

INVISIBLE INK PEN MARKETING SYSTEM

**16 Secrets To Get More Customers
In A Month Than You Currently Get All Year!**

**PENS THAT WRITE
MONEY!**

Discover The Secrets Of Generating A Constant Flow Of New Customers For Your Invisible Ink Pen Business!

- How To Generate A Constant Stream Of Qualified New Customers Who Are Calling You!**
- How To Create And Implement Predictable, Reliable And Profitable Marketing Systems And Strategies!**
- How To Create Systems To Automate Your Business So You Can Work Less And Play More!**
- Marketing Techniques, Sales Letters, Ads, Flyers, And Other Proven And Tested Strategies That Will Cause Customers To Seek You Out!**
- Ready-To-Go Promotions That Can Be Customized To Your Business And Used Immediately To Create A Flood Of New Customers!**

The Source Of Real-World Information And Success Secrets Designed To Build Your Business And Increase Your Income So You Can Live Your Life The Way You Want It!

By Michael Senoff

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Welcome!

Congratulations And Welcome On Your New Journey!

Dear Friend and New Customer,

Welcome!

The decision you made to invest in this system just may be one of the most important decisions you've made in your business career. After thoroughly reading this material you will have a better education in effective emotional direct-response marketing techniques than 95% of most business owners.

The ability to effectively and predictably generate a constant flow of new customers is one of the most important...if not *THE* most important...things that you can do as a business owner.

The most important thing that I teach business owners is this: You're not in the invisible ink pen business. You're in the business of *marketing* the pen business.

You can have the best pens in the universe, but if nobody knows about them and you don't have a constant flow of New Customers, the reality of the situation is that you're going to fail.

I'm sure you know of people that aren't great at what they do. Maybe just average. But they have a profitable, thriving business. Why is that? It's because they are good at marketing what they do.

Learning how to effectively market your business is what will make the difference between success and failure in your pen business.

We've got a lot of ground to cover to get you up to speed. Please keep an open mind as you read this material. A lot of it may be the exact opposite of what you *thought* or have been led to believe (by self-serving advertising agencies or ad reps) that successful advertising and marketing is all about.

Even if you have a lot of money to spend, I would never advise you to spend one cent on fancy-looking image ads. Ad reps will tell you that you have to keep running those ads week after week because "repetition is important in order for people to see the ad and find out about you". Plus they want you to keep spending your money with them week after week without you having any idea if these ads are actually bringing you any business. They don't want you to be able to track the response from the ad. Then you might be able to find out that you're wasting your money!

I'll show you how to never waste another dime on ads that are unaccountable. In this manual, you'll learn how to track responses from each and every ad or promotion so you can repeat the winners and ditch (or revamp) the losers.

You've got a lot to learn so please keep an open mind as you make your way through the material. It may seem daunting at first because I've tried to cram a lot of stuff in this manual. Just take it a bite at a time and allow each section to "digest" before moving on to the next section.

This course is not something that you can read passively like you would read a novel or newspaper and then hope that your newfound knowledge will

somehow miraculously change things for the better. You have to actually get involved and *implement* what you've learned.

It's going to take some work and thought on your part to make this material come alive and transform your business.

I don't really care what you do first. Just do *something*! If you have questions, please use the enclosed consultation certificates. I want you to be able to get my help if you need it.

Let's get started! The next 30 to 90 days could be the most exciting time of your business career!

Welcome to the program and I look forward to hearing about your success.

All the best,

Michael Senoff

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FOR CUSTOMER SERVICE (including questions regarding services, refund privileges, literature requests, etc.), please contact JS&M Sales & Marketing Inc. as follows:
PHONE: 858-274-7851 FAX: 858-274-2579

To avoid "phone tag", call during Customer Service Hours: Tues. and Thurs. 12:00 to 4:00 PM, Western Time. You can also FAX us or leave a voice mail message 24-hours a day, and someone will get back to you as soon as possible. If it is generally difficult to reach you by phone due to your schedule, please let us know the best time and phone number to reach you.

FOR CONSULTATION SERVICES (including questions, critiques of marketing materials, etc.). Please see instructions on each Consulting Certificate. For more details and instructions, read the section preceding the Consultation Certificates in this manual.

IF YOU PURCHASED WITH A CREDIT CARD, PLEASE NOTE: Your Credit Card Bill or Statement will read JS&M Sales & Marketing Inc." for the charged amount.

If you are using an installment option on a credit card order, your receipt for each installment will be sent to you at the time of the installment. If you have any questions about the charges, **please call us.**

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Welcome as a new Customer!

INVISIBLE INK PEN MARKETING SYSTEM

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Telephone & Marketing Material Consultation Certificates

You've probably read books or articles, or even taken courses and attended seminars put on by consultants or other gym owners with successful businesses. What they say seems to make sense, and they make it sound easy. But when you try to apply their techniques and ideas, you get frustrated because you do not get the same spectacular results that they did.

There are a couple of good reasons for this:

FIRST: Many of these “super-successful people” are successful because they are natural salespeople. They have a particular personality, and to *really* duplicate what they do is virtually impossible. There isn't anything wrong with you if you can't duplicate *their* success. If you've listened to my audiotapes, for example, you might notice the difference between me and say... Tony Robbins. There are a lot of people *trying* to be the next Tony Robbins, and frankly, there's only one of him. The reason you and I can't duplicate the success of these super-stars is because *we aren't them*.

The beauty of the *Invisible Ink Pen Marketing System* is that you don't have to copy anybody else's style or sales technique. It's all a matter of *specific marketing systems - not salesmanship*. The systems drive the calls to you, and it is the systems that will produce a constant flow of new customers into your practice. Then, you use your own personal style to help your customer.

SECOND: When you try to apply a technique from a book, course, or seminar to your business, and it doesn't work, you're on your own. With a small adjustment, it might be extremely successful, but with 99% of the books, tapes, seminars, etc. you buy or do, there is no follow-up support to ask even the most basic question. **With purchase of this System, you receive special Consultation Certificates to get help from us, at the point that you need it!** The following pages provide an estimated \$2,200 of free bonuses, including consultation and critique certificates entitling you to direct assistance with your advertising and marketing.

A FEW NOTES ABOUT USING YOUR CONSULTATION CERTIFICATES:
First, please understand that we have a very small staff. We don't have large offices or unlimited phone lines and staff. So here are a few thoughts and guidelines about using these certificates that will help you and me.

- 1) **REVIEW ALL OF THE MATERIAL CONTAINED IN THE COURSE BEFORE USING A CONSULTATION CERTIFICATE.** By reading all the material, you won't

use up time or one of your certificates on questions that may be answered within the course.

- 2) **USE ONE OF THE ACTUAL CONSULTATION CERTIFICATES TO GET YOUR MATERIALS CRITIQUED OR TO SCHEDULE A PHONE CONSULTATION.** Simply follow the directions on each certificate, sign and date it, and mail it to us! We'll respond as quickly as possible.
- 3) **PLEASE MAIL ANY MARKETING MATERIALS YOU WANT CRITIQUED TO OUR OFFICE WITH YOUR CERTIFICATE.** Marketing material critiques are given by mail only to avoid potential problems of faxing written materials (illegibility, pages covering the text, missing pages, etc.) Actual finished materials or rough sketches and the ad 'copy' for planned material are fine. Just make sure it's readable. Although I will always respond as quickly as possible, I *personally* review all marketing material and respond with comments and suggestions, therefore, please allow 2 to 3 weeks for the response.

Also, please be advised that any materials submitted to me for review may be published in any of our publications as examples. Therefore, *please do not submit materials you are concerned about keeping confidential*. Also, the actual material you submit may not be mailed back to you, so make sure you are only sending me a copy.

- 4) **TELEPHONE CONSULTATIONS.** Included with your System, you also get two 20-minute one-on-one phone consultation certificates. These typically need to be scheduled in advance, but we always try to schedule these consultations as soon as possible. Again, you must use one of your consultation certificates when you schedule the consultation.

To get the most out of these telephone consultations, I'd recommend that you have excellent notes at the time of the call.

- 5) **USE OF COUPONS/CERTIFICATES IN THIS SECTION OF THE SYSTEM IMMEDIATELY VOIDS ALL GUARANTEES. AFTER USE OF ANY OF THESE COUPONS OR CERTIFICATES, SYSTEMS MAY *NOT* BE RETURNED FOR REFUND.**

Finally, I want you to get the maximum value from these certificates. I have included them because I want you to be successful using this system, and to insure that you get the most from the course materials. By using them, you may save hundreds or thousands of dollars and countless hours of trial and error.

I am looking forward to talking with you!

\$200 Value

\$200 Value

Telephone Consultation Certificate #1

**This Certificate Entitles You To One 20-Minute
Telephone Consultation**

How to use your Telephone Consultation Certificate:

1. Review the material contained in the course to get the maximum value from your consultation.
2. To schedule a telephone consultation, call 858-274-7851 and request a time for your consultation. We will try to fit you into the schedule as quickly as possible, but to avoid scheduling problems, please allow at least a week before a scheduled consultation.
3. Sign this certificate and fax it to 858-274-2579 or mail it to the following address AFTER you have been scheduled for a phone consultation:

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Signature: _____ **Date:** _____

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Telephone Consultation Certificate #2

**This Certificate Entitles You To One 20-Minute
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How to use your Telephone Consultation Certificate:

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2. To schedule a telephone consultation, call 858-274-7851 and request a time for your consultation. We will try to fit you into the schedule as quickly as possible, but to avoid scheduling problems, please allow at least a week before a scheduled consultation.
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Telephone Consultation Certificate #3

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Telephone Consultation**

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2. To schedule a telephone consultation, call 858-274-7851 and request a time for your consultation. We will try to fit you into the schedule as quickly as possible, but to avoid scheduling problems, please allow at least a week before a scheduled consultation.
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Marketing Material Critique Certificate #1

This Certificate Entitles You To submit any single printed piece used in the promotion of your business for evaluation and comments via return mail. Examples: brochure, customer education booklet, solicitation letter, customer communication letter, Val-Pak type coupon, newspaper ad, yellow pages ad, other print media. ALL material to be submitted by MAIL ONLY to JS&M Sales & Marketing Inc.

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3. Materials submitted for review may be published as examples. Submitted materials may not be returned so DO NOT send your only copy.

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Marketing Material Critique Certificate #5

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Marketing Material Critique Certificate #6

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SECTION 1

**Why 99% Of Most Advertising & Marketing
Doesn't Work...**

And What Does Work!

Why 99% Of Most Advertising & Marketing Doesn't Work...And What Does Work!

I met with a really nice guy who runs a gym near my home. He had been running a small display ad in the local paper every week. To the best of his knowledge it had *never* brought in any business but he continued to run it week after week.

The ad rep for the newspaper told him that it was important to “keep his name out there” and that people need to see an ad a number of times before they respond.

His ad consisted of his business name, “Planetary Gym” (the names in the story have been changed) at the top of the ad. Then it listed his address and phone number.

There was a picture of a woman exercising in the ad.

Then it listed some professional organization he was a customer of along with their logo.

This ad is what we call “image” or “institutional” advertising.

It's like the company that spends tens of millions of dollars on their pink “Bunny” ads that show the toy bunny going and going and going. They hope that continually seeing their ads and commercials with their cute little bunny will endear you to them, and the next time you're in the store and you need batteries, you'll buy their brand.

It sounds great in theory. And this company spends tons of money for you to see their bunny ads.

The thing that you'll find interesting is a lot of people have seen these little pink bunny ads, but when polled about which company he represents...*over 50% name the wrong company!*

So much for image advertising!

Ad agencies almost always sell you on that “creative” (but ineffective) image advertising. Ad reps get paid a commission based on the amount of media they sell. It doesn't have to be profitable or effective at all for *them* to get paid. Then to add insult to injury, they tell you that you have to keep running that ad because people need repeated exposure to an ad in order for it to be effective.

