

Magic Words that Bring You Riches

Ted Nicholas

The single most important activity of your life is your ability to communicate. Unlimited success and wealth is as simple as using the right words as revealed herein. These words work as if by magic!

Dedication

This book is dedicated to my sweetheart of seven years and my best friend, who helped me edit this book - Bethany Waller - the only person I've ever personally known on exciting planet Earth who has proven through her actions that she is completely 100% loyal to her values.

This book is written for seven special friends, 5 men and 2 women. Their ages vary from 29 to over 70. The oldest is 77. All of them after coming to my seminar told me how much they had accepted conventional wisdom and sunk into conformity. How they felt unalive - numb to all of life's possibilities. They finally had all stopped dreaming - and lost the fire. But at my seminar they felt I'd helped re-ignite their passion. Their zest for life.

I remember that when John, the 77 year old, spoke to me from his soul, I was moved to my depths. Instead of accepting the kind of gray existence lived by most of his contemporaries, John chose to live.

I saw a man who changed his life - and who can now do anything on which he sets his mind. I realized playing some part, however minor, in any single human's development enriches my life beyond what I ever imagined as a communicator.

So, dear reader, if this book touches you in some special way, you will have richly rewarded me more than you could ever know.

Ted Nicholas

About this book

This book is divided into three parts. Part I involves 21 situations we all experience in life. In order to improve your results, I reveal the specific magic words which have made an extraordinary difference in my life. Once mastered, these words will produce huge changes in your life as well. You will better position yourself to get everything you have ever wanted.

Part II reveals magic words which will bring you financial riches. Discover the words, strategies, and techniques that have helped me profitably market over \$500,000,000 worth of products and services both for my own and clients' products and services.

Part III - Should you wish to enhance your magic word skills, you are provided information on how to obtain more advanced materials and training. I'll also provide answers to commonly asked questions about the basis upon which I work with clients.

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Ch 1 - Magic Words

How to get everything you've ever wanted in life by saying the right words.

The words with which you communicate determine the quality of your life. This is true whether communicating

with others or with yourself. Especially with yourself. The impact of words actually causes measurable biological changes in ourselves. And in others. Words are stored in our conscious and subconscious minds. We think in words.

Certain words incite many emotions and subsequent actions. Words have the power to induce someone to laugh, to cry, to be kind, to be loving, to be cooperative, or to buy. Or be unkind, angry, or irrational. Whether words are written or spoken, they have enormous power. Of course, when words are spoken, the added factors of voice timbre, emphasis, emotion . . . all have the potential to cause even more impact.

This book offers many concrete examples of using simple words to produce certain results. This may sound like a form of manipulation. Actually, it is. But, here is the important distinction that needs to be made. Manipulation can be either positive or negative. I define negative manipulation in this context: the use of words that causes others to act for the benefit of the communicator. Positive manipulation is when certain words tend to cause responses that are of mutual benefit to the speaker or writer and the person with whom you communicate.

The techniques I'll reveal to you have all been developed in a win/win context.

Here is what few people seem to realize: People all over the world really want to accommodate their fellow humans. But they must be approached properly. It's my experience and observation that many people do not give much attention to the people we meet in life and who have positions on the lower end of the job scale. In fact, some people not only ignore them, they are rude and insensitive to them.

Here is a big mistake. I believe every human being should be treated with dignity and respect. Reason? People in service occupations, for example, such as waiters and waitresses, the health club attendants, golf and tennis assistants, hotel desk clerks, rental car agents, office clerks, etc. have an ongoing power to add so much quality and meaning to our lives. Little people mean a lot.

So, Rule Number One: Treat the "little" people in your world with dignity and respect. Learn their names and background information by asking questions. Think about it. Who do you think will get special consideration when it is requested? The open and kind caring person? Or the person who treats the "little" people as though they were invisible? The answer is obvious. I've found that the "little" people I've taken time to know have enormous power to make my life more enjoyable and add real quality to each day. Plus, it's fun to make lots of new friends.

It's been proven by the experts that body language communicates with as much impact as the words we speak. Therefore, to enhance their power, practice saying the secret words with:

- a smile (you can even hear a smile on the telephone);
- a warm, rich tone to your voice;
- enthusiasm in what you request;
- good eye contact;
- a firm handshake;
- sincerity-you can't fake friendliness;
- a purposeful posture-standing tall; and
- a manner that communicates an expectation that you deserve and expect to get what you request.

I submit that with each person we come in contact, we have, in a certain sense, the opportunity to market ourselves. To be liked or disliked. Of course, the more people like us, the happier they are to be helpful.

I use "magic words" every day of my life. Here they are revealed to you, dear reader, for the very first time anywhere.

Self-Communication

Unless you first learn to communicate with yourself, you will not be very effective communicating with others. The silent words we all say to ourselves produce feelings. These can be positive, happy and life-enhancing, or

negative, unhappy and detrimental to us.

Silent Words Are Heard!

You literally affect and change your nervous system by your internal dialogue. While I will focus mainly on the silent words, it's important that I at least touch on another vital aspect of communication to ourselves and to the outside world.

We communicate both to our inner self with the world outside as much by the way we use our body as in our words. And our body messages, along with words spoken or silent, help create our emotion. Of course, we also hear silent words in the voice pitch and quality we choose, for our unspoken voice is heard. We hear a whiny, sleepy, apologetic voice, or we hear a rich, strong energetic voice when we speak to ourselves through internal dialogue.

In addition, if you sit slouched and speak softly and slowly with a yawning voice tone, tell yourself you are learning about communication as you begin to feel a lack of energy and drowsiness.

Any doubts? Try this test. Read the previous paragraph and see how you feel. Let yourself really experience the feelings your actions produce within you.

Now try this standing up. Walk briskly and purposefully across the room - head back, good posture. Sit comfortably, but keep your back straight as you sit in your chair. Speak silently to yourself in a strong voice with energy. Tell yourself you are learning about self-communication as you feel growing excitement about all the new benefits your new knowledge brings to your life. Let yourself really experience the emotions. See the difference!

The way we use our body muscles, facial muscles and posture is critical to our self-communication. Even how you use your eyes. It's almost impossible to feel up if you continually look downward, especially with a frown on your face. And it's almost impossible to feel down when you are looking straight up with a smile on your face.

Try it!

In summary, communication with the outside world, written or spoken, first starts with self-communication. Self-communication starts with the way we use our body along with the silent words we say to ourselves. The loudness of the inner words, along with the richness of tone used when we say them combine to produce our inner emotional state. Interestingly, our communication to others reflects this inner state. It can't be hidden, at least not for long

Ch 2 - How to get the very best table in any restaurant

Key words are: "**Celebrating Tonight**"

When calling for a reservation, say, "I'd like the very best, most special table you have. We're celebrating tonight. What can you do for us?"

If you bring your spouse on a date instead of a client or friend, say instead, "I'd like the most romantic table you have in the corner, so we can sit side by side. We're celebrating tonight."

If the maitre d' asks what you are celebrating (unless, of course, it's a birthday, anniversary, sales achievement, asset purchase, or other special event) say, "We're celebrating our existence!" Indeed, each day in our lives deserves to be celebrated. Restaurant owners and managers always enjoy sharing the celebratory mood.

I've never failed to get the very best table. The restaurant is delighted to provide it, and it's never cost me a penny in gratuities.

Ch 3 - Often get first class, business class seats on an airplane

Key Words are: **"Courtesy Upgrade"**

Upon check-in, ask, "Is it possible to obtain a courtesy upgrade to first class or business class?"

If you happen to fly the airline often and are in a "frequent flyer" program, be sure to mention it. Even if you are not a frequent flyer but are a passenger on the airline periodically, indicate you are a good customer.

Two other strategies can also be very effective. If you are traveling as a couple and are in a close romantic relationship say, "We are on our honeymoon. Can you upgrade us on this special occasion?" You must be comfortable saying these words. And as with all magic words, it must sound and actually be truthful.

You've heard of a second honeymoon. When I travel with my companion, the love of my life, I'm always enjoying continual "honeymoons," 3rd, 4th, 5th, etc. Ticket agents really enjoy helping honeymooners if they can. Remember that "the whole world loves a lover!"

If you are an investor in stocks, here is another tip. Simply buy some shares or even a single share in the airline. I own shares in several airlines individually and via mutual funds. Then you can truthfully say at the ticket window: "I'm a shareholder in your airline. Of course, you can check this if you have access to shareholder records. Can you provide me a courtesy upgrade?"

Often, the ticket agent will upgrade you. On those occasions when they say only a supervisor can upgrade you, ask to see them. They are usually in the check-in area and are normally very nice to talk with.

This statement results in a great seat at no extra cost at least 50% of the time. You are bound to enjoy your future flying trips a lot more when you are provided the luxury of first class service at coach rates. Bon voyage!

Ch 4 - Have employers call you with job offers!

Key words are: **"Honest, hard working, experienced, immediately available, talented, competent, great references. 'I'll help you build a more profitable business' "**

Forget classified ads, resumes, employment agencies, and other traditional job sources. Jobs are rarely obtained by these methods in today's difficult times. The best source of jobs in any town is in one place. And almost no one utilizes it. It's in the Yellow Pages. That's where the jobs are. And most of these businesses do not advertise in the classifieds. They are just too busy.

Here is what you do. Look under the business field in which you wish to work. This is a procedure employment agencies often follow. But why pay them? For example, let's say you'd like a job as a graphic designer. Look up graphic designers and make a list of them and send them all a giant-sized postcard, 5 1/2 X 8 1/2, on shocking pink or goldenrod card stock, so it will stand out.

You will then proceed to write what is the equivalent of a radio commercial on yourself. You'll be amazed and

delighted with the results. Assuming the above all suits you, your card would read:

Graphic Designer Extraordinaire

Could you use a talented, honest, hard working, experienced, competent graphic designer with great references? Given the chance, I'll help you build a more profitable business! Available Immediately. Call me at 555-0000

Or Write: 123 Main Street, Anytown, USA.

Ch 5 - Slash the Cost of Lodging at First Class Hotels

Key words are: **"Is this the lowest rate you have?"**

Hotels and motels set room rates that are the very highest prices they can expect to get. If you say nothing and accept any rate, they will be delighted. Here is my recommendation. Regardless when you book the reservation, including the time of day, day of week, season of the year, ask for the lowest price.

When the price is given, repeat: "Is this the lowest rate you have?" One response you'll hear goes like this, "Oh, so sorry. Did you want that rate?" Upon their reply, you can ask for more options from there. I've frequently gotten rates at 50 to 75 percent of the previously quoted rate for first class rooms, and so will you!

Before you accept any room, it's prudent to look at it first to be sure you like it. Also, when you have time, look at more than one hotel, look at the room and get the lowest rate quotation.

Tell the desk clerk you'll get back to them. Another powerful technique is to get two or three quotations and tell the desk clerk at the hotel in which you are most interested that so-and-so has given you the special rate of "X" dollars! The hotel will often meet that rate. So you'll often wind up with the room you really want at the most favorable rate!

Ch 6 - Attract all the money you need for any business venture

My key words are: **"Sophisticated Investor"**

Other important words are:

- * Local business person with excellent track record and reputable history . . .
- * Start-up business opportunity, limited investment, high potential return . . .
- * References available - Call or write Tom Smith, your telephone and address.

Every successful professional, such as a prosperous doctor or lawyer, likes to think of himself/herself as sophisticated. You can often attract these prospects to invest in your business. You can run the above as an ad in your local newspaper. In many cases, you'll get several investors who will talk with you. Of course, you'll need to check them out because they certainly will verify your background.

Other suggestions are to incorporate your business and sell up to 49 percent of your company because this allows you to keep control.

CAVEAT: The above procedure is recommended only if there is no other way to get your business off the ground. It's much better to start very small - out of your home at first to keep overhead down. Use your own savings or even a credit card loan. If the business works in a small way, it will work in a big way. And you'll own it 100 percent yourself, without partners!

Ch 7 - Approach a member of the opposite sex and immediately generate interest

Key words are: **"Sincere Compliment and/or Question about an area of common interest, such as work, hobby, or sport"**

To establish immediate rapport with any human being is easy. All you need do is find something of interest to that person or of common interest to both of you. A gentle and warm comment, such as, "This is such a great place to swim . . . or read . . . or play tennis . . . isn't it?" Or, "Do you find this field as interesting as I do?" Or, "How did you ever get interested in sky diving?" Or pay them a small but sincere compliment if there doesn't seem to be an area of common interest.

This approach, while also powerful, is more delicate. It's very important that the compliment not be overstated. For example: If you walk up to a complete stranger and say, "You are the most beautiful/handsome woman/man I've ever seen," you've lost credibility. They just won't believe you.

Instead, be observant. All of us like compliments on the smallest things. Here are some examples, but remember - you must really mean them.

- * "What a sharp tie. I really like that. Do you mind telling me where you got it?"
- * "That shoe and handbag combination is really attractive. I bet it's from Europe."
- * "That color is very unusual. What is it called?"
- * "That pin is very special. Is it from a family collection?"
- * "You have a nice tan. I'll bet you just returned from a vacation."
- * "What a nice hat. I wish more people wore them."

Attractive people all over the world are often lonely and want to talk.

Verbal communication is the beginning of any relationship. Men and women you want to meet may seem aloof

and uninterested, even from afar. After all, this is just a habit or defense. Approach them correctly and they will open up to you. This approach can often lead to a friendship or a romantic relationship.

The worst that can happen is that the person has no interest in speaking with you. But, you'll rarely find that.

Ch 8 - Rent a Mercedes for the price of a Ford anywhere in the world

Key words are: "**Courtesy upgrade**"

Here is how I do it. I always call and reserve a mid-sized car before I travel anywhere. I call Hertz, Avis, Dollar, or National and choose the one offering the best rate. These companies vary in offering specials, as you may be aware.

I always request a mid-sized car. When I arrive at the service desk, I say, "Do you have a Mercedes or other luxury car available?"

They say "yes" nearly all the time.

I then say, "I'm a good customer of your company. May I have a courtesy upgrade to the Mercedes for the price of the mid-sized car I reserved?"

The number of times you get the luxury car for the low rate is delightfully high. Just this past summer I had the pleasure of driving a Mercedes in Switzerland for the same rate as a Ford. And in that country, the normal Mercedes rate is about five times the rate of the Ford.

Try it. You'll be very pleased.

Ch 9 - Find a gourmet cook to prepare low cost meals

Key words are: "**Gourmet Cook**"

My life and health have been greatly enriched by having three wonderful cooks at different times over the last 25 years. I used two techniques to find these gems. The first is to look in the Yellow Pages in the employment section. Look for a source that provides household help. I found a small firm with the slogan: "Nannies Indeed For Families in Need."

I called them and said that I wanted to locate a person who enjoyed running a household and was a good cook.

I found a delightful person who had experience as a chef and had formerly owned her own restaurant. She prepared delicious gourmet meals for my family for several years, both on a full-time and a part-time basis.

We even sent her to Chinese, Italian, and French cooking classes to learn how to prepare gourmet foods nutritionally. She also did all our shopping for the ingredients in the recipes for organically grown fruits and vegetables and chemical-free meat, etc.

The other technique I've used is to run this classified ad, which produced dozens of qualified people:

Gourmet Cook

If you enjoy the art of cooking really special meals as well as running a household for a busy professional couple, you may wish to apply for an ideal position. Duties include shopping for nutritionally sound ingredients and helping to supervise gardener and repair people. References are necessary. Submit resume and salary history in confidence to (your name and address).

Ch 10 - How to get invited to speak before any group you choose and enhance your business career.

Key words are: **"What are your group's strongest areas of interest?"** or **"What are your group's biggest problems?"**

Once the president or program chairperson provides you with these answers, plan a presentation matching much of your knowledge and/or experience with the organization's needs. Create a provocative title for your talk. Recently, for example, I asked the office manager of a large insurance company these questions. Not surprisingly, he said, "Our representatives approaching cold prospects and getting an appointment."

Since I have so much direct marketing experience, I suggested that I do a seminar for his top producers entitled: "Seven Secrets of Using Direct Mail to Successfully Make Appointments With Qualified Prospects." Needless to say, as a by-product of my helping the company, the exposure resulted in many thousands of dollars in sales of my books, seminars, and videos.

Companies, civic groups, and other organizations are always looking for people who can help their members. By focusing on their needs and wants, you can continually enhance your business career.

Ch 11 - Receive free expert consulting help for your business

Key words are: **"I have a business problem and need expert assistance"**

A completely underutilized source of assistance for any small business owner is available from S.C.O.R.E. (Small Business Council of Retired Executives). Affiliated with the Small Business Administration, S.C.O.R.E. experts are retired volunteer executives who donate their time and talent to assist small business owners. There is no fee whatsoever charged for services, unless, of course, out-of-pocket expenses are necessary.

I've been absolutely delighted with the quality of assistance provided to me on several occasions. Of course, everything depends on the particular individual counselor who is assigned to you.

If you would like to try the consultant without risk, call your local SBA office. Be specific about the kind and type of help in which you are interested. Is your problem in the area of marketing? Finance? Research? Manufacturing? S.C.O.R.E. will put forth their best effort to get you the kind of help you really need. Of course, as with all expert assistance, when you meet with the consultant, the better you've defined the problem, the more meaningful will be the feedback.

Ch 12 - Buy beautiful jewelry, including gold rings and watches, at below wholesale prices

Key words are: **"Bargain Lover"**

I've gotten terrific bargains in jewelry in New York, Philadelphia, Clearwater, and throughout Europe.

Here is the procedure:

Go to at least two leading jewelers in the town or city in which you happen to be located. Tell them you are interested in the possibility of buying jewelry. Say, "I'm a bargain lover. I always buy at wholesale or below everywhere I travel. Please show me items in which you may be interested in doing business on that basis."

Almost every time you will find at least one jeweler who is happy to offer you some great deals.

Ch 13 - Earn over \$1,000 a day in the most profitable business in the world

It's the best home-based business of all. And you can start it for under \$600

The hottest, very best way to get rich is selling an information-based product. We live in the information age.

Opportunities abound for entrepreneurs, writers who produce books, special reports, newsletters, "guerilla" videos, cassette tapes, and floppy disks, to make a fortune!

The ways to make a great deal of money in information publishing are almost limitless. All my adult life has involved a search for the ideal business. I started 18 companies before I was 35. Then I discovered publishing. My first publishing venture began with a \$90 classified ad for the first book I wrote, HOW TO FORM A CORPORATION WITHOUT A LAWYER FOR UNDER \$75. That book has sold over a million copies.

I've since written 13 other books of my own and sold two and a half million copies. In addition, I've published 39 books written by others, as well as numerous special reports, newsletters, and video and audio tapes. The lifestyle you can have as a publisher operating from home anywhere in the world is unsurpassed. I do my work in Florida and Europe, depending on the season.

There is also no more profitable profession in the world as publishing, and none as satisfying, because you can really have an impact on people's lives with valuable ideas and information. So many people have asked me how I've done it. I've put together a complete program to help those who wish to enter this field and succeed. Everything is provided, including showing you how to get financing.

If you would like a free information packet (of course, without obligation) call 1-813-596-4966 or fax 1-813-596-6900 and request "complete information on Information Publishing."

Ch 14 - Find world famous people to speak before your group-free

Key words are: **"We do not have a speaker budget"**

If your organization or group is like most, you don't have the funds to pay huge speaking fees for top people. Top speakers charge \$5,000 to \$25,000 and up. However, if you approach them in a certain way, over 90 percent of the time world-class experts will speak at your meeting or event absolutely free.

If travel is involved, that might be your only cost; but I've invited top speakers who have even paid their own way. But, minimally, you do need to at least pay travel costs. Of course, in many cases, speakers do it to gain exposure to self-market their personal services, book, newsletter, etc. Or, often to have their talk publicized. Or because they just love the opportunity to speak!

Here is what you do: Call the speaker you would like as far in advance as possible, because, of course, well-known people are in demand and are booked well in advance.

Say, "We'd love to have you speak before our group, consisting of (name of group) on (date). However, we do not have a speaker budget. Would you consider speaking to our group at that time? We would be very honored to have you be our featured speaker!"

Usually the speaker's service, book, tapes, or seminars may be of interest to the organization. Of course, be sure to communicate to the speaker that he/she is free to offer these services.

You'll be surprised and pleased with the quality and number of people who will accept this offer.

Ch 15 - Attract the world's best employees to help your business really prosper

Key words: **"Have everything to do with how you describe the job"**

In most employer's minds, even in a one-person business, recruiting employees is thought of as a personnel function. I believe the main reason I have been able to attract dozens of excellent employees is because I treat recruiting people as a marketing function.

I've had the best success using classified ads in local newspapers for both management and support people. Classified ads have proven to be far more effective and less costly than through the use of employment agencies.

For example, my most recent hire was for an executive secretary. I sat down and described the position from the secretary's point of view. Here is the ad:

EXECUTIVE SECRETARY

Best secretary on Gulf Coast sought by busy writer/publisher. Excellent office skills including computer and bookkeeping are necessary. References required. Please send resume and salary history in confidence to Ted Nicholas, PO Box 877, Indian Rocks Beach, FL 34635.

I received over 100 resumes from highly qualified people for this position. You will find top job candidates for your needs by using this direct approach.

Ch 16 - How to get capable people to work for free

The magic words are: **"Volunteers Needed"** and **"Piece of the action"**

If you are involved in a small business or a project, often you can gain volunteer help from people who have free time. These people may be bored and/or have income from various sources. A bookstore I ran a few years ago was basically run with volunteers. You may be able to do the same. You can put notices at church, or your community bulletin board, describing the type of person you'd like to respond.

The second method is applicable to more situations. Many of the best performing people are happy to work for a percentage of sales or profits. Instead of paying a fixed salary and benefits, which involve overhead you may not want to incur, you run ads or contact people and offer them one of several options, including:

- * Hourly rate for services rendered.
- * Percentage of sales.

- * Percentage of profits.
- * Royalty on sales.
- * Percentage of savings.
- * Fixed payment for units produced.

Individuals with strong entrepreneurial instincts will be attracted by such an approach. In fact, they prefer it because there is no limit on their income and they are more independent and can set their own hours, etc.

The best way to structure such an arrangement is with a simple letter agreement wherein the individual working with you invoices you periodically as an "independent contractor." Of course, use caution that these people are actually independent, so you won't be forced by the IRS to classify them as employees. (For complete information on this topic, I refer you to my special report entitled, "How to Gain Financial Freedom.")

I utilize arrangements like these in my current business activities for various people who provide service, such as:

- * Shipping
- * Selling
- * Authors who write books and reports for my company
- * Editors
- * Lawyers
- * Accountants
- * Consultants

Of course, as with all people who provide service to you, I recommend you ask for and check out their recommendations before you hire them.

Ch 17 - Get free advertising by becoming a celebrity, first locally-then nationally.

The key words are: "**Local Author**"

Writing a book is the best way to get gobs of free publicity. The best advertising there is - word of mouth. It's amazing how much attention you get locally and then nationally, just by getting a book published. While there are some opportunities writing fiction, there are far more in non-fiction.

A good place to start seeking a subject is to reflect on what you've been doing with your life for the last 10-15 years. Often others will gladly pay you the price of a book to learn what you know. If you need help in preparing your book, or special report, or video or audio tape, plenty is available. You can contact graduate students through a university or advertise for editorial assistance with an ad in your newspaper. It's surprising how many people, including teachers, professors and other experts who enjoy writing, will contact you.

You can arrange compensation to collaborators, including editors, ghostwriters, or proof readers in a variety of ways. These include an hourly rate, price per word, or per typewritten page. Another way, which I favor and have often used, is payment on a royalty basis after the book is published and on the market.

If you have difficulty in finding a publisher for your book or other product, you can self-publish. Does self-publishing work? I've sold over 3,000,000 copies of books using this strategy! You can do the same.

Ch 18 - Obtain U.S. rights to market best-selling products from around the world for as little as \$250

The key words are: "**Exclusive direct marketing rights**"

It's amazing but true. There are all kinds of profitable products, including best-selling books, to which you can obtain valuable rights for next to nothing. When you locate a successful product that you'd like to sell, contact the owner. Look for things that are selling in retail stores or via mail order both in the U.S. and around the world. Use this approach:

I'm interested in marketing your product, (name the product). I will undertake a market test to sell your product via direct response methods, including mail, print ads, and possibly TV and/or radio.

I will produce the product under a license from you where I pay costs to produce it. Here is an advance in the sum of \$250 to \$1,000 to show good faith.

After the test, I will pay you a continuing royalty on sales of (offer 5% up to 15%) on all revenue for exclusive direct marketing rights for the United States.

You continue to sell your product as you wish. In fact, my marketing may help to increase your sales due to the added advertising and publicity I will generate for the product.

Because the owner of a product has everything to gain and nothing to lose by such an arrangement, you should be able to obtain rights to numerous profitable products using this strategy. I've obtained the rights to several best-selling books using the above techniques.

Ch 19 - Reduce or eliminate legal fees in your business and personal life

The key words are: "**Ready-to-use-forms**"

You can document most important actions in your life by using stock forms and agreements. All you do is fill in the blanks. In this way, you can both protect yourself and save hundreds, even thousands, in legal fees. Standard form and agreements can be found in books, as well as in stationery stores.

I like the usefulness of forms so much I've written several forms books, including:

- * HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER \$75
- * COMPLETE GUIDE TO BUSINESS AGREEMENTS
- * COMPLETE GUIDE TO "S" CORPORATIONS
- * COMPLETE GUIDE TO NON-PROFIT CORPORATIONS
- * COMPLETE BOOK OF CORPORATE FORMS

There are many good form books by other authors, as well. Even divorce when it's simple! When the couple has accumulated few assets, a divorce can be done via ready-to-use forms. You might ask, "Should you ever use a lawyer?" The answer is, Yes. A good rule to follow is when the agreement form matter you wish to document is complex, by all means, hire an experienced, competent lawyer. Examples of complex legal matters include:

- * A corporate merger
- * Holding a public stock offering in a corporation
- * Buying or selling a business
- * Filing a lawsuit
- * A complicated divorce case

However, for simple legal actions use forms and do it yourself to save time and money.

Ch 20 - Buy valuable antiques at huge discounts

The key words are: "**Open to negotiation**"

If you love antiques, you no longer have to pay the listed price. You'll find that antique dealers almost anywhere in the U.S. or Europe are receptive to this approach. After you find something in which you are interested, regardless of the listed price, ask this question: "Are you open to negotiation?"

Invariably, the answer is "yes." The door has now been open. The seller will listen to your offer. You can begin negotiations at a level wherein you are comfortable. It can be 25%, 40%, 50%, or 75% of the list price.

I frequently buy antique furniture, jewelry, and original art at huge discounts using the above techniques.

I get a lot of pleasure negotiating good deals. I'm always surprised when I see other customers paying the listed price. Of course, antique dealers are happy to accept the full price when prospective buyers simply do not ask for a discount.

Ch 21 - Get valuable financial interest in other people's companies without investing one red cent

The key words are: "**Small financial interest**"

If you have skills which are helpful to entrepreneurs, you can often trade your expertise for a stock portion or percentage of a company. This can also be very appealing to the entrepreneur founder if he/she is "cash starved," as are most business owners. It's often easier to pay those who help build the company in stock rather than cash.

Offer to trade your services for a small financial interest in the company. Indicate you are willing to work for a "piece of the action" and invest your time and skills to help the entrepreneur grow. This type of interest can be anything you negotiate, usually 5% to 25%.

Another variation of this technique I often use with clients is to work on a percentage of sales. This usually runs 5% of sales on projects on which I'm engaged. A good way to present this, especially if you are able to help build sales, is to say, "If I can help you generate income you would not otherwise earn, are you willing to pay me an agreed upon percentage?" Almost always this kind of offer is accepted. Clearly, there is no downside whatsoever to the business owner and the chances to make more profit is irresistible.

Ch 22 - Earn from \$100,000 to \$250,000 a year or more as a consultant

The key words are: "**Increase sales or you owe nothing**"

There are many small companies that have good products that are under marketed. When you find one that meets this criteria and you are willing to invest some time, make an offer. Here is the basic offer you make:

I'll present some marketing ideas to you. If you choose to use them, you pay me a percentage of increased sales. (I recommend 2.5% to 5% as a workable percentage.) Your payments to me will continue as long as the plans and ideas are used. If you stop using them, you have no further obligation to me. If for any reason the sales do not increase, you owe me nothing.

All I ask you to do is to send me a letter agreeing that if you use my recommendations, you will pay me as per the above terms and conditions.

As you can readily see, the client has everything to gain and nothing to lose on this basis. Each month, I'm paid thousands of dollars by hand-picked clients I enjoy helping. I currently have a waiting list. You can do the same, using the above plan of action.

Ch 23 - How to write headlines that make sales soar!

How to Write Headlines that Make Sales Soar!

Includes the 27 most powerful magic selling words in the English language

Save money, time and hassles.

This chapter features writing effective headlines. Reason? Ninety percent of the success or failure of any sales offer, whether in a space ad or sales letter, is the headline. Teaser copy on an envelope and the title of a book are as crucially important as is the headline in a sales letter or ad. So I feel headline writing is the best place to start. I'll show you how to ignite your sales by creating headlines with amazing power!

What the legends in advertising say . . . In case you have any doubt about the importance of headlines, here is what two of the greats in advertising have to say:

"Advice to copywriters: When you are assigned to write an ad, write a lot of headlines first. Spend hours writing headlines - or days if necessary. If you happen to think of a headline while walking down the street or while riding the bus, take out pencil and paper and write it down."

John Caples

"On the average, five times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you have wasted 90 percent of your money."

David Ogilvy

Headline writing is an area in which everyone, including professional copywriters, can be stronger. But, I'm unaware of anyone in the world today who teaches the art of the headline effectively. Unfortunately, many direct marketing seminar speakers have learned from a book instead of the real world. Often they teach mythology that doesn't work.

What does a headline do? An effective headline is important for many reasons. It:

- * Attracts attention
- * Communicates a strong benefit
- * Appeals to the self-interest of the reader. It answers the question, "What's in it for me?"
- * Sets the tone for the offer. A headline acts like a marquee does for a movie theatre and
- * Selects the right audience.

Based on hundreds of tests conducted, a good headline can be as much as 17 times more effective than a so-so headline. And this is with exactly the same body copy!

Because it is so important, I always write many headlines for an ad or book title. For instance, for *How To Form Your Own Corporation Without a Lawyer for Under \$75*, I wrote 217 titles before I published the book. And the final title also became the headline for my first ad. Here are some guidelines I use for the way a headline is written and presented.

- * The promise must be believable.
- * Never use more than 17 words.

- * Use quotation marks because it is more memorable.
- * Use reverse type sparingly, because it is hard to read.
- * Use upper and lower case letters - not all caps - for reading ease.
- * If a large photograph is used, place the headline below it.
- * Do not vary type size.

How to start writing great headlines . . .

On any product, including an information product - book, special report, newsletter, tape, floppy disk . . . re-review the product, element by element. Step back from the product. If you have written or created the product, take off the producer's cap and look at it with a "marketer's eye." Identify all the benefits and features of the product - from the buyer's point of view.

Benefits are the real hot buttons. Benefits are those elements of the product that provide the answer to, "So what?" Use strong action verbs. For example: "Discover how to slash your taxes by 95%." The word slash is a strong action word.

A feature is a fact about the product that builds credibility: "It's 11 X 17 inches, 244 pages and has 13 illustrations." Both features and benefits are necessary in your copy. But benefits are where to place the emphasis. Benefits close the sale. Reason? People act 90 percent on their emotions. Benefits help bring out emotions. Everyone then justifies their decisions by using logic.

The best strategy to capture benefits

Here is a great technique. Using 3 X 5 cards, write one benefit or feature on each card. If, for example, the product is a book or tape, from some pages or segments you will write several benefits and features. On others, only one or even none. Do this throughout the review of the product.

When you have completed this process, review the 3 X 5 cards. Sometimes you will have 50, 75, 100 - up to 200 and even more. In some cases the strongest benefit you can find on a card is also the best headline. It can just pop out at you sometimes! A benefit you have isolated on your 3 X 5 card can become what sometimes is called your "unique selling proposition" - your USP.

The obvious can be your key to wealth

When you isolate the obvious benefits, you will start building wealth. You will immediately start earning a great deal of money as a marketer. Why? Many marketers miss isolating the obvious benefits of their product. You will have many headline choices. The benefits you have isolated will help you write the rest of the body copy. Your entire message needs to be filled with benefits. Put the strongest ones first in order of priority when you get into writing body copy.

Put drama, power and passion into your benefits. Here is a special technique that can be even more powerful than the procedure I have just described. A technique NOBODY teaches - originated by me so only I know it. I call it . . . Finding the hidden benefit

I often create headlines that do not arise from studying the product itself. Yes! That is not a misprint. By using this special strategy, I've written some of the most successful headlines in direct marketing history. Here is how it works . . .

Ask yourself this question, "If I had unlimited, god-like powers and could grant my prospective customer the biggest benefit I can possibly imagine he or she would ideally want from my product, what would that be?" Write down your answer.

Here is a specific example. While writing The Complete Book of Corporate Forms, to sell it I naturally wanted to

dramatize the book and excite my prospects about its benefits. How could I possibly do that? Numerous publishers sold legal form books. Not as good as mine, mind you, but still form books. (Mine was, and still is, the easiest to use.) What could I do to differentiate my product? How could I make a book of forms (sounds dull, doesn't it?) exciting!?

So I stood back and asked myself that question. I quickly realized that entrepreneurs don't care a whit about forms. Most abhor paperwork. What they want is the benefit from using the forms. I knew entrepreneurs, more than anyone else, hate to pay taxes. And what every entrepreneur desperately wants is to preserve the corporation's tax shelter status. No one wants to lose that precious benefit.

So it came to me. I wrote the headline, "What Will You Do When the IRS Suddenly Wipes Out Your Corporation's Tax Shelter Benefits?" Of course, the book has narrative information about the importance of keeping good records to maintain the corporate protection. But, while it happens all the time, there is nothing whatsoever in the book about the IRS taking away benefits. That is why I call it a hidden benefit.

The rest of the copy for the ad was easy to do once I had the lead. You too will find your copywriting task will be simpler. I used this headline for a 7 X 10 inch space ad. Later I used the same headline for a successful sales letter. A card deck offer selling the book on a postcard was also very successful.

Wow! Did it work!

Results? Since 1979, 350,000 copies of the book have been sold at \$70 per copy. That's 24.5 million dollars worth of product sales. And it is still selling just as well today! Selling a million copies of this book in the next few years is easily within reach!

One caveat on the "hidden benefit" headline strategy. Make sure your product actually delivers on the headline's promise. If you have the slightest doubt, here is what to do: change or revise the product! Result? You will both deliver the benefit and greatly add to the product's sales appeal!!

Other examples of headlines I have written that have nothing whatsoever to do directly with the product, but nonetheless have set sales records, include the ads I did for my book *How To Form Your Own Corporation Without a Lawyer for Under \$75*:

"The Eighth Wonder of the World"

"Wage Your Own Personal Tax Revolt"

"Only Way Left For Little Guy to Get Rich"

And the most successful headline I ever wrote for that product . . .

"The Ultimate Tax Shelter"

Another example of the technique is the headline:

"What Will You Do When Your Personal Assets Are Seized to Satisfy a Judgment Against Your Corporation?"

- Product: *The Complete Book of Corporate Forms*

Use the "hidden benefit" technique when you are writing headlines and watch your sales explode. And remember: Write as many headlines as you can. Test, test, test. You will undoubtedly want to test more than one headline or "teaser" before you choose your final "control" headline. And even after you have a control, it is imperative to keep running new headline tests against it for two reasons:

1. to see if you can beat it, and . . .

2. every headline eventually becomes tired and you need to change it. But not too soon!

You will tire of a headline much faster than will your customers. If it is working - never, never, never, never change it - until, or unless, you beat the results with a new headline.

Using photography to boost sales

A new trend affecting the art of writing headlines is the increased use of photography in ads and sales letters. People are influenced more than ever before, probably because of the increased watching of video and TV.

Think visually about your headlines. If your headline message can be depicted visually, try using a photograph for up to 1/3 of the first page of a letter or ad. Do at least one variation of the ad with a photo. The old saying is true: "A picture is worth a thousand words". But here is the key. The headline and the photography must work together. Ideally the photography emphasizes the headline.

