple, proven techniques, you'll produce at least 10 times as much profit as you invested in this course within the next 3 months. That's right, 10 times extra profits you never would have seen without this material. If you don't make at least 10 times your investment in extra profits, I'll refund every cent you paid. And this guarantee is full force up to the final minute of the final hour of the twelfth month.

What could be more fair? You can "test drive" every breakthrough strategy and techniques for 3 full months. You'll be able to conclusively determine whether they are super-profitable for you.

If you don't experience a tremendous increase in your profits, I want you to ask for , and get, your

money back! And, I'll let you keep all of the free bonuses as my way of thanking you for giving this course a try.

The truth is, you'll never have to worry about a refund. Because once you use these ingenious, proven techniques and see the huge jump in your profits, I'm betting someone would have to wrestle you to the ground to let you to let go of this course!

**If You Want To Get In On This Limited
Opportunity - You Need To Act Now!**

As you already know, the bonuses I told you about are only included if you order within the next 10 days. Which means the phones in my order department will be ringing off the hook in short order. And once the initial print run is sold out, I'll have to return your payment until we can produce more copies of this powerful course.

So if you're really serious about getting more new customers or clients in a month than you now get all year, you can't wait. You need to take immediate action.

It's easy to do. Right now, while it's fresh in your mind, pick up the phone, call **1-973-509-5244** and place your order. Or fill out the enclosed coupon and fax it to **1-973-509-1833**. 24 hours a day. Or mail it in.

If you really want to double or triple your customer or client base...if you want to have complete control over how well your business does regardless of what state the economy is in.. If you want your business to be as profitable and pleasurable as it can possibly be, you couldn't ask for a better opportunity.

Don't wait. Order your copy of **Small Business/Big Profits** right now. That way you can get on a fast track to doubling or tripling your sales and profits!

Sincerely,

Bob Serling

Bob Serling, President
Stratford Marketing Group, Inc.

P.S. By acting right now, you get substantial savings, a wealth of bonuses, and all with a 3 month full money back guarantee. This special offer, the FREE bonuses, and generous guarantee is good for only 10 days.

Plus, it's easy to put into action. Just read or listen for a half-hour or so every day. Then give a few of these simple, proven strategies a try. Once you see the increased sales start rolling in, there's no turning back. You'll be hooked on the huge profits that can truly be made in your business! So call 1-973-509-5244 or fax to 973-509-1833, 24 hours a day and place your order right now.

10 Times Take-It-To-The-Bank Guarantee

Yes! I want to get more customers or clients every single month than I now get all year. Plus, I want to increase my sales even more with your simple, proven, guaranteed techniques. Please send me Bob Serling's Small **Business/Big Profits** right away.

I understand that I get the 350 page manual jammed with ingenious techniques, 11 audio tapes and dozens of money-making ads, sales letter and support materials.

I also understand that my purchase is completely protected by your iron-clad guarantee. I have 3 full months to "test-drive" this powerful course. If I don't make at least 10 times my investment in extra profit during these 3 months, you will refund every cent I paid. And I can take up to the last minute of the last hour of the third month to make my decision!

On that basis, here's my order:

I'm placing my order within the 10 day limit. Please make sure I receive all 5 special bonuses!

I'm sending my check for \$305 (\$297 + \$8 shipping)
(New Jersey residents please add \$17.82 sales tax, for a total of \$322.82)

Charge my VISA MasterCard AMEX Discover

Card Number: _____

Expiration Date: _____

Signature: _____

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: (_____) _____

**For fastest service, FAX this form to:
(973) 509-1833 - 24-hour fax hotline**

Or Call (973) 509-5244

**Or mail your to: Paul Hartunian, 155 Bellevue Ave.,
Upper Montclair, NJ 07043**