Here's what I've learned about that "it needs to be seen over and over for name recognition" B.S. If an ad doesn't work the first time it runs, it only gets *worse* the longer it runs.

I don't want you to waste another dime on traditional, unaccountable image advertising.

The kind of marketing that I use and teach is the most effective kind of marketing. It's a non-traditional form of marketing that generates direct, fast, and always measurable results. I'm talking about *Direct Marketing*, also known as *Direct Response Marketing*. It's designed to get an immediate response (phone call, appointment, sale, walk-in, etc.) from qualified potential customers and the results are *always* measurable.

Direct Marketing Is The Use Of Techniques That Can Be Used Over And Over Again To Produce Predictable, Trackable, And Dependable Results Because They Have Been Tested And

Proven To Produce Consistent Results.

Why use image advertising to "get your name out there" when Direct Marketing will produce consistent measurable results, while at the same time "getting your name out there"?

We want every dollar invested in marketing to produce a direct, quick, and measurable return on that dollar, plus some profit. Most media reps and ad reps have little to no understanding about that kind of marketing. The only thing they know, and therefore the only thing they can recommend, is to say the same thing in your ads in the same way that everybody else in your industry is saying it.

But you need to be different so you can stand out from the rest of the crowd. We'll cover exactly how to find out what makes your business unique in the next section, but for now I want you to get an understanding about why most marketing doesn't work.

The Formula For A Successful Ad

Your prospect's favorite radio station is WIFM. That's what your prospect wants to know...**What's In It For Me?**

They don't care that you belong to the "Old World National Amalgamated Universal Fitness Association". They don't care that you've been in business for 107 years. They just want to know "What's in it for me?"

So by putting your business name at the top of the ad or featuring it prominently in the ad, you've just violated the first rule of effective Direct Response marketing and that is:

1. The Ad Must First Capture The Prospect's Attention.

The best way to do that is with an attention-grabbing HEADLINE. If you don't capture your prospect's attention, they will skim right over your ad as if it didn't exist.

2. The Ad Copy Must Maintain The Prospect's Interest.

Keep your ad focused on what the prospect has to gain by dealing with you. A good thing to keep in mind as you write your ad copy is to say to yourself, "Who cares?"

For example, if your ad says you are a customer of some kind of professional organization, the prospect is thinking, "Who cares?"

Or maybe your ad says, "In business since 1976". Once again, "Who cares?" That's a "me" message. The only person that stuff is important to is YOU! Remember **WIIFM!** No "me" messages. The only thing that's important is what you offer your prospect.

Now if the fact that you're a customer of a professional organization actually benefits your prospect in some way, then your copy needs to convey that as a benefit. For example:

"We're a customer of the Old World National Amalgated Universal Fitness Association so we only teach the most effective and proven techniques that are guaranteed to burn body fat and get you in great shape as quickly as possible."

Of course, I'm making that all up, but hopefully you get the idea. Everything you say in your ad has to be translated into a benefit for the customer. If it doesn't answer the question, "WIIFM?", then it has no business being in your ad!

3. The Ad Must Move Your Prospect To Action.

The ad should prompt the reader to pick up the phone and call you, request your "FREE Report" (more on that later), schedule an appointment, walk into your place of business, etc. And it should compel your prospects to take action

immediately. If they don't take action immediately, they'll forget about you. I'll give you some tips later in this course to help motivate your prospects into taking action right away.

This process is known by many names, but I like to refer to it as "problem, agitation, and solution". We present the problem, remind the prospect of the effects of the problem on his life, and then present our solution.

Here's an example of an ad that follows our formula:

"Do You Know The 7 Secrets Any Woman Can Instantly Use To Destroy Any Threat To Her Life...Even From The Most Violent, Vicious Criminal Attack?"

Are you confident that you could successfully defend yourself against a violent attack against you or your family?

Do you know the most important thing you absolutely *must* do if confronted by a potential threat or attacker?

Many Smallville area residents are learning how to defend themselves and their families while having fun and making new friends in a relaxed, friendly atmosphere.

Call Bob's Gym & Fitness 24 hour recorded message at **888-777-7777** to get your FREE report entitled, "The 7 Secrets Any Woman Can Instantly Use To Destroy Any Threat To Her Life...Even From The Most Violent, Vicious Criminal Attack".


So who do you think is going to respond to that ad and request our free report? Probably women that are concerned about their own personal safety and the safety of their family.

The headline identified our target market (women) and the ad copy presented (agitated) the problem. Then our solution was presented with a call to action...call for a free report. (More on recorded messages and free reports later. They can help you make a ton of money!)

Let's compare that to a typical ad that you've probably seen a million times:

Bob's Karate Gym

**A Tradition Of Excellence
Since 1982**



**Classes for children, adults, and
families.**

**123 W. Main Street
555-1212
Free First Lesson**

This is an actual ad that I've seen run in my local paper. I've changed the name but it pretty much runs almost exactly like this.

I have to give Bob some credit. There is *some* semblance of an offer here. He's offering a free first lesson. But why waste my time on a free lesson when I have no idea **WIIFM?**

What if Bob's ad said something like this?

**“Here's A Quick Way To
Lose Weight, Feel Great,
Learn Self Defense And Be
Remarkably Healthy In Just
30 Minutes, Three Times A
Week...100% Guaranteed Or
You Pay Nothing!”**

Karate can do all that and more!

It's not just about self-defense, and learning a few punches and kicks. Each lesson is designed to give you a complete cardiovascular workout, while teaching you discipline, tradition, and self-defense, in a fun family atmosphere.

Classes are available for Preschoolers, 4 to 6 year olds, older children, adults, and families.

Call Bob's Karate at **555-1212** for more information. The first 20 callers who mention this ad will get their first lesson (a \$20 value) absolutely FREE!

So now Bob's ad has an attention-grabbing headline. Who do you think would be attracted to this headline? Probably people interested in losing weight, getting in shape, and learning self-defense. Your ad probably won't capture the attention of someone *not* interested in those things. That's OK...they're not a prospect for your service. But your ad has effectively captured the attention of the person who *is* a prospect for your service.

The headline has a strong statement of benefits and it includes a powerful guarantee. The entire offer is basically summarized in the headline.

The body copy explains that Karate can help the prospect do all those things...lose weight, get in shape, etc. So you offer your solution.

You then address their concerns: It's a relaxed fun atmosphere, etc. I probably could have gone into more detail here about how the prospect doesn't have to worry about getting kicked in the head, breaking boards, etc. But all those details can be addressed in the next step, which may be sending them our FREE report, or an initial free lesson, or an appointment to discuss their needs, etc.

The final step is our call to action, which includes an incentive for not delaying that action. We tell them to call for more information and the first 20 get a lesson free worth \$20.

So the ad hits on our prospect's "hot buttons"...lose weight, feel great, learn self-defense, etc.

You must know what your prospect's "hot buttons" are. In other words, why are people signing up with your gym? What are the main reasons that people enroll as customers? Not the reasons *you* think they're signing up, but their reasons for getting involved with your gym.

How do you find out this information? ASK! Take a little survey of your customers and find out why they joined and what they wanted to get out of their involvement with your gym. When certain reasons keep coming up like...

- "I want more confidence"
- "I want to lose weight"
- "I want to get in shape"...

...then this information is very important. It tells you what motivates prospects to join your program. These are also the main benefits you need to feature in all your advertising and marketing.

Now the above reasons may not be the reasons people join *your* program. They are just examples. The reasons people join your program may be unique to your particular club, your geographic area, etc. You need to ask your customers to find out for sure.

I'm sure some of the reasons I mentioned earlier like "lose weight", "get in shape", etc. are universal, but there may be benefits that are specific to *your* business, so do the research and find out for certain. We'll talk a little more in depth on this subject in the next section.

Summary

- Don't waste another dime on traditional, unaccountable image advertising.
- Direct marketing is the use of techniques that can be used over and over again to produce predictable, trackable, and dependable results because they have been tested and proven to produce consistent results.
- Your prospect's favorite radio station is WIIFM.
- Your ad must first capture the prospect's attention.
- The Ad Copy Must Maintain The Prospect's Interest.
- The Ad Must Move Your Prospect To Action.

“...You must show how he is going to benefit, and you cannot do it unless you have the faculty of putting yourself in his place...The experienced writer...picks the motive that is strongest, and presents it from the viewpoint of the reader alone...Description of your product is necessary. But description, no matter how interestingly done, will never sell your product by the thousands. It is what it will do for the one who buys it that counts!”

The Robert Collier Letter Book

SECTION 2

The Lifetime Value Of A Customer - Your “Marketing Edge”

The Lifetime Value Of A Customer - Your “Marketing Edge”

If you know the “Lifetime Value” of your customer, you can double your business almost overnight. It's the “Marketing Edge” that will get you lots of New Customers for your pen business.

Once you know the Lifetime Value of your customer, you'll know exactly what you can afford to spend to bring in a new customer.

By the way...you'll notice that I use the word “customer” throughout this course. I personally prefer the word “customer” because it signifies someone that you have a long-term, advisor-type relationship with. The word “customer” in some people's minds means a person you sell a ‘one time’ product to and that is the extent of the relationship. And that is not the formula for long-term success.

In my opinion, a “customer” is a person that you also have a long-term, advisor-type relationship with. And that is the formula we want to follow.

Let me explain what the Lifetime Value of a customer is...

The Lifetime Value Of A Customer Is The Average Purchase Price, Multiplied By The Number Of Times They Buy From You In A Year, Multiplied By The Number Of Years They Remain Your Customer.

For example: Your average sale is a display box of invisible ink pens for \$150, of which \$100 is profit. You have about \$30 in hard cost and let's be conservative and include another \$20 cost for advertising, labor and miscellaneous expenses. Your new customer spends this \$150 with you every six months.

Let's say on average your customers buy and resell your invisible ink pens for an average of 3 years before dropping out. I have customers who have been ordering from me for 5 years and more. So this number is quite conservative. I know, I know! You wish they stayed that longer. Well, hold on.

This makes your customer worth $\$100 \times 2 \times 2 = \400 *in profit* to your pen business over a two year period. (At the end of this section is a form to help you calculate the Lifetime Profit Value of your customer).

You'll also be selling UV lights to your customers. This all adds up to extra profits over a period of time.

Even if you just approximate the extra sales, you'll start to get an idea of what every customer is really worth to your business.

Why is it so important to know this? Well, knowing the Lifetime Value of Your Customers gives you a HUGE "Marketing Edge." Armed with this information, you will now know . . .

How to use Lifetime Value to immediately increase your business.

Many businesses use promotions that offer some kind of first-time customer special discount...something like 10% off or a \$20 discount every time you spend \$100. Unless you have a product or service that everybody wants, like the only lemonade stand in the Sahara desert, these kinds of promotions create very little excitement. It's another "me-too" technique.

Peter Sun, Australia's most expensive marketing guru (kind of like our Gary Halbert in the U.S.A.), tells a story about his friend who built a business from scratch using what he knew about the Lifetime Value of a customer.

Peter's friend spent \$1 million on building three tennis courts, swimming pools, game rooms and barbecue facilities. The place was extraordinary. There was only one trouble: *He didn't have any customers!*

For one month he advertised in the local newspapers: FREE Tennis Lessons, FREE Court Time, FREE Barbecues and Swimming Pool Parties.

Guess what happened? The place was packed from 7 a.m. till 10 p.m. every day that month. He gave away lots of tennis lessons, food and court time. It cost him a few thousand dollars. But the interesting part is that at the end of the month, *he had a booming business!* The courts were booked solid and have been ever since.

Why is that? People got used to playing at his courts instead of someone else's. His complex was impressive and he charged more than the others.

This man knew the Lifetime Value of a customer.