An example of the headline supported by a photo

A project I am currently doing for a client uses a photo. The product is a wonderful manual designed for business people and leaders of all kinds who want to improve their public speeches, as do nearly all of them who want to get ahead. (Did you know that 54 percent of Americans would rather face death than make a speech?!)

The headline I wrote is "How To Get Enthusiastic Applause - Even a Standing Ovation - Every Time You Speak".

The ad photo depicts an audience smiling, clapping and giving a standing ovation as the speech ends. I bet you can even feel the attention-getting pulling power of the ad as you read this description. Can't you? Doesn't that knock your socks off?

A photograph cannot replace a headline

But no matter how good the photograph, the headline has even more responsibility. The goal? To get readers into the body copy. And the copy should be directly under the photograph, right after the caption.

On the ad for the public speaking book, the headline's promise is not specifically mentioned in the product, as such. It is another example of a "hidden benefit." However, the excellent information contained in the product delivers on that promise. I know because it kept the promise for me in a recent speech.

Powerful headline words

Here are my favorite headline words. The safest headline begins with "How To". It immediately appeals to the reader's self-interest. It piques curiosity. If the benefit is powerful, the reader will move on to the body copy. You are involving the reader immediately.

Did you know there are over 7,000 books in print with titles that start with "How To"? This phrase cannot be overdone. Here are 26 other provocative words and phrases I like to use in a headline:

1. announcing
2. secrets of
3. new
4. now
5. amazing
6. facts you
7. breakthrough
8. at last
9. advice to
10. the truth of
11. protect
12. life
13. here

14. discover
15. do you
16. bargains
17. yes
18. love
19. how much
20. how would
21. this
22. only
23. sale
24. hate

And finally, the two most powerful headline words:

25. free
26. you

Other important headline points

Avoid headlines that merely create curiosity. If the headline does not tie to the product or to the benefit derived from using the product, the reader will feel deceived and will stop reading. And, of course, your product will not be ordered.

A good headline is the first step in prompting an action on the part of a reader. The headline must stir an emotion. It must get the reader excited or fearful or protective. It must motivate. Use present tense, not the future tense, for added power and life. It adds more "juice" to the promise and makes the promise more credible and believable. The present tense is also far more emphatic. Use the first or second person.

Use verbs which are colorful, vital and strong. Use short words that create images or pictures. Eliminate most adverbs and adjectives; they belong in longer body copy where you can support them. Do not try to be "catchy" or "cute" as do many copywriters. Instead of dramatizing the product, they call attention to the copy itself which is distracting. Make the product the "hero," not the copy.

Ch 24 - How to create ads that bring in millions in sales

In this chapter, I'm going to dissect for you a successful ad containing the hidden benefit technique. The purpose? To clarify and make it easier for you to use.

But a word of caution. The hidden benefit technique, properly applied, is the most powerful marketing strategy in the world bar none. You stand a good chance of increasing sales so much that you'll experience unwanted shipping delays. Be sure you can promptly fulfill the extra orders you are bound to generate!

A quick review

First, a quick review of the process of writing an ad or sales letter. Study your product. Write down all the obvious benefits from the prospect's point of view on 3 X 5 cards. Write as many as you can. Often you'll have the best headline you could ever find from this procedure. If so, prepare your ad with the obvious benefit headline.

But then you'll want to try a hidden benefit ad to test against the obvious benefit ad.

To create the hidden benefit, answer this question: "If I had unlimited god-like power, what would be the single most compelling benefit my prospects would like to gain from my product?" Often the hidden benefit has nothing directly to do with the product itself. The answer to the previous question can become your most powerful benefit. And thus your headline. And also the main theme of your offer.

In this chapter is a successful ad recently prepared for a client. Look at the headline. It consists of a powerful

“How to Get Enthusiastic Applause — Even a Standing Ovation — Every Time You Speak!”

Leadership in all fields today requires you to be an outstanding public speaker

Please yourself enjoying the smiles and the pleased look of excitement on the faces of your audience.

When you finish speaking, you receive thunderous applause. Several in the audience stand. And then the entire crowd rises spontaneously to give you a standing ovation!

Suppose this response was typical of every speech you want to ever give from now on?

A Must for Leaders

Today, regardless your field, you are more likely to speak in public. Obviously, and passionately.

It's absolutely necessary to be an outstanding public speaker in any leadership position.

You constantly need to address boards and organizations, Conferences and meetings, Bankers and politicians, Associations and private clubs.

"You've gotta know how to talk to them. Public speaking is the best way to motivate large groups," says Lee Herrera, former CEO of Chrysler.

Doesn't a Good Speech Take Time to Prepare?

Yes! Any good speech usually requires long hours of preparation. Even if you give only a few speeches a year, preparation is a valuable skill.

The solution? A new publication, **AMERICAN SPEAKER**. You don't have to spend every single night, and you have 99% of most of your talent with the help of this service. There has never been such a valuable resource ever published before.

Recently introduced, its powerful public speaking techniques are now being used by top leaders in business, government, civic organizations, charitable foundations, and the professions.

Pret Ronald Reagan's Chief Speechwriter on Your Team

None of the best speechwriters in the nation are on the **AMERICAN SPEAKER** Advisory Board. The advice-of-chief is more often than James Robinson, Jr., speechwriter to four U.S. Presidents.

Imagine having the man who wrote Ronald Reagan's great speeches help you write yours!

Here are former President Reagan's own words in a thank-you letter to Robinson:

"Your exceptional talents—creativity, eloquence, and wit—have been invaluable to me in communicating our message at home and abroad.

You understand better than anyone else that leadership is not just making decisions, but explaining them clearly and persuasively.

You were always engaged with a passion or thought that captured the essence of an event. I shall always miss that."

— President Ronald Reagan

Imagine having this level of talent available to you. It would cost a minimum of \$400.000 yearly in salary just one high-level speechwriter on staff.

Have try a few of the other benefits **AMERICAN SPEAKER** provides you.

- You'll be shown how to:
- Create a powerful opening that immediately gets the attention of your audience.
- Make your body language more direct and effective, which accounts for a whopping 56% of



Wouldn't you like to get this type of reaction from your next audience? Make your next presentation a standing ovation with "American Speaker."

is speech's audience impact.

- Use numerous simple speeches and speech outlines. How short? Don't start from scratch.
- Refer to people and events to add power and audience involvement to your speech.
- This popular section is divided into 3 parts:
1. Current Debates. LDP popular or opinion pieces with thoughtful discussions.
2. Famous People: From the Past. I AM! columns of heroes and «Giant from History».
3. Today in History. More than 1,000 historical events to add zip to your presentation.
- Discover powerful strategies. Your speech will only be as powerful as the outline.
- Use unique strategies and patterns. You won't be the typical stage people in feelings.
- Use the magic of humor in the proper way.
- Get your own message across with aplomb.
- Overcome common speech problems and obstacles.
- Write your speech effectively. Whether you are "writing," "memorizing," or "fill scripting."
- Use the speech archives, which allows you to study the words of the world's best speakers.
- Topics. Offer moving, practical, or exciting facts at exactly the right time.
- Here is what Peter Lauer, founder of "Success" seminars, featuring Zig Ziglar and Howard Schultz, has to say:
"AMERICAN SPEAKER is a valuable resource for anyone who, even occasionally, speaks publicly. I see it as an excellent resource and help add power and power to my speeches."

Get Answers to Three Important Questions

- What to do if the microphone stops working?
- How do you handle an impromptu audience?
- What should you have memorized during your speech?
- How do you avoid the re-run never-minutes?
- What do you do if you drop your pen in the

middle of your presentation? Pick it up or act? Should you place things strategically in the audience to gain an advantage?

How Much Is Just One Good Speech Worth?

AMERICAN SPEAKER is exactly the service you need to help you prepare and deliver effective speeches. You'll add new ideas, new questions, and new inspiration to all your presentations. The service will pay for itself many times over, even if you give just three speeches a year!

Guarantee

Order the 417-page comprehensive guide now for only \$97. (Available only from the publisher, not in bookstores.) Review it for 30 days without risk. If **AMERICAN SPEAKER** doesn't meet your expectations, return it for a prompt and complete refund. Your satisfaction is absolutely guaranteed.

Enjoy "The 100 Best Quotations For 1998"—FREE

If you order now, we'll send you the newest special issue, **THE HUNDRED BEST QUOTATIONS FOR 1998**, absolutely free. It's yours to keep even if you decide to return **AMERICAN SPEAKER**.

Act now. This is a limited time offer.
Call: (800) 368-0115 24-hours a day,
in D.C. (202) 337-5844

Fit to: (202) 337-5844 or send coupon below.

Free Trial Request

YES! Please send me **AMERICAN SPEAKER** for a 30-day free trial subscription. If I'm not convinced that it will enhance my public speaking effectiveness, I will request a guaranteed refund within 30 days and receive my subscription refund. Otherwise, the price is \$97 (postage-paid), a savings of \$403 off the regular price of \$500.

Always send me your catalog with **THE HUNDRED BEST QUOTATIONS FOR 1998**, which I may keep regardless.

I enclose my check or money order for \$97 payable to **AMERICAN SPEAKER**.

Please charge my credit card:

Visa MasterCard AmEx

NAME _____

Address _____

City _____

State _____

Zip _____

Send to:

Overpatron Publishing House

Dept. 6288, 1401 36th St., N.W.

Washington, DC 20001

Phone: (800) 368-0115 Fax: (202) 337-5844

© 1997 Overpatron Publishing House

Don't you agree the headline captures exactly what every speaker wants deep down? When you speak, isn't enthusiastic applause and possibly a standing ovation what you want? Of course! Everyone who speaks wants these results.

I'm also going to comment on the key elements that help the ad succeed. Some of the points may surprise you even if you are an experienced marketer.

Add power to headlines

Notice that the headline is in quotes. Why? Studies show that an ad headline draws 28% more attention if quotation marks are around it! It appears much more important because someone is being quoted. Therefore, it should be read. And that is your first task. If the ad is not read, you have no chance of a sale.

The first sentence

The first letter of the ad, the P, is oversized and bold. It's called a "drop letter." It increases readership. Why? The reader's eye is drawn toward the left. The likelihood of the first sentence being read is much higher. Look carefully at the first sentence: "Picture yourself enjoying the smiles and the pleased look of excitement on the faces of your audience."

The above sentence is powerful. It's strong enough to be a headline. Or a sub-headline. There are three important reasons for this:

1. The sentence helps set the tone of the rest of the ad.
2. The headline is reinforced by the first sentence.
3. The reader is induced to read the second sentence.

The next paragraph and the rest of the copy amplifies the headline theme. Read the ad. Can you pick out the benefits and features? A great exercise is to find those benefits and features in a successful ad.

Here is a great tool in learning to write copy that sells. Sit down and copy by hand a successful ad you particularly like. Hand write it on a yellow pad. You'll start getting a feel for sentence construction and flow. Long sentences. Short sentences. Bullets. Subheads. You'll actually get into the mindset of the author when it was written! Then have it set in type so you actually experience the whole process.

Typefaces are important

This month's featured ad employs the old classic, a Times-Roman typeface in the headline. Either serif or sans serif typefaces can be used for the headline.

In the body copy, the typeface is also Times Roman. Reason? It's easy to read. Never, never use a sans serif typeface in body copy. Strive for an editorial look. The ad should appear similar to an article in the magazines or newspapers in which your ads will run. I call it an "advertorial." Five times as many people read editorials than messages that scream out "I'm an ad!" If an advertorial is prepared in accordance with the techniques that follow, it can do 500% more in sales!

Photograph

The sample ad was tested both with and without a photograph. Results were mixed. In some publications the photo adds response. In others it works better without a photo. Photos often lift response. But remember to always use a caption; many marketers overlook this.

Column Width

The size of the columns in your ads is also very important. Your prospects' reading habits are largely found through reading magazines and newspapers. Therefore, your column width should be approximately the same size as the editorial columns where you run the ad. Set your 7 X 10 ads in a three column format. The right side can be "justified" or "ragged" right. I have found no difference in results either way.

Free bonus

Results from any offer can be improved with an attractive free bonus. Add bonuses to successful offers and watch sales dramatically increase. There is one exception. The bonus must be highly desirable. When I first

began direct marketing, I tried using slow moving or even failed products as bonuses. But it doesn't work. If you can't sell it, you can't give it away!

Ask for the order

Unsuccessful marketers are reluctant to ask for the order. For any offer to be successful, you must be clear and explicit as to how you ask for the order. Include every detail. Make it easy for the prospect to buy. It's also important when you ask for the order. The prospect must be primed for the close. The sequence is crucially important.

In your sales letters, wait until the end of the message to reveal the price and ordering instructions. If your offer includes a brochure and an order form, separate them from the letter. This strategy will increase response. Put the brochure and order form in a sealed envelope. On the outside of the envelope say "Please don't open until you have read my letter."

Your guarantee

Offer a money-back guarantee. A guarantee increases your credibility and your response will be higher, no matter if you market a product or service. I notice The Hampton Inns, a hotel chain, is using this guarantee:

Money-back Guarantee

If you are not completely satisfied with your accommodations, just let us know, and you will be issued a full refund or credit.

Someone asked me whether or not Hampton Inns has been influenced by my ads. Frankly, I don't know. However, I do know this. A money-back guarantee increases orders on any offer. Especially for any service business that depends completely on customer satisfaction, feedback, and referrals to build their business.

Length of guarantee

I've found 10-day, 21-day, 30-day, 60-day, and one year guarantees are all effective. Once again you should test to be sure.

What about returns?

In direct marketing, highly successful offers with quality products tend to run less than 5% returns.

Do you need a coupon?

It's usually a good idea. However, results from my coupon versus no coupon tests have been inconclusive. Sometimes one out-pulls the other and vice versa. Therefore, sometimes I use them and sometimes not. A lot depends on how "tight" I am for copy, as a coupon usually takes slightly more space.

When you do use a coupon, keep the dotted line surrounding it thin. Reason? You don't want the reader's eye to be drawn to the coupon too early. Remember you must stage your offer in a sequence. Most graphics people tend to use a heavy coupon, unless instructed otherwise.

The role of graphics

Graphics, even in all-copy ads, are very important. Choose a graphics designer who understands the "marriage" needed between graphics and copy. They are important to your success. This is the principle that only one in a hundred graphics people have grasped: The role of graphics is to support, embellish, and strengthen the copy!

The most important ad element is the copy. The graphics can help create the tone, set the stage. The mood of the offer. The big ad agencies sometimes waste a fortune on graphics that do not support the copy. Instead, the graphics fight with, or are in conflict with, the copy, thus reducing power and effectiveness of the ad.

Copyright your ad

When you create winning ads and sales letters, others will copy you. The best, no cost, easy form of protection is to use the proper copyright notice.

Here it is: © Copyright (Year) (Your company name)

Use it on all your ads, brochures, and sales letters. All your printed material. The above is what is known as the common law copyright protection. You can also register everything you create with the Copyright Office for even more protection if you so choose. When someone steals your ad copy, sending a "cease and desist" letter usually stops them.

Pricing your product

Here is a really powerful tip that will increase your profits. You may have noticed that the price of my books and tapes ends in seven. There is a good reason for this. Remarkably, with the same copy and offer for a given product, you can increase sales simply by changing the price to one ending in seven.

Recently, at a seminar at which I spoke, my co-speaker, Gil Good, who was in charge of promotions at the Wall Street Journal for many years, discussed that subscription offers ending in seven out-pulled all others. At my last seminar, an attendee, a biblical scholar, pointed out the number seven was often used in the Bible. Remember the phrase, "70 X 7"? Seven may be a number that is truly blessed! The most effective magazine subscription offer, made many years ago, was by Life Magazine for \$7.77.

Test price this way. If your current price is \$19.95, try \$19.97. If you now sell at \$69, test \$67 or \$77; or if your price is \$99, try \$97, etc.!

Creative plagiarism

I hate copycats. Besides being against the law, it's also immoral. But there is a huge difference when you "model" others' success. Or improve other people's ideas with a superior product and advertising campaign. I call that creative plagiarism. It's completely moral and ethical. Modeling success is the least risky way to success. Why? Because pioneering new products, while sometimes highly profitable, is also very risky.

Ideas are not copyrightable. You can take an idea originated by someone else that has been tested and proven and change it. Often you can improve it. Perhaps, make a more compelling offer at a better price with a strong premium.

How to hire a copywriter

The best copywriter for your product is often you or the entrepreneur founder. No one has the understanding of the product and market or the passion as does the originator. A few examples include Joe Sugarman of JS&A; Bud Weckesser, Green Tree Press; William Bonner, Agora Publishing; and Christian Godefroy, Edi-In-ter, S.A. And these entrepreneurs are not available for hire.

The first thing to decide is whether to write your own copy. Don't treat the decision lightly. However, writing your own copy may be the most profitable way for you to invest your time. But even if you do your own copywriting, you should be hiring other copywriters as well! Why? To provide fresh new ad appeals that pull and improve on results. And because ads eventually get "tired" and have to be replaced.

Hiring copywriters or ad agencies

Here is how to hire a copywriter or ad agency, while avoiding the biggest mistakes most often made:

1. Hire the best writer you can afford. The best copywriters are freelancers 99% of the time. The top ones tend to not stay with ad agencies very long.

2. When retaining an ad agency, be sure you know which specific writer will be doing your copy. Don't be over influenced by a big name firm. A relatively untested copywriter may be assigned to your work.

3. Ask for samples of the writer's "controls." (A "control" is a sales letter or ad that is the most profitable sales piece a company uses to sell a given product.)
4. Ask for references. Check out the references provided by the copywriter. Call and verify that the writer actually created the "control." Unfortunately, some copywriters who may have contributed a small part of a marketing project or in some cases, contributed nothing, claim full credit.
5. Ask the copywriter's clients how easy or difficult the writer is to work with. Are deadlines met? Any problems of which you should be aware?
6. Audience compatibility. Find writers who have written other successful offers to your target audience. It's crucially important for the writer to understand the mindset of your market.
7. Make sure the writer has done the control in the medium you plan to use, i.e., space ad, sales letter, card deck, TV, radio. For example, most copywriters are far more effective in crafting sales letters than space ads.
8. Make sure the copywriter is prepared to do the necessary homework. Research can take from 33% to 75% of the time involved in the marketing project. You want a writer who studies the product, as well as the current and past ads that have worked and that haven't worked.

If the writer says he/she doesn't need to study your product, do any homework, etc.-- run -- don't walk away! Success is no accident. You must dig in and work at writing copy. If you or the copywriter don't, time and money will be wasted on an unsuccessful campaign.

What will be the fee for a good copywriter?

Of course, fees vary. For direct marketing champions, up front fees are usually from \$4,500 to \$20,000 for a space ad or sales letter. By and large, you get what you pay for. The best writers usually charge a royalty in addition. 2 1/2 cents to 5 cents per letter mailed or 5% of sales are typical. I charge \$15,000 plus 5% of sales. A low-cost copywriter can be very expensive! While fees seem high for the best, they can often be your best investment as you will save enormous quantities of the biggest asset of all - time!

What can you expect in results?

No copywriter in the world is successful every time out. The very best copywriters will write a successful ad for a new, viable product perhaps 20% to 40% of the time. If the task is to improve a winning product offer, the success can be 50% and more. So your odds of success with the help of a real pro can be as low as one-in-five to one-in-two.

Ch 25 - Today's best no cost/low cost marketing

Here is a strategy that sells products like crazy and doesn't cost a dime. I call it direct marketing public relations, DMPR. It's the best no cost, no risk way to sell any product or service. This is where a magazine, newspaper, TV show, or radio program features your product in the form of a story.

If the wire services, such as Associated Press, pick up the story, sales can be phenomenal. You can be featured in hundreds of newspapers overnight. Radio and TV can also help move a lot of product. But print media pickup is usually best because it lasts longer than any other form.

Sometimes you can luck out. A story can run without any action on your part. But it's far more likely to occur if you make it happen. How? By providing one of three things. And sometimes all three.

1. News release
2. Camera-ready article
3. Sample of your product

Send the news release to magazines, newsletters, newspapers, and radio and TV stations that are the most likely to be interested in your product. When a story is run that also includes, as a public service, information about price and how and where to obtain your product, you can generate substantial sales.

Recently, a self-published book called HOW TO MAKE YOUR PAYCHECK LAST was featured in a large circulation magazine. The magazine editor fell in love with the book. According to Jerry Buchanan, who writes the TOWERS Club Newsletter, the author received \$3,650,000 in cash orders within 60 days of when the article appeared!

Using the DMPR technique, I've had hundreds of major news stories written or picked up with various products I've marketed. These include fudge in 77 flavors, cosmetics, newsletters, and exercise equipment. And, of course, the 53 books I've authored or published.

I'm currently helping a client with a product using DMPR. This product is perfect for a major publicity campaign. Why? It's particularly newsworthy. What is the product? A charger which makes any battery last for life! It's really an important breakthrough. Just imagine the potential for news stories! The secret of getting media to run your story is making the introduction of a new product . . .

A major event

Here is what to do. Prepare a news release. Write it yourself. Or hire a journalist who will prepare it for you if you prefer. If you like the writing style of any reports in your local paper, contact them first. This can be a good place to find the needed skills. And usually reporters like earning extra cash.

Another option is, once completed, have the story set in type. Then if the editor to whom you submit the article likes the story, all the publication has to do is run it exactly as submitted! It's amazing how many periodicals will run a well written camera-ready story as submitted. It's easy for them. They don't have to do anything. When stories or reviews are run based on your news release or camera-ready story, request permission to reprint.

Offer a special report

Another effective marketing strategy is to prepare a special report. Make sure it provides useful and valuable information to prospects for your products or seminars. It should be closely related to your business or profession. For example: Let's say you run a plumbing business. Your report could be something like this:

"How To Do Your Own Minor Plumbing Repairs . . . Save \$50 or More Per Service Call."

Your report would show the layman how to do basic things like repairing leaky faucets or water closets. Make it easy to use by providing step-by-step instructions. Or suppose you own a restaurant. You could create a special report that everyone wants:

"How to Get Delicious Low-Fat, Low-Cal Meals in Any Restaurant"

Another example. Suppose you sell computer products. Offer a special report on "How to Clean Computers," which, if not put into effect, ultimately leads to 94% of computer failures.

Now, in these examples, it would be relatively easy to get the news media interested in writing a story about you. Clearly, you really are providing useful information. You could sell these reports at low cost, in the \$5 to \$20 range. But it's more effective to give them away free.

It's not necessary to promote your company directly in the report. Just the fact your company is mentioned as the distributor of the report is enough due to the good will that is created. Who do you think the person will call when they need a service in your field?

Information products boost sales

We're in the middle of the information age. Regardless of what you sell, if you don't use information products to enhance the value of products and services you market as well as your own image to your customer, you are

missing a great opportunity. Create a good information product and watch your sales skyrocket!

Suppose you sell information products

As a publisher of books, newsletters, special reports, tapes, software, and other information products, you are already in a unique position. Reviews and stories about your products can be gotten just by sending a - review - copy to a good list. However, very few publishers, in my view, take full advantage of their opportunities. Why? For several reasons:

1. Failure to make your product newsworthy. Along with the product, include a powerful hard hitting, exciting story about why your product is news. Most product stories are dull, poorly written, and uninspiring. They are boring. It's no wonder publishers often struggle to get media attention.
2. The product title or name is weak. The name or title to any product must be as good as a headline. Make sure your name is strong enough to sell the products all by itself! Examine your product titles. Be honest. Are they powerful enough to do the job by themselves? If not, there is only one solution. Change the title!

Continuously review and change book titles to improve their strength and selling power. Here are two examples of how I re-titled books:

1. Original title: HOW TO GET OUT IF YOU ARE IN OVER YOUR HEAD

New title: HOW TO GET OUT OF DEBT

People in bookstores at first thought the original books was about swimming, not debt management! The new title was responsible for making the book, which failed at first, into a winner. (Originally, I sold three copies, as I recall, to my mother-in-law and two friends, and that was about it.) With the new title, I sold over 25,000 copies!

2. Original title: MANAGEMENT FOR ENTREPRENEURS

New title: SECRETS OF ENTREPRENEURIAL LEADERSHIP

The new title has improved sales by 500%! Lessons learned? Do not be cute or oblique with a product title.

Today's best advertising strategy

The best low-risk advertising method today is through the use of small display ads. And it's ideal for those on limited budgets. It's what many refer to as two-step selling. The strategy is in two steps:

1. Capture an inquiry. The first step is to sell the concept of the customer contacting you by phone, fax, or mail. Your goal is to capture the name and address and/or phone number. Then convert the person who has raised their hand into a buyer for your product. How?
2. Send a sales letter that sells the dickens out of your product! Keep sending follow-up letters until it is no longer profitable. How long should the letters be? The simple answer is long enough to tell the entire sales story. Many people ask me if long sales letters pull. The fact is a two-page letter outsells a one-page letter. A four-page letter outsells a two-page letter. An eight-page letter outsells a four-page letter. I've written 16 page letters that sell like crazy. Where it will stop, I don't know.

Here is the point. If someone is a serious prospect for your product, they want to know everything about it. If they are not interested, they won't even read three paragraphs! But here is the secret. You just don't write for length. Every word of copy must be relevant.

Use small display ads

Notice I recommend small display ads, not classified ads. In fact, most marketers should forget classified ads. You can lose a fortune fast buying classified ad space in hundreds of newspapers. Why? Because classified sections do not apply to most products and services.

Your prospects do not read classified ads often enough to give you a flow of prospects. Unless your product is related to a home, car, employment, or business opportunity, do not invest in classified ads. The biggest nonproductive use of money in all advertising is waste circulation. Powerful small display ads best deal with the waste circulation problem and also will:

1. Target that relatively small percentage of people in a given publication who are genuine prospects for your product.
2. Provide a steady flow of new prospects.
3. Build what will become the most valuable asset in your business - your mailing list of buyers and prospects.
4. Test headlines! Another great benefit of running small display ads at costs in the range of \$100 to \$500.

Take a look at some examples of fractional page ads on the next page which currently run and pull a continual flow of leads.

Important tips

Notice the small display ads employ telephone, mail and telephone, and fax response options. Claude Hopkins, an excellent marketer, found that, even 50 years ago, the best way to obtain the highest level of response is by offering one option only! Telephone! Marketing guru, Gary Halbert, notes that by recently adding an 800 number for inquiries, his telephone response increased inquiries by 300%! For most offers, the telephone-only response with an 800 number will draw the most responses. On recent ads we're using the telephone-only option, but, of course, each offer to each market audience needs to be tested as there can be differences.

Fractional Display Ads

Instant Incorporation While-You-Wait

Often it's urgent to form a corporation immediately. Reasons include closing a deal, tax savings or to limit personal liability. Now, all you need do is pick up the phone and have your credit card ready. No lawyer necessary. You can be incorporated—including name reservation—while you hold the line! Patented system makes it easy for you. Your cost? Only \$45 (plus filing fees, usually \$74).

Your incorporation will be handled individually, with care. Nationally known corporate service organization is established for over 15 years. We've set up over 70,000 corporations and incorporate in any state, specializing in the well-known Delaware corporation. Call toll-free now: 1-800-238-2677.

IN 8 MINUTES

You can now incorporate, including name reservation, instantly by telephone while you hold the line. Think of it. In 8 minutes or less you'll be the owner of a corporation, without red tape, large legal fees, or hassle. Incorporation can often take weeks through law firms at costs from \$800 to \$2,500 or more, through us your total costs are as low as \$45 (not a misprint) plus filing fee — usually \$74.

The Company Corporation (TCC) has been established since 1972, and during the last 20 years has set up over 90,000 corporations. TCC is the member organization of its kind and nationally known for its ability to establish corporations in any state, including the well-known corporate laws — Delaware.

Just decide on a corporate name, have your credit card ready, and call:

1-800-242-2677 ext. W1455
THE COMPANY CORPORATION
Susan Christine Cooke, Dept. W1455
281 N. Walnut St.
Wilmington, DE 19801

You A Million A Day

Earn at least \$1,000 a day. Ted Nicholas, author and self-publisher of 14 best-selling books of his own and 33 others, reveals all his inside secrets of success at his forthcoming Tampa seminar. Call now for free details without obligation. 813-296-4966

"Best Selling Author Reveals Secrets Of Making \$1,000 A Day Publishing Books!"

Publish books, special reports, videos, audios, software, or newsletters. Cash-in on selling information in the hottest business opportunity in today's booming information age.

Turn your love of writing or publishing into your own profitable and enjoyable business. We can provide everything you need to start and can even show you how to get financing. For free information, call us at 1-813-296-4966 (9-5 M-F EST), 1-800-648-3733 (24 hours a day) or fax to 1-813-296-6988. Or write Ted Nicholas, Dept. , 19918 Gulf Blvd. #7, Indian Shores, FL 34635.

Catalogs build sales without risk

Another under-used method of boosting sales without advertising cost is by having your product included in catalogs. Of course, you can easily generate sales for your product in your own catalogs. Here I'm referring to other people's catalogs. If you have a product proven to be a winner in space ads, direct mail, or TV, results can be spectacular. Sales can be truly massive. But even if you don't advertise heavily at present, catalogs can still be a good source of sales for you.

If you do advertise extensively now, add the words "as seen on TV" or "nationally advertised." Or "as advertised in The Wall Street Journal, Forbes, Playboy," etc. What discounts do you offer the catalogs? 50% to 65% is common. There are 3,700 significant catalog companies in America. There are about 250 great ones. These include: Sharper Image, Spiegels, Tweed, and Avon. And they are all looking for new products to sell.

What you do is this. Put together a package containing a sample of your: Product, Flyer, News Release, and Photograph. Send this package to a target list of catalog producers. Some will want you to drop ship. Others want to take the product into inventory.

My products have profitably and steadily sold for years through other people's catalogs. Marketing consultant Dan Kennedy reports that one of his clients produced \$39,000 in sales during the first four weeks in Playboy's catalog. Over the next year, from the single catalog, over \$500,000 in catalog sales were generated. Once you appear in one major catalog, many others will be after your product!

You can get a complete lists of catalogs by doing some research and by getting on mail lists. You can also get

leads from major mail houses, mailers who are listed in SRDS (Standard Rate & Data Service, 1-708-574-6000). Oxbridge Communications Inc. publishes an annual called The National Directory of Catalogs. Their number is 1-212-741-0231.

Another way to contact catalog producers is through an agent. Their fee is usually about 10% of sales. One well-known agent who has a good reputation is Jess F. Clarke, Jr. with Catalog Solutions at 1-203-454-1919.

Ch 26 - How to get marketing rights to a hot product for as little as \$250

The first step to financial success is a saleable product. Before you can proceed to build any income you must first have a product to sell. There are two ways to get a product:

1. Develop it from scratch.
2. Acquire the rights to sell a product.

In this chapter I'm going to show you how to acquire the direct marketing rights to hot products. You'll be given a workable strategy I've developed that consistently works for me as well as my clients. But first let's zero in on the first decision every entrepreneur needs to make . . .

How to get the product

Produce a product from scratch? Or acquire a product that has already proven its sales appeal? Let's face it. It's a lot of fun developing a brand new product. Most people prefer the process, including me. It can be a terrific way to achieve success. But it also can be one of the most risky, time consuming, and costly endeavors known.

Do you know what the success percentage of new product launches is by the best marketing minds in America? Companies like Proctor and Gamble, 3M, and Microsoft? Less than 25%! What choice do most entrepreneurs make? They develop products from scratch. And often without a well-defined market. Then they ask themselves, "How can I sell it?" This approach ends in disaster at least 75% of the time.

Is there a better approach which lowers the risks and increases the chance of success? Yes! And done correctly, it's practically foolproof. But few people in the world know how it's done.

First, let's dispel some conditioning to which we've all been exposed. Remember your teachers, professors, and books all proclaiming that the way to a fortune is to find a need and fill it? More people go bankrupt trying to fill needs than any way I know. The way to a fortune in business is to find a want and fill it. It's simple. Just find out what people want and give it to them. This is the main role of an effective marketer. If you market a product that is already selling, you are benefiting from someone else's costly market research. Customers have demonstrated they want it through paid orders.

That's why the most direct way to business success is to obtain the rights to sell a proven product.

Define goals that assure success

1. Find an under-marketed product or product category.
2. Acquire the rights to the product or an improved version of the product.
3. Sell it using a superior marketing plan.

Notice I said superior marketing plan. Your goal should never be to copy or plagiarize someone else's work. It's also illegal to do so. But ideas are not copyrightable. What you want to do is rise above the marketing plan now being employed. Sometimes you can also improve the product too.

But how are you going to make this happen? Isn't it difficult to find a product and successfully negotiate the rights to sell it? Most people think it's tough. But in a moment, I'm going to reveal a strategy to you that is

remarkably easy! But first we must...

Find a hot product

Where? The best places are:

1. Catalogs: Get on as many catalog mailing lists as you can and study the products being offered. There are over 3,700 catalogs! Products would not be repeated unless there was a proven market.
2. Mail offers: Products sold through the mail on a repeat basis are excellent lead sources for products.
3. Products sold in space ads: When you see the same product repeated over and over in a space ad, you know it's a winner.
4. Best seller lists: Go to a good library. Look up the Sunday New York Times non-fiction best seller lists for the last two years. You'll not only find books but many other ideas for non-book products. Best seller lists tell you what people want. Book stores regard books like "fashion statements" with as little as a three-month life. Often you can pick up hot products no longer featured which a huge number of people still want!
5. Book stores: Hang out in a good book store. Make friends with the owner/manager. Ask about what subjects people are particularly interested in. This can be excellent market research, regardless of what business you are in now. You really get "hands on" insights to what consumers are asking for. If you listen with a "marketer's ear," you'll be able to spot hot categories. Obviously, if books are the product which most interests you, find the new winners.
6. Active listening: Listen carefully to what people are griping about. The solution can often fill pent-up want and demand for a product. For years, I listened to entrepreneurs gripe about getting "ripped off" by lawyers for routine work, forms, etc. So I created a multi-million dollar publishing company based largely on do-it-yourself legal books. It all began with HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER \$75, a book which is still selling thousands of copies each month.
7. Newspapers and magazines: Good places to spot trends (which are really wants) include Reader's Digest, Wall Street Journal, People, Washington Post, New York Times, and USA Today. One of my favorites is The International Herald Tribune.

A word of warning. Don't get so busy you forget to read for an hour a day minimum. Many marketers stop devoting the necessary reading time.

Products to look for

What you should be looking for are products that fill perennial wants and will sell year after year forever. I don't like fad products. They are very risky and sales can stop overnight. This can put you into a financial bind or even cause you to go under fast.

If you are looking at books as a product, concentrate on "how to" books. Why? They sell! Whether or not you sell information products now, perhaps you should, regardless of your current business. Reasons are many. They include:

- * Books and other information products make appealing premiums or free bonuses, which can really enhance sales of any product.
- * Books and other "paper and ink" products, like special reports, have a high margin of profit. Customers are not buying the paper and ink, tape, or diskette, but the information.
- * We are in the middle of the booming information age.

When you supply valuable information, you add value to any product or service you sell. Some of today's hottest product categories and markets include:

- * Income Opportunities
- * Fitness
- * Diet
- * Nutrition
- * Environment
- * Cosmetics
- * Senior Citizens
- * Software
- * Self-defense
- * Family Cost Cutting Programs

How to negotiate direct marketing rights

Now I'll reveal exactly how to acquire the rights to virtually any product. For purposes of this example, the product will be a book. However, the same exact principles apply to all products. The approach is a win/win situation for all concerned. The author-publisher (creator-producer) and the biggest beneficiary of all - the consumer.

Your negotiating goal is twofold:

- A. Buy the product at favorable cost.
- B. Get as much exclusivity as possible.

However, exclusivity is not as important as you might think. Reason? The successful marketing plan and copy which you create, and to which you own the copyright to, is the most important asset you have in selling any product.

Let's assume you've found a product you'd like to acquire the rights to and sell. The next step is to find the manufacturer or owner of the product. That's usually quite simple. It's printed on the product itself or on the sales literature. Now you are ready to telephone the product owner.

When you call you need to establish rapport. Then you create a "yes momentum." Once the person gets used to saying yes to you, it's much easier to conclude a successful negotiation. Here is an example of a typical conversation between you and a mythical publisher named Random Horse:

You: Hello. Random Horse (R.H.). This is Bob Smith calling. I'd like to speak with the person who handles rights for your non-fiction business books.