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

Can you see the possibilities for your business? What you're doing is "buying" a new customer. You can afford it because you know how much an average customer will spend with you over their lifetime.

Because prospects don't know you, they may not be sure if they want to try you. That's why a FREE offer is a risk free way for them to get to know you and see if your pens are for them.

"Buying" new customers with an irresistible offer works really well, and it works extraordinarily well *almost* every time. I say "almost" because nothing works *all* the time.

There is one exception when this approach won't work! It won't work when your service and follow up is *lousy*. When you don't follow up with "Thank You" notes, letters, newsletters and other forms of personal communication with your customers that show you care about them, your retention rate will plummet...and so will your Lifetime Value of your customer.

I can help you create a flood of new prospects and customers in a very short period of time, but if your "internal" systems and techniques are no good, then they are going to leave almost as fast as they came.

What do I mean by "internal systems and techniques?" How you and your staff treat your customers, your people skills, how your phone is answered, your attitude, whether or not you use some form of monthly communication, etc. These are things that you need to do exceptionally well because good business is about *developing relationships* with Your Customers.

The Lifetime Value Of Your Customer

Average Sale Per Customer (\$):	
LESS - Cost Of Sale (\$):	
EQUALS - Profit Per Sale (\$):	
MULTIPLY BY - No. Of Sales Per Year:	
EQUALS - Profit Per Year (\$):	
MULTIPLY BY - No. Of Years As Customer:	
Lifetime Profit Per Customer (\$):	

Use this form to calculate the Lifetime Value of your customer. It will let you know how much you can afford to spend up-front to “buy” a new customer.

SECTION 3

The Master Success Formula How To Grow Exponentially

The Master Success Formula

How To Grow Your Pen Business Exponentially

Understanding the Master Success Formula is critical to building your business. The formula, although known by very few people, has been used to turn around failing businesses, and create quantum leap growth in businesses along with enormous increases in income.

Jay Abraham, a well-known marketing guru, teaches this formula each year to a select group of people who attend a special private seminar. He feels that this one secret is so valuable and can make such a staggering change in your business growth and income that he charges \$15,000 to attend his seminar!

I won't go into all the details that Jay does, but I think your eyes will really be opened after I explain how the Master Success Formula can cause exponential growth in your business and income.

This formula is the quickest way to boost profits 100% to 500% or more, especially if you have an existing customer base.

If you read just a small percentage of the books available on business, it's easy to get confused by all the complicated ideas and theories. But when you boil all those fancy ideas down, *there are really only three ways to build your business.*

The Master Success Formula

- 1. Get More Customers**
- 2. Get More Purchases From Each Customer**
(Increase your retention rate or increase your customer's buying frequency)
- 3. Get Bigger Purchases From Each Customer**
(Increase your customer's average purchase)

You're probably thinking, "That's too simple! People pay this Jay Abraham guy \$15,000 for this formula?"

It is simple, but watch how it can impact your business.

Most business owners spend most of their time, money, and energy on ineffective advertising to try to increase only the first category: **Get More Customers.**

What would happen if you spent equal amounts of time, money, and energy on not only getting more new customers, but also on increasing customer retention, and increasing the amount each customer spends with you each month?

You would experience a quantum leap in income!

For example, let's say that you get 100 customers who spend \$150 for pens twice a year

Using the Master Success Formula, we can calculate how much money you made. Your total revenues would be **\$3,000 per month.** Here's the formula:

Get More Customers	Get More Purchases	Get Bigger Purchases	Total Revenues
100 Customers	2 Times Yearly	\$300 Yearly	\$60,000 Year

Let's say that after reading this manual you start to apply these secrets to increase your customer base, increase your retention rate (the length of time sell your pen), and increase your price fees by adding more value to your Invisible Ink Pen Display.

Let's be really conservative and say that these "15 Secrets" only bring you a 10% improvement in the number of New Customers you bring in over the course of a year.

So instead of 100 customers, you now have 110. I'm being very conservative here. That's an easily attainable goal using all of the secrets that you'll learn in this course. It's only 1 New Customer about every 1.1 months.

Now, for the sake of our example, let's again be conservative and say we only increase our retention (Get More Purchases) percentage by 10%. In other words, we get our customers to buy our pens 2.2 times every six months instead of 2 times.

Finally, let's assume that you increase the price of the pens only 10%; so instead of \$300 per year, your customers now pay you \$330 per year.

So you've only made 10% improvement in each of the three categories of the Master Success Formula. How much has your business grown? Has it grown by 10% or maybe 33%?

No! Your revenues went from \$60,000 a year to **\$79,860!** You've exploded your revenues with very little effort! And you haven't done anything that difficult. You just used the power of multiplication in the Master Success Formula.

Let's take a look:

Get More Customers	Get More Purchases	Get Bigger Purchases	Total Revenues
110 Customers	2.2 Times Yearly	\$330 Yearly	\$79,860 Year

Let's take this one step further. After you've mastered the techniques in this course, it's likely that you'll be able to **double** your customer base, **double** your retention rate, and **double** your sales.

In that scenario, **your income would increase to \$480,000 per year...an 800% increase!**

Nobody can guarantee that you'll do that, but I just wanted to open your eyes to the possibilities when you use the Master Success Formula.

Now let's talk about what you need to do to make your business "stand out" in the market place.

"Nature is an endless combination and repetition of a very few laws."
Ralph Waldo Emerson

SECTION 4

Your “Magnetic Marketing Message” The Unique Selling Proposition

Your “Magnetic Marketing Message” The Unique Selling Proposition

I have found that most small businesses haven't given any thought about who they are, what they are, and why people should do business with them. They haven't ever thought about what their message is to the marketplace. They have no clear and concise answer to the question, “Why should I do business with you instead of anyone else out there offering the same service?”

Let's do a little exercise together. Go to the Yellow Pages and look at all the ads in the category that best fits your business. Look at the message of each of those ads.

Do you see any messages or businesses that stand out from the rest? More than likely the answer is “No”. *Everybody is saying the same thing!*

Dan Kennedy, a successful direct marketing guru and author, calls this “marketing incest”. Businesses in a particular industry start saying the same things the same way as other businesses in that industry. They have the mistaken belief that it must be working if other businesses in that industry are doing it.

So then after a while, everybody in that niche is copying everybody else. All the ads and promotions look the same and convey the same basic message.

And “marketing incest” is no different than regular incest. Pretty soon everybody is stupid!

Doing things the same way as everyone else will get you the same results as everyone else!

So the question you need to ask yourself is:

Why would people call you instead of anyone else in the marketplace offering what appears to be exactly the same product/service as you?

You must give prospective customers a reason to call you that is different than everybody else out there. You need to develop a marketing message that sets you apart from everyone else and states clearly and concisely to your prospects why they should choose you.

This message is called a **“Unique Selling Proposition” (USP)**. Your USP is a marketing message that separates you from your competition. Your USP tells people what makes you different and unique from all the other businesses in your niche, and therefore why a potential customer should choose you over any and all other options.

It also announces the main benefits of your product or service.

Your USP should answer this question:

“Why Should A Customer Choose You Versus Any And Every Other Provider Of The Same Or Similar Service That You Provide... Or Any And All Other Options?”

About 20 years ago, two brothers decided to put themselves through college by starting a small business. They chose a very competitive area, and in a short time the business was unsuccessful and one brother left the business, selling his share to the remaining brother for a used Volkswagen bug.

The remaining brother decided to try to make something of the business, and developed a USP that literally revolutionized the industry:

"FRESH, HOT PIZZA DELIVERED IN 30 MINUTES OR LESS, GUARANTEED!"

Do I need to tell you the name of the company? In fact, if you walked outside and asked ten people to say the first word that popped into their minds when you said "pizza", seven or eight of them would say “Domino's”.

At a time when you wouldn't have thought the world had room for another pizza place, Domino's became the most popular of all, due primarily to a simple message that differentiated them from everyone else.

This story demonstrates how a powerful USP can make an extraordinary difference! And because it can make so much of a difference, you absolutely must create a strong USP for your business.

Now, if you analyze the Domino's marketing message, you'll notice some very interesting things. First, it doesn't claim to be all things to all people. It doesn't mention Momma's special sauce recipe from the old country. In fact, there's not even any mention of the pizza being good.

All it says is that they'll get it to you while it's still hot and it's still fresh, and that they guarantee to do that. It answers the question of *why* you should do business with them. And it built an identity in their marketplace *very quickly*.

Second, it is very specific and meaningful. It doesn't say, "It'll be there soon" or "It'll be real good." It says exactly what it means: FRESH, HOT, IN 30 MINUTES, AND GUARANTEED.

It's a clear, compelling, really great marketing message, and a good model to look at and keep in mind when you start to structure a USP for your business.

Now a lot of people ask me, "Can't you just *give* me a USP?"

No, because if I *gave* you one, it wouldn't be **unique!**

Your USP has to convey what is unique to your business. It can't be a boilerplate fill-in-the-blanks statement.

But I *can* give you a few examples.

My USP (the one I use for my consulting business) is:

"I show business owners how to quickly, predictably, and easily generate a flood of new customers, patients, or customers without wasting money on ineffective advertising and without the gut-wrenching pain of cold calling or the humiliation of begging for referrals."

Guess what the response is to my USP?

"Really? How do you do that?"

That's exactly the response I want! They basically just stood up and raised their hand and said, "I'm interested in what you have to offer!"

They opened the door for me to present what I do. I didn't go chasing them down. They're pursuing me!

So your USP should be compelling enough to prompt the prospect to ask for more information.

Now when people ask what I do for a living, if I were to respond with, "I'm a business consultant"...the prospect's eyes would probably glaze over and his reply would probably be, "Oh, I see" while feigning interest.

In that scenario, he has absolutely NO IDEA what it is I do...and worse yet, he thinks it's of no interest to him because I haven't told him how what I do can benefit him.

I'm actually digressing here a little bit from our USP discussion and teaching you how to properly design a business card so that you "stand out" from your competition. Actually a business card like this is so unique it will stand out from almost *all* business cards from any industry.

Why waste the back of the business card? There is a lot of space there that we can use to further sell ourselves. After all, it's a proven fact...the more you tell, the more you sell! (We'll cover that in a later section).

Here's what the back of my business card looks like:

<p style="text-align: center;">FREE Report Reveals The Secrets Of Invisible Ink!</p> <ul style="list-style-type: none">• How To Mark Your Valuables With Invisible Ink• How To Create And Implement A <u>Predictable, Reliable Security Systems And Strategy for your home and Business Property</u>• How To Create A Systems To double the chance of recovering your stolen property in the event of a theft.• Marketing Techniques, Sales Letters, Ads, Flyers, And Other Proven And Tested Strategies That Will Cause Customers To Buy Your Invisible Ink Should You Become a Distributor.• The Source Of Real-World Information And Success Secrets Designed To Build Your Own Invisible Ink Pen Business, Double Your Income, And Live Your Life The Way <u>You</u> Want It! <p style="text-align: center;">Call The Toll-Free 24 Hour Recorded Message To Request Your FREE Invisible Ink Report (800) 982-6487</p>
--

So

I plaster my USP on everything I can!

If you don't have a USP that sets you apart from your competition (and all other options), you give your prospect little choice but to base their decision to use you on *price*. Maybe the only other deciding factor for your prospect would be convenience.

If you permit yourself, your services, or your products to be perceived as a "commodity", your prospects must choose between you and your competition solely based on "price".

You do not want to compete based on price. It undermines everything we are trying to accomplish. Besides, what kind of message does, "We're the cheapest!" broadcast? It's definitely NOT the image you want for your business.

Almost all businesses that compete on price alone go out of business in a very short period of time. Here's why:

There is always another business willing to under-cut your prices in order to steal Your Customers. If you have nothing unique about you and you're competing on price alone...why would Your Customers stay with you? They won't! So you need a strong USP to attract *and keep* customers.

There are five primary ways to differentiate yourself other than just “price”:

1. Process
2. Personality
3. Product
4. Service
5. Marketing

Within these five areas you’ll find the right one (or ones) on which you can create a powerful USP.

The Basics For Developing A Compelling USP:

- 1. It should offer something truly unique that sets you apart from everyone else.**
- 2. It should be a clear, concise statement with meaningful specifics, not vague generalities.**
- 3. It should convey specific benefits to Your Customers, and you should be able to communicate it in 60 seconds or less.**
- 4. It should communicate an emotional want in a way that makes an emotional connection with people.**

It’s important that you dedicate the time to developing your USP now...one that will differentiate you and make a difference in your marketing and your business. And do this before you start implementing any of the strategies in this course. Because what we’re going to do is position you so you’re only talking to highly qualified, interested prospects who are eager to talk to you...rather than prospecting - which is talking to people who really don’t want to talk to you and aren’t qualified for your service.

One of the ways to position yourself is to identify a specific target market that you want to go after. Remember how Domino’s Pizza didn’t try to be everything to everybody?

And that’s what we’ll talk about next. Who are the right people to deliver your message to and what’s your plan of action.

“The secret of business is to know something that nobody else knows.”

Aristotle Onassis

SECTION 5

Your Plan of Action

Your Plan of Action

The plan you'll be using to implement this program is very simple. It consists of just 3 very important steps:

- 1. Identifying the prospective customers you want to reach.**
- 2. Choosing the type of promotional or lead generation format best suited to your product or service.**
- 3. Making additional (and on-going) sales to the people who have already bought from you.**

It's that simple. All you have to do is to find a combination of strategies that work for you based on the above three steps and simply keep doing it.

Step 1: How To Get Inquiries And Names Of Prospects

You must find people who are interested in what you're selling and have the money to buy it.

The purpose of any lead or sales generating system is to get as many qualified prospects and new customers as you possibly can. The important thing is to get people who are interested in what you have to offer *and* have the money to pay for it. It's relatively easy to get hundreds (or thousands) of names from an ad or direct mail campaign, but the real question is how many will actually buy your product/service... and will they keep buying from you?

Are they interested enough to spend their money with you? Or are they just dreamers and lookers who will waste your time, money and energy? What you really want are only those people likely to want to buy (and keep buying) your products/service. You want to convert as many of those new leads as you can into on-going customers. And you want to do that as cheaply as possible. That's why...

You must test everything you do on a small scale before investing a lot of money on any one strategy.

I, unfortunately, had to learn this lesson the hard way. But you get to benefit from my "school of hard knocks" education. I don't want you to lose money doing stuff that doesn't work.

Here's an easy way to at least double the results of your marketing. To successfully use the strategies in this program, you must test and monitor absolutely everything you do.

How do you do this? I've made it easy for you.

1. You must start to monitor everything you do.
2. Every time you run an ad, send a letter or do any kind of promotion, place a copy of the promotion in your folder. Use the "Advertising & Promotions Results Analysis" form to record all the details.
3. Do this every time you do any kind of promotion for your business.

**Monitor everything you do and you will at least
double your results within 6 months!**

When you start monitoring all your promotions with the "Advertising & Promotions Results Analysis Folder", you'll discover some interesting information. If you did seven different ads or promotions in the past 6 months, the top one or two of those seven promotions have gotten much better results than the others. All you have to do is keep using the top one or two and dump the rest.

It's as simple as that! I couldn't make it any easier for you. All the tools you need to monitor your results are included with this system.

Just stick a copy of your promotional piece, direct mail, or ad in a folder" and fill in the blanks on the corresponding "Advertising & Promotions Results Analysis Form". (There is an example of this form on the next page.)

The information you'll gain from this simple procedure can be worth hundreds of thousands of dollars to you.

**"There is no glory in this 'Reason Why Salesmanship On Paper' —
no applause for it, — no admiration, — just profit."**

John E. Kennedy

Advertising & Promotion Results Analysis Form

Date All Letters Mailed	
Promotion Name	
Ad Code	
People Targeted	
Number Of Letters Sent	
No. Of Responses and % Of Response	
Number Of Sales	
Sale Value	
Price _____ x no. of sales _____	
Less Cost of Fulfillment (product cost, customer bonuses, etc.)	
Less Cost of Promotion or Ad	
<ul style="list-style-type: none"> • No. of letters: _____ x stamp/letter: _____ = • Printing of letters/unit: _____ = • Envelopes: _____ x no. of letters: _____ = • Stuffing envelopes (labor): _____ = • Grabber/unit: _____ x no. of letters: _____ = 	
Net Profit (or Loss) from Promotion (Total sales less cost of promotion and cost of fulfillment)	
Profit/Loss per \$ Spent On Promotion (Divide net profit/loss by cost of promotion)	

Comments:	

SECTION 6

DIRECT MARKETING SECRETS

SECRET #1

Create A Cash Flow Surge With Customer Reactivation

This is for you only if you have had a business or have an ongoing business with old and current customers. If you've been in business for a while and already have a customer base, before you spend a dime on any external marketing, your first priority should be to focus on internal marketing. That means marketing to and maximizing the value of your existing and past customers about selling your Invisible Ink Pens. Your internal marketing should include offers to reactivate past and inactive customers, offers for repeat business, and campaigns to stimulate referrals from your existing customer base.

It seems as if most people are anxious to get started on their external marketing systems and bringing in new customers. After reading this course, you'll have a better understanding of how to effectively and efficiently do that than 99% of the business owners out there. But if you have a list of current and former customers, you're sitting on a gold mine!

Why should you start with marketing to your list of past and current customers first?

First of all, it is the *least* expensive target market that you can market to. Marketing to past customers is five times more cost effective than marketing to the mass market where you're trying to compete with all the other marketing messages vying for your prospect's attention. It only costs the price of a stamp or phone call to contact a prospect on your customer list.

Many businesses have grown 10%, 20%, even 50% or more in a few months simply by systematically marketing to their existing and past customer base through a system of carefully planned sequenced mailings. (We'll talk more about sequenced mailing later in the course.)

The second reason you should start with marketing to your list of past and current customers is that they are already qualified customers. You know they can afford a box of your Invisible Ink Pens. They're more likely to respond to an offer from you because they have done business with you in the past and they know you, like you, and trust you. That is, *if* their previous experience with you was a satisfactory one.

The third reason you should start with marketing your invisible Ink Pens to your list of past and current customers is that they are a prime source of referrals, which we will discuss in another section.

So, your first step is to implement a program to re-activate former customers.

If you haven't already done so, you need to compile a Master List of all your past and present customers. I would suggest doing this in some kind of database program on your computer. I have found that Microsoft Word and Excel are the best (and affordable) programs that work perfectly with the systems in the manual. These are very powerful programs that can help you track results from your marketing, and are very easy to learn and simple to use. If you would like more information about it, just call my office.

Once you have this Master List in the computer, you need to continually update it. Always add the names of your New Customers and also the names of your prospective customers or "leads". This is crucial in order to properly use the powerful follow-up strategies that I will teach you later. In a very short time you'll realize that this list is the key to continually making a lot of money. It is definitely one of your most valuable assets.

For our customer re-activation strategy, we'll be using the list of your former and inactive customers. This technique can cause a pretty substantial cash flow surge in a short period of time.

Most businesses do a very poor job of keeping in contact with their customers. Getting a new customer is one of the most expensive processes in business. Once you get a new customer, you want to keep them as a customer for as long as possible. The "Lifetime Value Of A Customer" can add up to really big money over time.

So one of the most important things you can do to keep a customer's business is to simply treat them well, show them you care, and keep in regular contact with them.

According to statistics, businesses lose customers for these reasons:

- **1% die.** There's nothing you can do about that one!
- **3% move away.** If they move out of the market area, there's not a whole lot you can do about that.
- **5% take a friend or relative's advice and switch to someone they recommend.** This one's not really within your control either.

- **9% switch due to price or a better product or service.** Sometimes this can be prevented, sometimes not. Remember what we talked about in the “USP” section? You need to be unique so that you don’t have to compete on price.
- **14% switch due to product or service dissatisfaction.** I know that you can’t please everybody all the time, so some of this is unavoidable; however, many businesses don’t even try to prevent this.
- **A whopping 68% leave because of what they perceive and describe as “indifference” from the business or someone in the business.** They were never made to feel valued and appreciated because they were not communicated with and were taken for granted.

**So One Of The Most Important Things We Can Do To
Keep Our New Customers And “Re-Activate” Past Ones Is
To Make Them Feel Important, Appreciated, And
Respected.**

And how we will do that is with a letter sent to our list of past customers called the **“We Miss You!”** letter. It’s designed to make an emotional impact on the past customers who have “fallen by the wayside”, and get them to schedule an immediate appointment.

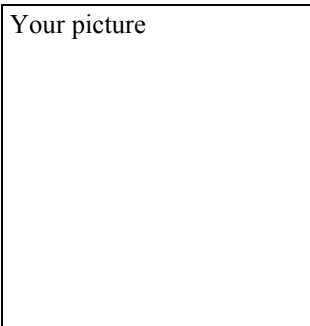
Direct Response Marketing is designed to produce immediate and measurable results. The “We Miss You!” letter is a direct response medium called “direct mail”. The most effective direct mail letters are not written in an impersonal, business-like, stuffy, “King’s English” style. The most effective direct mail letters are written in a conversational, one-on-one tone.

Even though this letter may be going out to hundreds or thousands of your past customers, it’s written as if you’re talking to just one person.

Don’t worry about being grammatically perfect. Write the way that you talk. This personal style of writing has been proven to produce the best results in direct mail.

Go to the next page to read the letter.

Customer Re-Activation Letter:



“We Miss You!”

Dear <customer name>,

I'm very concerned.

You were a valued customer for our ____ and I haven't heard from you for many months.

I would genuinely like to know the reason why. I hope that you weren't unhappy in any way with our services or made to feel uncomfortable. Or maybe you were concerned about the cost of the ____ and didn't think you could afford more.

I can only *guess* at why you haven't continued buying our ____ but I'm concerned that the goals you had when ordering from us are going to go unfulfilled.

I want you to know that if there is anything we've done that has kept you from ordering, I want to make it right.

If that means I need to give you a more ____ for free, or whatever it takes to regain your confidence, I'm willing.

And if you're concerned about the cost or don't have the money right now, that's O.K. too. If necessary, I'll make a special financing plan available to you. Why would I do that?

Because I'm concerned about you. I value you as a customer and would like your business.

So, I'd like to offer you a one-time “Former Customer Special,” just for you.

First of all, I want you to call my office and talk to Michael when you get this letter. My number is (800) 982-6487.

When you call, schedule a time to come in as soon as possible so we can discuss your goals.

I'll make sure to work you into my schedule as soon as possible. I'm really concerned about you and don't want you to wait!

If there's something we've done that has kept you away, or even if it's just because of your busy schedule, I've given you half price off your _____. Let me "buy" the other half to get you back as a customer.

But you need to call me right away to get this half-off special price. This offer is only good for the next 10 days. Once again, my number is (800) 982-6487

I hope to hear from you in the next few days, and I look forward to seeing you very soon.

Sincerely,

Michael Senoff
JS&M Sales & Marketing Inc.

You might wonder why you should use an approach that implies that *you* were the reason that they didn't continue buying from you. But how do you think people will react to it? Even though you haven't done anything wrong, the letter is sincere and shows that your customers are important to you.

Obviously this letter can be changed and adapted to whatever works better for you or your past customers. The headline could be, "Where Have You Been?" "What Happened?" "I'm Puzzled", etc. You know your customers better than I do so make any changes that you think would make it better.

You may want to change the special offer to whatever is economically feasible for you.