RH: That's Dave Jones. I'll connect you.

You: Hi Dave. This is Bob Smith. I understand you handle rights negotiation to non-fiction business books, isn't that true?

RH: Yes.

You: I may be interested in direct marketing rights for one of your titles, KILL ALL THE LAWYERS, by Frank Shakespeare. You do publish that book, don't you, Dave?

RH: Yes. We sure do!

You: Great! Well I'm a direct marketer. We sell throughout the U.S. through mail order and space ads. Our methods can move a tremendous amount of product. I'm sure you would like to dramatically increase sales of that book, wouldn't you Dave?

RH: Yes, I'd love to do that.

You: Well, of course. I can't make any promises. But here is how we operate. We'll do a marketing test entirely at our expense. If it's successful, we'll then go forward on a national campaign. And here is the best part for you, Dave:

We'll generate sales beyond what is now being done. For each sale by direct response, studies show two people go into a bookstore (or retail store) to get the product. You just keep doing what you're doing and our efforts will enhance your sales. Doesn't that sound good to you, Dave?

RH: Yes. It sure does! But how would the deal work?

You: We'd like exclusive direct mail rights. We will buy the book in a similar way as a book club. Basically at manufacturing cost, plus a royalty* on all income we receive to compensate the author and/or publisher.

(*Usually this figure is from 5% to 15% of revenue. If the book is used as a premium or bonus, a fixed amount, such as \$1 up to \$5 is not unusual.)

If the test is successful, we then will continue buying in much bigger quantities or print our own edition of the book as called for in the agreement I'll send you. Dave, are you with me so far?

RH: Yes. I see now what you have in mind. Sounds like we have everything to gain, nothing to lose.

You: If the book moves in a big way, your royalties will be very substantial indeed!

RH: Can you give me an estimate of sales?

You: I could, but it would really be guesswork at this stage. First we'll buy just enough books for the test. After the marketing test, I'll be in a much better position to give you some projections. I can tell you this--some of our books sell in the hundreds of thousands of copies.

RH: There may be one problem. We've got two companies, ABC Corp. and XYZ Corp., who do a little bit of direct marketing of KILL ALL THE LAWYERS through their catalogs. Does that hurt what we could do together?

You: Absolutely not. I'll send you our agreement for your review. We'll exclude the two dealers who are now doing some marketing. Does that solve the problem?

RH: Yes, it sure does!

You: One more thing I'm sure you'll like. To show good faith, we will send you an advance against royalties of \$250. But remember, it's only an advance. The important factor is getting the product successfully direct marketed.

RH: Sounds terrific. I'll look forward to getting the agreement and getting it signed real fast.

(We've been successful many times with advances of \$250, even for "best sellers." In no case have we paid more than \$1,000.)

This dialogue is typical of such a negotiation. Do you see the full significance? You capture the rights to a proven product without a big investment of time or money. You can also give the product away as a premium to induce sales of other products. Use successful products as free bonuses and premiums freely in marketing. Your sales greatly increase when you do so.

One book I negotiated the rights for is called WRITE YOUR OWN WILL: THE LAST WILL AND TESTAMENT by Daniel Sitarz. I saw the book on the best seller list in the Chicago Tribune and felt it would make a nice premium. And it has greatly increased sales of the main product.

I've never been turned down by either small or major publishers using the strategy just revealed. Once you learn the technique, you too will be highly successful in getting products. You could even build an entire business with products acquired in this manner.

Remember, while I've used a book as an example, the strategy works with virtually any product. Why? All

manufacturers are happy to sell more of their product.

Ch 27 - How to triple the sales power of success ads

Once you start using the technique revealed here, you'll multiply sales results from ads or sales letters by 300% or more. How? By going successfully from one print media to another. You'll be able to convert space ads to direct mail and vice versa. You'll also see how to prepare successful card deck offers and fractional page ads.

Learn this strategy and the net result will be far greater sales from your copy. This will give you a huge edge over competition. Reason? Not one in a thousand marketers knows how to do it.

Ideally, start with a **"Full Blown"** offer. The recommended strategy begins with a sales letter or space ad. Prepare the offer, incorporating as many benefits and features as you can. Compellingly tell the complete story about why your product is of value to the prospective buyer. Pile on the benefits. Use the first person in your copy. Speak directly to your reader. Use a warm, friendly "from me to you" style.

Once your copy test becomes a proven winner, you are ready to prepare a "conversion" to another media. Without a successful "full blown" offer test, the odds are against creating a successful, limited copy test, especially in a card deck. It's tougher to make a card deck work than a sales letter or space ad. Reason? In a card deck, you have less room to write sales copy to pull in orders. When you do create a card deck offer, the copy included needs to be the strongest elements from the "long" offer.

Common mistakes to avoid with card decks

For years marketers have seen my successful card deck offers for \$70 books and other products and services. These run over and over again. Attempts by other marketers to run successful ads inevitably result in bombs. Why? Here are mistakes I've observed:

1. Entirely new copy is prepared for the card deck, which is untested in any other form or media.
2. The copywriter hired to do the job is not the "big gun" usually retained for the longer sales letters and space ads.

It is assumed that since the card deck media is less costly than others, a relatively inexperienced low cost copywriter or someone on the house staff should be asked to do the job.

This is a big mistake! Precisely because you have less room to tell your complete sales story, you need to distill the essence of the very best headline and benefits, which can be crafted for your product. Only a "big gun" can do this. You must use the very best copywriter for limited copy offers.

What about fractional page ads?

Fractional page ads are great for generating leads. Sometimes these ads can be converted into "cash with order" offers. Simply take the winning headline and expand the benefits and features into a "full blown" 7 X 10 space ad and/or multi-page sales letter. Then carefully test it. You'll often be able to come up with winning ads using this method. But remember this. It's a lot easier to get someone to reply to an offer for free information than to order your product.

Making catalogs pay

Less than 10% of catalogs are profitable. One of the biggest reasons is, once again, the failure to test copy before it's used in the catalog format. The best and safest procedure is to take tested copy used in "solo" offers as the basis for inclusion in the catalog. Then you cut and modify the copy to fit the catalog format.

When you see a catalog from one of my companies, you can be certain that every major product and every

word of copy, including price, has been pre-tested in "long copy" space ads or sales letters. It's about getting more **"mileage."** You will multiply by at least three or more times the sales results from successful ads when you learn and apply, what I call, mileage strategy.

The key is to do exactly what few marketers ever do. When a successful ad is working in any format: fractional page, full page, or sales letter, adapt it in other proven formats. You will multiply results many fold. Here is an example of a successful sales letter converted into an even more successful space ad. I'll also show you how this was converted into card deck copy.

What Will You Do When Your Personal Assets Are Seized to Satisfy a Judgment Against Your Corporation?

Your corporate shield is one of your biggest assets. It's especially valuable during any business catastrophe. But this legal "veil" could be pierced.

If this happened, your personal liability protection and all the tax benefits through owning a corporation could be wiped out overnight. This means you could be forced to sell your personal home, automobile, cash, etc. to justify the judgment.

Does this seem far-fetched? It's not. All the I.R.S. has to do is pay you a routine visit. When they examine your corporate records, they may discover deficiencies.

If you haven't kept complete and accurate minutes and other documents, your troubles could start almost immediately. Of course, if you are like most small corporate owners, your main concern is the operation of your business. That's understandable. Keeping records at first just doesn't seem like a good use of your time.

However, under the alter-ego doctrine developed by the courts, the personal assets of a shareholder may be seized for satisfaction of a judgment against the corporation. That occurs only if the affairs of the corporation have not been managed in such a way to keep its identity separate from you.

Formalities must be observed even in the small individually owned and run corporation.

If your corporation's corporate veil were pierced, you also risk losing the important tax benefits to which the law entitles you.

When you figure in this loss along with losing your personal liability protection, it's just not worth the risk.

No business action has become as important as documenting your corporate actions. You've heard it a million times. The importance of getting it in writing! Up until recently it's been a big hassle to do so.

Banks, insurance companies, and various state and federal agencies, besides the I.R.S., all require notarized authorization to grant loans, buy property and equipment, enter into leases and even to sell assets. And other problems can be equally devastating. The reason? The owner didn't document important transactions. The small business owner simply has to "Get It In Writing."

Here are some recent "horror stories" direct from actual court cases:

* Joseph P. obtained a loan from his corporation without the proper loan documents and corporate minutes. As a result, the court required him to pay additional taxes of \$27,111.60. He narrowly escaped a penalty of \$13,555.80.

* B.W.C. Inc. was forced to pay \$106,358.61 of accumulated earnings tax because its corporate

minutes were incomplete. They expressed "no specific, definite, or feasible plans" to justify accumulating earnings, according to the court.

Keeping records has always been a bother, and an expensive one, especially for small companies. Most entrepreneurs do not like to spend time keeping records probably because no one ever became rich by keeping records.

In a small one-person business, it seems downright silly to keep records of stockholder meetings and board of director's meetings . . . keeping minutes . . . taking notes . . . adopting resolutions . . . isn't it all just a waste of time?

Not if you ask any of the thousands of entrepreneurs who have lost fortunes because they failed to keep records.

You should look at corporate record keeping chores this way: It's part of the price you pay to get the tax benefits and personal protection from having a corporation.

A corporation does not exist except on paper, through its charter, by-laws, stock certificates, resolutions, etc.

Anything you do as an officer or director has to be duly authorized and evidenced by a resolution of the stockholders or the board, or by both in some cases.

It makes no difference if there is only one stockholder or one million stockholders. The rules are basically the same.

You can hire a lawyer, like big companies do, and pay \$100 or more just to prepare one form.

But you may need, at minimum, a dozen or more documents to keep your corporation alive and functioning for just one year.

This type of work is the bread and butter for many corporation lawyers. Most of the work can be done by their secretaries, yet they will charge you enormous sums because they know how important the forms are to you and your business.

Lawyers know that the I.R.S. will insist that you have the corporate records to prove that you are entitled to all the tax breaks from having a corporation.

There is now a way for you to solve your corporate record keeping problems - without a lawyer, without paying big fees, and without spending a lot of time.

THE COMPLETE BOOK OF CORPORATE FORMS was prepared by Ted Nicholas.

Nicholas is the author of the best-seller, HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER \$75. This book has become the largest single source of new corporations in America. It has revolutionized the business of forming new corporations by making the process simple, easy, and inexpensive.

But forming a corporation is only the first step toward building the "ultimate tax shelter."

Through carelessness or neglect, many people are denied their rightful benefits from their own corporation.

Ted Nicholas saw that many, many business owners need more help after they incorporate. They didn't know how to turn their corporation into the ultimate tax shelter.

And so, he prepared THE COMPLETE BOOK OF CORPORATE FORMS. Virtually all the forms you will ever need are all ready for you. Everything is simplified. Either you or your secretary can complete any form in minutes. All you do is fill in a few blanks and insert the completed forms in

your record book.

When you own this new book, you are granted permission to reproduce every form.

If you are behind on keeping good corporate records, now you can catch up in no time. Just complete a few blanks for the things you've already done in the company. It's legal and it works.

Best of all, the price is less than you would pay a lawyer for one hour of counseling.

Here is just a sampling of what you'll receive:

- * Minutes of Stockholder Meetings
- * Minutes of Director's Meetings
- * Minutes of Special Meetings

(Any of the minutes can be used whether you are the only stockholder or director, or there are other shareholders.)

- * Amendments to Articles of Incorporation
- * Amendments to By-Laws
- * Change in membership of the Board

You will also receive all the stockholder and directors resolutions you will need to take any major business action, including:

- * Negotiation of contractors
- * Authorizing of loans to corporation
- * Approval of corporate loans to you
- * Designation of purchasing agent

(Some suppliers may want to know who is authorized to buy from them.)

- * Setting your salary
- * Authorizing your expense account
- * Mergers
- * Sale of corporate assets
- * Dissolution
- * Bankruptcy
- * Declaring dividends
- * Appointment of attorneys or accountant

Plus, you'll receive the forms needed to authorize any of these tax-saving fringe benefits:

- * Pension or profit-sharing plans
- * Medical and dental reimbursement plans
- * Sick pay plans
- * Split-dollar life insurance
- * Educational loan program
- * Stock options
- * Group life insurance
- * Financial counseling plan
- * Group legal services
- * Christmas bonus, special bonuses

Just one of the above forms can save you hundreds of dollars in legal fees . . .

This entire 8-1/2 X 11, loose leaf collection of simplified forms (over 150 pages of forms), clear instructions for their use, as well as samples of completed forms, sells for only \$69.95 plus \$4 for

UPS shipping and handling. It comes in a luxurious gold embossed binder as well.

As with all Enterprise Publishing products, it sells under an iron-clad 30-day money-back guarantee.

After you examine the collection, if for any reason you are not pleased, return it for a prompt and courteous refund. Take a moment to place your order now, and immediately begin saving time and money.

Complete the enclosed free trial request and mail for rapid delivery.

Sincerely,

Nicholas Peterson

President

P.S. Your corporation shield is a valuable asset. Help protect yourself for a nominal tax deductible cost.

What Will You Do When Your Personal Assets Are Seized to Satisfy a Judgment Against Your Corporation?

Every single one of the many tax benefits you derive from owning a corporation could be wiped out overnight. How? The IRS could visit and claim you have not kept proper corporate records.

And banks, insurance companies, and various government agencies require notarized authorizations to grant loans, enter into leases, and even sell assets.

In a small, one person business, it seems silly to keep records. Isn't it just a waste of time? NO! Recordkeeping is part of the price you pay to receive all the advantages of incorporation.

You could hire a lawyer to keep your records — just like the big corporations do. And to

have one form prepared, you'll pay \$100 or more, even though your lawyer's secretary may complete the standard forms.

There is now a way for you to solve your corporate recordkeeping problems. Without a lawyer. Without the high fees. And without spending a lot of your valuable time. It's **THE COMPLETE BOOK OF CORPORATE FORMS** by Ted Nicholas, author of the bestselling book, **HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER \$75.**

**SEE OTHER SIDE FOR
MORE DETAILS**

Virtually every form your corporation will ever need is prepared for you, and there are simple easy to follow instructions for each document. Each form can be complete in minutes. And you have permission to reproduce any form in the book.

Here is just a sampling of what you'll receive:

THE COMPLETE BOOK OF

Corporate Forms

Ted Nicholas

- Minutes of Stockholders' and Director's meeting.
- Minutes of Special Meetings.
- Forms authorizing your expenses and salary. And much more.

Even if you are behind in keeping accurate corporate records, this book will help you catch up. Just complete a few blanks to document your corporation's activities. It's legal and it works. And best of all, if you use just one of the forms in the next year, you will more than justify your modest investment in it.

Please rush me _____ copy (s) of THE COMPLETE BOOK OF CORPORATE FORMS by Ted Nicholas at \$69.95 plus \$4 for shipping and handling. I understand my purchase is covered under the Enterprise 30-Day Money Back Guarantee if not satisfied.

Check enclosed.
 Visa MasterCard American Express

Account No. _____ Exp. Date _____ Initials _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Daytime phone (in case of questions about your order) _____

Mail to: Nicholas Direct, Inc. Dept. DM68-9
P.O. Box 677, Indian Rocks Beach, FL 34685

A quick review

So while it's possible to make short copy work when written from scratch, as in a card deck or space ad, the safest procedure is to:

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

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

Ch 28- How to write the ideal sales letter

There is a great deal of misunderstanding in our society about sales letters. The liberal press condemns so called "junk" mail. Yet the finest examples of writing excellence in America (or any country) are found in successful sales letters and ads. Think about this. When archaeologists dig up the ruins of this century hundreds of years from now, sales letters will clearly represent the values of this century. A sales letter not only must communicate clearly, it also must persuade.

Anyone can learn to write a powerful sales letter.

Successful letters are those which pull in sales profitably. The only true test of whether a letter is profitable is whether it's repeated. In order to improve, you need practice.

Suggestion: Hand write successful sales letters while developing your own letter writing style. When you hand write someone else's work, a remarkable thing happens. You actually can experience the thought process and even the emotional state of the copywriter. You can also model your own work to letters you like until you develop your own style.

A general formula

Any successful mailing must have these elements in balance. Each element is approximately 33 1/3%.

1. Product and offer - has to be appealing.
2. List - the audience must be a carefully selected target.
3. Copy - has to sell.

There are five essential ingredients of a good letter:

- a. clearness
- b. flow
- c. passion
- d. believability
- e. close

Shortcut to a successful letter

The best way I've found to determine whether a letter has all the ingredients of success is surprisingly simple. Yet, few people do it. Just read it out loud! Mistakes, confusing statements, and unclear sentences will pop right out. You will thus avoid sending poorly crafted letters. Ask yourself - Does this sound as though I'm speaking? A good letter needs to sound like it's coming directly from your heart, as though you are talking to a close friend. The letter needs to sound like you. You need to encourage the reader to get the product. You need to convince the reader he/she will be better off as a result. If your letter does not accomplish this, rewrite until it does.

You have just one goal in writing any sales letter. You want the prospect to do exactly what you ask. As you write the copy, think about your reader as you create each sentence. Imagine you are addressing a close friend or favorite relative, perhaps a brother or a sister.

Remember that your reader listens to that great radio station in the sky, WIIFM! Your reader is asking this question after each sentence: "What's in it for me?" That's exactly what you must answer. No one deep down really cares a whit about your problems, dreams, or goals. Only their own. You must appeal to the prospect's self-interest. Otherwise, they will stop reading and, of course, not order.

Prepare yourself to write

I'm often asked how I prepare myself to write copy. This is a good question. It's crucially important because I've never seen any marketer address this issue. I'll share with you my approach. As you prepare yourself to write powerful and persuasive copy with lots of "juice" in it, you need to get into a peak emotional state.

Reason? Daily experiences can have a negative effect on your emotional state. Suppose today you learned of a forthcoming IRS audit, had a fight with your spouse, colleague, or neighbor which has upset you, do you feel the tone and power of your sales letter will be affected? Of course it will!

In order to write well, here are a few tips which can prepare you. Warning: Some of them at first may seem "off the wall." But if you try them, I know you'll be delighted with the result! Before you sit down to write anything important:

1. Be fully rested with a good night's sleep.
2. Eat sparingly before writing, as a heavy meal will affect your mental sharpness.
3. Exercise moderately on days you write, preferably before starting. Walking, swimming, or cycling are ideal,

providing you have no physical problems which prevent these activities.

4. Do not accept telephone calls or other interruptions for the duration of your writing effort for it breaks your concentration. If appropriate, let your answering machine, spouse, or secretary answer calls. Or unplug the phone.

5. Count your blessings. Think about all the things that give you pleasure and write them down. Feed yourself as much positive "mental food" as you can.

Here is the most important part. Our emotional state is 54% derived from our physical actions. The rest is mental. Here are a few simple physical actions which will help put you in a terrific emotional state.

You must be excited and passionate about your product. Otherwise, your copy will commit the unpardonable sin. It will be boring. However, to feel passionate about your product, you must first feel passionate about yourself. There is no way to "fake it." It comes through in your copy. However, you can enhance your emotional state through simple physical actions.

Here are some tips:

6. Walk briskly outside your house or apartment for 5 minutes. Stand straight while you walk, as though someone had a string keeping your head straight. Smile as big a smile as you are capable during this whole 5 minutes.

7. Come inside, stand in front of the mirror and say out loud 3 times, "I (your name) am going to write a terrific and inspirational sales letter!" Repeat it. Say it out loud one more time. The fourth time, however, now look straight up at the sky when you say it.

8. Sit at your desk in front of your computer, typewriter, or with a yellow pad. Put yourself in a position with your back straight.

You are now ready to write a compelling letter.

Do you think you could be upset or down or depressed at this point? It's nearly impossible. For more elaboration and practice, there are numerous, helpful books on the techniques called "Neuro-Linguistic Programming," NLP. One good one is "Using Your Brain" by Richard Bandler.

Isolate your benefits

Begin your writing only after you have studied the product carefully. If, for example, it's a book or tape, re-read it or re-listen to it, even if you are the author!

Your goal should be to isolate as many benefits as you can from the product from the prospect's point of view. Write the benefits down on 3 X 5 cards in short, telegraphic sentences. Use short action words, which are exciting. Remember WIIFM. Answer this question as you write each benefit. "So what?"

The benefits written on these 3 X 5 cards will become the meat of your letter. The only reasons your prospect would ever be interested in your offer are the benefits gotten from your product. The benefits must be perceived as more valuable than the money you ask.

The most important benefit often can become your best headline. Or you can use it as the "teaser" copy on the envelope. Often this benefit pops out strongly at you, as though by magic. It's very exciting when the biggest newly discovered benefit seems obvious. But only after you've found it.

When you are finished writing down all the benefits anyone could possibly gain from your product, shuffle your 3 X 5 cards. Place the second strongest benefit next to the first strongest. The third strongest after the second strongest, etc.

Many people ask me: Shouldn't you save one or more strong benefits until later? Aren't you firing all your sales ammunition too soon? The answer is no! Your prospect will simply stop reading unless your very strongest

benefits are up front at once. You will then lose the sale.

Sometimes you can write a successful sales letter with a single powerful opening sentence. Then you can proceed immediately to the benefits. For example, here is how you can open a letter:

Here is good news! You no longer have to depend on expensive, time-consuming lawyers every time you need a legal agreement. The Complete Guide to Business Agreements by Ted Nicholas, provides 117 ready-to-use legal forms for your convenience.

Now you will be able to...

At this point, you can begin the benefits from the 3 X 5 cards. Place a bullet in front of each benefit in your letter. Or you can "weave in" the benefits in your letter without bullets in a more narrative style like this. (Use same opening and continue from just before the bullets.)

Now you will be able to immediately access carefully prepared forms for every important business purpose. Imagine, you are in discussion with a new employee prospect you feel could really be an asset to your business. You look at the table of contents to employment agreements and remove the one that fits your needs.

No more time wasting meetings with a lawyer. No more waiting for weeks until your document is prepared. You can have it in minutes.

Or suppose you want to simply raise your salary and have proper documentation for this action.

In the second letter above, the technique is to incorporate the benefit in a more conversational style. The previous examples should make clear two of the strongest letter opening styles you can use. Of course, there are many other ways to open a letter.

Length of letter

How long should a sales letter be? There is no single length that is best for every sales letter. It depends on the product and the offer. Sometimes one or two pages is fine. Sometimes four. Sometimes eight. Sometimes as many as 16 or 24 or even more. One good rule to follow is that a letter must be complete. The letter can never be too long--with one exception. Every word must be relevant to the reader. Never write copy just for length.

When you've completed your letter, put it down. Let it cool for a day. The next day, go back and cross out any unnecessary words or phrases. Also, eliminate any words which cannot truthfully and honestly apply to your product. What copy remains will be more than adequate to describe and sell the reader on your product.

Your job is to build a picture in your prospect's mind's eye of your product - all the benefits and pleasures he/she will derive from it. Do not exaggerate! If you do, your prospect will immediately sense the falsehood. Any feeling of a falsehood written in a single word of your letter and your prospect will toss out your message. In fact, this is why most advertising is so ineffective and deserves to be condemned and ignored. There is so much exaggeration or puffery, it's just not believable. There is zero credibility in such advertising.

Unfortunately, over 90% of what comes out of advertising agencies does nothing to enhance sales of the product. Very often sales are reduced by the advertising that consumers find distasteful. That's why as an entrepreneur, owner, or entrepreneurial manager within an organization where you are measured and have bottom line responsibility, you are often a better copywriter than you can ever hire outside your company. You have the product knowledge and passion for it and a stake in the advertising results.

Closing the sale

Closing the sale is probably the weakest element in all of direct marketing. It's the area that needs and deserves the most work in all sales situations. You must apply the selling rules that 90% of sales and marketing people never learn. It's simple, but tough for many to do. After you've effectively presented the benefits of your product--**ask for the order!**

The most hated part of all selling is the close. There is nothing more pathetic than to watch a sales person work hard on giving a great sales presentation or a beautiful sales letter, which sells benefits of product convincingly, but with no close. When the close is not handled smoothly, sales will be lost.

However, once you understand and apply the psychology of closing, it becomes infinitely easier. And more acceptable to the buyer. You must have a product and offer that is a true value for the buyer. Also, you must believe it yourself with every fiber of your being. If you don't, your lack of conviction shows through the copy.

How to ask for the order

There is a natural human inertia in all of us. We usually need some nudging. We appreciate being led to an action that is a benefit to us. We also need a compelling reason to act now. As a copywriter, it is not enough to say "mail this card at once." You must give a compelling reason for immediate action.

In every closing situation, there must be a "hook," a reason to act right now. Why? A delayed sale is almost always a lost sale. When you present your hook, it must be specific and definite. You must hold over the prospect's head the "Sword of Damocles." Describe what will happen if the action you're asking for is not taken at once. Here are some examples of effective hooks:

- * Limited quantity. Avoid disappointment. Order now. When the inventory of 197 sets is gone, this offer will expire and your order and check will be returned.
- * Price will rise. Orders will be honored until November 30, after which the price will go up.
- * Limited opportunity. For example, "There will be a limited number of distributorships sold in any area. When the territories are sold, there will be no further opportunities to be a licensee in your city."
- * Slightly damaged and irregular goods. "When the quantity of 743 shirts and blouses that you can now have at the bargain price are sold, this offer will be immediately withdrawn."
- * Special combination offer. "The special price for this combination offer will expire on (specific date)."
- * Pre-publication opportunity. "If your order is received by December 31, you will receive a 20% discount on the book, only \$39.95, normally \$50. Place your order and payment in the mail now."

Say what you mean, and mean what you say. Tell your prospect there will be no last minute concessions. Be definite and be positive. You will lose a few orders, but more than make up for it in increased sales.

Add one or more free bonuses

Everyone likes to get free gifts. I sure do! Don't you? Use free bonuses in every offer you make. There has never been an instance in my experience wherein sales have not been dramatically improved by using an appealing free bonus or premium, regardless of what you sell.

Here's a good way to judge whether or not to use a particular bonus: the prospect wants it and would gladly pay for the bonus if it weren't free. You will not enhance the offer if you use a dull and uninteresting bonus.

Make sure you tie in the offer of the free bonus to acting now. One good way to increase sales with a free bonus is to limit the number of people who get it and to present your offer like this:

The first 100 people who order will get a beautiful Gold Mont Blanc Pen, normally \$100, absolutely free. So pick up the telephone and call our toll-free number right now.

Guarantees

An unconditional money-back guarantee is almost essential in today's competitive world of direct marketing. If your product is of superior quality and this is what you strive for, your returns should not exceed 5% on most offers.

As to the length of guarantee, generally the longer the period, the less returns. I use 30, 60, 90 days, or one year for most offers. Here is language I frequently use in guarantees:

If for any reason, in your sole judgment, you are not delighted with the product, after you have examined it for 60 days, you may return it for a prompt and courteous refund.

Types of sales letters

Although there seem to be many types of sales letters, there are really only two primary ones. Those mailed first class and those mailed third class. There are positives and negatives to both. Bottom line: You have to test to see which is most profitable. Results in my tests have been mixed. Currently I mail first class more often than I ever have before as tests have shown that performance for first class mail is better on most offers.

Here is traditionally what you normally would include within a sales letter for best results:

- * Sales letter
- * Outer envelope
- * Order form
- * Return envelope or BRE (optional)
- * Lift letter (optional)
- * Flier or brochure (optional)

Regarding size, there are no fixed rules. As with all direct mail, you must test. However, I recommend #10 envelopes on most letter offer tests. Reasons? Prices are competitive, and prospects are used to them as most mail is sent in a #10 envelope so they are within the buyer's comfort zone.

On the envelope, you should use strong "teaser" copy. A bulk stamp usually out-pulls metered mail.

Use a Courier typeface in all your sales letters. A typewritten look almost always out-pulls a typeset look. For best results, tests show the signature on a letter must always be printed in reflex blue. For signatures don't use any other color, such as black, red, or green.

What about a P.S.? Never send out a letter without a P.S. Next to the headline it is the best read part of any letter. Completely restate the offer or biggest benefit in the P.S.

The logo. The only person who truly loves a company logo is the owner or employees. Your customers could care less, no matter how beautiful it is. The best place for a logo in a sales letter is at the end of the last page.

Of all the elements in any direct mail package, the most important is the letter. This is where you want to put your primary efforts. It's a good idea to keep an "idea file" of good openings, descriptions, bonuses, closes--not for the purpose of copying them. Instead, use them to inspire greater efforts.

Ch 29 - How to write the ideal sales letter II

In the previous chapter headlines and "teaser" copy were discussed. The secrets revealed in this chapter apply to "killer" sales letters that ask the reader for one of these 5 responses:

1. Buy your product, or request more information.
2. Agree to be called by a salesperson.
3. Contribute to a fund raising effort.
4. Enter a sweepstakes or contest.
5. Come to a retail store.

What goes at the top of the letter?

What important elements should you include at the top of a sales letter? Shouldn't your logo be the first thing a reader sees?

No, No, No, No! Contrary to common practice, do not put your logo anywhere on the first page of your sales letter! Why? A logo is a "me" message. You love it. Every entrepreneur, including me, feels the same way about their logo. But alas, your prospect could care less. He/she only responds to the "what's in it for me" appeal.

If you include a logo at all in your sales letter, there is only one good place for it. At the very end of the letter.

Where to begin a letter?

Lead off with a headline. There are several proven ways to present the headline. The headline can be typeset like this:

Protect Your Corporation's Tax Shelter
Status Without a Lawyer

Or typewritten like this:

Protect Your Corporation's Tax Shelter
Status Without a Lawyer

Or typewriter written and placed in a "Johnson Box" like this:

```
*****  
Protect Your Corporation's Tax Shelter  
Status Without a Lawyer  
*****
```

The next decision you need to make is the salutation.

Here are some that I've used:

Dear Bob Smith (Personalized to the addressee)
Dear Friend
Dear Beleaguered Taxpayer
Dear Overburdened Taxpayer
Dear Potential Victim
Dear Fellow American
Dear Fellow Citizen

I've also tried no salutation at all. Recently I've successfully tested a new one to my house list:

Dear Friend of Nicholas Direct;

I've found that including a salutation works better than not having one. There are no measurable differences in response as long as your salutation is related to the person you are addressing. And never forget, you are writing to a single individual. Never sound like you are addressing a group.

The personalized salutation pulls more response than any other. To all humans, reading or hearing their name is the sweetest sound. However, a computer generated letter usually costs more than one that is mass produced. In most cases, the costs do not justify a personalized letter.

Here is a general rule. It does not pay to personalize unless your product sells for \$500 or more. But you could be the exception. That is why you may want to test a personalized letter against one that is mass produced.

Here are most ways to enhance the success of your sales letter:

One highly effective strategy is to begin with an anecdote or two. You then follow the anecdote(s) with a

powerful statement, called a "billboard." Your billboards should be your unique selling proposition. Next you follow the billboard with supportive statistics. These help give your position the most important element in any letter, credibility. Then, ideally, you present all the benefits, offer a free bonus, describe your guarantee, give a compelling reason to close, and add a P.S. Your order information can be part of the last pages of the letter or on a separate order card.

Here is an example of an anecdotal opening:

anecdote

In 1991 Pat McCallister went broke in the commodity business. A Chicago resident, he decided to try a new business. Pat started a computer cleaning company and operated from his home. After 3 years his sales soared to \$500,000. This year he expects \$1,000,000. His profits exceed \$1,000 a day.

anecdote

In 1990 "Guerilla" Bill Myers lived in a remote cabin in the country without running water. He had no savings or capital. With a borrowed \$600 he created a video, a low budget information marketer. It was a big hit. By 1993, after grossing a million dollars, he retired and moved to New Zealand.

billboard

Pat and Bill, along with thousands of others, had something in common. They mastered the secrets of direct marketing. These techniques are taught by a small but elite handful of master marketers. Direct marketing has the power to change anyone's life overnight.

statistics

There are over 20,000 direct marketing companies in the U.S. They are mostly small businesses. According to the Wall Street Journal, gross sales by direct marketing companies exceed 350 billion dollars.

You, too, can use the power of direct marketing to build a small business and achieve your financial goals.

Another letter opening style is to begin with a powerful short sentence or paragraph. Then you proceed straight to the benefits. Here is an example:

I will reveal the shocking truth about the Clinton tax bill. Once you discover the secrets, you can survive and even prosper under the biggest tax increase in history. Learn how to:

- * Limit your federal tax to just 15% of income. (See page 12).
- * Put aside \$30,000 each year in a lucrative pension plan (See page 77) that accumulates tax free so you can retire in style (See page 39).
- * Set up tax deductible educational plans for your children (See page 18).
- * Pay zero tax if you want to be really aggressive (See page 141) in ways that are perfectly legal (See page 173).

Another example of a letter opening is to open with a compelling first sentence that supports the headline and sub-headline. Then your opening short paragraphs amplify the headline promise like this:

"How to Get Enthusiastic Applause - Even a Standing Ovation - Every Time You Speak!"

Leadership in all fields today requires you to be an outstanding public speaker.

Dear Friend:

Picture yourself enjoying the smiles and the pleased look of excitement on the faces of your audience.

When you finish speaking, you receive thunderous applause. Several in the audience stand. And then the audience rises spontaneously and gives you a standing ovation!

Suppose this response was typical of every speech you were to ever give from here on? Wouldn't you then look forward to future speaking engagements? Most likely you would enjoy every minute of it!

At times you may consider public speaking commitments an uncomfortable, or even a dreaded task. Many people feel this way when asked to or are obliged to speak.

Just imagine what a difference it would make to get only enthused, positive feedback from all your presentations. The personal satisfaction of a well-received speech is one of life's greatest pleasures.

There are an infinite variety of ways to begin a sales letter. But, I've shown you some of the best styles for big results.

The lift letter

A unique type of letter can be included in the same envelope with your main letter. It's called a "lift" letter. Why? Because as the name implies, it can increase response. The most successful lift letters have at least one or several of these characteristics:

- * Has a different tone than the main letter
- * Is signed by someone other than the sender of the main letter
- * Includes a benefit which is not in the main letter
- * Is printed on a different color paper
- * Contains or is a testimonial
- * Is from a celebrity
- * Is brief, not more than one page
- * The words "Please read only if you are still undecided" are printed on the reverse side.

Colors of ink and paper

The most important thing to remember about color use in a sales letter is to use it sparingly. The single most important place to use color is on the signature. Test after test have shown reflex blue is the most effective color to use. People associate a signature with blue ink. Do not ever use any other color than blue. If you do, response will drop.

Handwritten margin notes used sparingly can help draw attention. I also like the use of blue for margin notes like this:

Here is what
lawyers will not
tell you even if
they knew

The text of your letter should always be printed in black. Be sure the printer does a good job with ink coverage. Tests have shown that darker type increases response by as much as 15%. It surely is easier to read. Headlines should be in black, as should subheads.

For most products and services simple two color printing, black with blue signature and margin notes if any, is effective. And inexpensive. If you want to test a third color, use it on your subheads. However, unless you are selling a colorful product such as jewelry or artwork, the added cost of a third and fourth color does not pay for most offers. Of course, you can always confirm this by doing your own test.

Remember, a sales letter is a personal medium. It should look and feel like it's from "you to me." The feeling you are striving for in a sales letter is that of a personal letter. Of course you would not print a message to a friend in multiple colors.

Paper colors

For both ease of reading and cost, you can't go wrong using white. However, off white, pale yellow, blue, green, or pink can also be used.

The paper weight should be heavy enough so you can't see through it and there is no "bleed through" if printing is on both sides. A 20 pound paper is inexpensive and usable for most offers.

The lift letter and order card should be printed on a different color stock than the main letter so they stand out.

Crossing out words or phrases for emphasis and readership

A useful technique for emphasis is to use a felt tip pen to cross out words or phrases. Readership and response go up markedly. Here is what it looks like:

The price is \$75. Special \$49.99

What about the envelope?

The outside envelope plan and design is crucial to the success of a sales letter. Obviously, if the envelope is not opened you have a zero chance of response.

If you mail first class do not use teaser copy. There is one exception. When responding to a customer inquiry use a rubber stamp on the envelope imprinted with the words "Here is the information you requested." Plan your envelope so that it has the personalized appearance of a private letter. Your corner card should be your street address only. By not including your company name you will get more envelopes opened. Use a live first class stamp, not a postage meter. In addressing a first class letter, do not use a label. Instead, the address should be impact printed as would any typewritten letter.