But whatever changes you make to the letter, don't make it sound sterile or "business-like". Test mail it to a small list of former customers and evaluate the results.

The whole point to this entire section is that the only reason many of your former customers haven't stayed with you is because you haven't communicated with them.

The purpose of this Customer Re-Activation promotion is to spend as little money as possible, and get the greatest return possible. It should only cost approximately \$0.03 to \$0.05 per page to make copies of this letter and you don't have to mail them all at once. You may want to mail 100 or so as a small test and then evaluate the response before mailing the rest.

If you have some computer skills, you should try to personalize the mailing. In other words, use the person's name in the salutation. If that's not possible, just use "Dear Friend".

One of the biggest challenges we have in using direct mail is simply getting the envelope opened. People sort their mail over the wastebasket. Gary Halbert, a very successful (and expensive) marketing consultant, talks about "A" pile mail and "B" pile mail.

"A" pile mail is important stuff that you open and look at right away. Things like a personal letter from your Aunt Flossie in Florida. "B" pile mail is mail that is obviously unsolicited "junk mail," addressed to "Occupant" and with a bulk mail indicia instead of a live stamp.

We want our direct mail to look as much like "A" pile mail as possible. It's best to hand-write the person's name on the envelope. You want it to look like a personal letter.

And we want to use a live first class stamp, just like Aunt Flossie would do if she were sending you a letter.

If hand writing the name and address on the envelope is not possible, the next best option would be to use your computer and printer to direct print the address on the envelope using a “Courier font”.

The least favorable option, a label stuck on the envelope, screams “junk mail.”

Also, don’t put the letter on your business letterhead. Just use a plain white sheet of paper. You want the letter to look as personal as possible.

This style of direct mail has proven time and time again as being the most effective low cost formula, but can produce a high potential return in a very short period of time.

There’s no need to reinvent the wheel. Adapt the letter to your needs but don’t deviate from the personal, one-on-one style of the letter.

“There would be no advantage to be gained by sowing a field of wheat if the harvest did not return more than was sown.”

Napoleon Hill

SECRET #2

How To Use Two-Step Classified & Small Display Ads

Small display ads in your local newspaper are a very effective and affordable way to generate a continual flow of potential customers for your Invisible Ink Pens.

These ads, called ‘Lead Generation Ads’ (or LGA, for short) are the first part of what is called a ‘two-step’ sales strategy.

In Lead Generation Advertising, you do not advertise your services. Instead, you advertise for exactly the type of person you want to respond. You advertise for your ‘target market’.

The only job of LGA is to produce leads. It’s not to pre-sell your service, build name recognition, or anything else. It’s one and only job is to get the people most likely to become a customer, to raise their hands and identify himself or herself as someone who is interested in what you have to offer.

Lead Generation Advertising allows you to invest most of your time and money talking only to qualified prospects. It’s a tool that effectively and affordably replaces all that “grunt work” in-person and telephone prospecting.

The beauty of LGA is you won’t have to call prospects or customers. They will call you!

That is, *if* your ads do two things:

1. Grab the attention of your prospects, and
2. Make them curious enough to respond!

The difference between emotional direct response advertising and ‘image advertising’ is that with emotional direct response advertising you identify with your prospect’s wants. Your ads are written so people feel you’re tuned into them as individuals.

Your ads are emotion-based, tapping into commonly held human desires for things like acceptance, security, status, love, and independence.

Don't think I'm getting all 'touchy-feely' when I say "emotion-based". It's a psychological fact that all buying decisions are made based on emotion. *After* the decision is made, you may use logic to back up the reasons why you made that decision, but the actual buying decision is made based on emotions.

This type of emotional direct response marketing works in any field, any business, any service, and any professional business to business, consumer products...**ANYTHING!**

In order for your ads to be effective, they should follow this proven five-step formula:

1. Get Attention!
2. Arouse interest and emotion
3. Tell an interesting story in a believable way
4. Offer an incentive to take action NOW!
5. Ask for action and make it easy for your prospect to take that action.

The first and most important step is to get people's attention. You won't get any responses to your ad unless it gets read. And it won't get read unless it gets noticed.

So how do we get our ad noticed? With a headline. Yes, a headline just like the newspapers use on all their articles.

**It's Proven That 80 To 90% Of The Success Of Any Ad
Is The Direct Result Of How Well The Headline Gets
Attention!**

The biggest mistake you can make in your marketing is to use a straightforward approach that attempts to appeal to people's sensibilities. Logical advertising is dead advertising! Emotions are what will motivate people to respond!

Most businesses are all running ads that look alike. No curiosity is aroused, no emotions, no attention-getting headline... basically just a big business card. I'll be using many example from the fitness industry throughout this course. Just remember that this is just an example of an industry with tons of competition. Your Invisible Ink Pen Business will have very little competition.

For example:

John's Fitness
(Large logo is usually here)

In business since 1984



- Weekend and evening cardio kickboxing classes
- Classes for children and adults

345 Main Street
Your Town, CA 55666
(000) 000-0000

It's no wonder that ads like this never get much response.

Every day your prospects' minds are bombarded with thousands of advertising messages.

- Television commercials
- Radio commercials
- Billboards
- Newspaper ads
- Magazine ads
- Direct mail
- Ads on buses, trucks, and taxicabs
- Posters
- You'll even find ads on the bathroom walls of restaurants!

People have learned to "tune out" advertising messages.

The biggest lie about advertising is the idea that “good advertising” should have pretty pictures, slogans, logos, and plenty of white space.

The problem with this is that you could change the names and pictures and nobody would know the difference. Everybody’s ads are the same!

And if everybody’s ads are saying the same things, there is nothing that instantly shows how you are different. Why should people respond to your ad over all the other “me too” ads in your field?

Forget advertising that “looks professional”! Don’t spend any money on advertising that isn’t designed to get immediate responses.

The only thing that matters is to get back more from your marketing than you spend on it. How it “looks” is totally irrelevant.

Looks And Image Have Nothing To Do With Successful Advertising. The Best Advertising Is Advertising That Works!

Here’s a secret that even most of the big companies don’t know...

News-Style Advertising Gets Up To 500% Greater Response Than Image Advertising!

News style advertising doesn’t look like advertising. It looks like news!

Very few people read advertising...but a lot of people read news stories.

Remember how I said people have conditioned themselves to “tune out” the thousands of advertising messages that are assaulting their senses? If it looks like advertising, most people will pass right by it without reading it.

This is exactly why the best marketing approach is to do everything you possibly can to make sure your advertising does not look like advertising!

The secret to getting your advertising noticed and read is to make it look like a newspaper story. People don’t trust advertising. But we have been conditioned since we were children to trust and accept what is written in the newspaper!

News-style advertising has been proven for more than 100 years to get 500% more responses than advertising that looks like advertising!

Look at this sample ad on the next page and you'll see what I'm talking about:

**Warning! Do Not Buy Any Bike Until
You Read This FREE Report!**

Bicycle theft is rapidly becoming one of the most popular forms of crime in the country. And it's not surprising. In only 28 seconds you can lose your bike to a professional bike thief.

But if your bike has no invisible ink markings you could be in for serious trouble. Without an identifying mark with your name, drivers license number or phone number, you run a very high risk of never seeing your bike again. Many bicycle shops are routinely making bikes with invisible ink before they roll out of the store!

Don't buy a bike without this FREE REPORT that reveals the secrets of invisible ink and how to double your chance of getting your bike back in the event of a theft. Call 1-800-982-6487, 24 hours for a FREE RECORDED MESSAGE to find out what bike thieves don't want you to know!

(This ad is only one of many in this course that you can adapt and use. If you invested in the Gold Package, this ad and many others are included on your diskette.)

Let's examine this ad. It has:

- No graphics
- No pictures
- No slogans
- No logos
- No "keep-the-name-before-the people" image stuff

All it has is a headline, copy, and a non-threatening response device (a recorded message which we'll cover later).

Do these ads work better than “regular” ads?

There are probably a million success stories, but let me share a personal one that happened to a friend of mine in the supplement industry.

He was the first person to bring one of the new supplements containing real growth hormone to the bodybuilding market. He used a full-page news-style editorial ad with an attention-getting headline. No pictures at all, just copy. It worked well. I didn't realize how successful it actually was until he talked to a competitor of his about eight months later.

His competitor was also running a full-page ad, in the same magazines as him, for a product that was identical to his and also priced the same. It was a four-color ad with a picture of one of the top bodybuilders along with his personal endorsement of the product. It also had a big picture of the product. He said, “Their ad looked awesome”! He figured that his good fortune had ended and his sales would dwindle away as his competitor stole all his business with his expensive, “professional” four-color ad.

Strangely enough, he didn't see a drop in sales.

He got a chance to talk to the guy running this incredible ad a few months later. He immediately knew who he was because he had read the ad in one of the same magazines he was advertising in. The owner of the fancy ad told my friend how much money it cost to get *his* ad designed and how great it was. He suggested that my friend needed to change his ad and use the fancy graphic designer because his ad “*didn't even look like an ad!*”

So my friend has asked him how his fancy expensive ad was working. He told him that in all of the magazines he was running in, except one, he wasn't even breaking even. He was losing money. He hoped to make it up on repeat and back end sales.

Imagine how shocked he was when my friend told him that his ad consistently returns a 4 or 5 to 1 profit. In other words, for each \$1 dollar my friend spent on his ad, his ad made him \$4 to \$5 dollars.

Guess what...that guy is no longer running his fancy ad but my friend continues to run his successfully year after year!

Now I'm not guaranteeing that an editorial ad will always be a winner. There are a lot of variables that come into play. What I *do* guarantee is that this formula I'm teaching you is the most result producing, lowest cost formula proven by years of real world testing.

You may be thinking, “But I don't like those kinds of ‘tabloid-looking ads. I like my four color ad with all the pictures and my business name and logo in really big letters at the top.”

A truly fatal mistake in advertising is to think your prospects and customers think like you do...and like the same things you do.

They don't give a hoot about your business name, logo, fancy-looking ad, or any of the stuff that you may think is important.

The only thing your prospect cares about is **WIIFM**; remember, how will doing business with you benefit them.

So like we discussed before, Lead Generation Advertising is a two-step process:

1. The first step is when your prospect raises his hand and responds to your ad by asking for more information about your service.
2. The second step is when you send the prospect your full sales letter package, also known as a "FREE report". In this package are sales letters.

You can also include a page or two of testimonials from the idpen.com web site.

You might even want to format your free report into a booklet and test charging a small fee for it. Maybe charge between \$3 and \$10. You'll probably get fewer people asking for this report, but they'll be a much better qualified prospect. This is called "self-liquidating" advertising. The sale of your booklet helps pay for your ad costs and the costs of sending the information to the prospect. If they buy your invisible ink pens after that, it's pure profit since the sales of your booklet paid all the costs of your marketing.

A guy named Jeff Paul, a great direct response marketer, used the "self-liquidating" advertising model to sell millions of dollars worth of his mail order course. His ads sold a little yellow booklet for \$14.95. The booklet had some basic information in it, but it didn't "give away the farm". It was basically a sales letter for his big course that sold for \$500.

From what I'm told, at least 10% of everyone who bought the little yellow book also bought his \$500 course. And the 90% who only bought the little yellow book basically covered all his advertising and marketing expenses. Pretty smart, huh?

You'll have to test and see what is the most cost effective way to do it in any particular publication.

You also may want to test running display ads against classifieds. Most often, display ads generate more inquiries than classified ads.

Sometimes the opposite may be true since classifieds are cheaper to run and newspapers usually offer specials like “Buy 5 days get 2 FREE”.

A majority of your prospects may not see your classified ad in the newspaper unless they happen to stumble across it while looking for something else. Most people reading the classified section are looking to buy a car or something. But since classified ads are so cheap it may be something you want to test. If it were my choice, I would start with a small display ad.

According to some of the direct response-marketing experts, the best place for your ad is as close to the front of the newspaper as you can get it.

If your ad is effective (and direct response ads offering a FREE report usually are), you want it to be seen by as many people as possible. Having your ad as close to the front of the newspaper as possible will help expose it to as many people as possible.

The ideal situation would be to have your ad on the front page of the paper, but that would be very expensive and probably not possible...or is it? If you play your cards right, you *can* have the equivalent of an ad on the front page of the newspaper and it won't cost you a dime. But we'll be talking about that in another section. (Bet I got you curious!)

Another ‘trick’ is to test running your ad in different sections of the newspaper and also different days. Since not everybody reads the paper every day this will also have an effect on results. *Tuesday* usually seems to be a good day.

The following pages have some examples of classified and display ads you can use as idea starters. Make changes if needed to adapt them to your particular business, market, or geographic area.

Because conditions are continually changing, no ad can be guaranteed to consistently perform miracles, or to remain effective for any set period of time. That's why testing is so important.

Sample Classified Ads

FREE recorded message reveals How to make \$500 a day every day selling Invisible ink... Call (000) 000-0000

FREE Report: How to make money marking TVs, VCRs and Cell Phones With Invisible Ink. Call for FREE information kit. (000) 000-0000

“How to protect your families property against theft.”
Call now for your FREE report. Call (000) 000-0000

FREE Info for businesses: “Secrets Of Recovering Stolen Property Fast”. Call for FREE report. (000) 000-0000 (24 hour recorded message)

FREE report reveals how only 30 minutes of exciting and fun work times a week can help you make \$500 CASH. For FREE info call (000) 000-0000

FREE report for Business Owners. Discover How To Sell Invisible Ink Pens and Make Huge Profits. FREE Report reveals all the details. Call (000) 000-0000

Attention Laptop Owners: Are you confident that your laptop could be recovered in the event of a theft? If not you need to read our FREE booklet entitled “Seven Secrets For Protecting Your Laptop From Theft”. Call (000) 000-0000 (24 hour recorded message)

Because this ad is pretty short, it shouldn't cost you much to run these ads. Just one new customer and you'll probably recoup your investment and be into profit.

If I were placing this ad myself, I'd use my toll free voice mail number. (We'll talk more about that later.)

You can use the stack of materials I have used as templates to come up with your own ads. You may need to adapt them to the particular business you decide to sell the pens to.

Test target the ads to different groups and people with your headline. This may bring better results than the general ads. For example... Attention Business Owners... Gun Shops... Cell Phone Users... Lap Top Owners... Fundraisers... Law Enforcement Personnel... Insurance Agents... Homeowners... Retirees... etc.

You'll also need to test run the ads in different sections of the classifieds in your local paper.

This is an example of display ads that you can use as idea starters and can also customize to fit your business and market.

**“Who Else Wants To
Make Big Money With
Invisible Ink”**

Selling Invisible Ink can do all that and more!

It’s not just about the selling ink.

We teach you how to go into a home and provide a valuable service. We show you how to mark property, with an amazing permanent invisible ink yadda yadda yadda.

Call JS&M Sales & Marketing at **000-0000** to request a free information kit and schedule your FREE Property Audit.

The drawback to this ad is that it uses your regular business number for inquiries. Someone will have to answer the phone and take down information so you can send your info pack.

The good thing about them calling you directly as a “one-step” is that you may be able to schedule them immediately for their first free property audit.

In the next section you’ll learn about the free recorded messages your prospects will be calling and how to create a message that gets the callers to leave their name and address.

“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% of your money.”

Ogilvy On Advertising

SECRET #3

How To Make A Fortune With Free Recorded Messages

You're going to be getting a lot of calls from your lead generation ads if you follow the formula I outlined for you in the previous section. If you had to take all those calls yourself, you would have to constantly wait by the phone, or you would have to hire additional staff to take all those calls. That would raise your overhead and create more management hassles, and that is the exact opposite of what I'm trying to teach you. I want you to be able to automate most of your marketing systems so your business is not entirely dependent upon you. Then you can enjoy more freedom.

As you learned earlier, your lead generation ads serve only one purpose...to get a prospect to request your free report. The only thing we want your prospects to do is leave their name and address. And we want to make it as easy and non-threatening as possible for them.

Now a lot of people may see your ad and be interested in getting more information, but they don't want to talk to a "pushy salesperson" or talk to someone who immediately tries to sell them something. So even though these prospects have an interest, they won't call.

By simply adding the words, "24 hour FREE recorded message" we suddenly increase the response. Now our interested, but slightly timid prospect knows he won't have to talk to anyone. He can just hang up if he doesn't want to leave his name and address. It's a totally non-threatening approach.

In addition to using our "24 hour robot slave" (voice mail) to capture names and addresses of prospects in a totally non-threatening manner, testing has shown that the use of a toll-free "800" or "888" number also increases response.

Also, a voice mailbox can answer multiple calls at one time, so your prospects will never get a busy signal. 90% of the people who call you and get a busy signal will NEVER call back. You have to get them while they're "hot" for your information.

So our small ad needs to have "24 hour FREE recorded message" as the response device for the prospect, and we need a toll-free voice mailbox set up for this.

When I first started using this technique, I got a voice mailbox from the local phone company. It cost around \$20 for set up charges and about \$15 a month, but it wasn't a toll free number.

Here's why I do NOT recommend this:

A toll-free number has been proven to usually increase response and we want to get as many people calling us as possible.

If you get a bunch of calls and you have to listen to them and transcribe all these messages, you won't believe how time-consuming it is.

I want you to use a company that will set you up with a toll-free voice mailbox to capture your leads, and the best part is...they will transcribe your leads daily and fax or E-mail them to you!

The company is ATG Technologies and their information is at the end of this section. They are the only company that I have found that will actually transcribe your leads for you.

As you'll see, it costs no more to set up a box through ATG than it costs to set up one through your local phone company. The monthly fee is also extremely low. And the biggest benefit is that they will transcribe your leads for only .30 cents each. Believe me, this is dirt-cheap and well worth it. That is, *if* you value your time, which I'm sure you do.

So now we have a toll-free voice mailbox through ATG to capture our leads and they're E-mailed or faxed to us every morning.

I forgot to tell you something else very important about ATG: Their equipment automatically captures your prospects phone number (even if they have their caller ID blocked) and they send their phone number along with the transcription for no additional cost! This is important if you also want to follow up by phone.

Some people who follow this formula actually call *before* sending the free report to double check that the address is correct and let the prospect know that their free report is on the way.

This adds one more step to the formula. Marketing experts say that a prospect usually needs an average of five separate contacts with a business to break through their apathy and also feel confident enough and trust you enough make a buying decision. So calling your prospect before sending the free report gives them one more opportunity to get to know you.

By the time they get your free report, they've read your ad...they've already heard your voice on the voice mail message...and if you gave them a quick confirmation call before

sending the free report, they've already talked to you on the phone. When the free report arrives and they read the letter from you, they feel like they already know you!

So what kind of message are we going to put on the voice mail to get people to leave their name and address? This is something that you may have to test. Here's an example of a longer voice mail message:

Hi and thanks for calling. My name is Joe Blow and I'm the owner of Invisible Ink Security Company here in Your Town. I know from years of experience that marking your property with invisible ink can improve your chance of getting it back if it's stolen, and help the police put thieves in jail for good. And best of all, you can have a lot of fun and make new friends do this service for other while making some nice money on the side. If you would like a copy of my free report entitled, "How to make a fortune marking property with invisible ink in your home town," just leave your name and address at the tone. Please speak slowly and spell any difficult names. Your free report will be mailed to you right away.

The reason we don't ask for their phone number is because ATG will automatically capture that for us. Plus, a lot of people are uneasy about leaving their phone number because they're afraid some high-pressure salesperson is going to pester them.

A good goal to shoot for is to have 75% to 80% of your callers leaving their names and addresses. You're going to have hang-ups...it's inevitable. But if you have less than 75% to 80% of the callers leaving their name and address, it's time to test a shorter message.

Here's an example of a short message:

Hi and thank you for calling. If you would like a copy of my free report entitled, "How to make a fortune marking property with invisible ink in your home town," just leave your name and address at the tone. Please speak slowly and spell any difficult names. Your free report will be mailed to you right away.

I had about a 50% hang-up ratio on one of my message until I shortened it to one like the above message. Then my hang-up ratio went down to about 20%. I can't emphasize enough how important testing is!

And remember, if you invested in the Gold Package, you can use your consulting coupons if you would like me to critique your voice mail message.

"Nobody should be allowed to have anything to do with advertising until he has read this book [Scientific Advertising by Claude Hopkins] seven times. It changed the course of my life."

David Ogilvy



"Teaming People with Technology"



<u>Product Charge</u>	<u>Set Up Fee</u>	<u>Monthly Service</u>
Private PocketOfficeSM 888 or 877 toll-free number	\$14.95	\$14.95
Premium Private PocketOfficeSM 800 toll-free number	\$19.95	\$14.95

Monthly rental fees are paid in advance and are non-refundable.

Standard Set Up: System set up within 24 hrs
Rush Service: System set up within 8 hrs; \$20 fee

On-Line Toll-Free Rates

U.S. (including U.S. Territories) \$0.25/minute

***Reduce your per minute rate down to just 3 cents a minute!
Call PAT at 1-800-775-7790 to find out more information!***

Canada \$0.36/minute
Canada Customers: Call PAT to find out how to save money while checking messages.

FL Intrastate Surcharge: additional \$0.022/min.

Live US Calling (Speed Dial, Call Back, or Find Me feature): regular on-line rate + \$0.06/minute.
Live Canadian Calling (Speed Dial, Call Back, or Find Me feature): regular on-line rate + \$0.30/minute

Billing Increment: 6 seconds (.10 minute) Minimum billing/call: 60 seconds (1minute)

Responsibility of Toll-Free Service

Just as you receive wrong number calls to local numbers, you will also receive a certain percentage of wrong number calls to your toll-free number. You are responsible for all charges related to wrong number calls to your toll-free number. You may restrict access to your number, greatly reducing your exposure to such calls, by requesting Area Code restrictions with your number (see *Add On Charges*, next page). You are also responsible for hang-ups. If the caller is on line for more than 4 seconds, the call is logged even if the caller leaves no message.

You may store an unlimited number of messages in your box for any length of time. However, new messages that are stored in your system over 48 hours will be assessed a message storage fee of 10 cents per message, per night. If you have listened to a message and decide to save it, the storage fee is reduced to \$0.02 per message, per night.

(More info on the next page)

Message Notification Option

Programming Fee: \$4.95 per system
Monthly Rental: \$1.99 per system
Rate per beep/call: Toll-free usage rate

NOTE: ATG does not provide beepers. You may purchase a beeper in your local area.

Transcriptions Services

Programming Fee:

New Customers: FAX: \$25 for 1st box, \$20 per additional box at time of initial programming.
Existing Customers: FAX: \$25 per additional box if added later to existing account.

Transcription Fee: (note: you do not have to pay for hang-ups or wrong numbers)
\$0.39 per message for standard 3-line name & address, phone number (caller ID), and Source
Only \$0.01 per character for additional information.

Delivery:

FREE if delivered via E-mail, no monthly minimum
\$0.50/page if delivered by fax

Add-on and Billing Services

Area Code Restrictions	\$25.00 installation (per toll-free number)
ATG Script Recording	\$10.00 for initial script + \$5.00 each additional greeting \$5.00 each subsequent script Call (800) 867- 6019 to hear additional information
CD or Taped Greeting transferred to your #	\$20 per 5 minutes of recording (not pro-rated)
Toll-free # Transfer Fee	\$20.00 per toll-free number
Vanity # Fee	\$25.00 per vanity number request
<i>Note: if we have searched for a vanity number and failed to find one that is suitable, a \$5.00 fee will be charged to your account.</i>	
Automatic Bank Draft	\$20 programming fee
Change Financial Institution Information	\$10 fee
Switch from Credit Card to Bank Draft	\$20 fee

**To sign up for any of these services, please call 1-800-775-7790
or visit our web site at www.atg-tech.com.**



JS&M Sales & Marketing Inc.