While there are always exceptions, when mailing 3rd class, here are some guidelines to help decide what works best.

- * Print powerful "teaser" copy enticing the reader to open the envelope.
- * Apply either a live stamp or metered postage, as it doesn't seem to matter.
- * Use a window envelope as opposed to close faced. In fact, two windows on an envelope work even better. Use one for address and one for the photo of the product, or a subhead.

Envelope sizes that produce highest response

Number 10 envelopes or number 9 work best to executives at business addresses.

Oversized 6 X 9 envelopes often work better than number 10 to home addresses.

How to increase orders from businesses

Executives change jobs, get fired or are laid off frequently. It is difficult to always send your letter to the correct person by name. Here is a simple but little used strategy that will get more people to read your letter even if the original addressee has gone. Add routing information by function or title on the envelope. Tailor it to the industry you are addressing. Add a blank next to name where a check mark can be added. Here are a few examples:

- * President
- * Purchasing manager
- * Marketing Manager
- * Person in Charge of Hiring Lawyers
- * Vice President
- * Sales Manager
- * Person in Charge of Publications

More low cost secrets that boost sales

If you simply enclose a return envelope in your mailings you will lift response by up to 33 1/3%! The return envelope makes it convenient and easy for your prospect to respond. He/she doesn't have to hunt for an envelope or go to the store to buy one.

You can pay the return postage by getting a postal permit enabling you to make such arrangements with your post office. However, my tests consistently show no difference in response when the customer pays the postage! You can print on the envelope a square the size of a stamp on the upper right corner of the envelope with the words "place stamp here" and you'll save big money on return postage as your volume grows.

Use two order cards

A simple and surprisingly effective strategy is to include two order cards when you're mailing. Some offers get as much as a 50% boost in sales by simply adding a second order card! The recipient of your mail can then pass the order information on to interested friends or colleagues.

Try both of these low cost strategies. You'll be delighted with the results.

More little known secrets of super successful letters

I'm sure you agree most sales letters you get are not well written. Because they are so poorly prepared, people don't read them. And of course don't respond. The letters shout or scream at their prospects. The prospect is not treated with dignity and respect.

Your letters will not be successful if they contain either of these flaws. Why? The number one reason any sales letter fails is lack of credibility. None of us like to be shouted at. Do not scream that your offer is the greatest thing since sliced bread. Even if it truly is great, no one believes a screamer. Your offer does not have to revolutionize mankind. To succeed, just make a believable promise. Then prove it with benefits, features, and testimonials.

The letter tone is also very important. Never plan to write a sales letter. Instead, write a personal message in the same tone as when you speak to a close friend. Be warm. Be friendly. Be sincere.

If you'll study direct mail you'll find it often lacks common courtesy. Most direct mail is discourteous, even insulting. Never be even slightly discourteous. And don't try to be funny, as humor is easily misunderstood.

Ch 30 - How to get 1,000 people to subscribe to a \$100 newsletter with zero marketing cost

A newsletter may be the most ideal product in the world to market. Why? For four primary reasons:

1. Cash flow. You do not produce the product until after you sell it. Think of it! No money is tied up in advance production costs. No money is tied up in inventory. Can you conceive of another highly salable product where these dynamics apply? It's very rare indeed.
2. Low cost. Production costs are low while perceived value is high. Many monthly newsletters selling for up to \$500 a year cost less than \$1 per month or \$12 per year to produce, print and mail. Remember, a subscriber wants the information. No one cares a whit about the cost of paper and ink.
3. Recurring income. A newsletter provides continuing cash flow. Once you have a subscriber who is happy, each year the subscription will be renewed. Good newsletters experience a 60% to 90% renewal rate. So, once you have a customer on board they can be an ever present source of revenue. Forever.
4. Bonding. You can develop a closer bond with a newsletter subscriber than with perhaps any other product. A solid product will earn your customer's trust over time. Subscribers will get to know you are "for real" and deliver as much or even more than you promise. Then you will enjoy a high percentage response to future offers of products, especially if related in some way to your newsletter topic. These "back end" products can include books, tapes, seminars, equipment, etc. It's no wonder there are over 20,000 newsletters published in the U.S. A newsletter can become a valuable money-making machine just like an annuity.

The most successful newsletters serve their own special niche audience. One caveat. Newsletter subscribers are the most intelligent of all information buyers. They are selective. And discriminating. Therefore, if you do plan to publish a newsletter, make sure you are a flat out expert on the newsletter subject. Or hire a top expert who is to be your editor. Anything less than useful information written in an exciting way from a true expert will not succeed.

What is the biggest problem with unsuccessful newsletters? You guessed it! For the most part they are . . .
.BORING!

A typical, boring, typeset newsletter printed on slick paper with a corporate look has a predicable fate. It will die. How long it takes depends on how deep the publisher's pockets are. You've undoubtedly seen many like that. The worst examples of newsletters I've seen are the ones produced by most lawyers, accountants and banks. I'm sure you too have gotten them. I suspect nobody reads them.

What do subscribers want in a newsletter? A personality. An editor who has strong opinions about the subject the newsletter covers. Even when the views differ with subscribers, that's OK. Sometimes, in fact, a contrarian viewpoint really sells better.

Remember this. A middle of the road wimpy, wishy-washy publication that tries to please everyone doesn't have a chance in the marketplace.

Common myths exploded

To have a profitable newsletter you don't need fancy graphics and photography, slick paper stock or color printing. The most successful newsletters in the U.S. are set in Courier type. The printing can be done simply. Use one or two colors. The feeling you want to communicate is "from me to you." Hot off my typewriter or computer to your eyes. And that's the reality anyway.

One of my clients is Phillips Publishing International in Potomac, Maryland. The owner is my friend, Tom Phillips. They are the largest newsletter publishers (over 50 newsletters) in the U.S. Sales of \$117,000,000. All of their newsletters have a typewritten personalized look. They really know how to package newsletter products. That's one of the reasons they are successful.

The foregoing is about producing the product. What about selling it?

While editorial is crucial, over 90% of a successful newsletter publisher's time and budget is devoted to guess what? Marketing! Newsletter marketing can be done via direct mail (the most used method), space ads, TV, card decks, and Electronic Bulletin Boards. Of course all these methods require an investment in marketing.

I want to share with you a method no one ever used before to launch a newsletter, to my knowledge. It involves no investment or risk whatsoever! Are you interested?

OK. OK. Since I have your undivided attention...Here is the secret.

A few years ago I published a book called "The Insider's Guide to Complete Asset Protection" by Brett K. Kates Esq. The author is a knowledgeable attorney with excellent writing skills. Kates and I agreed that a newsletter would be of benefit to the readers of the book. He would be the editor.

New information and legal decisions about the book's topic were constantly changing. Readers would benefit from updated information on a monthly basis. So we came up with the idea for a newsletter. We would call it "LAWSUIT AND ASSET PROTECTION LETTER." It would be a monthly newsletter. The charter subscription rate would be \$97 per year.

I wrote a sales letter. The marketing "secret" behind its launch was simple. The shipping department simply enclosed my letter inside the front cover of the outgoing books. There were no postage costs necessary. The letter rode along with the book free. The only cost was printing, which was minimal.

We put the sales letter in the next 20,000 books sold. Approximately 1,000 people (a 5% response) sent in \$97 and became subscribers. That's approximately \$100,000 in just a few weeks. Our total monthly investment aside from printing? Zero!

Does the idea of getting in \$100,000 even before you launch a product appeal to you? I thought so! This technique will surely trigger some ideas with regard to your products. Many times the best low cost way to sell a new product or service is by "piggy backing" on another successful product. Try it and see. And remember where you learned this powerful strategy.

Ch 31 - More Sales for Your Buck

Every advertiser says: "I want more bang for my buck." But what does this really mean? In general advertising the real impact is tough to accurately measure. Not so when you are coding every order. The direct marketer can trace the source of each and every order including the publication or other specific media. In direct marketing, a more accurate phrase is "More sales for your buck."

As a successful direct marketer, you constantly must seek a higher level of response and/or increased profitability from your advertising investment.

Two paths to greater profitability

1. Reduce costs (to be covered in a future chapter).
2. Produce higher response from your ads through better copy and strategy.

In this chapter I'll focus on copy and strategy. Learning from real world examples is best accomplished through studying actual ads. I'll review a few ads and comment on them.

How to "model" successful ads

An important point to grasp is how to incorporate good ideas others are using into your own ads. This is known as "modeling." I'm not referring to copying other advertisers' actual words and appearance in your ads. If you copy, you can be charged with plagiarism. This is a serious crime. You can be held liable for damages and fines. So be very careful not to violate another's intellectual property. (Of course, if anyone copies your work you can lawfully block the further use of it and collect damages, etc.) Your goal should be to do better - rise above others' works!

Appeal to the emotions of your prospects or brag about yourself. Which do you think is better? 95% of all dollars spent in advertising are wasted in my opinion. One big reason is so-called image ads. Results cannot be tracked. Experienced direct marketers know they don't produce sales.

Why? Image ads contain a "me" message. For your advertising to be measured in the real world and to be profitable, it must offer a "You" message

You've seen plenty of "me" message ads. A few examples include most advertising for buying watches, automobiles, and even franchise lead generating ads. Examine the Thursday section of the Wall Street Journal Mart.

"Me" message ads are basically all the same. They contain the logo of the advertiser as large as possible. The copy states the following:

We are the best. We have been in business since 1937. We have won awards. We employ the world famous designers. We have a long tradition of quality.

There is one problem with such ads. They do not produce sales.

You probably have a beautiful company logo ad. All the statements about your company may be accurate. But no one cares! Except you. If a prospect bothers to read your entire ad message - and a few will - an image ad violates two of the basic direct marketing success rules.

Your headline does not:

1. attract attention
2. offer a benefit to the reader.

And you do not answer the all important question in everyone's mind and heart when any ad is read. "So what's in it for me?"

Most ad agencies love creating "me" ads. They are quick and easy to prepare. They do not have to produce sales. And no one can measure their effectiveness.

Madison Avenue type ad agencies often quote surveys to support the power of their ads. The problem is marketing surveys have no relationship to reality in my experience. The only objective reality-based measure of any ad is sales from and attributable to the ad. An effective ad must appeal to the "you" in the heart and mind of a prospect.

AD#1 - The first example of a Before and After ad is originally prepared by Ricoh. It is shown as it appeared in the Wall Street Journal.

Before:

A LOT OF COMPANIES SAY THEY MAKE THE BEST FAX MACHINES



ONLY ONE CAN BE RIGHT

Which fax to buy. The selection is staggering. The claims, impressive.

Well, the latest *Consumer Report* did your homework for you. In a recent survey of office equipment dealers—the experts, Ricoh was named fax manufacturer of the year. For the second straight year. Second to none. The best.

This surprised some people. Not us. The fact is, Ricoh makes more fax machines than anyone else in the world. Everything from a super compact portable fax to super productive plain paper laser models.

So now you have a clear choice for your office. One of the best fax machines in the world. Or someone else's.

RICOH
1-800-85-RICOH

Circle 1437

After:

Before you buy your next fax machine. . .

“Free Report Reveals the Fax Machine Chosen by Experts as the Very Best”

Which fax is best for your needs?

The selection is staggering. For a fax machine is one of today's most relied upon pieces of office equipment. But there is a problem. When you are in the market for one, unless you do some research, how can you be sure you made a wise decision?

Well, the latest Cannata Report, a respected industry publishing, did your homework for you. In a recent survey of office equipment dealers—the experts revealed all their trade secrets. Free report available without obligation. Recorded message gives details. Call anytime 24 hours a day 1-800-000-0000.

A few comments about Ricoh's approach:

- * The entire ad breaks my first rule as a "me" message. Who cares about a "Cannata Report" which virtually no one has ever heard of. Have you?
- * The headline contains no clear benefit for the prospect who is being asked to read the ad.
- * Body copy is mostly "me" message.

The "you" approach should be self-evident in the After ad I've written.

To which would you respond - Ad A or B?

AD#2 - The Before ad was written by a client of mine, Leslie Brice, President of Gateways, a prominent tape publisher in Ojai, CA. The After ad was prepared by me. These ads illustrate the marked contrast between a

good basic ad and the more emotional editorial style ad approach which I favor.

Before:

Bring your Batteries BACK FROM THE DEAD!

- Make Your New Batteries Last for Life!
- Charge Your Batteries 3 to 4 Times Faster! (Ni-Cds & Gel-Cells)
- Wipe out Ni-Cd Memory!

Do you have battery problems?
 Is your battery only giving you 3 to 15 minutes of operating time when it used to give you an hour or more?
 Are you tired of spending money on replacement batteries just to have them end up in the same condition?
 We have the solution!

Your Batteries Can Last For Life!
 Nickel-cadmium batteries have the potential to last for the life of the product they were designed to power. But why don't they? The problem lies in the way they have been charged. If batteries are not last for life, two requirements must be met: (1) they must be correctly discharged before being recharged (2) they must be properly charged to their absolute full potential. Factory-supplied and other chargers don't do this.

Why You Should Never Use a Factory-supplied Charger
 As you repeatedly use your charger, you repeatedly add a hidden and costly "memory," which continuously shortens your running time — each and every time you use it. The reason? Factory-supplied chargers do not properly charge a battery to its full potential, as required by Ni-Cd chemistry. It gets worse when your charger doesn't correctly discharge your battery. This creates a double memory barrier. Each time you charge your battery with a factory-supplied charger, you perpetuate a vicious cycle that shortens its running time and eventually leads to its premature death.

Compare PARA-CHARGE to factory-supplied and other chargers:

| | |
|--|--|
| <p>Factory-supplied charger:</p> <ul style="list-style-type: none"> • drastically depletes time you can recharge your batteries • never fully charges batteries • damages cells by overloading • doesn't correctly discharge batteries • causes disabling "memory," which shortens running time by 50% to 90% • charges very slowly — in most cases takes overnight • limited to specific battery design • limited to a specific voltage & current capacity • provides very limited or no battery protection | <p>PARA-CHARGE:</p> <ul style="list-style-type: none"> • makes new batteries last for life • charges Ni-Cds to their absolute full potential • has tapering-down charge to eliminate thermal overload • correctly discharges batteries to their safe level • completely wipes out destructive memory and restores batteries to brand-new condition • fast-charges most camcorder batteries in 1 to 2 hours • charges almost any type of battery • automatically adjusts to voltage & amp-hour of battery • reverse-voltage, overcharge, and short-circuit protection |
|--|--|

Don't Throw Your Old Batteries Away — Bring Them Back to Life with PARA-CHARGE

Start saving your batteries and your money! Order PARA-CHARGE now at the special introductory price of only \$19.95. Call 1-800-477-8968, Dept. 58, or send check or money order to: LightTronic, Box 1706, Ojai, CA 93024.

Prices include \$3 for shipping. CA residents add 7.25% sales tax.

Customer support and battery guarantees directly from the manufacturer, Chad-Lux — the best video light and accessory manufacturer in the U.S.

90-DAY GUARANTEE
 Para-Charge is guaranteed to restore your batteries to their "factory fresh" condition.

© 1993 LightTronic. MADE IN USA. *Some models may be charged by reverse polarity.

LightTronic Call 1-800-477-8968, Dept. 58

After:

"When the Battery Failed, It Broke My Heart... I Could Not Recapture That Special Moment"

At last, an extraordinary new breakthrough in battery chargers makes previous battery failure virtually impossible. Plus it saves a small fortune on new batteries.

When a battery fails at the wrong moment, your special occasion can be ruined. Here is what happened to me.

Competing against several strong suitors, my son Steve was chosen to sing the solo song at his high school graduation. He practiced singing the moving ballad, "The Long and Winding Road," for weeks.

The second this special moment, I planned to use one of the highest rated commercial. And several days before the event, I made sure my battery was fully charged by leaving it on my charger overnight.

Finally, a rehearsal day came. It was beautiful and sunny, perfect for the occasion. Over 3,000 people attended the ceremony in the outdoor football stadium. My goal was to capture this moment for grandparents, relatives and friends who couldn't attend. And for Steve to have an a lifelong memory. For his friends. And eventually his wife and children.

The heart-breaking moment

Just as the announcer introduced Steve, my microphone started to buzz. The battery failed! While Steve sang beautifully, there was no video record. And I couldn't do a thing about it. It just broke my heart.

Every one of us has special events we want to cherish and record. A birthday party, a friend's wedding, a special reunion, a son's little league game, your parents' wedding anniversary. These are moments to preserve and remember.

To avoid anything like this from ever happening again, I contacted an expert for reliable batteries. We decided you know what it is like to have a battery fail. The failure of your power supply, cellular phone, or power tool can be a major frustration—sometimes even a catastrophe.

A friend recommended what has proven to be a radical solution. A new product called **Pass-Charge**.

Pass-Charge is the result of a new breakthrough technology developed right here in America. It will revolutionize the battery industry. Now it's possible for your batteries to last for life. What I would have given to have had this miracle product on graduation day!

Here is the best part

Think of it. You'll never have to replace your old batteries again. Not only will you avoid serious problems, you will also save hundreds of dollars by not having to buy new replacement batteries.

Using your old batteries, the ones you gave up for dead, back to life!

You no longer need a closet full of batteries for all your important equipment needs.

Pass-Charge is the only way to keep your



There is no better charging system in the world. A Pass-Charge can save you hundreds, even thousands of dollars on batteries you need almost every day.

batteries alive for the life of the product. And it's completely affordable.

But how does it work?

Nickel-Cadmium (NiCad) batteries should last for the life of the product they are designed to power. Why don't they?

The problem lies in the way NiCads have been charged in the first place. If any battery is to last for life, two things must happen:

1. They must be correctly discharged before being recharged.
2. They must be properly charged to their absolute full potential.

Why you should never use a regular charger

The "memory" in batteries is the key. When you repeatedly use your regular charger, you are constantly adding a harder called "memory" to the battery. This continuously shortens your charging time each time you use it to charge your battery.

That's why when you charge a battery with a regular charger, you shorten the battery's running time, eventually leading to premature death.

Unlike any other charger available anywhere

Pass-Charge is different. It's the perfect battery charger, created by engineers who understood Ni-Cad chemistry. And it has the potential to last for at least 3000 charges or the lifetime of the product.

Using a special computer chip, Pass-Charge discharges a battery to its safe level and then charges it to full potential. In the process, destructive memory is wiped out, restoring batteries to brand new condition.

This means your batteries last. You are depend on them to give a full hour's worth (or more) of shooting time on your successor or video camera. Your cellular phone won't suddenly go dead in the middle of an important

call. Your laptop computer won't shut down on you, losing all the previous work you haven't yet saved.

Automatically Fast

You'll be delighted to know Pass-Charge is fast. It takes one to two hours to fully re-charge batteries. Compare this with a regular charger, which takes overnight and still doesn't do the job properly.

Pass-Charge is also environmentally friendly. Because you recycle your batteries, neither we nor you are polluting. You'll be getting your money's worth and contributing to saving our environment.

How much would you expect to pay for a product like Pass-Charge? \$1,500? \$3,000? \$500? At that price it would still be a cost-effective investment. But you don't need to invest anywhere near that amount. Under our special introductory offer, good only for 30 days, we'll risk you Pass-Charge for only \$139 for 6, 7.2 or 9.6 volt models. Or \$199 for 12 or 14.4 volt. (Charges received after the introductory period will not be accepted at this price.)

Money Back Guarantee

We are so confident that you'll find your charger indispensable you can order at our risk, not yours. Try Pass-Charge in your home or business for 90 days, a full three months. If for any reason, or for no reason at all, you'd like to return it, we'll send you a prompt and courteous refund.

To order now call 1-800-477-8998 Dept. 63 toll free, fax to 805-646-0960, or complete the coupon and mail.

I have read and use Pass-Charge. I understand I have 90 days - 3 full months - to try the product and that I may return it for any reason during the guaranteed period for a prompt and courteous refund.

Check one, I would like the:

- 6, 7.2, or 9.6 Volt at \$139 + \$1 S&H
- 12 or 14.4 Volt at \$199 + \$5 S&H

(Call rate outside add 7.99¢ min. int.)

Enclosed is my check for _____

Bill my: MC VISA AMEX

CC# _____ Exp. _____

Signature _____

Name _____

Address _____

City/State/Zip _____

Daytime Phone _____

(In case of question on your order)

Legit Trends, Dept. 63

Box 1706 Ojai, CA 93024

1-800-477-8998 1-805-646-0960 fax

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AD#3 - Before version is a highly successful ad written by me. This ad breaks all the advertising rules, including my own!

Before:

Only Way Left For Little Guy to Get Rich...

Here is the uncensored message my wife asked me not to write

"I love my wife. And I understand why she wants me to keep my mouth shut. She just wants to protect me from the IRS. But I can't be quiet any longer. I'm angry. We are really getting jerked around. And I'm tired of it.

The government says anything. They do the opposite. Especially when I have voted for him. One of my biggest mistakes.

First the State tells me that. Then they increase taxes. Remember the "read my lips" promise? Who are they kidding?

Average taxpayers, you and I, are getting screwed.

The new law doesn't bother the rich fat cats much. They still have hundreds of gallons. Let's face it. They always will.

But recently I can access a workable way. It's cheap. And it's legal. It's meant for the rich. And it's perfect for us little guys. You don't need any money. And we can get the same benefits the rich get.

I can hardly believe it. Certainly, I found a corporation. Of my own. For pennies. It's my way of fighting back.

Now I have a small, one-man corporation. I operate out of my apartment. My work? I'm a commercial designer. Pro-Ject. Brochure. Etc.—stuff like that. On my income I didn't think I could save much. But I'm paying almost zero taxes. And it's legal. And the big business does it. I have no guilt. Unlike those already gone plenty. You sweat from all of us.

One thing the Feds didn't bother much under the new law—except for grandpa. I guess they figured it would burden business too much. And with what result? No jobs for anybody. Including those. But not to worry. They're out that simple.

From a buddy, I heard about this magical book. It's called **HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER \$75**. by Ted Nicholas. Dependable book I've ever seen. Here the feds' right in it. Pages are perforated. You just fill in some blanks and rip 'em out and mail them in.

A couple days later you've got a corporation. No wonder it's a best seller. (They tell me over 300,000 copies have been sold.)

No need to bring in other people. You can be President, Vice-President, Secretary, Treasurer all by yourself. Just like me.

You know how you charge \$300 to \$2,500 for incorporation. Talk about rip-off! And their secretary fills in the form—a single page with two blanks. Now you don't need a lawyer. And there is no hassle at all. It's simple. No wonder lawyers like you to think everything is so complicated.

You don't have to carry any equipment. And by your equipment. And I always thought corporations had to have lots of employees. Oh well. Now I know.

Let me tell you something. I'm a skeptic. It's easy and convenient to sleep by mail. But I've been ripped off in mail order. So, before I sent my check, I checked out the company. Called customer and business bureaus. Found out the publisher has a good record. And the book is guaranteed. So, what the hell. I spent that much on a few hours.

Damned if it didn't come in a couple of weeks.

I expected a stinky-type mail order book. What a shock. Instead the book was typewritten. Has a shiny red, white, and blue cover. And it's big. 8 1/2" x 11".

I've had it for only three weeks. Already I've given myself all kinds of fringe benefits. Health insurance! And! Pay is a special retirement plan. A one-page form did it. Makes all my doctor, dentist and medical bills tax deductible—for me, my wife, and my kids.

Now my wife has been making a stinkin' Omelet living with me in no place. We dropped over 3000 in the last two months alone. Also just got myself new teeth. Opa. I should say. Cost me \$2,500. My son's tuition I figure will cost \$1,000 next year. And I can deduct it all. Right off the top.

Perhaps you've been scarce for me. I've always had a helluva time saving money. But with this little corporation, I'm really making it work. How? First, I set deduct my own work I don't need in the business. A corporation makes this easy to do. And then I make it easy in meals, hotels, etc. Interest and dividends are completely tax-deductible and I collect. In the meantime, I can even increase the money back. So I don't lose the use of it like in an IRA or Keogh. This dividend is called a **Pension/Profit Sharing Plan**. Again, I just fill in some copies of blanks on a returnable form.

Now, I'm no financial genius. But I'll tell you this. I'll be in carryover money this year. It may not be as large as Louis Armstrong. Incorporation is the only way left. Now little guys like me have a shot at the big money.

This little corporation covers my rent cost. I could get need. Especially when I get some days. Something for nothing. And some judge might not like me. But you know what? They only thing anyone can get is what's in my little corporation. Big deal. A shuffling table. A desk. And a little paper. Nobody can touch the real books. My bank, cash, cars—over benefit plan services are protected.

Maybe your corporation will be a success. And going. Or maybe you can get something more.

Even a part-time business. This book can help. It can make the difference between just making it or opening just like the big boys. Even better, since you don't have any equipment.

For a real shot at big bucks, isn't it then you loaded into a corporation?

It worked for me. So will it for you. A few letters to the company. They asked me to write this message. In my own words. And I did not think out in print my name. Who knows? Maybe my wife is right. You can't be too careful. The IRS might want to hassle me. Even though everything is 100% legal. They still act like my message.

If you order now, the publisher will throw in a few bonus. A report called **The Secret Plan**. Worth 20 bucks by itself. Shows you how to turn your job into a corporation. Outlines how to operate as an independent contractor instead of an employee. You can increase your take home pay up to 40%. There will no longer be withheld before you get your hands on the money.

Here is how to get your copy of **HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER \$75**. And remember. Get the book. Look it over for 30 days. It will give you ideas. Lots of them. If you don't want to keep it for any reason, return it for a full refund. And keep the books. No questions asked.

Form with fields for Name, Address, City/State, Zip, and checkboxes for MC, Visa, AmEx. Includes a return address: Nicholas/Secret, Inc., 1000 Oak Hill Lane, Washington, DC 20010.

After:

The Only Way Left for "Genetically-Average" Bodybuilders to Get Huge.

Here is the Unconcerned Message My Training Partner Asked Me Not to Write.

My training partner is a great guy. And I understand why he wants me to keep my mouth shut. He just wants to keep our "hot legs" muscle-covered. But I can't keep quiet anymore. I'm angry because most bodybuilders are really getting behind again. And I'm tired of it.

The always say one thing in the magazines: "Don't they do the opposite. I even want to believe what they said at one time—conditional it back, too and other. Biggest mistake I ever made.

Then they say they never see drugs, then they get tested at the airport trying to smuggle stuff in from Europe. What are they kidding? The "genetically-average" bodybuilder like you and me is getting ahead.

Why? I'll tell you. All the heavy training the always claim to follow work great. It's just a bunch of drugs. Complete that with really good and an exercise they know all the time.

But here's the dumb. Most guys today don't have access to the majority point drugs. Or the genetics. The catch? The "average" continues they follow not work. Really well. Most applicable to genetically-average guys like you and me.

Our society, I shouldn't mean a valuable answer. You can still get help. I promise.

The method? It's simple. No glorifying stuff. No supplements. Oh, or Cardiovascular that. That's all—just a few more weeks. No special training partner or not, I'm going to avoid everything. Nothing held back. By the way, you can't find a training partner to get help with the new system. You can't win it by your knowledge. And, don't expect some strange training means designed for the masses. Actually, what you'll get is a collection of techniques, advanced training techniques specially designed for the genetically average bodybuilder. Complete you and me.

Here's just a small sample of what you'll learn:

- Why you should never include the boring methods of genetically-gifted bodybuilders. If you do, your progress will slide to a crawling halt.
- How to maximize, if done properly, use your system, feeding it with muscle building ingredients.
- The best way to develop one body part 90% of all bodybuilders neglect. It's not the chest. Once you learn this secret, your overall muscle growth will accelerate like crazy.
- How an ancient bodybuilding device can blast your muscular growth into orbit. This device is inexpensive—and almost gone: substantial in any bodybuilding magazine. Use it for 21 days and your life will!

- Learn how to super-set 2 exercises and get 346 kcal on your chest. It's not biceps and triceps.
- How to work a body part 4 times a day. Yeah, 4 times a day (and more a 13% increase in muscular growth).
- Why muscles build 80% of the genetically-average guy's overall muscle.
- The one best genetically-average bodybuilder should always eat. Always. And you don't have to buy it from a health food store. Let me tell you something. My training partner wants me to see a doctor. He thinks I'm a lame-dick and for crawling all these little secrets. You see, let's be genetic wise. And he doesn't look like it. His arms are 17 and 14" on the long. All 3 heads of the 10's of the 25 and 14" things. Suspended to the gym. The truth is, he gets off these people super fast of using drugs. It's an ego thing. He seems to let them think he might be. But he isn't. He just follows the search I've found—and he gains the real. I stopped he loves the attention. And doesn't want anyone else to steal his show. That's really why he wants me committed. Listen, I've been cheated, had to be ripped off for all my younger years, but I want up. I'm bodybuilding, especially average-guy. And I want to spare you from being cheated like I was.

- These secrets work for me. Here's more...
- Overtraining. How to instantly tell if you are. And why it will halt your progress faster than eating anything but Twinkles and Ding Dongs.
- Exercises you should never do if you want to maintain looking just the age of 20.
- How you can grow the fastest way known to man, while your children can't handle this!

Inside the will make you grow beyond comprehension.

- How to quickly recover from your workouts and make sure you get enough biomass of at least 1.5% a week! Remember, you get strong fast, big muscle.
- 6 ways to properly construct a training split that will enter in your genetic make. This is something all the magazines never tell you.

Why these secrets work for you? Why know? But I'll bet it's worth the investment. Maybe my training partner's right. Maybe most guys who get the new 211 page book, *Secrets*, won't follow his advice. You had the book that for the really smart guys who do follow the advice. LOCKOUT. Get ready to spend a few bucks to make sure you win because you'll be growing out of the case you have at now. Real fast. Guaranteed.

If you order *Secrets* now, I'll throw in a special report valued at \$12.50 on 10 facts that you can buy at any grocery store that work better than practically any supplement on the market. You must hurry. This special report is available to only the first 100 people who order.

To get your copy of *Secrets*, fill out the coupon below and send it back today with a check or money order for \$19.95 plus \$3 postage and handling. To order by credit card, call 1-800-677-1572. (Ask for Dept. A521.) Once you get *Secrets*, look it over for 30 days. It will give you ideas. Lots of ideas. If you don't want to keep it for any reason, return it for a full refund. No questions asked.

Yours for muscle,

 James Andrews

CLIP AND MAIL TODAY

YES! Please send me a copy of *Secrets*. I understand I have up to 30 days to look it over. If, for any reason I don't find it's for me, I can return it for a full refund. And the bonus special report valued at \$12.50 is mine to keep, regardless.

Billanded in my check Money Order (Must specify payable to Mills High Publishing, Payment must be enclosed for 14 days. For faster service please use your credit card or money order.)

Change my credit card

MasterCard Visa American Express Discover Card

Card Number _____ Exp. Date _____

Signature _____ Name _____

Address _____

City _____ State _____ Zip _____

Send to: Mills High Publishing, P.O. Box 777, Dept. A521, Golden, CO 80402

But nevertheless, it was a huge success. What rules does it break?

1. The ad draws attention to itself. Normally a good ad only draws attention to the product being offered.
2. Uses a kind of "Archie Bunkerish" language normally used by men after a few drinks.
3. Uses slang and profanity.

But gosh was it fun to write! The reason it worked? As with all good advertising every word is true.

The After version was prepared by one of my newsletter subscribers, James Anderson, who modeled his ad after mine! The client reports this ad beat his former control ad by 381%. However, notice the ad contains some of the same words and phrases as exist in the original ad. Had I not specifically given permission for this ad to run when the client submitted it to me, I could have stopped its further use. If its use continued, I could have sued and probably collected damages.

Modeling an ad can be a very good idea but make enough changes to avoid possible disputes. Remember this. When you model an ad too closely you are in the danger zone. Therefore, always get permission to run it from the original marketer or change the words and appearance so it does not resemble the original ad too closely; or you could have legal problems. If you have doubts, it's a good idea to get a legal opinion before running the ad.

Ch 32 - How to create more profitable mailing by knowing how to test

You've heard it a million times. The secret of super direct marketing success is to constantly test. But what are the most important mail elements to test? How do you decide to implement an effective testing strategy? Testing is the subject of this important chapter.

The twelve most important elements in any mailing are:

1. Teaser copy on envelope
2. Headline on letter
3. Letter
4. Offer
5. Bonuses
6. Price
7. Guarantee
8. Lift Letter
9. Brochure
10. List
11. Order Card
12. Graphics

The biggest mistake made by direct mailers is testing too many elements at the same time. Reason? You cannot be certain what affected your test. Unless the information you gain from a test is valid, you obviously can't make good decisions. The only way to assure an accurate reading of any test element is . . . Test one at a time!

The only variation to this principle might be your mail list selection. More on this in a moment. Before we move further, remember the three basics of a successful offer.

- I. Product and offer
- II. Mailing list
- III. Copy

Any test affecting one of the elements can make a huge difference in response. Let's now break a mailing down further and look more closely at 12 major elements which can be tested.

1. Teaser copy on envelope

The teaser has the same function as a headline does in a space ad. You help get your prospect to take the first step toward responding to your offer by opening the envelope. Because it's so very important, exercise great care in creating a powerful benefit-oriented teaser.

The easiest element to change as well as the lowest cost element in a mailing is the teaser copy on an

envelope. I've seen differences in results of over 200% - that's over two times the response in mailing results. The only change was a different teaser! On every mailing that you do, test at least one new teaser against your control. Here is an example of two mailings I did with all elements being the same (identical letter, offer, etc.) except for envelope teaser:

Envelope A

"Discover Today's Best Business Turnaround Strategies"

Envelope B

"How To Get Very, Very Rich Turning Around A Business"

Which pulled best? Envelope B by 271%.

TIP: Because the task of teaser copy is to get the envelope opened, here are a few tips to help induce your prospect to open the envelope. Add these words after the teaser copy.

- . . . See inside for details
- . . . Open at once and read immediately
- . . . Free gift inside
- . . . Open at once for free sample form
- . . . See sample form inside
- . . . An urgent message from Ted Nicholas (or you)

A word of caution. Don't be cute or use any tricks or gimmicks. When you offer a free gift make certain you give something of real value to the prospect. Otherwise, while you may get many people to open the envelope, you will alienate the prospect. An upset prospect, of course, will not buy your product.

2. Headline on letter

This can be as simple as repeating the teaser copy from the envelope. Or, you can create an entirely new headline. Of course a new headline must be congruent with the teaser and the entire offer.

There is no hard and fast rule on this. I often repeat the teaser copy. However, on many mailings my headline on the letter is different from the teaser copy. A mailing currently being done for a client for a speaker's product uses a headline successfully pre-tested in a space ad as teaser on the envelope. Here it is.

"How To Get Enthusiastic Applause, Even A Standing Ovation - Every Time You Speak."

The headline on the sales letter is the subhead used in the original space ad as follows:

"Leadership Today Requires That You Are An Outstanding Public Speaker"

Notice that in the above example the original subhead is strong enough to be a headline. Your subheads should be as well.

3. Sales letter

Establishing credibility is the challenge in writing your letter (as well as all advertising copy). It must be written with honest conviction and passion. You must persuade and practically compel the prospect to take the action you request.

4. Offer

The product must be perceived to be worth more to the prospect than the price you ask. Answer this question in the mind of all prospects clearly and distinctly. What is the offer and of what benefit is it to me?

Too many offers are overly complicated. Simplify as much as possible. You need to show that compared to the

money involved in the purchase, the value to the prospect is many times greater.

TIP: You can markedly strengthen your offer by comparing its investment with others with which your prospect is familiar. For example, when you carefully compare the cost of your product with a weekend at a resort, a night on the town, a new car, or a new suit, the price will undoubtedly be perceived as a terrific bargain!

Here is an example of copy that makes a valid comparison.

What would you expect to pay for such a product? About \$75?, or \$60?, or \$50?, or the cost of a special evening for two at your favorite restaurant? No, it won't even cost you 50% of this. You can have XXX product for less than half a night on the town, only \$29.97!

5. Bonuses

Perhaps the least understood, and therefore underused, of all the elements of a mailing is the use of bonuses. I have always increased response to my offer by including one or more free bonuses! But here is the key to a successful bonus.

It must be so appealing the prospect would want to buy it if it weren't free.

When I first started in business I thought I was being clever. I offered a free bonus of a special report that wasn't selling successfully by itself. Result? Sales actually decreased when I added the bonus to the offer versus no bonus at all!