“Teaming People with Technology”

Subscription Agreement

Date: _____ Name (Subscriber): _____

Contact Name (if different from above): _____

Business Name (if applicable): _____

Mailing Address: _____ Street Address (if different): _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Business Phone: (____) _____ ext. ____ Fax: (____) _____ Home: (____) _____

E-mail Address: _____ SS# (required): _____

Referred by: _____ Company you are working with: JS&M Sales & Marketing Inc.

TYPE OF SERVICE

PocketOfficeSM

- Private PocketOfficeSM i.e.) 1-888/877-XXX-YYYY \$14.95 Monthly Fee
- Premium Private PocketOfficeSM i.e.) 1-800-XXX-YYYY \$14.95 Monthly Fee

DELIVERY SERVICE

- Standard set-up: 24 hours M-F; toll-free number and set-up materials sent via UPS
- I would like my toll-free number faxed in advance to (____) _____. Set up materials will be sent via UPS.
- Rush Service; Set-up within 8 hours (order MUST be received by 1PM EST M-F); toll-free number and materials will be sent via Next Day UPS delivery; \$20 fee applies

PAYMENT METHOD

American Express Discover MasterCard Visa
Card #: _____ Expires: _____ / _____

Cardholder's Name & Signature: _____

- ACH Automatic Bank Draft: attach ACH authorization form; deposit slips will not be accepted; \$20 fee applies (Note: Available ONLY for U.S banks)
 - Pre-Payment: \$50 minimum plus set-up fee payment required per number/line
- *\$20 fee access for all returned checks or declined credit cards

Please note the ways to receive your monthly billing statement:

- e-mailed free of charge (please include your e-mail address on this application)
- voice notification - a voice message on your system
- mailed through U.S. Postal Service First Class mail (\$ 3 monthly charge) : summary only _____ Details _____
- automatically faxed (please include your fax number) summary only _____ Details (\$1.50 monthly charge) _____

By signing below, you agree to all of ATG Technologies' terms. For detailed terms of agreement or the available billing cycles, call the Talking Brochure and request document #355 via fax or mail. ASK PAT HOW YOU CAN PAY JUST 3 CENTS A MINUTE!

Customer Signature: _____ Date: _____

ATG Technologies Quality Control			
Input by: _____	Call by: _____	Date: _____	Account #: _____

PATLive * A division of ATG Technologies * 2024 North Point Blvd. * Tallahassee, FL 32308
PAT Department 1-800-775-7790 * Talking Brochure 1-800-775-7755 * Fax 1-800-800-6126 * www.atg-tech.com

SECRET #4

How To Use FREE Reports To Get Prospects Calling You!

By now I'm sure you've figured out that a FREE Report is one of the tools we'll use to motivate prospects to call you. It's been the focal point of much of my lead generation ads. Most people don't want to talk to a salesperson, but they *will* call a non-threatening recorded message to ask for a free report.

The purpose of your FREE Report is to educate people and to start building a psychological relationship and rapport with them.

Your report is a non-threatening, non-salesy message that provides enough helpful advice to show that you offer solutions to your prospect's problems and wants, and that they would benefit from working specifically with you.

The reports are written in a friendly conversational style. Don't worry about violating all the rules that Mr. Fleming taught you in high school English class! Nobody talks that way. Write like you talk. This has proven to be the most successful style for your free report.

Now we need a reality check: Your FREE Reports are not going to get every single prospect to do business with you. You *will* get some of them fairly soon. You'll get others over time if you follow up correctly (more about that in the next section). But your free reports aren't magic. They won't cast a hypnotic spell on your prospects and suck every one of them into doing business with you immediately.

If you decide to do a phone call follow up after sending the report, you'll find that it has helped to break the ice. Your prospect feels like they already know you.

Think about it. They have already had several contacts with you even though it was without your direct involvement! (I love that!)

They read your ad. They heard your voice on the recorded message. They read your report. And now they get a phone call from you that goes a little something like this:

YOU:

“Hi, Bob. This is Michael Senoff. You asked for my free report a few weeks ago on Invisible ink. It was the one on the ugly gold paper called, “How to make a fortune marking property with invisible ink in your home town” I just wanted to check and make sure you got it.”

PROSPECT:

“Oh, yeah, yeah, yeah. Hi, Michael. Thanks a lot. I got it on Friday.” (Their response will usually be positive. They most likely will act like they know you!)

Then they’ll say something like:

PROSPECT:

“I haven’t had a chance to read it yet.”

YOU:

“No problem. If you have any questions after reading it or need any more information, just give me a call. My number is at the end of my report. By the way, I think you’re really going to like secret #3 in my report. Bye.”

Hopefully that last statement will get him curious and he’ll go read your report as soon as he hangs up the phone.

If you do a phone call follow up after sending the report, don’t be surprised if people haven’t read it. It may not be an urgency for them at this particular time.

But if you make this quick follow up call, 99% of the time, your prospect’s response is going to be positive. First of all, they contacted you. So that puts you in an entirely different position. You’re not approaching them and begging for their business. They came to *you* for information!

This is not anything like cold calling. If you have ever done any kind of cold calling then you know how miserable that can be. You’re pestering people. They didn’t ask for you to contact them and they can get pretty nasty. Just thinking about it right now gives me that awful feeling in my stomach!

When you do a phone call follow up to your free report you might find that they have already read it and have a few questions. That’s great! Answer their questions and be as non-salesy as possible. You want to position yourself as a trusted advisor, not a salesperson.

If they seem open to it, invite them to try a free sample of your pen. Or have them go to the www.monicoproducts.com or www.idpen.com web sites for more information. Whatever you do, don't try to use any kind of hard "close" on them.

It's not absolutely necessary to do a phone call follow up after sending your report, but you'll miss a lot of potential business if you don't.

Onward.

HERE'S THE FORMULA FOR WRITING COMPELLING FREE REPORTS:

1. Use An Attention-Getting Title.

The titles of free reports should always be enticing.

Which sounds more exciting?

“Gun Shop Owners! Defend Your Guns with Secret Invisible Ink...

**Carpet Cleaners! How to boost your profits with this new service.
Mark valuable property with invisible ink in the home of your carpet-cleaning customer**

Which title would be more compelling to entice the prospect to read the report?

Just like a headline, the title of your report should instantly let the reader know exactly whom the message is targeted to. Also, your title should state a benefit to the reader.

You can test different titles to see what gets a better response. You can keep the body copy of your report exactly the same but have different titles. That way you can have several different reports without having to write entirely new ones.

2. You Have To Tell The Reader What's In It For Them.

Follow the **WIIFM** formula we spoke about earlier. Your title should tell your prospects the benefit(s) they will get from taking the time to read your report...and the potential loss they may incur by NOT reading it.

In a later section you'll learn a little known technique of using "grabbers" to get your prospects attention and motivate them to read your report immediately.

Your report must talk about, and to, your prospects. It must not talk about YOU! No one cares how long you've been in business, or what professional associations you belong to, or how good you are, or your "tradition of excellence"...or anything about you. The only person who cares about all that stuff is YOU! (And maybe your mother.)

If you talk about your prospect and their wants and concerns in a conversational style they can relate to, you'll make a psychological "connection" with them.

3. Use Stories To Build Interest And Empathy.

Facts and figures are boring! Most people won't read them. But stories capture your prospect's interest and emotions.

If you . . . tell the story about a Jay, a 78-year-old pizza deliveryman from Atlanta, who had no self-esteem and was dead broke. When he came to you he was so broke that his wife was going to leave him and he just looked down at the floor and started to cry.

But after only 8 weeks, he has made some big sales of his invisible ink pen to the car windshield industry, his attitude has improved, his wife is in love with him again, he is confident, having fun, smiles more, etc.,

. . . you may have a whole bunch of successful "Jay transformation" stories.

Stories are so much more effective than just cold, boring facts and figures. "*We've helped 127.4 people mark an average of 15.4 pieces of property...helped 245.3 people ad 2.4 the chance of yadda yadda yadda.*"

But the "Jay transformation" story is interesting and gets your prospect emotionally involved.

My gosh...what person *wouldn't* find the "Jay transformation" story interesting and compelling. If they are suffering from the same problems, they probably can't pick up the phone and call you fast enough!

Remember, buying decisions are made based on emotion, not logic! Stories get the reader emotionally involved.

Now I probably don't really need to say this, but only tell true stories. We're not writing fiction here!

4. Your Report Must Hit Their “Hot Buttons”.

You’ve got to push buttons that arouse emotions to motivate your prospects to take action.

You should inject a little fear, too. Maybe tell a story to coin collectors about a family who had their entire gold coin collection stolen. And there was no way they could prove it was theirs because they failed to mark the coins with invisible ink. Or maybe tell how, if they don’t take steps to mark their customers’ gold coins, it could affect their chance of selling to them again.

Your report should tell your market how to avoid these mistakes.

I know I sound like a broken record, but your report has to tell them “WIIFM”.

5. You Must Make People Curious To Want To Find Out More.

If you want people to respond, you can’t tell them *everything*. You should only tell enough information to show that you’re an expert in what you’re talking about.

You’ve got to spark a curiosity so they want to find out more. You want your report to compel the reader to call you and be open to talking to you.

That is the only purpose of your free report...to get the prospect to call you. Don’t try to make your report do more than it’s supposed to do. Its only job is to prompt people to call you.

Let’s look at a few examples of free reports not related to the invisible ink pens. You should read these reports while keeping in mind that you can create your own free report for your invisible ink pen for the specific market you are going to sell to.

The reports on the next few pages were written by a Martial Arts Marketing System. They are promoting a non-traditional program that they developed called the “CAT” (Counter Assault Tactics) system.

This report is somewhat controversial. It’s likely to make some Martial Arts people angry, but the report is designed to position their program as the best choice available for pure self-defense. The owners’ backgrounds in the martial arts and in real-life situations lend a lot of credibility to their message.

This is just an example of a good free report; you could adapt this to your invisible ink pen-marketing program.

FREE Report Example - Page 1

Veteran Police Officer and Martial Arts Expert Reveals...

“The Personal Protection Secrets That Could Save Your Life And The Lives Of Your Loved Ones”

Dear Friend,

“Karate Doesn’t Work!!!!”

That’s right - you heard me! Karate and other traditional Martial Arts systems don’t work in real self-defense situations. I should know with 25 years of training and six black belts from three different systems! I have witnessed first hand karate’s shortcomings in real street encounters.

Karate doesn’t work because it’s based on tradition. It doesn’t train you for reality or in a realistic way. **If you’re not training for a real attack you’re wasting time!**

What Is The Counter Assault Tactics (CAT) System?

The CAT System is a personal safety and self defense program that was originally developed for the military and Law Enforcement Personnel. It was specifically designed to work for *virtually anyone* under any conditions, **regardless of size, sex, age or strength**. It requires very little training and is very easy to use. It’s a complete safety-training program that addresses not only self-defense, but also how to assess threat levels, avoid potential problems and prevent you from becoming a victim. **And it is now available for the first time to civilians!**

The C.A.T. System’s exclusive adrenaline-based situational training is as close to reality as you can get. With this special system you’ll know how to respond and what to do in a real criminal encounter to protect your life and the lives of your loved ones.

“Karate Is Too Complex!”

One of the many problems with traditional karate programs is that the techniques used are just too complicated. They break down when applied in a real situation...