So I came up with a valuable rule that I'll share with you. If you can't sell it, you can't give it away!

Never break this rule.

However, highly saleable free bonuses will increase response. You must constantly search for powerful products you can use as free bonuses to be a super successful direct marketer. Your bonus can be nearly anything which appeals to your prospect. Just a few bonus ideas that are proven to work effectively in direct mail offers include:

- * Special reports
- * Books
- * Flashlights
- * Mugs
- * Pens
- * T-shirts
- * Video tapes
- * Audio tapes
- * Pocket knives
- * Business cards
- * Hats
- * Calculators (one of the hottest bonuses today)

Bonus ideas are limited only by your imagination. One of the most unusual and fun bonuses I used a few years ago was a new Rolls Royce! The headline offering rentals of my mailing list to direct marketers was "How To Get A New Rolls Royce Free Just For Testing A Hot Mailing List."

The copy described that we would deliver a beautiful Rolls Royce replica to the customer's office. Everyone loved it and the offer was highly successful. Our cost was over \$100 per unit but well worth it.

Use bonuses properly and your mail results will soar.

6. Price

The ideal price can never be decided by the marketer. Your customers, not you, are best qualified at setting the price. I see most direct marketers make this classic error. They do little or no price testing.

Pricing is really a fascinating art. Depending on the product, the way it's presented and the audience, sometimes a higher price actually pulls more total sales as well as units than a lower price! Other times a product produces a higher profit at a lower price.

Sometimes, the profitability of a product is about equal at a higher price or a lower price. In this instance you need to clarify your strategy. If you want more customers to whom you offer other "back end" products, you would go with the lower price. If you accept less front end response to produce the same profitability handling less units, you would go with the higher price.

The safest thing to do as previously mentioned is: let your customers set the correct price for you!

This is a typical pricing scenario for a product such as a piece of quality costume jewelry, a handbag, book, exercise device, or special report that might sell for a price less than \$100. You could offer the product at four price points. The prices need to be different enough from each other so that the "read" you make of results is meaningful.

Your prices might be \$29.97, \$47.97, \$77.97 and \$97.77. Remember the appeal of prices which end in the digit 7!

Keep everything else in your mailing exactly the same. Then, of course, include your letter, order form, offer, bonuses, lift letter and brochure. Now if you were to send your offer to a list of 20,000 names broken down into 4 segments and your letter pulled at least 30 responses from each segment, price test results would be statistically significant. You could then "roll-out" the most profitable price.

Someone always asks this question at my seminars. "Suppose a customer were to discover that they paid more than someone else for the product?" Answer. This rarely happens. In 21 years and hundreds of tests, it's happened perhaps a dozen times. If and when it does, here is a low-cost way to handle the matter. Simply send a letter with an explanation of the truth. Namely that we were price testing. We apologize for any confusion and then send a full refund of the purchase price paid, allowing the customer to keep the product with our compliments. If the product is a subscription, we refund the difference of what has been paid at the higher price.

7. Guarantee

You will always improve response with an unconditional money-back guarantee. The longer the guarantee period is, the more orders and fewer returns you will get. Here is a powerful guarantee style and wording you can use with any product:

Money-Back Guarantee

After you have the product for a full year, if for any reason you are not completely delighted, return it to us and receive a prompt and courteous refund.

The words "prompt and courteous" are extremely important as they help build credibility. Also, changing the wording of a guarantee can improve response to your offer. Other effective titles for your guarantee are:

- *Iron-Clad Guarantee
- *No-Risk Guarantee
- *Better Than Money-Back Guarantee

You can also offer a conditional guarantee. This might result in fewer orders but more qualified long-term clients. Here is an example of a conditional guarantee:

Money-Back Guarantee

If, after trying out our program for up to one year (12 months) you have not achieved at least the minimum results described in our advertising, upon proof of completing the steps described in your manual, simply return the program for a prompt and courteous full refund of every penny

you've invested.

8. Lift Letter

An extra letter included in your mail package. Properly done you can "lift" the level of sales from your offer, hence the name. Here is how to prepare a lift letter.

1. Present a benefit not found in the main letter.
2. Write in the voice of someone other than the signer of the main letter, i.e., a customer testimonial, an officer in your company other than yourself, or an industry expert.
3. Keep it short; no more than approximately 150 words.
4. Print it on another color paper stock such as primrose, yellow, peach, or blue.
5. On the outside fold of the letter say: "Please read only if you are still undecided."

Replacing a weak lift letter with a stronger one can materially improve mail results.

9. Brochures and fliers

These can sometimes add substantial sales power to a mailing. This is particularly true when photographs of your product enhance the appeal as with jewelry, leather goods, cosmetics, watches, pens, scarves and other luxury products. Also, products such as automobiles, appliances, tools and clothing are often enhanced by good photography printed on quality paper.

In marketing information products, my tests show that there is no hard and fast rule. Sometimes a brochure adds sales. Sometimes, surprisingly, results can even be less than without a brochure. And obviously it's more expensive to include a brochure. A valid test for any product is to mail your offer to different list segments with and without a brochure.

Here is how to prepare a brochure or flier with real sales power:

1. Use powerful headlines and subheads.
2. Include features of your product as well as benefits. Specify its size, weight, color, how it's made and any other unique aspects of the product. This helps build credibility by displaying your expertise. Features indicate you really know what you are doing.
3. Print on white stock.
4. Do not use screens behind any blocks of copy as you will decrease readership. Use screens only on outside copy areas, unless you don't want the prospect to read the copy.
5. Use first class photography. Don't forget to caption each photo.
6. Include people enjoying the product in some photographs, as well as the product by itself.
7. Print in at least 2 colors, and if the product is greatly enhanced, as with jewelry, use full color.
8. All words should be printed in black ink. Never use another color. Black is easiest to read.
9. Print on glossy stock.
10. For a flier, use 8 1/2 X 11 printed both sides. For a brochure make sure no matter how many pages you use (4 pages makes an excellent size) the first page should unfold to 8 1/2 X 11.

TIP: Always include the price, address and toll-free order information on brochures. Most people neglect to do this and miss extra sales from people who keep just the brochure from the mailing, or who give the brochure to

a friend.

10. List Selection

This is obviously a major key to your mailing success. Your mailing will not succeed if you send your offer to an uninterested or unqualified prospect, no matter how good the product offer or copy.

The very best prospects for your offer next to those who have already raised their hand by answering an inquiry ad or otherwise inquired of your company are people who have in the last 3 months bought a similar product in the same price range by mail. A good list broker can help you locate such buyers from hundreds of mailing lists available on the market.

You must constantly be on the lookout for prospects for your product.

Two experienced mail list brokers who can help are:

Lee Kroll, Kroll Direct Marketing Inc., 666 Plainsboro Road, Suite 340, Plainsboro, NJ 08536; Telephone (609) 275-2900; and

Eric Weinstein, the Listworks Corp., 2151 West Hillsboro Boulevard, Suite 203, Deerfield Beach, FL 33442; Telephone (305) 481-9400.

TIP: Look at incoming orders and if, for example, you are receiving a high percentage of orders from medical doctors or CPAs or other professionals, you might find a bonanza of new lists to test, i.e., CPAs who buy similar products to yours by mail. We have struck gold many times through this simple process.

On every roll-out mailing that you do it's important to test 5% to 20% of new lists as you need to constantly seek new prospects for your product. But don't become "test crazy." It's vitally important to test new lists. But, if you use too heavy a proportion of new untested lists your profitability may drop. So keep your test lists as a small percentage of your overall mailing unless, of course, your percentage of response is huge and you can afford a larger percentage.

11. Order Card

A huge weakness on the part of most mailers is a poorly prepared order card. The main reason is that order cards are often prepared as an afterthought. Typically most of the creative effort is expended on the letter, teaser and brochure. And there may be a built-in aversion by entrepreneurs and writers, as with most people, to ask for the order.

But the order card is where the sale is finally closed. It is crucially important. Yet most order cards have no passion, zest or sales power. It's as though the creative engine is "out of gas."

Here is how to prepare an order card that increases mail results.

1. The sequence of when you prepare the order card is vitally important. Write the order card copy right after you write the envelope teaser copy, headline, subhead and opening letter paragraph. But before you begin the sales letter!
2. Assume your prospect will look at the order card first. Many prospects do just this. Or perhaps he/she only reads the mail element and not your beautiful letter, brochure, or lift letter. Ask yourself, "Does my order card alone excite the prospect enough to close the sale?"
3. Repeat your headline, subhead and a few of the most important benefits derived from your product.
4. Repeat your guarantee. Perforate order card so customer may keep guarantee for his/her records, thus further building credibility.
5. Include a photo of your product on the order card.

6. Use an attractive border. For an executive prospect a "certificate border" can be very effective.

7. Use an appealing title for your order card, such as:

"Free Trial Request"
"Charter Subscription Offer"
"Limited Edition Certificate"
"Seminar Reservation Request"
"Special Investment Application Certificate"

8. Print in at least 2 colors on a different paper stock than the letter.

There is no more important element within your mailing to test than the order card. Add vitality (all sales of products and services depend on vitality) and benefits and watch your sales explode.

12. Graphics

Graphics can make the difference of profit or loss in a mailing. Don't misunderstand. I'm not suggesting that a mail "bomb" which pulls almost no orders can be turned into a winner by changing the graphics. However, when you are in that tough area where your mailing is close to break-even, improved graphics can improve the mailing to break-even or better and save the day.

Graphic designers who can help improve direct mail results are rare. The best graphic designers in the U.S. for direct marketers realize their proper role. They know this important truth: the words are the most crucial part of an offer.

The proper role of graphics is to enhance the feel and power of the copy. This can often be done simply by careful selection of typefaces and arrangement of copy. Or, by using photos and other graphic images which can enhance the offer.

Two graphic designers I can highly recommend are:

Sandy Taccone, 16 Vane Court, New Castle, DE 19720, Telephone: (302) 323-0343, Fax: (302) 323-0518.

Terry Finder, The Terry Group, 4356 Bonney Rd., Bldg. 3, Virginia Beach, VA 23452, Telephone: (804) 431-0600, Fax: (804) 431-1416.

Another world-class graphic designer who does great work for people with a somewhat higher budget is:

Ted Kikoler, Ted Kokoler Design, 43 Beveridge Dr., Donn Mills, ONT Canada M34A 1P1, Telephone: (416) 444-6631, Fax: (416) 444-6632.

Now that you have the 12 major secrets of testing effectively as well as other tips to enhance results, I look forward to more success stories about dramatically improved mailings!

Ch 33 - How to market yourself

How you market yourself is at least as important as marketing your product. Why? Because you deal with business people on a personal basis daily. That's why this chapter is devoted to personal marketing.

I was inspired to write about marketing yourself because I see avoidable mistakes constantly being made by entrepreneurs. For example, here is what happened recently.

John D., one of my newsletter subscribers, was lamenting his recent experience a couple of months ago. He was turned down by his bank for a merchant account. His fledgling mail order business could not process credit card orders. Of course, without this capacity it's difficult, if not impossible, to operate a direct marketing company today. Yet, banks are leery of mail order businesses. Banks have experienced credit card losses with

a few mail order marketers. Large losses are rare, but nonetheless, many applicants are being turned down these days.

After asking John a few questions, it became clear to me that he made some mistakes. In fact, the way he handled things he probably wouldn't have succeeded in any negotiation. To get the desired outcome with another business person you must. . . market yourself effectively.

What I will cover in this chapter may come across as a form of manipulation. Let me assure you that it is! But, the issue needs clarification. There is mass confusion throughout the world on the proper role of advertising and marketing in a society. Indeed, as part of persuasion all marketing is designed to manipulate people to take a certain action. Critics of advertising are quick to condemn business people for precisely this reason. However, criticism is undeserved. Why?

Manipulation - it is good or bad?

There is a major difference between positive and negative manipulation.

Negative manipulation in any business situation occurs when a seller gets one or more people to purchase something or take an action that benefits only the seller. Buyers lose money or time or something else of value to them without gaining an equal value. The outcome is a win/lose proposition.

Positive manipulation is when the seller gets others to do exactly what the seller wants. But here is the important point. The benefit derived by the buyer is at least equal to the seller's. Indeed, it can be many times greater than the seller's. It's a win/win proposition. My writings always stress positive manipulation. The benefits derived by the buyer of my products are at least equal to and up to 10 times or more those of the seller.

Vive la difference

While there are similarities between marketing on a one-to-one basis or in print, the most important difference is this: in print you must anticipate objections and answer all of them satisfactorily. What you say and how you say it is the key in print. Be pro-active. In personal one-on-one marketing, asking questions in a certain way combined with active listening skills is the key to success. Be reactive.

When communicating verbally, your business prospect seldom listens to and really hears all your benefits or sales points. He/she simply stops listening somewhere during your presentation. If the prospect were reading a well-written letter from you, the likelihood of your getting across your complete message is much higher.

It's human nature that most people prefer to hear themselves speak rather than listen to you or anyone. Therefore, when you want to sell a person on an idea, because you will not be fully heard, your job is not to tell. Instead, listen more and speak less. But active listening is a very rare skill practiced by only a select few super marketers. You will be far more successful if you give prospects what they rarely get from anyone but really want from you: to speak and be heard!

Make it easy for prospects to communicate. Ask questions which encourage them to speak. Listen carefully to them, which is the want of all humans. You will be thought of as a great friend as well as conversationalist! Don't make the common mistake made by entrepreneurs. They talk too much. Prospects get turned off. The marketer does not make the sale.

Another underused marketing strategy is whenever you speak to someone about a proposed business transaction . . . Assume Consent. Ask questions which assume the end result you seek. For example, with a banker you might ask these questions:

1. "How long does it normally take for a credit card charge to be credited to my account?"
2. "What discount or percentage of credit card sales will the bank charge us for your service?"
3. "How long would it take to get the service in place?"

4. "What equipment do we need to buy to make it easier for your bank to process our orders?"

Let's look at some of the biggest mistakes John made. How could he have handled the matter so as to markedly increase the chance of a favorable outcome? Note how John approached the bank. He dropped by. Without an appointment. He was dressed in a typical outfit worn by many home-based business owners - jeans, open-collared shirt, windbreaker and running shoes.

He asked his favorite teller Fred, "How can I get a merchant account for my new information-based mail order business?" Fred, who didn't have decision-making power, said he'd look into it. He would call John by the end of the week. Fred did call with the answer. Not surprisingly it was . . . No!

Here is how you, in similar circumstances, might handle a potentially important business relationship. First, remember what you have often heard but can easily forget - the power of the all important . . . First Impression.

Let's back up to the beginning. We first have to choose who we'd like to impress. In any business relationship the logical person on whom to focus is the individual who is authorized to say yes or no. The best way to locate the person of authority is simple. Call the bank and ask for the name of the person in charge of merchant accounts. Call and make an appointment directly with the responsible person or his/her secretary. On the telephone, do not go into any details of the forthcoming meeting if possible. Save them for the meeting.

On the phone, just say that "I am a good customer of your bank and would like to make an appointment to discuss a possible way to increase the business I do with the bank. Would Tuesday or Thursday at 11:00 a.m. be possible?"

Make sure you're on time for the appointment. On the day of the appointment be prepared. Also make sure you are dressed appropriately. Your attire has enormous impact in any business encounter.

Dress for the occasion

John Molloy, author of Dress for Success, says:

The man who wants to succeed in business should make a habit of wearing suits, not slacks and sport jackets. Dark blue, dark gray, and pin-striped suits carry the strongest success message. Don't wear brown - it alienates some people.

A woman should wear at least a two-piece or ideally a three-piece suit and dress fashionably, although conservatively, and as expensively as she possibly can.

You should look on your wardrobe as a blue chip investment that will pay huge dividends.

I once made a mistake about my choice in clothing on an important occasion that taught me a lot. After successfully direct marketing my books and other products for 5 years I was fortunate to have numerous favorable articles written about me. Frankly, I was more than a little cocky.

One day the local Wilmington, Delaware, paper called to set up an appointment to interview me for a newspaper article. On the day of the interview instead of wearing a suit I dressed casually, the way I often do when writing and not seeing clients - in jeans and a T-shirt. What a mistake!

The reporter "roasted" me in the article. He focused not on my business, but on my non-businesslike attire. And the paintings hanging on my walls. He used negative words such as "irreverent," "eccentric" and "rebellious" all because of the way I chose to dress and decorate my own private office! This came through more strongly in the article than the nature of my work. The article did little or nothing to enhance my business. An important opportunity was wasted! But what a learning experience.

The lesson that I derived from that experience was this: Always dress carefully - deliberately - for all important business meetings. Don't dress above or below the level of those with whom you are meeting.

Clothes are not everything

Just as important as your choice of clothing is your physical appearance. Pay attention to:

1. The way you hold yourself.
2. The way you walk.
3. The way you smile.

Several important studies show we all tend to believe attractive people have virtues they may not possess. We think good-looking people are more sensitive, more intelligent, more exciting than those who are physically mediocre. Hold yourself confidently with your back straight and chest forward. Smile warmly. Look the person straight in the eye when you speak. Be well-groomed.

You will undoubtedly be considered attractive and possessing many good qualities.

How to build rapport

When you arrive at a business meeting your first task is to establish rapport. One of the best ways to establish rapport is to ask relevant questions. As previously mentioned, contrary to popular belief, it is far better to be a good question asker and listener than an articulate communicator.

Everyone enjoys talking about themselves, their family or their job. Observe the desk and other surroundings for evidence of a hobby such as golf, tennis or bowling, which you may relate to. Ask questions like:

1. How long have you been with the bank?
2. Are you a native of the town or city?
3. Is it as interesting as it appears to hold a responsible job in banking?
4. Is this a good area in which to play golf?

Answer any questions you are asked promptly and honestly. Be brief with your answer to questions. Resist the nervous temptation everyone has to over talk. Listen carefully to the voice pace of your prospect - a very important element of building rapport. What is the pattern of speaking? If your banker talks slowly, speak slowly. Match the pace. If he/she speaks rapidly, speak rapidly. Everyone naturally feels more in their comfort zone when those business contacts with whom they speak have approximately the same timing.

Type your prospects

Another good way to build rapport can be put into action once you identify your prospect's favorite style or type of communication. Everyone prefers a particular style of communication unique to them. Neuro-linguistic programming (NLP) teaches that we are all more comfortable communicating in one of three basic styles. Putting this in a marketing context the three types are:

1. Audio - Prospect likes to verbally hear the benefits. Prospect might give signals such as saying, "I'd love to hear more about this aspect of your product."
2. Kinesthetic - Prospect likes to physically experience the benefits. Prospect may give a signal such as picking up or wanting to touch the product or asking for a demonstration.
3. Visual - Prospect likes to be shown the benefits visually. Prospect may respond to a photo, chart or other visual aid you may be using.

Look for signals such as these from your prospects and business contacts. Once revealed to you, simply give your prospect more of what their style indicates they want.

When do you present the nature of your business? Ideally after you have a chance to establish some rapport, perhaps in five to ten minutes. Be careful with your choice of words. If you are in the information business do not say you are in mail order! Instead say: "I'm in the publishing business and would like to better serve my customer. Therefore I'm interested in applying for a merchant account. What steps are necessary for me to complete an application?"

Then, shut up!

Whenever you finish asking a question, don't say another word. Whenever you ask any type of closing question, wait for your banker or prospect to speak first. Sometimes this wait can seem like an eternity, but it's very important not to speak before he/she does.

At that point if the merchant account seems like a "go," your banker will probably explain the procedure involving completing some forms and ask you a few questions. You simply listen and take notes. Politely end the meeting as quickly as you can. And leave. Don't dally. You would be wasting the most valuable commodity the banker, you, and everyone else has - time. Your prospects appreciate you more if you respect their time.

Use testimonials

Take the application form home with you. After completion, call and make another appointment to deliver the application. On your return visit bring at least three letters from people who have done business with you for a few years, regardless of whether the bank asks for references. These letters, of course, serve the same purpose as does a testimonial in a sales letter. They help build your credibility.

Of course, even if you follow the foregoing steps, there is no guarantee you will get a merchant account or make any business deal favorable to you. However, unless there is a bank policy precluding merchant accounts, I submit you will markedly increase the chances of your getting a favorable result.

There is a happy ending to the story of John D. He followed my recommendations. At the second bank he approached they agreed to give his merchant status. Today he is happily processing MasterCard, Visa and American Express orders!

Please note: in this issue, I'm deliberately using a very tough example such as getting a merchant account. Acquiring a merchant account is difficult for any direct marketer today. And even some very large and established companies have lost their accounts through no fault of their own but simply because of changes in bank policy. However, here is the point. Regardless of what you are seeking from a supplier or sales prospect, you will be more successful if you handle it properly.

As to getting a merchant credit account, you may be interested to know of my experience. After I sold my two former companies in 1991, I moved to Florida. There I reapplied for a merchant account through a local Florida bank for my new company, Nicholas Direct. I was told the bank had not opened a new merchant account for any direct marketing organization for the last two years!

I applied nevertheless using the foregoing procedures. Frankly, I was pleasantly surprised when the bank approved my application. Knowing that the bank policy was stringent, I was fully prepared to get at least one no before I got someone to say yes. Of course, I was helped by a successful track record in my former business.

In summary, let's note the main differences in John D.'s successful approach to a bank over his first. He . . .

1. Found the person who could make the decision.
2. Made an appointment with the decision maker.
3. Dressed appropriately and made a favorable impression.
4. Built rapport.
5. Listened more than he spoke.
6. Positioned his business as a publishing company, not a "mail order business."

Important point. Don't make this common error in referring to your business. There is really no such thing as a mail order business. Mail order, although the phrase is commonly used to describe a business, is not a business. It is a method of distribution!

The words you use to describe your business are very important. It positions you in the mind of the prospect. Unfortunately, the phrase "mail order" has a negative aura about it in many circles, probably because of the poor reputation of "junk mail," along with the reputation of a few shady operators who garner unfavorable stories in the media.

Here is my most profitable no-cost marketing secret: It always pays to hand out a professionally done business card every time you see a prospect or business contact. Here is a simple idea you can use to make money with your business card as well as add impact to your first impression . . . Print on both sides of your business card.

For years while traveling on airplanes and trains, on request I'd write the names of one of my books on the back of my business card. Then I'd say, "If you have any problem getting any of my books in a bookstore, you can call my office which has a supply of them for immediate shipment. Tell them you spoke with me and I suggested you call."

I always got calls and orders.

One day this idea occurred to me. If I had the most popular titles printed on the back of the card, more copy would fit than I could hand write, thus more orders. That's exactly what happened. And, of course, I love getting book sales with zero marketing costs.

Your business card is a very powerful marketing tool. It gets looked at three times. This is perhaps more than any form of print advertising. Those three times are:

1. When you hand out the business card
2. When the recipient takes it out of their pocket or bag.
3. When it gets tossed.

Some cards are looked at even more than three times. Nearly everyone looks at business cards several times trying to decide whether to file or toss.

On the next page is a sample of my business card. Notice a line is left on the back. If a conversation with a prospect reflects an interest in a product not listed, like a tape or a newsletter, it can be written there!

Attendees of my seminars have created many variations of business cards with products and services featured on the back. You should offer your most appealing products that you'd like prospects to remember--not to mention--order! Others have effectively described the U.S.P. (unique selling proposition) of their business.

Bottom line. Print a powerful sales message on the back of your card and increase sales.

Look upon any personal meeting as an opportunity to market yourself, which you must do before you can effectively market your product. As a national direct marketer, unfortunately you cannot meet each and every one of your customers personally. Of course, while having some downside this factor also has many positive aspects. For example, you're able to service tens of thousands, even millions of customers with few or even no employees.

However, customers are not the only people important in your activities. Vendors, banks, the media and many other contacts are all extremely important to building a successful business. When we have occasion to talk business with anyone who can help us, we need to focus on personal marketing strategies that are proven to work.

Master the strategies presented here and you will market yourself as never before.

Ch 34 - How to uncover the most important secrets of a successful sales letter

Part I

What makes a sales letter work? The biggest shortcut to preparing an effective sales letter is to study real life examples of those that are successful. Then when you prepare an offer you can "model" your letters using these winning strategies. You will greatly improve results. This chapter will analyze in depth a recent sales letter I prepared for a client. It is a big winner.

To model direct marketing success, the best way to do it is to know how the mind of the creator of a campaign works. But very seldom does a copywriter “spill the beans.” Few pros go along with having their brain picked. I’m going to reveal the secrets to a successful letter. I’m going to share my thought processes. So now I will invite you into my head. Come and join me on a special journey. A creative one. Are you ready? Let’s go!

First, before the letter was written let’s look at the creative goal. The client and I mutually decided to:

Prepare a direct mail “package.” This would include a sales letter, flier, and order card. The product? A health book entitled How to Fight Cancer and Win. The author, William Fischer. To enhance the offer, I would select bonuses or develop new ones from scratch. I would review past offers and suggest a new offer. Retail price target between \$19.95 and \$29.95. The client would supply numerous testimonials from consumers, doctors and other health professionals.

How long did it take to complete?

I worked on the project on and off for 2 weeks. The final package consisted of these elements:

- *16-page sales letter
- *Two page flier
- *Bonus reply envelope
- *Order card
- *Outer envelope - size 6 X 9
- *Business reply envelope

The mailing would be sent via third class mail.

Step-by-step to success

The very first thing I did was to read and study the book. Then I examined the credentials of the author as well as medical experts described in the book. Since the book had been sold for about a year, I also reviewed previously used sales materials. Both successful and unsuccessful.

Using 3 X 5 cards while reading the book I captured the benefits. I wrote a single benefit on each card. From some pages I found one benefit; other pages two or three, some pages none, and so forth. I write each benefit as a headline, as dramatically as possible. I found the book absolutely loaded with benefits. I was able to capture 153 benefits which could also be used as “bullets” in the sales letter.

TIP: Very important when capturing benefits. Note the page number in the book where the benefit is found on each 3 X 5 card. Credibility, drama and curiosity are all increased when you cite the page number in the copy.

As I isolate the benefits on the cards, I’m on the lookout for what I can use as the all important “teaser copy” for the envelope and/or sales letter. As mentioned many times before in this book, teaser copy is as important as the headline in an ad. I wrote over 100 benefits before I found the one that was the most compelling.

How did I choose the premier benefit?

When I discovered the section that described how a famous doctor found a natural cure for cancer that was scientifically proven by incorporating two natural foods in your diet, I knew I had the “grabber.” I then wrote several headlines centered on this theme. I felt this was the strongest:

“You can Prevent and Cure Cancer Simply By Eating Two Natural Foods”

Now I had the most important element in any direct mail offer. The lead - the theme - the unique selling proposition - the marquee - the teaser copy, the all important . . .Headline!

The scene was set to pave the way for the headline. I wrote a pre-headline:

World renowned doctor says . . .

Reason? Credibility. I felt such a powerful, startling, controversial headline needed lots of proof.

TIP: It should never be forgotten that establishing credibility is always the biggest challenge facing any copywriter.

I became very excited about the teaser copy. I felt everyone getting the mailing would surely be compelled to want to tear open the envelope to know more.

The next task. Create a sub headline good enough to be a headline by itself. It ideally should tie into the headline. Since Dr. Budwig, who is featured in the book, is a world renowned doctor with impressive credentials, here is what I wrote:

Seven time Nobel award nominated doctor shows how certain natural foods and nutrients actually prevent and cure cancer. Leading medical doctors endorse her breakthrough findings.

Do you see how this subhead helps build still more credibility?

As a second subhead I quoted Hippocrates, perhaps the best known doctor in history (you may be aware that all U.S. doctors must recite the Hippocratic oath before they can practice medicine):

“Let food be your medicine, let medicine be your food.”

Why? Again, for even more credibility and to support the concept that the right foods are critical to your health. Then I added a copy element containing the most powerful word in the arsenal of any copywriter - Free. The subhead reads: "5 Free Reports."

TIP: Sequence of copywriting. When you write each part of the offer is critical. I always begin with the envelope. Most copywriters begin their effort with the letter. The envelope should always be the first thing you do. Reason? No one will ever read your letter, no matter how powerful, unless they first are intrigued enough to take the first step to a successful offer: Open the envelope!

Next I selected 12 benefits for the back of the envelope. These, of course, are taken from those all important 3 X 5 cards. I felt the ones I chose were the most likely to arouse enough curiosity and practically compel the recipient of the letter to open it. I felt satisfied at this point that opening the envelope was nearly irresistible. The envelope would be opened!

TIP: Exception. On most offers, especially if the weight is less than one ounce, I test a segment of the mailing using an envelope with these elements:

1. No teaser copy.
2. No company name, just a return address.
3. Typewritten address.
4. Live first class stamp. (Or you can test a variation using a metered indicia. This looks like first class mail.)

Sometimes this works more profitably than a third class mailing with a teaser. In the “cancer book” offer, because the mailing is quite heavy in weight, to reduce expense a first class test was not done in the initial test.

The order card is crucial

The second element I always prepare in a mailing is the order card.

TIP: Prepare the order card right after the envelope. Most copywriters make the mistake of preparing the order card last in a direct mail package. Don't you do it! Avoid the fate that awaits most order cards. Indifference. They are boring, lifeless, and confusing. Such an order card will not capture sales effectively, if at all.

The reasons you are more likely to create an exciting, powerful, clear, easy to follow order card if you do it right after the envelope include:

1. You'll communicate more excitement and passion because you are still fresh. You are not “out of gas.”

2. You'll clarify the offer in your mind. Thus, order instructions will be easier to follow.
3. The letter will be stronger and easier to write as a result.
4. You will be in a better position to select or create bonuses that will improve the offer.

Bonuses increase sales

I have never made a direct mail offer wherein results did not substantially improve when I offered one or more exciting and saleable bonuses. In the cancer book the products available in the client's catalogue, particularly their titles, were not compelling enough to be bonuses in my opinion.

Develop new bonuses

So I suggested using the contents of a very fine book from the catalogue. From it I created not one but 5 separate bonuses! Then I created these 5 titles:

1. The Truth About a More Exciting Sex Life
2. How to Take Off the Pounds and the Years
3. Nutritional Secrets to More Youthful Skin
4. How to Improve Brain Capacity Naturally
5. How to Increase Your Energy and Enjoy Living Longer

Aren't these the health benefits all adults want? Don't you? Of course! These are the same wants that people had 50 years ago. And they will still want them 50 years from now! And they really enhance the order card, don't you agree?

TIP: Ask yourself. Is your order card exciting, complete and compelling enough to sell the product all by itself? If not, it needs more work.

I included the elements listed below on the order card to enhance its power. And if someone didn't read my letter or if the order card is passed along to someone else, it must be strong enough to sell the book even without a sales letter!

1. Photo of the book
2. Featured doctor
3. Guarantee
4. Order information
5. Price
6. Two testimonials

As with all direct mail elements, an effective order card always is stronger with a headline! Look carefully at your mail. Many order cards are prepared without a headline. This is a wasted opportunity.

A headline I often use on order cards is: "Free Trial Request."

The cancer book order card copy reads: "Mail This FREE Trial Request Today!"

Notice that the word Free is emphasized. The order instructions are to "Please Rush" copies of the book. The titles of four of the free reports are repeated. The fifth report was chosen as an "early order" benefit. In this way you add more excitement and urgency to the offer. And you give the prospect an additional reason to buy now.

The title "How to Increase Your Energy and Enjoy Living Longer" was selected for two reasons.

1. The number one complaint people have when visiting a doctor is lack of energy.
2. Everyone wants to live longer according to many health studies.

Establishing a price

Remember, three elements must be in balance for any direct mail to succeed:

- A. Offer and price
- B. Copy
- C. List

The price is a vital part of any offer. The book has been sold in the past for prices ranging from \$19.95 up to \$50.00. The lower price range was the most profitable. The goal of the mail list was primarily to test the copy. We settled on a price of \$29.97. The ending digit 7 has proven to have more sales appeal on a variety of direct mailings - mine and others.

To help build perceived value, I used this phrase in the copy:

“I enclose not the original price of \$50.00, but only \$29.97.”

The all important guarantee

Direct mail always pulls more orders with a strong guarantee. Study carefully the double guarantee especially created for this mailing. A good product with a strong guarantee will experience refund requests of less than 5% if the product lives up to the copy. This is acceptable on most offers. And the longer the guarantee the less refunds. In this case I used a year.

The back of the order card

On some offers I use both the back and front of the card, and others just the front. Having tested both ways the conclusions to what works best is: It depends! The nature of the product and offer help determine the layout of the order card.

On the “cancer” card with the large author and book photos on the front and two strong testimonials besides, the layout simply worked better using front and back. To get all the elements on one side would have resulted in a huge order card or copy with so small a point size it would be tough to read.

Use of the company logo

Every entrepreneur wants to have at the very top of page one of their letter and on the outside of their envelope their company logo. But guess who loves the logo? Your customer? No! You, the company owner. However, it serves no marketing purpose. It's a “me” message. Not a “you” message. Only “you” messages sell. Your prospect wants to know the answer to one question. What's in it for me?

Forget what you may have learned in business school about logos and proper letter style. Unless you are writing to your best customers who already know and trust you, it's best not to have a logo on the top of your letterhead. Or on the outside of your envelope. If you must have a logo somewhere just to make you happy, place it on the order card. And/or the last page of your letter. And/or on fliers and brochures.

Notice how the logo is used sparingly on the order card.

The flier or brochure

Sales results from many mailings can be improved with a descriptive flier or brochure. Product offers in the luxury goods category, such as jewelry, leather goods, clothing, watches, and accessories, are clearly enhanced by attractive photography combined with powerful copy.

Information products and services can also benefit from a brochure or flier. In the cancer book, I felt the table of contents was both complete and strong. So I used it as the basis of a flier. I rewrote many of the sections to strengthen them.

Prepare fliers and brochures third in the copywriting sequence. To build more credibility, combine features of the product in the flier along with benefits. Describe the color, size, finish, pages, contents, etc.

Up to this point we haven't written word one of the letter! So far we have prepared these elements:

1. Envelope
2. Order card
3. Flier

Follow the "E.O.F." sequence and you will create more effective mailings!

TIP: To maximize orders from all your mailings, here is a technique rarely used even by experienced mailers. Always include the price of your product and your name, address and telephone number on each and every major element within your mailing! This includes the flier, brochure, and letter. And, of course, the order card. Reason? Many prospects toss out your letter and keep the flier. Prospects may want to order later, long after they've forgotten the price. And, of course, they wouldn't have your number, address or telephone number. Or they will pass along information to an interested friend. This no-cost technique accomplishes an important task. It makes it easy for anyone to order from you! Use it and watch sales increase!

Ch 35 - How to uncover the most important secrets of a successful sales letter

Part II

In this chapter I'll reveal my thought process in preparing a "killer" sales letter. Continuing from the last chapter, to refresh your memory, we used the E.O.F. sequence.

1. Envelope
2. Order Card
3. Flier

For best results, follow this sequence every time you create a direct mail package.

The fourth element then in the package is the sales letter. A sales letter is the real "workhorse" in any direct marketer's arsenal of sales tools. It is the most carefully read part of your sales package. So let's look at one closely.

Important point. Readers often ask me this. "How long should a sales letter be?" The answer is long enough to do the job. My experience has shown a 2-page letter out-pulls a 1 pager, a 4 page out-pulls a 2, 8 pages out-pull 4, 16 pages out-pull 8, etc. The key is that all copy must be relevant. If it's not relevant, your prospect won't read even 3 sentences! As to length, when you write copy your job is this: Simply tell a complete story. Include every benefit from using the product. You never know what will motivate the sale. Obviously, people vary in what turns them on. By including all the benefits you can, this increases your chances to sell.

First page of the letter

If you've done a good job on the teaser copy and envelope, the important top portion of the letter is easy. Simply repeat the major envelope elements: headline, subhead and graphics.

TIP: Effectively use the space available on the first page of the letter. Don't start the narrative of the letter until sufficient space is given to dramatically presenting all the elements. Notice that the letter narrative in the cancer book example starts 2/3 of the way down the page.

Typeface

Always use Courier in your letter for the "feeling" most conducive to a sale. Courier is personal. From me the writer to you the reader. Do not use a typeset look. Sales will not be as good.

You begin the letter with surprise, surprise the . . . Salutation

If you begin a sales letter with the salutation "Dear Friend" you simply can't go wrong. This is the one I and

other successful letter writers most often use. Others I could have used are: Dear Friend of Fischer Publishing, Dear Natural Health Enthusiast, or Dear Friend of Natural Healing.

How you start a sales letter is crucial, so we need to focus on the first sentence. The goal is to immediately capture the interest of the prospect. Why? Yes! So they keep reading. Therefore, your first sentence must be captivating. Compelling. It sets the tone for the rest of the letter. Its purpose is to motivate you to read what? That's right! The second sentence.

TIP: A good learning exercise. Make a habit of studying the first sentence of a successful ad, sales letter, book or article. The best ones are very powerful.

As an example of a strong opening, here is the best ever written for a fiction book, in my opinion. Remember how *The Tale of Two Cities* by Charles Dickens began?

"It was the best of times. It was the worst of times."

Wow! Does that set the tone for the rest of the entire book, or not? After writing many drafts, my opening sentence in the sales letter is:

"At last, there is an answer to cancer!"

Why did I go with it? For several reasons. It . . .

1. Supports the headline.
2. Offers immediate relief and solution - hope to anyone worried about cancer.
3. Short and punchy.
4. Brought to my mind a recollection of a book written by Dr. William Kelly about 20 years ago based on nutrition. I always like the title, *One Answer to Cancer*. So I modeled my opening on this long remembered title.

Second paragraph

This reads: "A major medical breakthrough has shown you can now actually prevent and cure cancer. It's based on the oldest known form of 'medicine' - natural foods."

There are three reasons for the second sentence. Guess what they are: Right!

1. Further expands and supports the promise in the headline.
2. Builds credibility.
3. Motivates you to keep reading the third paragraph.

Third paragraph

Further expands and proves the advertising promise fundamentally in this idea. Every day more evidence supports the thesis that natural foods are the answer as evidenced by the research.

Use of anecdotes

While often I start a letter with a powerful anecdote, in this case I presented a dramatic story after three short paragraphs but while still on page one of the letter.

Subheads are important

Why? They break up large blocks of copy. And they intrigue you into reading more. In the middle of page two see the first subhead: "Many Have Been Cured"

Why this a subhead?

That's right! For still more support for the great promise contained in the headline. My headline, while completely true, is still hard to believe without proof. Plus, everyone likes to read about humans overcoming

obstacles and being cured of diseases. It offers everyone hope.

TIP: For any claim to be believed, it must not only be true--it must also seem true. When a headline claim is extremely strong, you must use several facts to support it.

After the first subhead, the copy strategy is to add still more support to the promise of the headline. I proved that a natural solution does indeed exist to combat and cure cancer, the most dreaded of all diseases. In the second paragraph after the first subhead, I introduce the real "hero" of the ad, Dr. Johanna Budwig.

TIP: Making real people the central focus of an ad is a very effective copywriting strategy.

On top of page three I describe Dr. Budwig's medical breakthrough and discovery. Notice how I dramatize her work. Next in the letter sequence comes the real meat and reward of reading the letter, the . . .Solution!

The next subhead reads "Nature Provides Answer."

My goal here is to show power of the enormous value of the natural discovery. And like all great identifications, at its core it's really simple.

So where is the product? So far the copy contains a lot of excitement and information. But no product is yet offered. In this letter, I wait to introduce the book near the end of page three. By this time the reader is (hopefully) practically begging to be sold. At this point I also describe the full year no risk guarantee. Reason? I want the reader to focus on how great it will be to have the product and not worry one bit about risking a penny.

On page four I start dramatizing the benefits of the book. The check marks are in front of 15 diseases (count 'em) the book's natural formulas prevents or cures. Then comes the subhead: "Get These Important Answers."

Here are the bulleted benefits taken from the 3 X 5 cards. (Remember how to prepare a 3 X 5 card for each benefit.) Checking a page number on which the benefit is found makes the benefit more "real" to the reader.

TIP: Look at the actual sales letter. At the top of the page is an effective graphic technique. A powerful benefit is taken from the 3 X 5 card and placed at the top of the page. Result? A powerful headline before each page!

Look at the bottom of each page of the sales letter. See how no sentence ends with a period? If you break the sentence rather than end it, there is a greater tendency for the prospect to turn the page and keep reading. After nearly five pages of bulleted copy, see the subhead: "What Medical Experts Say."

Reason? Why do you think? Yes, you are right! To support and lend credibility to both the promise of the headline and the bullets.

Testimonials add power

Do you have any doubt about the value of testimonials? After the doctors' testimonials, I use a full 3 pages of testimonials from readers. There is no substitute for the actual words of satisfied users of any product.

TIP: It's a good idea to edit, hone down and edit testimonials. Of course, use the actual words - just trim them down. Also, make sure you get permission to use them. 99% of the time customers are happy to permit this use.

After the testimonials the subhead reads: "More Thrilling Case Histories."

Everyone enjoys human drama. Especially with a happy ending! So I included short anecdotes taken from the client's files of readers who have experienced wonderful results from the book.

The ultimate purpose of any sales letter is to get the prospect to take a specific action. Therefore, you must ask the prospect to do exactly what you want in your close. The next subhead begins the "call to action."

"Free Bonus Reports"

Each bonus has a few sentences of copy describing the benefits derived from using it. The copy here is very important, as often benefits contained in the bonuses really drive the sale. If the bonuses are strong, many people buy the product just because they want the bonuses! The next subhead: "Free For Promptness."

(Observe the use of the word free in the last two bonuses. Free is the most powerful word in sales copy.)

As part of the call to action right now, I reserved one of the five bonuses I created and offered it as an inducement to respond immediately. It was sent to the first 1,000 people who responded. Why? This added inducement. A delayed sale is nearly always a lost sale. So any technique you can use to enhance the sale now increases overall response.

The final subhead: "Money-Back Guarantee."

Here I dramatize a one year guarantee. Key words in my guarantee are prompt and courteous refund. Another credibility builder is: And keep these bonus reports regardless. Use these phrases on your guarantees and watch sales increase.

The all important P.S.

The most read part of any letter next to the headline is the P.S.

TIP: Never send out a letter to anyone without a P.S. unless you want to waste a sales opportunity. To write a strong P.S., summarize the offer as well as guarantee as dramatically as possible.

See how I handled the P.S.:

'HOW TO FIGHT CANCER AND WIN' will make a huge difference in the quality of your life. You risk nothing. The book is not the original price of \$50.00, but only \$29.97 and comes with a one year money back guarantee. And it comes with up to 5 free bonus reports which you may keep regardless. Order at once.

Use these tips and strategies in writing your sales letters and watch your sales explode. And all you need to send me is a mere 25% of increased profits. OK, OK. While a percentage of profits would be fair under certain circumstances, I'm only kidding! As a reader of this book you get to pick my brain for no more than the cost of a single copy.

Unless, of course, you become a marketing or copywriting client. What are my fees? For clients, my current fee for consulting, positioning and copy services is \$15,000 plus 5% of sales. In some cases I accept 25% of the client company in lieu of upfront fees.

Ch 36 - How to use a 2-step marketing plan to increase your chance of success

This chapter focuses on a powerful and underused marketing technique. Perhaps the most cost-effective way to market a relatively expensive product (over \$100 retail price) today is via a 2-step sale.

The 2-step concept works like this. Step 1 is an ad designed to generate inquiries. You first get a prospect to respond to the ad. They in effect raise their hand by requesting more information. In the ad, you sell the idea of learning more about the product. Unlike a 1-step ad, you do not disclose price. The ad can be any size, from a fractional to a full page.

Step 2 is a follow-up series of letters mailed to the prospect. In these letters you present all the exciting benefits of the product and discuss the price. Your goal is to close the sale. As with all sales situations, repetition is critical to closing the sale. In personal selling, the average sale is not completed until the fifth sales call.

Some direct marketers think they can be successful in sending a single letter to an inquiry. Big success is rare

with just one attempt to close the sale. In my opinion, direct marketers tend to give up too easily once they have captured the name of a lead who has responded to an inquiry ad.

Currently, my company, Nicholas Direct, sells a set of seminar tapes worldwide for \$317. Tests have been run offering the product 1-step for sale versus the 2-step inquiry approach. In every case the 2-step inquiry approach works better than a 1-step cash-up-front offer.

TIP: In responding to an inquiry, use a follow-up series of letters. The minimum number of letters you send should be three. I've run inquiry ads often with as many as nine follow-ups. For super success, after the third letter just keep sending more follow-ups until the cost exceeds profit from the effort.

A final word

I urge you to develop and test a 2-step sales approach as featured in this chapter for your product. Do it as soon as possible and watch your sales and profits grow. Few U.S. direct marketers have seized the opportunities available with the 2-step marketing technique.

In my observation, a few European direct marketers who have attended my European seminars have mastered 2-step marketing. Europeans really appreciate this technique. Unlike in the U.S. their markets are much smaller, so they really enhance their bottom line when they refine their sales program.

Here is another great strength of 2-step selling. You can test and use many magazines and newspapers in which you would not be able to profitably run on a 1-step basis. With my self-publishing tapes, for example, we are not able to run profitable 1-step ads for products over \$100 in opportunity magazines such as Income Opportunities as the subscribers tend to earn a lower income than our larger target audience. Yet, on a 2-step basis these publications are very profitable.

Ch 37 - Secrets reveal how P.S. can increase sales by 300%

Yes, it's true! My mail tests as well as those of other marketers have provided proof positive. With a well-crafted P.S. you can as much as triple response to your offers! To my knowledge no direct mail professional previously has identified the important P.S. types in sales letters. This chapter is devoted to the 7 most powerful P.S. types I've found.

Why is the often neglected P.S. so important to the pulling power of your letter? The P.S. is the best read part of any letter next to the headline. Yet, if you examine your mail carefully you will notice many direct mail letters do not include a P.S. Senders of such letters are missing a terrific opportunity.

To fully appreciate the impact of the P.S., first you need to make a distinction. What you would like to see happen and what actually happens in the real world are entirely different. Wouldn't you like the prospect to sit down and read your every word? Sequentially? From beginning to end? Concentrating intently on every word of your offer? Isn't that what you want? Of course!

But, alas, this is not what happens. Here is what prospects actually do in most cases. They glance at the headline. Then turn to the end of the letter. They look at the signature, and then . . . read the P.S. So think of the P.S. this way -- as your letter's bottom line

If you have ever mailed a letter without a P.S. don't fret. You are not alone.

Recently I was having lunch with Christian Godefroy, one of Europe's most successful direct marketers. He admitted for the first 5 years in direct marketing he never used a P.S. on his offers. When he added a P.S. to an already profitable sales letter offer, the response increased 300%! Today, he wonders how much richer he would now be had he always used P.S.'s.

Early in my direct marketing career I also sent out sales letters without a P.S. I just didn't know any better. But

you don't have to go through the expensive learning curve. Now that you have been informed, you can avoid making the same mistake. One of the reasons you are reading these words is to avoid repeating my mistakes! So always, always, always add a P.S.

The 7 most used P.S. types in successful sales letters are those which:

1. Motivate the prospect to take action.

This is the most important of all 7 P.S. types. Why? It compels action - placing an order now. Everyone tends to procrastinate, so you must do all that is possible to overcome buyers' inertia. Remember this. In any form of selling, including direct marketing --Delay is death

2. Reinforce the offer.

Such a P.S. properly crafted is powerful. It's the most often used. It's also the safest P.S. type, providing the offer is compelling.

3. Emphasize or introduce a premium or bonus.

I love this one. It's effective for every type of prospect including the wealthy. Especially the wealthy! Why? Everyone loves a valuable free gift! Don't you?

4. Introduce a surprise benefit.

This can be effective in nudging the "fence sitter" to take action and buy your product.

5. Emphasize price or terms of your offer.

Especially when your offer involves a special or bargain price or terms. When you dramatize it in the P.S., this can be highly motivating.

6. Emphasizing tax deductibility of purchase.

Everyone, especially business owners and executives, enjoy taking a tax deduction and thus have the government subsidize their purchase. Tax deductibility also provides additional justification to make a purchase. Everyone feels more comfortable when they can justify their purchases to themselves or others.

7. Emphasize guarantee.

Money-back guarantees can be excitingly presented. They are good raw material for a P.S. because the risk associated with any purchase is eliminated. Your prospect feels less anxiety and a greater sense of security when no money can be lost.

Examples of Winning P.S.'s

One of the best ways to learn anything is by example. I'm going to show you examples of all 7 P.S.'s. For variety, I'll show you several written by me as well as other copywriters. The next time you sit down to write a letter the following examples will trigger many ideas you can incorporate in your offer.

1. Motivate the prospect to take action now

P.S. "HOW TO FIGHT CANCER AND WIN" will make a huge difference in the quality of your life. You risk nothing. The book is not the original price of \$50.00, but only \$29.97 and comes with a one year money back guarantee. And it comes with up to 5 free bonus reports which you may keep regardless. Order at once.

P.S. Don't let the opportunity to attend this valuable one-time only seminar worth many times its investment of only £397. Additional registrants may attend for only £197. Get up to 2 Free Bonuses worth a total of £80. Call 932-253162 now!

P.S. The HANDBOOK OF DOCTORS' NATURAL HOME REMEDIES FOR PROSTATE PROBLEMS AND SEXUAL IMPOTENCE will make a huge difference in your life. You risk nothing. You can have the book not at the original price of \$50.00 but for only \$29.97. You have a one-year money-back guarantee. And if you respond within 10 days you will get 3 bonus reports you may keep regardless. Order at once.

P.S. If you don't mail your \$500,000.00 SWEEPSTAKES entry, the prize that you might have won will go to someone else. That won't happen if you return the Official Entry Certificate in the envelope provided.

P.S. Our "Summer White Sale" is only running until August 15, 1990. To make certain your Savings Certificate is valid, please post it before that date. No need to send payment now. If you prefer, we'll bill you later.

P.S. We will not repeat this offer in 1993. Please act now. This offer expires on February 23rd!

P.S. SCIENCE NEWS is not sold at newsstands or bookstores. It is available only to those who order subscriptions and, for a limited time, through this special introductory offer.

2. Reinforce the offer

P.S. The "S" Corporation was brought into law primarily to give the small business owner a few financial breaks. . . to make it easier for them to stay in business. Now, under new tax laws the "S" Corporation looks more attractive than ever. With The "S" Corporation Handbook you can gain all the benefits of owning an "S" corporation, including the big tax saving available now.

P.S. As mentioned before, your Gift Certificate bears your name and may not be used by anyone else. A mailing like this - for a publication like W - must remain quite selective.

P.S. Remember, to reserve your FREE BACKPACK and become a temporary member of the National Audubon Society, just place the token from the envelope on your RISK-FREE invitation and return it in the envelope provided. You'll be joining the group doing so much to help save our threatened planet Earth. And you'll enjoy AUDUBON magazine, free visits to Audubon Nature Centers throughout the United States, and other benefits. That's more value for less money than I've heard of in a long, long time! So, please become an Audubon Society member now!

P.S. You'll be pleased with your decision, your 2 magazines, your Membership and all your other benefits!

P.S. As mentioned earlier, this invitation is non-transferable. It is valid in your name only. If you decide not to accept my offer, please do not pass it along to anyone else. I would prefer you simply discard it. Thank you.

P.S. Do look over the enclosed stamp sheet now, from Pavarotti At Carnegie Hall to Galway's Greatest Hits, from Sir Georg Solti to Itzhak Perlman . . . any 3 of the world's greatest artists and performances are available now for your 10-day free audition.

3. Emphasize or introduce a premium or bonus

P.S. REMEMBER, this special offer for ORGANIC GARDENINGtm magazine brings you these three free gifts. Each one is chock-full of some of the best tips money can't buy. So use the easy order card today for a start on your best garden ever.

P.S. Remember, you will also receive, absolutely free, THE 1990s & BEYOND, an information-packed book on the last decade of the twentieth century. This 160-page, well-illustrated volume (a \$7.95 value) is yours free when you join.

P.S. Take a look at your certificate now for news of a special gift of welcome! 10 power crystals,

from amethyst to snow quartz, plus a guide to their legendary mystic qualities. Use them to meditate or relieve stress. Or enjoy them for their natural beauty. We'll send you all 10 power crystals free, plus a carrying bag, when you purchase Mystic Places.

P.S. Take a look at your certificate now to see your handsome Egyptian Paperweight! When you keep THE AGE OF GOD-KINGS, it will be your Gift of Welcome. This unusual pewter-finish disk features an exquisite engraving taken from the temple of Akhenaten.

4. Introduce a surprise benefit

P.S. INCLUDED AT NO EXTRA CHARGE: Specific guidelines for most of the 166 letters; special tips on how to customize them; optional paragraphs and phrases for expanding them; and general guidelines for each of the 15 general categories of letters. ALSO: Checklist for Executive Letters; Forms of Address for VIPs; diagrams of correct letter formats; tabbed dividers; and alphabetized index - EVERYTHING YOU NEED FOR A LONG-LASTING HIGHLY USEFUL BUSINESS REFERENCE.

P.S. Please note that your Gift Certificate has your name on it - and may not be used by anyone else.

P.S. I nearly forgot to mention one more unique comfort of membership. . . our exclusive tapestry-print Floral Tote. It's stylish, sturdy, practical and - best of all - FREE (with membership). In fact, it's yours to keep, even if you choose not to remain a member.

P.S. This offer isn't available to everyone. It isn't transferable. But, if you do decide to join and become a member of the Club, we can understand why you might want to share the news of your "no-strings" membership with a special friend or two. In that event, ask them to write me and mention your name.

P.S. ACT NOW AND GET THIS FREE GIFT. To help introduce you to the world of NATURAL HOME REMEDIES, we'd like to send you "Easing Aches and Pains" - a booklet written to help you draw on your body's own natural resources to relieve the aches and pains of everyday life. And the booklet is yours FREE whether you decide to purchase RODALE'S ENCYCLOPEDIA OF NATURAL HOME REMEDIES or not. Supplies are limited, so please act soon. Mail the enclosed card today.

5. Emphasize price or terms of your offer

P.S. Remember, this half-price offer at \$16 expires in 10 days. After this date you must pay the regular price of \$32. Don't miss out. ORDER now.

P.S. Send no money now. If you are not completely delighted with the Exer-Stik, return within 30 days and owe nothing.

P.S. This half-price offer is the lowest rate available. We may not be able to offer it again, so don't miss the opportunity. Mail your order today! Thanks - WJG

P.S. I think you'll discover that the Group Discount Plan makes it easier than you'd dreamed to own today's incomparable Britannica!

6. Emphasizing tax deductibility of purchase

P.S. Your corporate shield is a valuable asset. Help protect yourself for a nominal tax deductible cost.

P.S. Your tax deductible investment of only \$49.95 is a small price to pay to gain all the legal protection this book provides you and your business. Without a doubt, you will rest easier once you receive it.

P.S. Important tax benefits. Like virtually all EARTHWATCH contributions, membership is tax-deductible. Note too that you can charge your donations to your credit card.”

P.S. Executive discount price is tax deductible as permitted by the Tax Reform Act of 1986. See page 75.

7. Emphasize guarantee

P.S. This no-risk \$29.95 investment is guaranteed to give you protection personally over all your assets. Can you really afford to be without it?

P.S. You can charge THE COMPLETE BOOK OF CORPORATE FORMS to your American Express, Diner/Carte Blanche, Visa or MasterCard; if you decide to return the book, you'll receive an immediate credit or cash refund (including postage both ways). So this is truly a NO-RISK Offer.

P.S. If Small Business Tax Saver doesn't put tax dollars back in your pocket from the start, your subscription payment will be refunded in full. That's a promise (see enclosed letter). And the \$24.95 book, Big Tax Savings for Small Business, is yours to keep.

P.S. There is unlimited opportunity in consulting today, and Howard Shenson's Complete Guide to Consulting Success can help you take advantage of those opportunities. Order your copy today under our unique one-full-year money-back guarantee.

P.S. Don't forget our guarantee - if at any time you're not pleased, just let us know. The unused portion of your subscription will be promptly refunded.

P.S. Don't wait until the expiration date on your certificate is on top of you. We guarantee your satisfaction. What can you lose? Call now TOLL FREE 1-800-228-9055.

P.P.S. Remember, to add even more zest to your first meal of Omaha Steaks™, you'll receive - ABSOLUTELY FREE - an acrylic salt shaker/ pepper mill. Even if you decide not to place your order for luscious, fork-tender Omaha Steaks™ right away, the pepper mill is yours FREE. Read about it on the enclosed insert.”

The P.S.'s not written by me and in quotations are from the book Million Dollar Mailings by Denny Hatch with a forward by Axel Andersson. The book includes 71 of the most successful mailings of the last 3 years and should be in every marketer's library. It is available from Libey Publishing Incorporated, Regenery Gateway, Inc., 1130 17th Street, N.W., Washington, D.C. 20036; price: \$89.

The next time you sit down to prepare a sales letter, reread this chapter. Choose one of the P.S. categories. Write an exciting P.S. I'm sure your sales and bottom line will look better than ever!

Ch 38 - How to prepare "lift letters" that can double response to your mailings

Including a short letter in addition to your primary letter in your direct mailings can substantially lift response. As much as 200%. That's how the term "lift letter" arose. With strong lift letters, response increases of 20%, 50%, 100% even 200% and more have been demonstrated time and time again on my mailings and those of my clients.

This chapter reveals the secrets I have found to create lift letters.

A simple but important element of a successful lift letter is not understood by many mailers. Many of the failed sales letters which cross my desk, but are never re-mailed, contain lift letters from the sender of the sales letter. A lift letter must come from someone other than the signer of the main letter. For credibility, this letter should

also reflect a completely different style and tone than the sales letter.

Your lift letter can take many forms. The most effective types are:

1. Testimonial (from a customer, celebrity, or recognized authority)
2. Telegram
3. News release
4. Memo
5. Mini-letter

You may (a) enclose a lift letter in its own envelope; (b) clip or staple to the main letter; or (c) fold and enclose in the mailing as a last-minute insert.

For best results, the lift letter can be typewritten or handwritten. As with other direct mail, I do not recommend a typeset, slick look. Aim for a personal "me to you" appearance and feel. As to length, I have used as few as 5 short sentences to a full 8 1/2 x 11 page.

TIP: Typeset in courier. Print on a different color paper than main letter, such as pale blue, pink primrose or cream. Make sure letter is signed with a strong signature.

To increase readership, on the reverse side of the letter (or on the envelope if used) here are some suggested phrases to use as a headline. Each headline is either handwritten or set in a different style to show you some graphic layouts that are effective.

*Please read only
if you are still undecided*

~~~~~

Frankly, I'm puzzled as to why  
there is even the slightest hesitation

~~~~~

Perhaps I did not make
myself completely understood

~~~~~

*Here are the heart rending words  
of a well-known customer*

~~~~~

**Are you skeptical?
Do you want more proof?**

Looking for another professional's opinion?

~ ~ ~ ~ ~

***Did you notice on the enclosed brochure
the guarantee on page 2?***

~ ~ ~ ~ ~

May I ask you a favor?

~ ~ ~ ~ ~

**The enclosed letter is so important
and so urgent that I hope you will
phone right now**

In summary, the most effective lift letters are:

1. From someone other than the main letter signer.
2. Project a different voice or tone.
3. Offer a new benefit, testimonial or dramatic summary of the offer.
4. Have a curiosity provoking headline to invite readership.
5. Typed in courier or handwritten.
6. Signed.
7. Printed on a different color stock.

Prepare a strong lift letter and add to your present successful mailings. Or future mailings. You will nearly always increase response to your mailings and improve profitability.

Ch 39 - How to Prepare Order Cards that Increase Sales

This chapter is about an important direct marketing success fundamental. Creating the often neglected order card.

An effective order card is absolutely *vital* to a successful sales letter. Before we get started, you might wonder how I choose marketing topics to write about. Surely you've noted that I stress fundamentals. Let me explain the underlying reason.

Readers of my books and newsletters include many of the most successful marketers in the world, I'm proud to say.

There are a lot of differences between them, of course. But there is one startling similarity. What the marketing "champions" all have in common is this.

They are all avid *students of marketing*. They don't just read my work. They devour it! They insist their employees study each issue. And what they appreciate most is the emphasis on a mastery of

BASICS!

The "champions" have reached their status by forgetting the basics enough times to learn from their mistakes. The not so successful sometimes question the focus on basics. Generally they may feel they already know enough about the fundamentals of successful direct response marketing and may like more coverage of "sexy" topics, such as the new electronic media, etc.

Of course, there is a time and place for coverage of new media. But when I consult with companies, small and large, you know what's missing in their marketing approaches 95% of the time? That's right, you guessed it. Implementation of the

Basics!

The basics of direct response are forgotten. Or ignored. Or just poorly implemented.

When I miss the mark in a mailing do you know what's missing? You guessed it. I've overlooked or poorly implemented a basic fundamental. Of course, I know better! But no one is immune. No marketer can review fundamental often enough!

That's why I consider it part of my mission to emphasize excellence in regard to the marketing basics. Hopefully with more focus than anyone else in the marketing world. There is another benefit from so doing. Once you fully know the "rules" you are in much better position to deliberately break them! But it's important to know it's a conscious decision.

I'm really excited about the subject of order cards. Why? A good one doesn't require enormous extra effort. But sales results can vastly improve.

My observation is that most of the order cards I receive in numerous mailings from lists on which my name appear are poorly done. Many are confusing. And boring. And ugly. They simply do nothing to enhance sales. In fact, they often detract from sales.

Yet, no element is more important in a sales letter than the order card. After all, unless you close the sale and get a bona fide order, the goal of your mailing effort and costs are for naught.

I believe there are several key reasons why order cards are badly done, including:

1. Writing sequence is wrong. Order card is usually written last. The letter and envelope and brochure are often written before the order card.
2. Writer is "out of gas." The emotional energy so necessary to a powerful order card is missing.
3. Offer is often confusing. The main effort has gone to the benefits contained in the letter.
4. Fear of rejection. There is a natural human tendency to avoid closing the sale, so the order instructions are timid. Or lacking.
5. Order card doesn't sell. Conceptually the order card is not crafted as a sales tool. Instead, it is created as though it's a "necessary evil," since the order has to be recorded somewhere.

Now let's look at what can happen to improve your order cards with this approach:

1. Get yourself into the right frame of mind. Assume your prospect opens your letter and reads the order card first, before the letter, as many do. Unless you sell the prospect with this document alone, your sales will be far less than they otherwise could be.

2. Prepare the order card first. Before the sales letter, brochure or lift letter. This sequence is very important. Why? See numbers 3-6 which follow.
3. Make copy exciting. You are filled with excitement for the product, and, yes, the vitality necessary to all sales success is reflected in the order card.
4. Make offer clear. By preparing the order card early, you are forced to clearly think through all aspects of the offer early in the creative process. The result is an easy to understand offer. This clarity provides you more natural sales power.
5. Overcome fear of rejection. When you create an exciting order card early in the process that features benefits, it's far easier to overcome the natural reluctance in asking for the order.
6. Make order card a sales documents. Your order card should not be prepared just to please your accountant or order processing department. Think of your order card as a very important sales tool. It's often your final word about the product and thus an integral part of your marketing effort.

The perfect order card

Here are some tips on how your order card should be prepared.

1. *Always use a headline* on the order card. This tends to create a feeling that it's an important document. Many mailers omit a headline, which is a mistake. A few successful headlines I use are:

- *Free Trial Request
- *Free Examination Certificate
- *No Risk Order Coupon
- *Seminar Reservation Certificate
- *R.S.V.P.
- *Time Limited Reservation Certificate
- *Special Order Certificate
- *Free 6-month Trial Certificate
- *Priority Order Certificate
- *Official Entry and Enrollment Certificate
- *Gift Certificate
- *Membership Application
- *Acceptance Card
- *Free Preview Issue
- *Send No Money
- *21-Day Free Trial Certificate
- *Acceptance Certificate
- *Special Reservation Order Form
- *No-Risk Enrollment Form
- *Free Audition Certificate
- *Send No Money--Offer Expires in 14 Days

2. *Restate the main benefit* of the product. Sometimes it's effective to include two or three benefits.
3. *Restate the features of the product.* A complete description, including dimensions, weight, and the material used in the manufacture of the product are important features which build credibility.
4. *Include a photo of the product.*
5. *Include a photo of a person.* Depending on the product, adding an appropriate human being such as the inventor, architect, author, doctor or person using the product can add sales appeal. Make sure the subject is smiling warmly and making eye contact with the reader. Subject should be dressed in business clothes and, if a man, be cleanly shaven. (While I personally like beards and mustaches, facial hair can detract and reduce credibility. Studies show people with beards and mustaches are not as trusted.) Also remember to always

caption the photo.

6. *Dramatize any free gifts or bonuses* you may offer. Strong titles and descriptions really help.

7. *Include a strong guarantee.* The longer the guarantee the more orders and less returns you will have, i.e., "90 days, a full 3 months" is stronger than "21 days." A full year is better yet. A lifetime guarantee will give you the highest response.

8. *Use a certificate border.* A fancy graphic look will add perceived value and will add to the likelihood it will be retained and used.

9. *Use a different color and heavier paper stock* than the rest of the mailing. Sometimes a fancier certificate paper (which your printer can supply) can add sales.

10. *Print on one side, not both.* Mail tests show that orders are higher if the order form is printed on one side of the paper only. Leave the back of the order form blank. If your order information is longer than the dimensions of your BRE, fold the order form in half but still print one side only.

11. *Use involvement devices.* One good approach is to use the classic choices: **Yes - No - Maybe**. Use tokens which must be inserted into die cuts on the card or stamps with photos of free bonuses or gifts. The idea is that the prospect must cut out and add items to the order card. That's how the term "involvement device" began. Involvement devices tend to increase response and are inexpensive but only when mailing quantities at large.

12. *Use window envelopes.* A label with the prospect's name and address on the order card, which serves as the address label, is an often used style because it's a proven winner. You also fulfill a basic marketing rule. You make it *easy to place an order!*

13. *Perforate guarantee.* By adding a perforated dotted line to your order card so that customer can keep it can often increase response.

TIP: Test a first-class closed-face envelope against third-class mail. If your mailing either weighs less than 1 oz. or you are offering an expensive product, a first class mailing without teaser copy, with a live stamp and with, of course, your order card inside can sometimes pay off.

TIP: Use duplicate order forms. Perhaps the lowest cost yet most effective mailing secret you could ever be exposed to is this. Add a second order form to a successful mailing. This usually increases sales by at least 10% and up to 20%!

TIP: Ideally no one will read your order card until after they read your letter. Remember, in all selling, sequence is important. When you ask for the order is important, for if it's too early sales can be lost. There is a very effective device you can use to help in this sequence. Add an inner envelope. In it place your order card and if you include a brochure, put that in as well. On the outside of this closed-face inner envelope type these words:

Please open **after** you have read my letter

Use the tips in this chapter to boost sales from mailings through more effective order cards. From now on you can convert your order cards from a "necessary evil" into what they should be--an effective sales tool.

Ch 40 - How to prepare a profitable catalogue

This chapter is devoted to marketing through catalogues - a special subject to business owners.

When you think of catalogues, most likely you have mental images of those you get in the mail. Neiman-Marcus, Harry & David, Spiegel, Hammacher Schlemmer, Tiffany, Sharper Image, Lillian Vernon, Victoria's Secret and Nightingale-Conant are among those I receive.

It may look easy. But it's tougher to make money with a catalogue than it appears. Contrary to popular belief, the majority of catalogues, especially those prepared by smaller, newer businesses are not profitable. And because they tend to involve a large investment, I suspect more money is lost in catalogues than any other form of direct marketing. The reasons for the lack of success by catalogue marketers include:

1. There is no coherent copy theme, which begins with the headline.
2. Offers are not benefit driven from a customer's point of view. Instead, a "manufacturer's" approach is used, i.e., we have been in business X years, we are wonderful, we have great quality, etc.
3. A distinct "personality" is not projected.
4. Organization of products is poor.
5. Order information is confusing.
6. Catalogue is mailed to wrong list.
7. Headlines are weak.
8. Copy is boring.
9. Catalogue does not include a letter from someone important in the company, preferably the owner or president.
10. Typefaces, colors and graphics make copy difficult to read.
11. Products offered do not have sales appeal.
12. Low quality photography or drawing is used for items selected.

Here is the direct path to big profits as a catalogue marketer, particularly if your budget is limited. Let's start with products. Here is the best solution I've found. Sell "solo" items to develop a mailing list before investing in a full blown catalogue. By doing so you test products and copy in a small way, limiting investment. Later, once the product and copy appeal are proven in the marketplace, you can include them in a catalogue. Of course, you can also eliminate products which do not sell profitably on a solo basis.

Does the "solo" approach mean you cannot start out with multiple products within a catalogue and succeed? No. Of course not. But the odds are stacked heavily against you. And you'd better be prepared to invest a substantial sum.

Now let's assume you've progressed to where you have 6 or more successful products sold "solo." And to the same audience. You now are in a good position to test a catalogue.

The very first thing to do is, you guessed it:

1. Create a powerful headline. By doing so, you create a theme for the product group. A selling "platform."

For example, one of my clients is a marketer of information designed for real estate professionals. Their catalogue cover looked like many others. No strong benefit headline. The most important sales space on front of the catalogue had no headline. Just their company logo! Now, do customers care about their logo? Of course not. The only people that do are the company owners. So I created a theme for them. My headline: "How to Be a More Successful Real Estate Professional."

Did sales increase? You bet! By more than 50%! But I also rewrote a lot of the inside copy too. Undoubtedly you can appreciate how a benefit-driven headline appealed to their mail list.

Tip: For a catalogue headline, strive for the biggest benefit you can find common to all or most of the catalogue products.

2. The second step. Select the products that will be included in the catalogue. As long as the products tie into the headline theme, there is no magic number. You can have as few as 6 up to dozens of products. Of course, the danger in offering too many products is confusion. And confusion always reduces sales. So when in doubt, it's better to have fewer highly saleable selections rather than arbitrarily adding numerous products.

Tip: Often an offer of a "package" of everything included in a catalogue at a special price can increase your average sale. Sometimes this can be the most successful offer you can make, i.e., "The Mother Lode Offer Of Everything In The Catalogue."

3. Prepare a letter. The best and most successful catalogues include a letter from a key person in the company, such as the President or Proprietor. This "welcome to the catalogue" letter should appear on page 2 or the inside cover. This letter can help set the tone for the products and the company offering them. Your goal is to build rapport with the catalogue recipient.

Important point. No matter the size of your company, people like to deal with people and not institutions. A carefully drafted letter helps to humanize your company.

Tip: Make sure your letter is signed before reproducing it. It looks and feels more personal.

4. Prepare the order form. The goal here is to make it as easy as possible for your customer to order. Order the form so that there are clearly labeled sections large enough to accommodate handwriting. Don't forget to have lines that are wide enough and tall enough to accommodate credit card numbers and other information. This may seem like "nit picking." But cramped writing areas on order forms reduce sales! Ever try to write on a cramped order form?

Tip: Before printing your catalogue, have the order form typeset. Complete it in your own handwriting. This helps to spot problem areas. Of course, you then can correct before printing.

5. Prepare headlines for each product offered. Strive for the biggest benefit to the ultimate user of the product. As previously discussed, it's always best to use tested headlines from solo offers whenever possible.

Tip: If you do not have tested headlines available, and you do not write your own copy, engage the best copywriter you can afford. Have the "pro" prepare the headlines as well as other product copy.

6. Prepare the copy for each product. Benefits of the product in use through the product description are again the key to successful catalogue copy. Once again, use tested copy if possible derived from solo offers, card decks or full or fractional page space ads.

Condense long copy into a shorter version. However, you can have as much as 1,000 words for each product on an 8-1/2" x 11" size catalogue. Or you can have multiple products on each page. Along with benefits include the features of the product - size, weight, color, materials used, etc. This increases credibility.

Tip: Make sure all copy is in the same voice. There is far more sales appeal if the copy sounds as though it comes from the same person. Strive for a scenario wherein your most effective spokesperson is having a friendly conversation with your prospect.

7. Organize the products for maximum sales effect. The arrangement and order in which you present products is important. Successful catalogue marketers always offer their biggest sellers early. If you wait to present the hottest items you can lose the chance to sell. The prospect may stop reading and toss the catalogue before getting to the hottest products.

The best position for your hottest products is on page 3, on a right hand page. Right hand pages pull more sales than those on the left. It's the furthest forward right-hand page. The next best position is page 5 and so forth. Other prominent positions are the back cover and the page facing the order form.

Tip: Look at the numbers. Each time you mail a catalogue, do a postmortem. Prepare a profit and loss report for each product by page number. This enables you to keep refining subsequent catalogues for maximum

profit. You also discover which products to more heavily feature and which to drop.

To increase ease of ordering, at the bottom of each catalogue page, add these words:

“To order, call toll free 1–800–000–0000 or see order form on page 'X' .”

8. Use photographs that enhance sales. Good photos usually work better than drawings. Spend the money to take good product photos. It's worth the extra cost to retain talented photographers. Sparkling photos add sizzle to your offers. Remember, always caption photos. If there are people in the photos, it's usually more effective if they are making eye contact with the reader.

It's usually best to hire professional models. You can call local modeling agencies in your town or nearest city and preview available talent. Ask first for a book with sample photographs of available models.

Tip: A great way to depict your products in photographs is to show people enjoying themselves while experiencing the benefits of the product.

9. Use graphics to enhance sales. Visuals are important in direct selling. The appearance of your catalogue visually has a big impact on your sales. Since today far more people watch T.V. than read (unfortunately), the more you make your catalogue resemble a television show, the better. Here are some of the key things you can do:

A. Use full color photography throughout. The extra print cost is usually more than paid for by increased sales.

Tip: For cost reduction, some marketers find a good solution without a drop in sales can be a blend of black and white and color pages. Some pages all black and white some all color. If your product does not absolutely depend on color photography, test blending black and white and color pages.

B. Use graphic symbols sparingly. Graphic designers these days tend to add too many graphic elements, such as fancy symbols, etc. Computer software makes it easier than ever to do so.

Tip: Unless a graphic symbol has a direct tie to your product, do not use them at all. Symbols, when used, should both tie to the product and be “classic” in the sense the symbol used is not distracting to the reader.

Familiar, easy to identify symbols are the least distracting. Use bullets like this: · Or squares: ■ Or checks: ✓

Use easy-to-read typefaces.

Do not use sans serif typefaces like this:

This is a sans serif typeface

Studies show sans serif is more difficult to read, particularly in large blocks of copy. The easiest typeface to read is a serif typeface like this one:

This is Times Roman, a serif typeface

This is reverse type

Do not use reverse type such as this: Reason? Once again, it's more difficult to read.

Screened copy

Never use screens behind copy such as this: Screens reduce readership, with the exception of yellow.

A white or yellow background is best for enhanced readership. Use screens only outside copy areas on borders which surround the copy. This makes the copy pop out. Do not use any other typeface color than black for a

large block of descriptive copy. It's easiest to read.

Do not use all upper case letters like this: THE WORLD'S MOST FANTASTIC CATALOGUE

Again, it's tougher to read. If you use upper case, use it sparingly in short words such as FREE or SALE.

Tip: Never use more than 2 typeface styles in any catalogue. In body copy stay with serif classic typefaces such as Times Roman because they are easier to read. It's OK to use sans serif typefaces, such as Helvetica, in headlines.

This is Helvetica

Tip: You can use either a matte or glossy paper stock on which to put your catalogue. Much depends on the feeling you want to communicate.

Developing a catalogue mail strategy

Your satisfied customers are always the best prospects for catalogue sales. Clearly, people who have spent money with you and are happy will trust subsequent product offers. New prospects who haven't done business with you are tougher to sell. It's been estimated that it's 16 times harder to sell to new customers than existing ones.

Perhaps the soundest catalogue game plan is this. Send your catalogue first to your house mailing list. If it's not profitable on your customer database, do not mail it to strangers. If and when it is successful then test outside lists. Best possibilities are competitors who will rent to you or exchange lists.

If your catalogue is not profitable now, it's best to concentrate your efforts on developing a new, more powerful one to mail to your database. Of course, you can always drop the catalogue idea altogether, and instead concentrate on single product offers.

Contrary to popular belief, experienced direct marketers are aware of this powerful truth. It's far easier to make a single product ("single shot") offer work in direct mail than a catalogue. Reason? You can write longer copy. And the buying decision is by necessity more focused and less confusing than any multiple product offer.

Tip: Often tests show a successful catalogue can be made more successful by enclosing it in an envelope instead of as a self-mailer. When doing so, always include a benefit-filled sales letter.

Tip: When fulfilling inquiries with a catalogue, always insert in an envelope. Use a rubber stamp on the outside of the envelope which reads: "Here is the information you requested."

Tip: The easiest and cheapest way to increase catalogue sales by 10%–20% is to include an extra order form within it! The order form can either be bound in or loose. Try it. You'll be delighted!"

I'll look forward to hearing about your next catalogue "home run!"

Ch41 - How to make card decks pay

For years I've successfully sold millions of dollars worth of products and services via card decks. Yet, most marketers who try card decks cannot make them pay out. The reasons why so few make money are a well kept secret. I'll *reveal* the real *secrets* of *how to succeed with card decks* in this chapter.

"Do people really look through a big, thick batch of cards in a deck and actually respond?" I'm often asked that question. The answer is an emphatic

YES!

Many busy people enjoy quickly reviewing many exciting products offered in card decks. It's a quick way to "shop" through a variety of products. But, as with any other method of delivering sales information to a prospect, you *must do it right* to succeed.

In case you don't know what a card deck is, let's define terms. A card deck offer is a product description on an individual card about the size of a postcard placed within a deck along with 50–100 other cards. These cards are wrapped in cellophane or plastic to keep them together in a deck. There are many choices to select from when considering where to place your card deck offer. In fact, there are over 500 card decks published in the U.S. at the present time. A good source of contact information about card decks is a Standard Rate and Data Directory found in a good library.

Card decks are potentially a *very profitable* medium *for you*. They could be your best media investment. Why? They are a relatively low-cost way to reach large numbers of prospective customers. It's not unusual to reach *100,000plus* people at a rate of \$10 to \$20 per thousand. Or, just \$1,000–\$2,000 to reach a big audience! Thus, you can target and send your offer to a *larger number* of carefully selected prospects *for less money* than nearly all other direct marketing methods. But why are most marketers who test card decks spectacularly unsuccessful? What are the pitfalls you should avoid? Let's look at the reasons as I see them.

Avoid these common mistakes

1. Placing selling copy on just one side of card.

Most marketers *use only one side* of the card for selling copy. The entire reverse side of the card is commonly used just for the address to whom the response is sent. The effect is to reduce the potential size of sales copy by 50%! Remember the old adage. The more you tell, the more you sell. This is especially applicable in a card deck wherein you have a limited area you can fill with copy.

2. Using weak or untested copy.

Typically, those testing a card deck prepare new copy employing a less than top flight copywriter. A card deck is *not* the ideal place to test new copy. *Or an unproven copywriter*. Because card decks are so inexpensive, unsuccessful marketers often employ young, unseasoned copywriters without sufficient experience with their "feet to the fire." Since you have less space than an ad or sales letter to devote to copy, you really need top flight copywriting talent.

3. Using an untested offer.

It's far better strategy to test and prove the sales appeal of an offer when using long copy, such as in a sales letter or full page space ad.

4. Card deck is sent to the wrong mailing list.

As with all other forms of direct selling, you must *mail your card* to the *right audience*. A sufficient number of appropriate prospects must be the majority of people who make up the card deck mailing list to make the offer cost effective. Because card deck advertising is relatively cheap, marketers make far more mistakes in selecting the card decks mailed to unresponsive lists for their product or service.

5. Graphics do not enhance the sales power of your message.

Once again, a card deck is not the ideal place to test graphics, which are a very important element of a successful offer. Typefaces, headline layout, photos, etc., are better tested in a space ad or sales letter.

6. Two-step (lead generating) and one-step (sales generating) ads are not tested against each other.

Some card decks work better on a two-step basis and others on a one-step. And vice versa. Results vary from offer to offer and must be tested. Here are the little known techniques which reveal exactly how I've made card decks pay for 23 years. Employ these tips and watch your sales explode!

How to Make a Card Deck Offer Succeed

A. Run sales copy on both sides of the card deck.

It's much more important to provide a *longer sales message* filled with benefits on both sides of the card than to devote one entire side of potential sales with a reply mechanism. If your offer and copy are compelling, your prospects will respond *using their own envelope*. Or they will call the toll free telephone number you list. But only if they have been sufficiently sold. The secret is to have twice as much selling copy than the strategy used by other marketers who fail.

B. Use tested copy.

Test out the card deck *copy* in a *long copy medium*, such as a sales letter or space ad. Here is the key point. If the offer does not work when you are not limited for selling space, it surely will not work in a card deck. When you do have a successful offer, use the same headline. Boil it down to its strongest benefits for use in your card deck. And only put profitable products and offers in card decks.

If you are creating a new offer for the card deck, write the copy yourself. Or hire the best copywriter you can possibly afford. When preparing a card deck offer, *do not waste time and money with copywriters* who do *not* have a *successful track record* in print media. Reason? Whenever you employ relatively short copy, as in a card deck, you need an "Olympic Champion" copywriter. A copywriting effort by a novice will almost surely fail.

TIP: If you are testing a promising new copywriter's work, use a long copy medium. The best medium is a sales letter where length is not even an issue. Plus, you can test a small segment of a mailing and keep costs down. If a copywriter cannot prepare a successful sales letter, there is no way he/she can create a card deck that works.

C. Use a tested offer.

Price your *product* in accordance with *what has worked best* in other media. If a *bonus* and *guarantee* are included in your tested long copy offer, *incorporate it exactly* in your *card deck offer*.

D. Mail your card deck offer to the right prospects.

Use *the same or similar mailing lists* that are proven to give you a profitable response to space ads or sales letters. Conversely, if it is not profitable to mail sales letters to certain mail lists, a limited copy card deck surely won't work.

E. Use tested graphics.

Use the *same graphic elements* previously used in a successful space ad or sales letter. For example, repeat the *same headline* typeface. As to body copy, it's safe to use Times Roman, which has best stood the test of time. Use two or three columns in body copy for ease of reading. I've tested "ragged" right and justified right hand columns. Results were the same, so use whichever you prefer or fits copy best.

F. Test lead generating card deck offer against one which asks for the sale.

It is, of course, easier to *get a prospect* to *"raise their hand"* in responding to an offer request. In such a case, your response is to mail a long copy sales letter which sells the benefits of your offer and asks for the sale. A card deck can be the ideal vehicle for lead generation due to its limited copy characteristics. Again, the ideal copy approach is to include a proven headline. Then your body copy asks the prospect to respond for more information. Against the two-step approach, *test a one-step offer* which immediately goes for the sale.

Experienced direct marketers have been puzzled for years why I have so many successful one-step offers running in card decks. The underlying reasons which I've never written about before are revealed in this chapter. Now you can experience the same success by employing the strategies that work. I've also included actual examples of successful "one-step" and "two-step" card deck offers, which demonstrate the techniques I've just discussed. Put the secrets of successful card decks to work for you and watch your sales grow from

Magic Words that Bring You Rich Ted Nicholas The single most important activity of your life is your ability to communicate
 this little understood, yet extremely powerful, medium

This card has been successfully running for many years in a variety of card decks which are mailed to executives and entrepreneurs

Front

**Beat New Tax Law with
Your Own "S" Corporation**

**New handbook shows how you can beat tax reform...
gain limited liability... without double taxation**

Limit your liability and avoid double taxation. These important advantages and many others are now available to you when you form an "S" Corporation. Individual tax rates are lower than corporate tax rates for the first time in decades. That's why the "S" Corporation strategy is the most significant tax loophole under the new tax law.

Let's look at the facts. There is no income tax whatsoever at the corporate level—you pay at the new lower personal rate. You would have all the benefits of a corporation. You can operate even as a one person business if you like.

That's why there has been a recent surge of "S" Corporations. If this strategy appeals to you, a new publication makes it clear and simple. The "S" Corporation Handbook, by Ted Nicholas (author of the best seller, "How to Form Your Own Corporation Without a Lawyer for Under \$30").

Back

The handbook covers how to:

- Completely avoid corporate tax.
- Choose when to "S" Corporation because your best personal tax status: lowest and safest on your personal income—yet you retain all corporate advantages including limited liability, easy transfer of ownership, and continuity.
- Own businesses including real estate and activities in an "S" Corporation when 100% of your income can be from sales, dividends, and other passive income without losing status.
- Pay children through college with 50% help.
- Immediately sell property tax free to your new "S" Corporation.
- Tax before your 1041 retirement.
- Shield your children's \$10,000 generation-skipping.
- Gift your spouse a tax sheltered \$100,000.
- Save up to \$1,000,000 and still make it count.
- Have proper timing on selling the S Stock.
- Invest buy-out agreements so that you can really get back most of your investment when sold, liquidated, or when it will.
- Build wealth without more work.
- Avoid operational marriage tax.
- Success your holdings for maximum advantage.

For more information, call toll-free 1-800-955-3600.
We complete the order and mail to you.

Please send me one copy of the "S" Corporation Handbook by Ted Nicholas at \$29.95, plus \$3.00 shipping and handling. If for any reason I am dissatisfied, I can return it within 30 days of receipt for a complete and unreserved refund.

Also, send me a copy of How to Form Your Own Corporation Without a Lawyer for Under \$30 for \$29.95.

Preferred Payment: Check
 Money Order Cash

Name _____ Mr. Mrs.
 Address _____
 City _____ State _____ Zip _____

PLEASE PRINT OR TYPE CLEARLY AND FULLY. ALL ORDERS MUST BE ACCOMPANIED BY PAYMENT IN FULL. DELIVERY PROMISES ARE MADE ONLY IF ALL INFORMATION IS COMPLETELY ACCURATE.

22994

This unique selling proposition (U.S.P.) continues to pull sales in space ads, sales letters, and card decks mailed to small business owners

Front

What Will You Do When Your Personal Assets Are Seized to Satisfy a Judgement Against Your Corporation?

Every single one of the many law suits that your assets bring leaving a corporation could be wiped out overnight. Now? The IRS could visit and claim you have not kept proper corporate records.

And banks, insurance companies and various government agencies require detailed authorizations to grant loans, secure loans and even sell assets.

In a small, one person business, it seems silly to keep records. Isn't it just a waste of time? NO! Recordkeeping is part of the price you pay to receive all the advantages of incorporation. You think it's a lawyer to keep your records — just like the big corporations do. And to have one form prepared, you'll pay \$300 or more, even though your lawyer's secretary may complete the standard forms.

There is now a way for you to solve your incorporation record-keeping problems. Without a lawyer. Without the high fee. And without spending a lot of your valuable time. It's THE COMPLETE BOOK OF CORPORATE FORMS by Ted Nicholas, author of the bestselling book HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER \$50.

SEE OTHER SIDE FOR MORE DETAILS

Back

Vividly easy for your corporation will not need if prepared for you, and there are simple easy to follow instructions for each document. Each form can be completed in minutes. And you have photocopies to reproduce any form in the book.

Here is just a sampling of what you'll receive:

- Minutes of Stockholders' and Director's meetings.
- Minutes of Special Meetings.
- Forms authorizing your salaries and salary. And much more.

Even if you are behind in keeping accurate corporate records, this book will help you catch up. Just complete a few blanks to document your corporation's activities. It's legal and it works. And best of all, if you need just one of the forms in the next year, you will save time hourly your annual investment in it.

Please visit my _____ copy(s) of THE COMPLETE BOOK OF CORPORATE FORMS by Ted Nicholas at \$39.95 plus \$4.50 for shipping and handling. I understand my purchase is covered under the Enterprise 30-Day Money Back Guarantee if not satisfied.

Check enclosed.
 Visa MasterCard American Express

Account No. _____ Exp. Date _____ Issue _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Buy elsewhere? Do not have a questionnaire prepared? Mail to: Enterprise Publishing, Inc., Dept. 300-020, 705 North Market Street, Wilmington, NC 28401

This offering is covered by the Entrepreneur of America, INC. trademark and related to a 20th Century trademark on Enterprise books and other products. For complete trademark information, visit the INC. website 1-800-325-3253.

This card deck offer produces both direct sales and leads. Those who inquire are sent a letter, brochure and within two weeks receive a follow-up telephone call

Front

Instant Incorporation WHILE-YOU-WAIT™

Often, it's urgent to form a corporation immediately. Reasons include closing a deal, tax savings or to limit personal liability. Now, all you need do is pick up the phone and have your credit card ready. No lawyer necessary. You can be incorporated — including name reservation — while you hold the line! Patented system makes it easy for you. Your cost? Only \$35.00 (plus filing fees, usually \$71.00).

See other side for more details...

Back

Your incorporation will be handled individually, with care. Our nationally known corporate service organization has been established for over 15 years. We've set up over 70,000 corporations and incorporate in any state, specializing in the well-known Delaware corporation.

Call toll-free now:
1-800-228-2677

Or write:
The Company Corporation
725 North Market Street, Dept. 80-207
Wilmington, DE 19801

Call today to get the information you need. For a complete, step-by-step guide, call the toll-free number 1-800-228-2677.

Ch 42 - How to prepare a brochure that sells

This chapter is about an important concern of every business owner - brochure preparation. No matter the type of business, all should use brochures to help bring in business. Therefore, every business, not just a direct response company, needs to know how to put together brochures and fliers that sell. Yet, most brochures fail to produce profitable sales. Indeed, many produce such a poor response they often can be a financial disaster. I'll discuss reasons why often they don't work. And the secrets of making them work like crazy. But first let's define terms.

Exactly what is a brochure?

A *brochure* is a sheet of paper imprinted with information that is used to sell a company's product, service or image. Length can be anywhere from 2 pages to 20 pages, or even more. A single 8 1/2 x 11" sheet printed on one or both sides can be called a brochure. But it can also be called a flier. I'll use these terms interchangeably.

Avoid these 7 common mistakes. How Many Do You Make?

Here are the most common mistakes made in brochures and fliers.

1. Poor headlines

Often entrepreneurs use weak or oblique headlines. Or they like seeing their product name or company in the headline so much sales impact is lost. This particularly depresses sales when the product trade name is such that the reader cannot relate immediately to a benefit in a headline. Remember, the most powerful sales promise in any headline is to answer the question, "What's in it for me?"

2. Boring copy

Instead of copy filled with appealing benefits of the product, brochures are often written using dry, stilted "manufacturer's" language, i.e., "We have been in business - - years. Our craftsmen are wonderful, etc." This is a "me" message, which does not sell. No one ever buys anything unless there is a strong, emotional, benefit-driven appeal in the sales message.

3. Disorganized

Whether you offer a single or multiple products, for a large response you must arrange graphics, photos, benefits, and order information in an easy-to-follow organized manner.

4. Poor graphics

Dark screens, lots of reverse type, sans serif typefaces in body copy, too many italicized words and other errors often make brochures difficult to read.

5. Order information is omitted

It's amazing but true. The purpose of a brochure is to sell your product. Or company. Or both. Yet, many brochures and fliers used by companies, large and small, do not include basic order information! This is often the case with direct mailers. Since a separate order card is included, it's assumed duplicate order information is not necessary because it's already elsewhere within the mailing. This is a big mistake.

Often brochures and fliers become separated from sales letters or are passed along to someone else who may want to order but cannot find exactly where and how! And from whom!

6. Photographs used disadvantageously

Many marketers use poor photos or those which do not clearly tie the product to the headline or theme. Another common mistake is not to caption each photograph.

7. Lacking theme

A brochure or flier loses sales impact unless a strong copy theme is clearly reflected throughout. The theme helps convey the "personality" of the company offering the product or service.

How to prepare a profitable brochure

1. Write a powerful headline

Your headline should be artfully created. You can't go wrong with the tried and true strategy of making your lead the biggest benefit of using your product. Often you can simply duplicate the headline from the sales letter which should accompany the brochure.

Always include a good letter to accompany a brochure when mailed to a prospect or customer. Your sales result will be better every time! In some cases you will see a huge difference.

2. Maintain a congruent theme

Whether you offer one or several products in the brochure, for maximum impact and credibility, the body *copy* should *tie to the central theme*. For example, if you happen to be a software marketer of tax information and were planning a brochure with a headline, "How to Slash Your Business Taxes," your sales results will be far better if all the products in the brochure helped the prospect with tax saving tips instead of offering unrelated products.

3. Employ exciting copy filled with benefits, benefits, benefits

It is very important to *include features* in your brochure copy. Always include factors such as color, dimensions, weight, materials used in manufacture, etc. This helps build credibility. However, as with sales letters and space ads, the *biggest sales hot buttons are always benefits*. The benefits of using the product or service are what must be stressed to maximize sales impact.

As to length, keep it as long as necessary to tell a complete story. But, as with sales letters, don't include a single wasted word.

Repeat your strongest benefits. Don't worry about losing impact with repetition. Repeat the benefits of your product in already used sales letters, even if it accompanies the brochure. Also include customer testimonials in the brochure, which are among the strongest ways to enhance the sales power.

4. Use graphics that increase sales

A. Typeface: Use serif typefaces on body copy for ease of reading. Stick with Times Roman or another classic

typeface. Sans serif is OK for headlines. Use *no more than two typefaces* in the brochure.

B. Paper: Use a white or cream semi-gloss or glossy (coated) stock. Your brochure will then have a classy look and feel. Ask your printer for samples.

C. Screens: Do *not* use any screens *behind blocks of copy*. Unless the background is yellow, you reduce readership. The best use of screens is *surrounding copy areas*. This helps to "punch out" the copy so it stands out.

D. Layout: Do not crowd together too much copy, photographs, and illustrations. Leave plenty of "white space" for a clean, uncluttered look.

E. Colors: Regardless of your field, your products, as well as photos of people in your brochure, will *always look better in full color*. Therefore, if your budget allows, use full color. However, with some items such as information products, you can do almost as well with one color in addition to black. Use primarily black ink for the body type against a white or light background. Headlines are OK in other colors. The use of full color is almost a necessity with certain products and services such as cars, art prints, vacation resorts, clothing and jewelry.

5. Photographs help sell

Photographs can often enhance the sales power of your brochure or flier. As the old saying goes, "A picture is worth a thousand words." But always include a *caption* under every photograph. If you include a "head shot" of a human being, the caption can simply be the person's name who is subject of the photo.

When showing people using your product, the *caption should clearly state what is happening*. Assume nothing. For example, "Mr. and Mrs. John Smith are enjoying a Sunday ride with their family in the new Nickmobile voted the best new car of the decade."

6. Include order information

To maximize sales from your brochure, you must *make it as easy as possible to order from you*. Be sure your brochure clearly states:

- A. Price of your product(s)
- B. Shipping and handling charges (if any)
- C. Telephone number
- D. Fax number
- E. Company name and address
- F. Credit cards you accept

Use the foregoing techniques. You'll dramatically increase the sales power of your brochures and fliers.

Ch 43 - Here are the best books ever written on marketing

Every super successful marketer I know is constantly working to improve skills. Why? You must be a perpetual student to become a master in any field. Those who never achieve their potential in life simply do not exercise their innate capacity to learn and grow. Continuing education through books is perhaps the best way known to expand your knowledge. But what books should you read?

My personal library contains over 100 highly acclaimed books on marketing and copywriting. You may want to read many books to select your own favorites. However, to possibly save you time and money, I've selected 13 books considered the best ever written. Every serious marketer should study and refer to them over and over, as I do. Here are the "lucky 13 library" which are musts for every marketer.

Confessions Of An Advertising Man

by David Ogilvy

Perhaps more than any founder of a large ad agency, Ogilvy understands direct marketing. And he communicates his wisdom clearly and effectively. You will learn how to:

- Prepare better headlines
- Enhance the graphics of your space ads and direct mail
- Use photography in ways that increase the pulling power of your promotions
- Select typefaces that help sell your product
- Use reverse type selectively
- Improve your creativity
- Find good copywriters

You'll find the ads written by Ogilvy himself to be especially useful in studying powerful copy techniques. My favorite is his ad for Rolls Royce with the classic headline, "At 60 Miles An Hour the Loudest Noise in this New Rolls Royce Comes From the Electric Clock."

The Robert Collier Letter Book

by Robert Collier

This book, first published in 1931, is a classic. It clearly shows why Collier was considered the best copywriter in the world during the first half of this century. Virtually all the techniques he used then are just as powerful now. Perhaps even more so. The wisdom in this book shows you how to:

- Improve the pulling power of your sales letter
- Use word pictures that make people want your product
- Put a hook into your letters
- Get news interest into your letters
- Discover motives that make people buy
- Six essentials in any offer
- Take the guess out of advertising
- Raise money by mail

Collier's book is filled with useful tips on every page, an indispensable guide for any great marketer. It is one of my top selections.

My Life in Advertising/Scientific Advertising

by Claude Hopkins

Hopkins' book is used like a bible in marketing circles. First written in 1923, its lessons are just as relevant today. Hopkins will help you improve your results from your advertising investments through his unique approach. You'll discover how to:

- Tell your full story
- Use art in advertising
- Develop marketing strategies
- Offer samples effectively
- Get distribution
- Test campaigns
- Lean on dealers

Hopkins' copywriting style will keep you glued to the page as you discover all the gems he offers.

How to Make Your Advertising Make Money

by John Caples

This book is jam-packed with wisdom and usable strategies. Caples is perhaps the best known for his classic

ad headline, "They Laughed When I Sat Down at the Piano - But When I Started to Play." In the book Caples presents proven techniques that include:

- Twelve ways to find advertising ideas
- How to write headlines that make money
- How to write small ads that make money
- 303 words and phrases that sell
- How to write sentences that sell
- How to write sales letters that make money
- Sales appeals that last forever
- How direct response can help general advertisers make money
- Tips on copywriting:
 - (A) 12 ways to get started
 - (B) 11 ways to get going
 - (C) 14 ways to improve copy

I had the pleasure of receiving a valued piece of correspondence with Caples before he died. I asked him if he would consider writing an ad for my book "How to Form Your Own Corporation Without a Lawyer For Under \$75." He wrote back and said he felt he couldn't improve what I'd written. But I'm not sure; perhaps he told other copywriters the same thing.

Making Ads Pay

by John Caples

The "lucky 13 library" contains a second book by Caples that is also very valuable. Included is information which shows you:

- Seven steps to successful advertising
- Which appeals succeed? . . . which fail?
- How to think up ideas
- Ten ways to write the first paragraph
- Ten ways to make ads believable
- Six ways to prove it's a bargain
- Nine ways to make it easy to buy
- Six ways to make people buy now

Caples has such an engaging writing style as he compellingly presents all his strategies.

The First Hundred Million

by E. Haldeman-Julius

The best book ever written on the relationship between the name or title of a product, and the resulting sales. While this book covers the sale of books, the lessons derived apply equally to selling any product. Therefore, no seller of anything, especially an information product, can afford to be without this book. It's fascinating to see proof from numerous tests that human nature does not change. The same appeals that worked in 1928 work equally well today. The book covers topics including:

- What America wants to read can lead you to saleable products of all kinds
- Are Americans afraid of sex?
- The quest for self-improvement is eternal
- People want fun and laughter and how to create products to meet their wants

The enormous value of this book, more than any other ever written before, is that Haldeman-Julius reveals the statistical impact and results from all his advertising. He shows you the actual sales totals of books before and after title changes. Get this book. You will be thrilled and delighted.

How to Make More Money with Your Direct Mail

by Edward N. Mayer, Jr.

Former president of James Gray, Inc. and the Direct Mail Advertising Association, Mayer reveals secrets of how to:

- Add a personal touch to increase direct mail results
- Improve the looks of your mailings
- Seven cardinal rules of direct mail success
- Twenty kinds of direct mail letters
- Keep your list from getting stale
- Get your full money's worth at the post office
- Get action from your prospects
- Use color to increase results
- Interpret what testing tells about eighteen direct mail problems

Mayer is considered by many of the professionals in direct marketing today to be one of the most brilliant practitioners ever in this field. And I wholeheartedly agree.

The Mirror Makers

by Stephen Fox

This well-written but little known book is the best history of American advertising and its creators I've ever read. It's both fascinating and instructive to study the early beginnings of advertising. Samples of early ads are the best reflection of the thinking and how it evolved up through today. The lives and impacts of the early pioneers in American advertising are discussed. Albert Lasker, John E. Kennedy, Claude Hopkins, Raymond Rubican and the first woman copywriter of real importance in American advertising, Helen Lansdowne Resor, all made indelible contributions to the field of advertising. This book will help make you a smarter marketer by better understanding the history of your craft.

The Greatest Direct Mail Sales Letter of All Times

by Richard S. Hodgson

This book is really an encyclopedia of sales letters. It will help you better understand:

- How winning sales letters are created
- Why sales letters succeed
- How to create your own great sales letter
- Consumer mail order letters
- Circulation and book promotion letters
- Fund raising letters
- Business to business direct mail
- Inquiry and lead getting letters
- Retail and services letters
- Personalized letters
- How to start a letter
- How to close a letter
- Tips from the experts

It's so instructive to see many examples of great sales letters from some of America's creative geniuses. You'll learn to write better copy by modeling these letters.

The 100 Greatest Advertisements

by Julian Lewis Watkins

There is much to glean from great ads which pulled profitable results for long periods of time. These full-page space ads, run for years in newspapers and magazines throughout the U.S., show how you can sell virtually anything in a space ad. Products depicted include cars, correspondence courses, soft drinks, toothpaste, shaving cream, soap, diamonds, insurance and, of course, books. You'll get lots of new ideas from the advertisements included here.

Million Dollar Mailings

by Dennison Hatch

Dennison Hatch is the founder and editor of "Who's Mailing What," with a foreword by Axel Andersson, the legendary direct marketer who conceived the idea for the book. This new publication contains 71 fully illustrated mailings of today. To qualify for inclusion, the mailing has to be a "control" for 3 years or longer. 60 direct marketing superstars reveal their thinking behind mailings which have been the most powerful during the last decade. Discover how to:

- Apply 26 design tips to lift response
- Interrupting - the key to successful advertising
- Use double post cards profitably
- Use direct mail profitably, and why it is the second largest medium with \$25.6 billion spent on it. (Only newspapers receive a larger share of the advertising pie - approximately \$27.9 billion)

These winning ad creations are all winners of an "Axel" award, named in honor of Axel Andersson. Every part of the mail offer is included in the book (and photographed beautifully), including order card, envelope, brochure, and lift letters.

I debated on whether to include any of my books on the list. At first I was not going to. But some close friends in direct marketing felt the "greatest marketing books" would not be fully represented unless I did. Since I would be the last person to argue this point and for the benefit of subscribers who do not have them yet, I've included two of my books.

The Golden Mailbox - How to Get Rich in Direct Marketing

by Ted Nicholas

This book approaches direct marketing from both the creative and business aspects. Of course, unless these two elements are in sync, you cannot succeed. The ideas apply to marketing any product or service. The book shows you:

- The steps to a successful ad
- Which ads will work?
- If it works, don't fix it
- Make choices not guesses
- Write copy that sells
- How to effectively test
- Develop consumer products
- Create your own future
- Thinking small for big success
- Markets ripe for picking
- Ads versus direct mail

In case you are interested, this book is also perhaps my most autobiographical to date.

How I Sold \$200 Million Dollars Worth of Products and Services

by Ted Nicholas

This 644-page book contains **every** successful ad, brochure, sales letter, and card deck I've ever written. Each offer is graded from one to five stars for performance. One star is at least break even. Five star is a home run, a highly profitable ad. As mentioned, there are sections on:

- Print ads in magazines and newspapers
- Sales letters
- Card decks
- Brochures

Many of the world's best marketers have written me indicating they use the "\$200 Million" book as a "starter"

when writing copy. You surely are aware how difficult it can be to begin an ad when staring at a blank sheet of paper.

Several people at my \$7,500 seminars wanted to pay \$5,000 for the book. The price is only \$287. In my opinion, every successful marketer should spend at least \$15,000 to \$25,000 each year on **continuing education**. This includes books, tapes, seminars, and travel costs. I actually spend more than \$25,000 per year. If you can't afford anything like this level of expenditure right now, devote 5%–10% of your income to increasing your knowledge. There is no better investment.

The total cost to buy all the books I've discussed is about \$500!! The wisdom contained in this mini-library is worth hundreds of thousands of dollars, perhaps millions to you. So I urge you to get them all. A good bookstore can order most of these books for you, although some might take a little more effort. Most of the rest of these books can be supplied to you by a nice fellow, Carl Galletti, a copywriter who also runs a small business which sells hard to locate books on advertising. He can probably supply any hard to find marketing book or tell you where to find it. He has a catalogue, too. Carl can be reached at 609–896–0245, One Paddock Drive, Lawrenceville, NJ 08648.

Of course, my books are available from Nicholas Direct.

An extra special book treat

As I was riding a stationary bike recently (I have the habit of reading while exercising), I was feeling so grateful for all the contributions that books have made to my life. Autobiographies in particular have been a great source of emotional fuel. So I decided to add one more book I heartily recommend.

Up From Slavery

by Booker T. Washington

If you've read it before, I urge you to re-read it with today's eyes. While not being a marketing or business book, it surely will inspire you to be both a more successful human being as well as business person. Its most important lesson - the value of constant learning. You will also see the relationship between reading good books and success in life perhaps more clearly than ever before.

This autobiography, written by one of the greatest men of this century will lift your spirits to new heights. When you feel down, as is part of the human condition, just pick up this book and you'll be moved beyond your present condition. Whenever I feel life's problems are really tough, at times even overwhelming, I pick up this book. The spirit of this great human being - born a slave, without education, and who taught himself to read - will help put any problem you now face into better perspective.

I can't recommend it too highly.

What about seminars, tapes and newsletters?

There are many seminars presenting marketing information which may sound good. But often the theories do **not** work in the real world. The very best seminars on any subject are conducted by *people who are doing what they teach*. On a daily basis. "They walk the talk." But they are rare gems throughout the world as there are only a handful of marketing teachers who have proven theories to share.

You're going to have a great time studying these books while you enhance your knowledge and marketing skills. Isn't it terrific being in such a profitable business that is also a lot of fun?

Ch44- 39 Hot direct marketing success rules by Ted Nicholas

This chapter contains valuable information about what to do to succeed in direct marketing. I've put these secrets in the form of rules. When you spend over \$100,000,000 of your own money on direct marketing, as I

have, you acquire an education not possible by any other method. You learn which things work. You also learn what doesn't.

As you'll immediately see, these rules defy conventional wisdom, which is dead wrong most of the time. These "secrets" will help you succeed. They will also help you survive and avoid going broke. There are notable exceptions to all rules about direct marketing. However, based on experience you would be safe 99% of the time if you heed them.

1. Spend up to 80% of your time on the headline of a space ad or sales letter.

Reason? 50% to 80% of the sales success of your advertising message is a direct result of your headline. That means your message loses up to 80% of its effectiveness without a strong headline! Another reason to invest this time is that the offer's positioning is determined by the headline theme. (Your letter headline can often be used as the teaser copy for the envelope.) Most copywriters do not spend nearly enough time on headlines. I write as many as 250 headlines before I select the final one for a campaign.

2. Use either "ragged" right or justified right margin for each column of copy when you have a space ad set in type. I've tested both and I have seen no effect in response rates.

3. Use Courier typeface in sales letters. Some call it old-fashioned, but my experience shows that Courier outpulls any other type style. The typewriter "me to you" look "feels" more personal and urgent.

4. Use highly salable products as free bonus gifts. Bonuses always increase sales with one exception. I once made the mistake of using a failed product as a bonus with disastrous results. Remember this! If you can't sell it, you can't give it away successfully!

5. Always use a headline at the top of your sales letter.

Never use a company logo or your name and address at the top of a sales letter. It is a "me" message and depresses response. Use logo at the end of a letter on the last page. Exception: if you are writing to an audience who would be positively influenced by your name or credentials, e.g. a famous doctor writing to other doctors.

6. Never change a word of winning copy for anyone until you test it. Especially "for copy acceptance reasons." I learned the lesson the hard way. A magazine's legal department asked me to change 3 words in a 1200 word full-page ad, which I did. The response dropped to 1/10 of the former level! My recommendation: if it's working, don't change even a comma. If someone insists on changes, just pull the ad. Remember, because a *winning ad often challenges conventional thinking*, it seems to attract requests for change. But don't do it. Once you agree to do it with a given media you've lost control of the creative process. And your sales will usually plummet.

7. Copyright all your sales materials. Your winning ads are worth their weight in gold. You are bound to have people who try to copy your success. For your protection on every letter, space ad, brochure, etc., add the copyright symbol, a small "c" in a circle like this, ©, along with the word "copyright", your name and year. It should look like this:

© Copyright 1995 John Smith Corporation

8. Test a photograph in your space ads. It often improves response. But it must support and tie into the headline and copy. For highest response, always include human beings rather than just objects in copy. Children are the biggest attention-getters of all. Remember the old saying, which happens to be true, "A picture is worth a thousand words."

9. Use a caption under every photo. The eye is drawn to a photograph. If you don't at least identify who is in the photo, at minimum you will lose many readers who will stop reading your sales message.

10. In photos of people make certain they are looking directly into the camera. Eye contact with the reader is a good involvement strategy.

11. Do not use more than 17 words in a headline. Why? Based on my tests, I've never been able to make a headline work that is longer than this!
12. Use the two most underused and powerful words more often in your copy. Free and You.
13. Do not use "I", the biggest turn-off word in copy, at all or very sparingly.
14. Always use a "drop" first letter in a space ad. This helps get the reader's eye from the headline into the body copy. Here is an example of a drop first letter.

Look at the bargain!

15. Use subheads which are strong enough to be headlines. They both help keep the prospect reading, plus break up large blocks of copy which appear to require so much effort reading is discouraged.
16. Do not use a screen behind any copy area. (Except for yellow behind black, which can make copy more readable. A screen in any other color diminishes readership.) Use screens only for things you don't particularly want readership, such as some obscure regulation you may need to include in your offer. However, a screen within borders outside blocks of copy can help copy stand out.
17. Never print body copy in any color other than black. Black is easiest to read. Colors should only be used for headlines or sub-headlines.
18. Eliminate the word "that" in your copy. After copy is written, see if you can eliminate the word "that" as many times as you can. The word "that" is perhaps the most overused word in copy. It's boring and tends to weaken strong sentences.
19. Be provocative. If copy doesn't bother or offend someone it usually doesn't work! When getting feedback on new copy from colleagues, advertising media and prospects, if everyone likes it, watch out! Nearly every time I write a breakthrough ad or sales letter it pulls orders and also bothers someone. Reason? *Great copy gets attention by being provocative.* And interrupting usual thinking habits.
20. Never use sans serif typeface on any body copy in a space ad. All studies show it's more difficult to read. Sans serif in a head line is OK.
21. Forget rules of grammar when writing copy. As copywriter John Kennedy in 1920 said, "Good copy is salesmanship in print." The prime goal in copy is to sell. Sentence fragments are OK.
22. Use short words, short sentences and short paragraphs in writing copy. Keep 75% of words 5 letters or less. Keep sentences to an average of 8 to 17 words. Paragraphs no more than 5 sentences. But vary the length, otherwise it will seem repetitive and boring.
23. Use quotation marks around headlines. Studies show 27% more people will read the headline. It increases the feeling that something important is being stated.
24. Use upper and lower case letters in a headline. Do not use all caps, a frequent mistake by marketers and graphic designers in an attempt to make headlines stand out. *Upper and lower case is easier to read.* That's why any good newspaper or magazine sets their headline this way.
25. Read copy out loud. The best test of copy tone, flow and persuasiveness is to say it out loud. This is what your reader does in his/her head. You will always be able to improve copy when you do this because the rough spots stand out.
26. Handwriting great copy is best way to improve your copywriting skills. When you come across someone else's effective copy, especially a control piece that is working for a period of time, hand write it, word for word. You will be exposed to the writer's thinking process. You'll also gain a deeper sense of how ideas should flow to a logical conclusion.

27. Get into a peak emotional state before you write. You cannot write great copy if you are exhausted, harassed or down mentally. Make sure to get a good night's sleep. Exercise moderately before starting. Eat sparingly. Take the time to count your blessings. Turn off the phone and make sure you are not interrupted. For mega-success, also do the Ted Nicholas "Yes" exercise (to be sent to any reader upon request).
28. When writing copy, imagine you are talking to a friend or loved one. Credibility, tone, and warmth in copy comes from the feelings you generate through the words you write. Be as *honest and sincere* as you possibly can be. *Maintain enthusiasm* about the product's benefits as though you are sharing with a friend.
29. Never put a period at the end of a headline. Do not punctuate at all except when asking a question. A period causes a reader to pause and possibly stop reading any further.
30. Break the last sentence on the page in a sales letter. Do not end the last sentence on any page. Break the sentence. Below it add the words "Please turn to page 2 (etc.)" to help keep the prospect reading.
31. Make sure your printer provides ink coverage that is as dark as possible on all your printed materials. Your response can drop by as much as 10% if the ink coverage in a letter has the all too common "grey" appearance. This is tough to read. *The easiest way I know to increase mail response* is by having the ink coverage made darker. *I've seen response increase by 10% just by getting it "blackier"!*
32. Make the signature used in a sales letter clear and bold. Use a fine felt tip pen for the original and always, always print signatures in *reflex blue*. Not black, red, green, etc., reflex blue! Prospects look at the signature and respond less well to a "wimpy" appearance, which suggests uncertainty or lack of confidence.
33. Use hand written margin notes on a sales letter to draw attention to important points.
34. Cross out and change prices and words in a sales letter to emphasize points, such as a special price.
35. Underline words in a sales letter for emphasis. But don't overdo it. About 10 words a page is ideal.
36. Test a handwritten P.S., which can often increase response.
37. Price your products using a 7 as the ending number. (i.e. \$49.97, \$77.77, \$317, \$597, \$1,997, etc.) My tests, as well as those of other marketers, find 7 attracts the most sales.
38. Write long copy. Don't limit what you write about the benefits of your product. Copy can never be too long. Just too boring! So present your benefits with emotion combined with human interest and don't worry about the length. Remember the old true saying, "The more you tell, the more you sell."
39. Always include your name, address, telephone number and product price on brochures or fliers contained within your mail package. If the brochure is passed along or becomes separated from the sales letter the recipient can still order.

What happens if you don't follow the 39 rules?

You could wind up in a prison! Or at minimum, fined and put on probation. Figuratively, of course! Let me explain.

One night after a seminar appearance in Phoenix, I was talking with several other direct marketing speakers who had attended my presentation. We were discussing what an uphill battle it can be at times to change the mind-set of attendees. Most people, of course, have already bought the numerous myths taught by college professors who have never invested a penny of their own money but who lecture on what it takes to be a successful marketer.

My rules work. They are based on hard-won knowledge and experience earned in the real world. We thought it would be fun to create a special kind of prison called Direct Marketing "Hell." Anyone who knowingly broke my rules after they were taught them would be sentenced. Of course, the length of punishment would depend on the severity of crime. The conversation between three inmates of Direct Marketing Hell might go something like

this:

"How long are you in for Jeff?" asks Bill.

Jeff somberly answers, "I got 3 months. I really messed up. I used more than 17 words in a headline."

"Bill laments, "That's sad. But you know what? I got 2 years just for not adding a P.S. to a sales letter."

"That ain't nothing," interrupts Gary. "I committed the most serious crime. It's a capital offense. They gave me life without parole. I mailed a sales letter and ran an ad and guess what? Neither had a headline!"

So dear reader, break the rules at your peril! Remember, failing to use Courier in your letters, while seemingly a minor crime, could get you a 3-month sentence.

Ch 45 - Message to Friends who want to Become Millionaires

This chapter is a real change of pace. It's dedicated to your friends and loved ones. As your success grows, many people will ask for your assistance on their business endeavors. I'm sure you will do all you can to help. So to give you food for thought, I've devoted this chapter to advising would-be millionaires!

People often approach me to help mentor their business success. For example, recently John, a friend, called. John is a mid-level manager in a large company. The conversation went something like this:

John: I'm getting bored with my job. Direct marketing looks like a great way to build wealth. I'm interested in getting rich. I would like to learn all I can from you. Perhaps be a protégé. I know a lot of what you teach is in your books, tapes and live seminars. However, at the moment I don't have any money to invest in these materials and programs.

My reaction to people with such an approach is usually to seek more information. After John granted me permission to ask some personal questions, here is how the conversation proceeded.

Ted: I notice you're driving a new 1995 automobile. Do you mind telling me what your payments are?

John: \$395 a month.

Ted: Approximately what did you spend on your week's vacation this past year?

John: \$1800.

Ted: You live in a new apartment building. What is your current monthly rent?

John: \$750 a month.

Undoubtedly you see where my questions lead. I wanted to get a sense of John's values. The foregoing answers already communicate volumes about John. I think it's safe to say he will *never* become a millionaire. Not as long as he continues to think the way he does. And most Americans unfortunately share the same values. The big problem? A profound lack of understanding of what it takes to succeed. The most important element in anyone's potential business success is **Education!**

The price of business success is very simple. A good education. I feel that education in the U.S. is greatly

under-valued by nearly everyone. Except by super successful entrepreneurs! This may sound self-serving. But there is no other way of communicating the reality. As a marketer of "how to" information, a source of constant fascination to me is that my very *best customers* are also the *most successful*. Subscribers of my newsletter, Direct Marketing Success Letter, and buyers of my videos, audio tapes and books I'm proud to say are among the best-known marketers in the world. And the richest!

The underlying reason for their outstanding success? *They value education* so much they seek and pay for it. They know knowledge about their career is an asset more priceless than gold. And unlike money, jewels, real estate, stocks, all of which can be lost or taken away, what you know is yours forever. Education can *never* be taken away. The super successful seem to instinctively know this. So they've become perpetual students. Always interested in learning something new. Constantly reading. And listening to tapes. Seeking out seminars conducted by doers who "walk the talk."

Those who are unsuccessful have bought into ideas that are not advancing their wealth production. Instead of investing in their own knowledge, they prefer to spend their money on cars, boats, planes, apartments, vacations, gadgets, etc. The unsuccessful are unaware of this reality. It's impossible to succeed big in any field without a lot of knowledge. There are just two ways to get the reality tested information you need which works in the real world:

1. The school of hard knocks - trial and error method.
2. Books, tapes, seminars offered by those who have proven themselves.

Back to John. He tells me he really wants to hear my honest views. It's been said that "when the student is ready the teacher appears." I believe John. Here, then, is the advice I gave my friend.

Ted: I'm going to give you ideas and suggestions. If you follow them your future success is guaranteed.

However, there is a catch. Your comfort level may be affected. Many ideas won't feel right at first. The recommendations are unconventional. Chances are you've never in your life received advice like I'm about to give you - from anyone. So some of it might sound strange and make you uncomfortable. That's OK. It is to be expected. As we learn and grow our belief systems must be re-examined. And if necessary, changed.

1. The first thing you need to do on your path to success is completely **stop acting** on the **advice of friends, relatives and teachers**. However well-meaning they are, their advice will **not** be helpful. Unless they are self-made millionaires. One must have lived and experienced being an entrepreneur. Otherwise no one can understand what is required. Indeed, you may have to find new friends. Negative ones can really hold you back. If you have a supportive mate or spouse, terrific. If you don't, a tough decision will have to be made. There may be no choice but to leave the relationship. You **must** have support. Negative people are influential. More than you realize. Don't just walk away from them. Run!

2. Begin immediately to **get out of debt**. Since your car payments are too big in relation to your income, **sell your car at once**. If you can do without a car and walk for awhile, great. My father taught me a great lesson. Automobiles are the biggest financial liability anyone can have. No investment you will ever make loses its value so quickly. If you feel you need a car, get a used one. Pay cash for it. Fortunately, the U.S. is one of the few countries in the world where you can get a good used car cheap.

3. Move to a one-bedroom apartment, or look for a roommate or two to share your apartment costs. Since you are single and have a two-bedroom apartment, you can easily slash your rent by half or more.

4. Vacation creatively. Instead of going to an expensive resort for a week, this year, go to 2 or more good seminars that will advance your knowledge.

I'm sure you can do more to slash overhead. You could reduce or eliminate the big cost of interest

your debts are causing. But, just by the suggested steps you will immediately have over \$900 per month! Every saved cent can and should go toward your direct marketing education! It will be the best investment you have or will ever make. You can begin investing in your long-neglected but potentially most valuable asset -**Yourself**

5. Start a success library of your own. At minimum buy these books. Study and read them as soon as you can.

Confessions Of An Advertising Man by David Ogilvy
The Robert Collier Letter Book by Robert Collier
My Life in Advertising/Scientific Advertising by Claude Hopkins
How To Make Your Advertising Make Money by John Caples
Making Ads Pay by John Caples
The First Hundred Million by E. Haldeman-Julius
How to Make More Money with Your Direct Mail by Edward N. Mayer
The Mirror Makers by Stephen Fox
The Greatest Direct Mail Sales Letter of All Times by Richard S. Hodgson
The 100 Greatest Advertisements by Julian Lewis Watkins
Million Dollar Mailings by Dennison Hatch
Atlas Shrugged by Ayn Rand
The Fountainhead by Ayn Rand
How I Found Freedom in an Unfree World by Harry Browne
Ageless Body/Timeless Mind by Deepak Chopra
The Mysterious Cause and Cure of Illness by Jonn Matsen

Plus, get the following products from my company as soon as possible:

- *The Golden Mailbox - How to Get Rich in Direct Marketing* by Ted Nicholas
- *How I Sold \$200 Million Worth of Products and Services* by Ted Nicholas
- *Direct Marketing Success Letter* - all back issues
- *Ted Nicholas Self-Publishing Seminar Tapes*
- *Ted Nicholas Direct Marketing Seminar Videos*
- *Ted Nicholas Magic Words Seminar Tapes - Million Dollar Sales Lectures*

6. Join the following organizations:

Toastmasters. Regardless of what field you choose, when you learn to speak clearly and confidently it will help you.

Direct Marketing Association, New York. Get their mailings and go to some of their seminars.

Local Direct Marketing Association if you have one in your area.

7. Get on good mailing lists. Well-run direct marketing companies' mailings are important. Getting on their mailing lists is part of your education. Ask to be put on the following companies' lists, or buy something from them.

Phillips Publishing
Agora Publishing
Nightingale Conant
DELL Computer
Reader's Digest
The Company Corporation, Wilmington, Delaware
Fischer Publishing, Canfield, Ohio
Nicholas Direct, Inc., Indian Rocks Beach, Florida

8. Subscribe to these magazines:

Direct Marketing
Direct Mail News
Economist

Entrepreneur

9. Subscribe to these newsletters:

Health and Healing, Phillips Publishing
Forecasts and Strategies, Phillips Publishing
Who's Mailing What, Target Marketing
Direct Marketing Success Letter

10. Seminars to attend:

DMA Seminars
Dan Kennedy Seminars
Jeff Paul Seminars
Gary Halbert Seminars
Peter Lowe Seminars
Dan Peña Seminars
Ted Nicholas Seminars

TIP: When money is really tight, offer to work at seminars which interest you in return for free attendance. Many promoters will happily hire you to help sell tapes, etc.

A note of caution. Be wary of whose advice you choose to follow at seminars or on tape. Most college professors and ad agency people are not teaching reality. They teach theory which often sounds good but does not work in the real world. Entrepreneur speakers who invest their own money in their own companies and who teach what they do every day are special. What they offer you is invaluable.

11. Learn to write sales copy. The most financially lucrative skill you can possess is the ability to write effective sales copy. There are two ways to learn.

A. *Get a part-time job in commission sales.* New York Life or CIGNA Insurance, Amway, Mary Kay, Fuller Brush, Encyclopedia Britannica, Kirby Vacuums, can all be excellent training ground for direct marketing. But, here is the key. Find an organization with a good sales manager to train you. Capable trainers often exist within leading direct sales organizations.

B. *Practice.* (After you read the previously mentioned books.) You don't have to be a great creative writer. But, you do need to develop sales skills. Good copy is "salesmanship in print." An excellent way to develop skill is to take a piece of successful copy you like that is working, such as an ad or sales letter. Write it out in long hand. It's great practice. You'll also begin to get a good feel for the writer's thinking process.

12. Get a part-time job in a mail order company. Here is an approach you can use that almost never fails. Find out who the direct marketing companies are in your area. Choose one or two with whom you'd like to work. Approach them. Explain how you can help them. Make this nearly impossible to resist offer. Include in your proposal this statement. You will help the employer make or save money. Or you'd rather quit or be let go anyway. And mean it. Offer to work *free* for at least two weeks! You will have a lot of takers. There would be absolutely no risk on the employer's part. After you are hired, learn all you can about what it takes to operate the business.

13. Start your own mail order business in your spare time. What to sell? Choose a product or service that is now under-marketed. Acquire the rights to the product (see separate chapter on this topic). I recommend you begin by offering a free special report. Choose a hot subject you know, can learn or acquire the rights to. You then can sell a product to those who request your special report.

14. Take a low-level job with a worthwhile company. Many college graduates and MBAs can't get a job today. One of the big reasons is their unwillingness to take a lower level job which they consider "beneath" them. That's precisely one of the reasons which underlies why minorities make up the biggest portion of the new millionaires in the U.S. They are willing to take any job no

matter how humble. Just for the chance to work and earn money!

There are many such examples. Sam Yeoung, a 23-year-old man originally from China took an entry level job at McDonald's 1 1/2 years ago. His pay? Minimum wage. Within 6 months he was the assistant manager of the restaurant. Then he became manager. Today he is a district manager earning a six-figure income. Next year he will open his own MacDonal'd's. My guess is he'll be a millionaire in less than 5 years.

Do you think a typical American-born college graduate would take such a position? No way! Instead, they might spend months, even years, collecting unemployment. The new millionaires create their own career. The real opportunity makers have learned how to capitalize on the smallest chance. There are no bad jobs! Take any job. And do it extremely well, as best you can. Result? You'll create the ultimate job security. How? You'll make yourself indispensable to the business.

15. Join the U.S. Marines! Recently a survey showed that 77% of the CEOs of Fortune 500 companies were former Marines. (Of course I'm not biased, but I also happen to be a former Marine.) Do you think there is any relationship between CEOs rising to the top of their organizations and the world-famous discipline learned in the "Corps?" Of course there is! Besides, John, I've never met anyone who couldn't use some more discipline. Have you?

16. Do whatever is necessary to succeed . When the going gets tough, as it inevitably will at times, stop whimpering, "I'm doing the best I can." This is not good enough for a truly successful life. And it isn't worthy of you. There is only one thing good enough.

You must do what is necessary.

When the banks turned Dan Peña down nearly 200 times, he kept contacting the next one. He got the financing. Today he is worth \$200 million. Would you have given up at 6? or 12? or 50? Colonel Sanders began at age 66 with assets of a broken down jalopy and a chicken recipe. He went to nearly 2,000 restaurants and was turned down. He kept going. When he was asked what he would have done if the 2,001st turned him down, he said, "I would have gone on to the 2,002nd!" Most people would have quit long before this. When would you have stopped?

I started my first business with savings of \$800 and debts of \$96,000. Numerous people turned me down. My bank also rejected my proposal. They told me I was crazy, the idea would never work. But I would not be denied. I knew I would find willing backers. And I did. Most of the reason for my success today as a marketer, copywriter and entrepreneur is not more talent than others. What is the reason? I dig deeper than most people. I write 200 or more headlines for every product to find the right one. Others write 2 or 3 and expect a miracle. I study products strictly from the buyer's point of view. I write more copy drafts. I'm willing to try more tests and to fail more often than others. But here's the secret. I succeed more often, too!

The real secret is to: **Work harder at doing whatever is necessary!**

You, John, must do whatever is necessary to succeed. You will become a millionaire or whatever else you want to become! It's just inevitable.

As you read these words, you may be feeling that the path to direct marketing success is steeper than you first realized. And that sacrifices have to be made. Here is the reality. There is a price to pay for success. And a price to pay for lack of achievement. You, like all of us, have a choice. To succeed in a big way, gratification may have to be delayed.

But the good news is, it's worth it! I believe there is no wasted energy in the universe. During those tough times when things look bleak, which happens in all our lives, I give myself a reminder for just as night follows day the results will come. Yes, once you pay the price for success, the rewards will come. And keep coming forever! You will become as wealthy as you desire.

People all over the world will seek you out to buy your products. Invite you to speak. Offer you large sums to help them - be their partner. Present you with more opportunities than you could ever pursue. And life is long. Gratification won't be delayed forever. There is plenty of time to own fancy cars, enjoy luxurious vacations, mansions, jewelry, whatever you want. You'll be able to live the lifestyle you choose anywhere in the world. So dear reader, the above is what I offer my friends. And yours.

Ch 46 - Magic Words That Bring You Riches (The Advanced Home Study Course)

Advanced training materials for those who wish to enhance their magic word power

Dear Friend,

To increase your mastery of magic words, you simply must get the advanced Home Study Course. Every exciting moment was recorded at a recent Ted Nicholas "Magic Words" Seminar held in London. Why?

The seminar title was MILLION DOLLAR SALES SECRETS. But its real theme is "Magic Words That Bring You Riches." Every powerful word was captured on tape. It's been reproduced and is now available as an advanced home study course especially for owners of Ted's book, MAGIC WORDS THAT BRING YOU RICHES. An enormous amount of valuable information was presented that was *not* in the book.

You'll be able to discover more secrets about harnessing the power of magic words. Listen and learn while at home, exercising or in your car.

Gain what will seem like unfair advantage!

Hearing the tapes is like picking Ted Nicholas' brain! You will gain access to the very *latest new techniques* and strategies Ted is currently using to market millions of dollars worth of products throughout the world. Plus, Ted is one of America's best public speakers. This inside information will give you an all important edge possessed by few others. Discover what marketing techniques work best in the U.S. and also in England, Germany, France, Switzerland, Australia, and Asia.

The best part of all is people in several non-U.S. countries are 2 to 4 times *as responsive* as in the U.S.! Selling your product or service outside the U.S. is so easy! It's just like having an unfair advantage! You will learn why.

It used to be the U.S. represented 2/3 of the world market. No longer. Now it's just 1/3. Two-thirds of all goods sold today are outside the U.S.

Every successful entrepreneur wants to know how to sell to this huge universe. Plus, you will have a more international perspective, which will *increase your success* odds for everything you do in the U.S.

You can become very rich with a great way to do business!

Ted has earned as much as \$3,500,000 in a single year. He'll show you how you can start with little or no capital. Ted started with a \$90 classified ad and sold \$500,000,000 worth of products and services. Earn \$12,404 per month in additional income - 488% profit in a single month.

Sell your product worldwide from your *easy chair as easily* as you now sell locally. This is just one of many benefits you'll get from this amazing seminar. *Hear every word presented live and unedited* to a group of British entrepreneurs. The question and answer sessions are priceless!

Plus, you *may* be able to get Ted Nicholas, perhaps today's most successful international direct marketer, to be your own *personal mentor* and *coach*! More about that in a moment. On the home study course you'll discover:

- 6 easy ways to find hot new product opportunities. You can have a million dollar new product idea every half hour!

- Put Ted's 5 *secret principles* to work in your life which assure success and make failure impossible!
- Grab attention in your ads by learning the latest secrets of *writing powerful headlines*.
- What *opportunities* found in the U.K. can easily be duplicated in the U.S. (and vice versa) with *almost guaranteed profits*.
- 7 *compelling sub-headlines* (the actual words) that will *make* your ads more powerful.
- 5 *magic phrases*, word for word, to place on your envelopes that *almost guarantee your sales letter will be opened*.
- How to *raise all the money you need*, yet *limit your financial risk*. (Remember, Ted began with a \$90 ad, and so can you).
- Determine which new products have the *highest probability of success*.
- Acquire the *rights* to a *hot existing product* with a track record of *success* for as little as \$250 (if you don't already have a product of your own) just by saying the right words.
- Create *direct mail letters* and space ads with the highest probability of success.
- Select the *right media* in which to advertise among magazines, newspapers, catalogs, radio, T.V., card decks, or the hottest new media - electronic bulletin boards!
- Unleash the power of today's *best low-cost/no-cost marketing strategies*.
- Secrets of *pricing products* for maximum profit.
- Prepare the *ideal sales letter* for your product that is *almost irresistible*.
- Learn the art of *testing* - the real key to marketing success.
- Become exposed to the 27 most effective words in your ads to sell your product. (This recently revised list, proven by tests, works as though by magic and will earn you all the money you really want!)
- Get up to an 80% *discount* when you purchase magazine and newspaper ads by knowing the magic negotiating words - exactly what to say! (This session alone could be worth hundreds of thousands, even millions, of dollars to you.)
- *Legally protect your products, ads and sales letters* at no cost. Prevent others from cashing in on your success.
- Get *free publicity* in newspapers and on radio and T.V.
- Determine the *most ideal business* in the world for you.
- Run small *classified ads* and build a mail order business, perhaps the *ideal retirement activity*.

Comments from seminar attendees from around the world

"Have attended many seminars, including those at the university gaining my Economics degree. None has taught me as much as I have learned from you. It's simply the best - the experience of a lifetime."

C. Neophytou
London, England

"Although I've been in marketing for over 30 years, I've learned more in these three days than I believed possible. Thank you for the opportunity."

Gil Evans
Palm Harbor, Florida

"Your Marketing information on tape is worth more than 10 times its cost. In 30 days your techniques earned me \$15,000.00."

Francois Blot
Chantilly, France

"There's probably no human alive who knows more about how to make magazine advertising pay off than Ted Nicholas. For the record, Ted Nicholas has my absolute highest recommendation! Ted you have just given the most valuable seminar I ever attended."

Gary Halbert
Key West, Florida

"You really put your money where your mouth is. With your sincere interest in really helping your seminar

attendees."

Norman Rentrop
Bonn, West Germany

"Ted: Not only was your seminar fantastic for newcomers, it was equally valuable to those who are already established. Your expertise has shown me how we can increase sales on our existing products, and create new products and take them to new heights as well. Thanks for sharing your life experiences with us. It's the greatest form of education I know. Thanks again."

Deanna Polk
Hagerstown, Maryland

"Your home study course reveals the most valuable information for entrepreneurs in the world today! Top Secret - worth millions of dollars in the right hands."

Blade Thomas
Malibu, California

"Ted Nicholas has made fortunes for himself and others with his direct marketing knowledge. Treat any advice you get from this man as nuggets of the purest direct marketing gold, for that's what he's giving you."

Gary Bencivenga
Garden City, New York

"I'm a lawyer by education. Ted Nicholas inspired me to get into my own business. His home study course helped me write the first full-page ad I've ever attempted. Best marketing ideas I've heard..."

Mark Warda
Clearwater, Florida

Ted Nicholas makes unprecedented offer - but you must qualify

There are two parts to this Ted Nicholas Super Deluxe Home Study Program.

1. MILLION DOLLAR SALES SECRETS, Magic Words That Bring You Riches - The Home Study Course

You will receive the complete home study course professionally recorded in London. You will also receive a workbook which contains all the valuable handout materials, sample ads, sales letters - everything. As you drive your car, relax at home, walk or exercise, you'll receive a wealth of usable information.

2. Personal Consultation with Ted

Suppose you could actually get Ted Nicholas to personally provide consultation on copy for your product? Do you think the odds of success would increase in your favor?

You bet they would! That's exactly why clients wait in line to pay Ted \$15,000 plus 5% of sales to write copy for a sales letter or space ad. Ted also accepts 25% of the stock in the client's company in lieu of fees in some cases. Clients pay a minimum of \$3,850 for a 1/2 day consultation.

If you have an acceptable product or service, you will receive at your request a personal written consultation by Ted Nicholas. This includes a critique along with specific suggestions. If needed, you will be given a new headline and letter opening written by Ted himself! You have an entire year to request this service after your application is accepted.

Of course, due to the personal nature of this arrangement, Ted must reserve the right to turn down an application. For any reason whatsoever. For example, if you are a marketer of a product or service of an "adult" product or one that could cause bodily harm, or is sold mainly via multi-level programs, please do not apply. (Of course, this is not to suggest there is anything at all negative about such products. For a variety of reasons,

Ted simply doesn't get involved in promotions of this kind.)

If you were paying the usual fees individually for the critique and this Super Deluxe Home Study Program, your investment would be significant. At least \$15,000. (Many people have paid \$7,500 per person plus travel expenses to attend the Ted Nicholas Seminar.) And frankly, it would be worth every penny.

But, if your enclosed application is accepted, your investment will not be \$15,000. Or \$10,000. Or even \$2,500.

Your total investment, including the Home Study Course and the optional critique is only \$477. That's not a misprint. But you must act now!

Limited availability

This offer is strictly subject to acceptance and may be withdrawn at any time. You must qualify. It is not for everyone. If your application is not accepted for any reason, it will be returned along with your payment. Of course, your credit card will not be charged in such a case.

Free Bonus for Early Response

If you order now, we'll send you a free book, "The First Hundred Million" by E. Haldeman Julius, as long as limited supplies last. Ted Nicholas has reviewed this book. He said, "This is the very best book ever written on selling. I got more tips out of it than any other marketing book I have ever read!" Ted paid \$250 to get his copy of the same book from the Library of Congress! Kurt Koenig, an attendee at one of Ted's seminars, heard Ted describe the book. Kurt got so excited he acquired the rights from the author's estate and arranged for a small reprint.

The author, E. Haldeman Julius, in this rare book shows you the exact advertising techniques he used to sell over 100,000,000 books. His tests reveal exactly what the public wants to buy today! This will help you structure your product offers with themes that bring in sales. This book is not available in book stores. But it is yours free if you act promptly.

Money-Back Guarantee

Review the Home Study Course for 60 days. If you are not completely satisfied for any reason, return it undamaged for a prompt and courteous refund. And keep the bonus book regardless.

Please complete the enclosed application and mail now. And thank you.

Sincerely,

B. J. Waller
President

P.S. Imagine. You get the Ted Nicholas Home Study Course on tape, MILLION DOLLAR SALES SECRETS, "*Magic Words That Bring You Riches*," plus Ted Nicholas' personal critique upon request. And all for just \$477! It's guaranteed for 90 days. Plus, you get a free copy of "The First Hundred Million" by E. Haldeman Julius to keep regardless.

P.P.S. Your investment may be tax deductible. Please check with your tax advisor.

Ch 47 - How Ted Nicholas works with clients

In response to readers who want to retain Ted Nicholas as a speaker, copywriter and/or marketing consultant, here are his fees.

1. Speaking engagements. Since each situation is different, it's best to Fax number below with description and date of event. Ted will then contact you.
2. (A) Copywriter/Consultant: \$15,000 plus 5% of sales per project. \$7,500 due upon engagement; \$7,500 when copy is completed.
(B) No up-front fee. 25% stock in company. Option for 10% more stock upon sale or public offering of company.
(C) Daily consulting fee of \$3,850 plus first class travel.

Should you have an interest in communicating with Ted about a project, please send a one-page Fax with brief description.

Ted Nicholas may be contacted via:

Nicholas Direct, Inc.
Chesham House
150 Regent Street
London W1R 5FA
UNITED KINGDOM
Tel: +44 171-432-0384
Fax: +44 171-432-0516

Bonus 1 - Lucky 13 Secrets of A Successful Order Form

1. Copywriting sequence. Prepare order form right after envelope is completed and before the letter.

Most copywriters prepare order form after the letter is written. This is a mistake for many reasons. These include:

- You must think through and clarify the offer
- You should include and present the biggest benefits of your product or service
- You haven't "run out of gas" writing the letter. You still have a fresh outlook

2. Start your order form with the word Yes. Then follow this with your most important two or three benefits.

3. Prepare the copy in the voice of the prospect, e.g.: Yes! I'd like to travel the world living in luxurious five-star hotels at rock bottom bargain prices. Please send me...etc.

4. Do not use the words "order" or "form" anywhere on the order form! These are negative words. "Order" reminds the customer they are spending money. No one likes to complete a "form." Do you?

5. Use a headline for the order form. Some proven winners for me include:

Free Trial Request, Free Examination Certificate, No Risk 60-Day Examination Certificate.

6. Print on quality paper, different from the letter or brochure. Two I've found highly effective are:

(1) the same paper as a bank check

(2) a parchment-like paper

7. “Pretty up” the order form. Most are ugly and boring. Some helpful devices include a stock certificate border, photos of people or the product, and an easy-to-read Times Roman typeface. The order form should be graphically pleasing.
8. Restate and describe Free gifts or bonuses that are part of the offer.
9. Leave the back of the order form blank. My tests always show a decline in orders when there is print on the back.
10. Use colored inks and papers. However, avoid green. Green reminds (American) prospects they are spending money.
11. Restate guarantee. To increase its power and importance, have the President or high level executive sign it. Put a border around it to help it stand out.
12. Test an oversized order form 8½" x 11" in size.
13. Make the order form as easy as possible to complete. Have someone else complete the order form while it's being developed. See how it looks completed and adjust as needed.

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Bonus 2 - Little Known Envelope Secrets to Increase Response From Your Mailings

Would you like to double the response from your mailings simply by changing the envelope?

I've found a powerful outer envelope the most important element of any sales letter.

Today's discussion focuses on why the envelope is so important as well as tips on how to improve response from your letters:

1. If the envelope is not opened, you have no chance to sell your product. Sole purpose of teaser copy is to get recipient to open the envelope. Any other purpose is counterproductive.
2. The outer envelope is the headline of direct mail. Make it a rule to devote as much time and effort to the envelope teaser copy as the headline of a letter.
3. Unless you create compelling teaser copy, an envelope with no copy works best.
4. Use teaser copy on both sides of outer envelope.
5. Use a window envelope, which increases response over a closed face.
6. Try multiple windows, three or four, on the envelope. Some of my favorite phrases which can help to get the envelope opened include, e.g.:

Free Gift Enclosed

3 Free Gifts

Free Sample Inside

Gift Certificate Enclosed

7. Try colored envelopes, such as bright yellow, pink, blue, green and primrose. However, white sometimes works best to a business address.
 8. Test a good photograph with a caption on the envelope. Sometimes a photo of the editor, product in use, or image which ties to teaser copy can increase response.
 9. Always include a new envelope teaser test each time you mail. Teaser copy alone can lift response up to 250%.
 10. Test odd size envelopes, which tend to stand out, e.g. 10%-20% larger than standard sizes.
 11. Test a closed face envelope with live stamp and typed. (Do not use a label or teaser copy.) This is an exception to the rule if using effective teaser copy. At least 20% of the time this more personal look out-pulls teaser copy and window envelopes. I suspect this is due to the fact most teaser copy is weak.
 12. Test a good graphic drawing on the envelope, which can often increase response.
 13. Test multiple versions of typeface graphics. Response can double using the same control teaser copy.
 14. The creation of a mailing should start with the envelope. Prepare envelope copy and graphics before you write the sales letter.
 15. If you plan to mail by first class, the words First-Class Mail on the envelope will improve response.
 16. Name recognition rule. An envelope with a printed company name in the corner card will do better when the name is known to the recipient than when it is not.
 17. It's best to order special envelopes before other elements of a mail campaign as the manufacturers require a longer lead time.
 18. Consider the eye-flow pattern regarding an envelope. As a rule, the recipient (1) looks at the front of the envelope; (2) his/her name and address; (3) teaser copy next to address; (4) corner card return address; (5) and last to the postage corner of the envelope. Then the envelope is turned over to the back. However, teaser copy on the back of the envelope is, of course, often read first if the envelope is lying on its face.
 19. To reduce envelope cost, especially if you plan to mail on a cyclical basis, you can order your estimated yearly requirements and then take delivery on a periodic basis.
 20. Keep the promise on the outer envelope. If the envelope says free gift, make that the first order of business in your letter.
 21. Ideal location for teaser copy is the lower left hand corner.
 22. As a rule, teaser copy works better to consumers than to prospects at business addresses.
- Secretaries and assistants at businesses are sometimes asked to toss all mail which appears to be advertising. However, when a teaser is "right on" it can be wonderfully effective in getting mail opened. My experience is that teaser copy should be tested even with business mailings as it can out pull the plain envelope.
23. Using reverse psychology can be powerful. A good way of getting envelope open can be to omit corner card copy. The recipient must open the envelope to find out who is sending the message.
 24. A compelling question can serve as a powerful teaser.
 25. A teaser which is targeted to your audience will work better than a teaser of a general nature.

26. Use a customer testimonial in quotation marks as teaser copy.

27. Begin your teaser copy with a powerful word or phrase such as:

Announcing

Now

At Last

Amazing

Breakthrough

How To (tried and true)

Who

Free

What

28. Use the most important benefit of your product as your teaser

29. Find the biggest hidden benefit of your product or service and make that your teaser. This can be 10 times more powerful than any other approach to writing teaser copy.

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