FREE Report Example - Page 2

When stress hits and the fight or flight response kicks in, your heart rate jumps, breathing becomes rapid and fine motor movements break down. We know this from extensive research done on high-risk situations.

Karate, with its multi-step techniques, just does not work under high stress. The C.A.T. techniques are simple and require only gross motor movements and virtually no cognitive skills to perform.

The other problem is that Karate is highly contextual. If the bad guy doesn't approach in a certain way then the technique will not work. It becomes a case of "you attacked me wrong."

The C.A.T. System is designed around 5 simple techniques and 4 combat principles, which any one can master in a very short period of time... and never forget. These secrets are so powerful they will work very effectively for virtually anyone. In any encounter... from kidnapping to car jacking or rape prevention.

“Street Tested!”

The major difference between traditional Martial Arts and the CAT system is that the C.A.T. System is based on modern street tested techniques - not theory. The program was developed over a ten-year period in which real criminal encounters and fight situations were analyzed. Only techniques that could be used easily, quickly, and effectively were kept. All other techniques were discarded, leaving five very effective techniques, which operate, on 4 simple combat principles. **These techniques have stood the toughest test of the street. We know they work!**

“Fast And Easy To Learn!”

The C.A.T. System is so simple it can be learned in as little as 40 hours total. You can learn the entire system in three months and have more real self-defense skills than a martial artist who has spent four years and hundreds of hours in the training hall.

The environment is relaxed, comfortable, and non-threatening. Since C.A.T. is non traditional, there are no masters...only instructors.

FREE Report Example - Page 3

- No bowing
- No silly uniforms to wear
- No bare feet
- No boards to break
- No belts to wear
- No promotions
- No hidden fees
- No complex rituals or language to learn
- No meditation

Just down to earth self defense and safety information that could save your life. Time is important to every one and we know you don't have 4 years to waste...**so we compress years into days!** All the unnecessary material has been removed, leaving only what works.

Expert Instruction

Each C.A.T. instructor is an expert in the field of self-defense and personal safety. All are certified instructors with years of training and experience under their belt. Most are police or corrections officers, which give them a unique insight into the criminal psyche and how criminals operate and victimize people. This insight gives you the edge in the street. Where other instructors *think* they know what works, C.A.T. instructors *know* what works! You'll learn from experienced professionals.

Custom Designed Just For You

The C.A.T. System was specifically adapted for the busy professional. The class is designed to be fast, fun, and most of all enlightening, giving you real skills for dealing with the serious problem of crime and personal safety. The C.A.T. program is designed to give you proven techniques and fit comfortably into your busy schedule. Private and in-home lessons are also available upon request. Call for details and to set up your private training session, at a time convenient for you.

What You Will Learn

Besides the most effective personal safety training anywhere, you will also learn the following things to make you **truly prepared to deal with any situation...**

FREE Report Example - Page 4

- How to use pepper spray to instantly neutralize an attacker
- First aid & CPR
- Improvised Weapons
- Self defense & the law
- Car Safety
- Home Safety
- School Safety
- Work Safety
- Rape Prevention
- Risk Reduction
- Developing a survival mind set
- Situational Awareness
- Instinct Development
- Counter Surveillance
- Kidnapping Prevention
- Loss Prevention
- Travel Safety
- Power Communications
- Criminal Tactics
- Stalking Prevention
- Identity Theft Prevention
- Self Defense
- And much more...

We Guarantee It!

We are so sure you'll agree the C.A.T. System is the finest personal safety and self-defense program that we guarantee it. If you don't think the C.A.T. System is the most effective, easy-to-learn self defense program anywhere...simply let us know and we will refund the unused portion of your tuition. No questions asked. No hard feelings. It's that simple. **No other school will match that!**

Act Now & Save 50%

If you act now you can take advantage our grand opening special. When you sign up before October 15, 1999, you'll save 50% off our regular sale on your first enrollment and 75% on any additional family customer who enrolls at the same time.

FREE Report Example - Page 5

Our introductory rate is only \$397 for the first family customer and \$197.00 for additional family customers. Compared to traditional karate which would cost as much as \$6000.00 for a black belt *over a four year period!*

The C.A.T. Program is only \$397 total. Nothing more to buy and no additional fees...ever! **That's a 93% savings compared to the cost of becoming a black belt in Karate.** And the C.A.T. system is guaranteed!!!! See if any traditional school will guarantee *their* program!

When & Where

Class is located on State Route 201 just 3 miles north of I-70 and across from Bethel High Gym.

Class is held every Tuesday & Thursday Night from 6 PM to 7 PM.

Feel free to watch or participate in a FREE introductory class. Dress is casual; work out clothes and tennis shoes.

If you want more information or would like to schedule your FREE introductory class, call (000) 000-0000 10AM to 3PM or leave a message on voice mail. One of our instructors will call you back as soon as possible.

Instructor Profiles

William C. Parsons

Bill is a 13-year veteran police officer, former Commander of Sinclair College's Police Academy and an instructor at Sinclair, and Clark State colleges. Bill is a state certified Defense Tactics instructor and a court certified expert witness in street survival, self-defense, use of force and many other areas. Bill is the author of two books on personal safety and dozens of articles and manuals on the topic. He is a frequent guest on radio & television where he shares this valuable information with listeners around the country. Bill holds black belts in Tae Kwon Do, Hapkido and Judo.

Greg Johnston

Greg is a twenty-year veteran police lieutenant and has served as an instructor at Sinclair and Clark State Colleges, as well as Miami County JVS. Greg is a state certified

defense tactics instructor and a court certified expert witness in the use of force. He holds a 4th degree black belt in Shorinryu Karate and a masters degree.

The next example was one of the first free reports I wrote that actually worked...and worked well! On average, 10% of the people who requested this free report ordered the program.

It's a good example of a free report "layout". Use it as a template for your report. If you ordered the Gold Package, then this letter is on disk for you. You could do a word substitute and insert "gym" (or health club) for the word "bodybuilding". You would, of course, have to change the story but you could duplicate the basic format and adapt it to your program.

Hard Gainer Reveals Secrets To Packing On Mass Fast!

“Have You Learned These Jealously Guarded Secrets Of Gaining Muscle Mass And Power As Fast As Humanly Possible?”

**Have you been beating your brains out in the gym with no results?
Are you frustrated with your bodybuilding gains?**

Are you ready to get started on a *real* training breakthrough to propel your muscle mass gains through the roof?

And, If You Act Now, I want to “Gift” You Six Bonuses (a **\$1,177.00 Value**) **Absolutely FREE** to Help You Achieve Your Bodybuilding Goals!

Dear Friend,

Do you work your butt off in the gym, work out regularly, eat right, maybe even spend a small fortune on those miraculous supplements advertised in the muscle magazines...follow the current bodybuilding champ’s training program that you read about in a magazine or maybe bought for big \$\$\$...but you are still getting no where? Do people act surprised when they hear that you work out with weights? (It SHOULD be evident to them). Well then you are, my friend, what is called a hard gainer, or as I like to say, a “**Genetically Average Joe®.**”

Don’t Waste Ten Years & Lots Of Money Like I Did!!!

I understand your dilemma...I lived it for *ten years*, spending a small fortune on all the latest supplements advertised in the muscle mags (“a miraculous new supplement made from the bark of the Yadda Yadda tree in Brazil, and freeze-dried desiccated testicles from specially selected Argentinean bulls whose only diet was the famous bark of the Brazilian Yadda Yadda tree. Guaranteed to work just like steroids!!!”), buying every training manual written by the current steroid-using champ... getting all the magazines every month, looking for the secret...and consistently working my butt off in the gym. And the reward for all of this time, money and effort? NOTHING!!! I still was not any bigger or stronger!! I knew there had to be a way for a Genetically Average Joe to get **bigger and stronger without destroying his health with steroids.**

I Met A Bodybuilder Who Taught Me The Secrets To Getting HUGE!

In the gym one day, I happened to see a huge, muscular man who was doing squats with over 300 pounds...for more than twenty reps!!! I had never seen this guy in the gym before. He was so huge that he was hard to miss!

I stood and watched in amazement while he finished his set. (I was still struggling to do 185 on squats!) After this “mountain of muscle” finished his set, I managed to work up the nerve to ask him a question. “How did you get so big and strong”, I asked slightly afraid that he would get mad at me for interrupting his workout.

The big guy looked at me, smiled, and said, “Why do you want to know?”

At that point I unleashed my whole story on him of how I had been struggling for years, spending a small fortune on courses and exotic supplements, only to still have very little to show for my efforts.

The big guy quietly listened to me rattle on about my training and diet confusion for probably ten minutes. He listened intently, nodded his head and looked as if he really understood how I felt.

After I finally shut up and waited to hear his reply, the big guy just looked me in the eye for what seemed like an eternity of silence. With his blue eyes still piercing he said, “*How bad do you want to learn how to get big?*”

“Really bad”, I replied, “but I don’t want to damage my health with steroids.”

“That’s great”, he said, “**because I can show you how to get big & strong without steroids if you’ll do everything that I teach you.**”

My Bodybuilding Mentor Showed Me The Carefully Guarded Secrets Of Getting *Massive Fast!!!*

“Are you saying that you’re gonna train me and teach me how to get big?” I asked, somewhat not believing him.

“I will not only train you, young man”, he said, leaning in a little closer, “**but I can show you some training and diet secrets that will put muscle on a *skeleton!***”

His rates as a personal trainer were really steep; I actually had to borrow money from some of my friends to pay him. But it was all well worth it, because...

I Gained 25 Pounds Of Muscle In Eight Weeks!

Over the next eight weeks, my new “muscle mentor” showed me the exact training program and diet that helped transform my physique and allowed me to gain 25 pounds of muscle!!! This training routine and diet were not like anything that I had ever read or heard about. I thought this guy would have me spending big bucks on fancy food supplements, **but the only supplement he had me use was one that I could find in any grocery store for under \$2.00!!**

This guy’s program was not easy, but boy was it worth it! Not only were people making comments about how much bigger I was getting and how good I looked...I started to feel better about myself. I not only felt better because *I now looked like a bodybuilder*, but I also felt better because I had a personal victory. *I learned how to overcome a struggle that had been holding back my progress for ten years!*

A lot of guys in the gym noticed the dramatic change in my physique and started asking questions. Some even asked what kind of steroids I was taking!! I had to laugh at that! Most of the time I told these guys that I was training hard and eating right. Most of them never asked me again about my *secret training and diet program*...but a couple of them would not leave me alone. These few guys...these Genetically Average Joes wanted to get the same results that I had gotten. I understood their frustration, so I felt obligated to pass on these secrets that I had learned.

Here’s Why I Am Sharing This Valuable SECRET Bodybuilding Wisdom.

Which brings me to why I wrote the book “*How A Genetically Average Joe® Can Gain 25 Pounds Of Muscle In 8 Weeks.*” I couldn’t disappoint these guys at the gym who had been struggling and not making any gains, just like I had done before I met my mentor. I *had* to share this program with them. So I wrote this book with the hope that I could save other hard gainers from wasting years of effort like I did.

“How A Genetically Average Joe® Can Gain 25 Pounds Of Muscle In 8 Weeks” Contains:

- **A proven training program** that has been **successful for over fifty years.** (This routine has been a **closely guarded secret** by those in the know since the early 40’s and it works just as well today!)

How to use a special, totally legal supplement called “**White Magic**”, available in any grocery store, to *pack on slabs of muscle*.

- A special exercise, when done as instructed, supercharges your entire body, and stimulates *massive increases in size and strength*.
- The exact training and diet routine that helped one Genetically Average Joe *gain over 100 pounds of muscle* in a very short period of time!!! (This is a documented fact!)
- Nutritional information from the **famous bodybuilding guru, Rho Blair**. Almost *all* of the bodybuilding champs of the 50’s, 60’s and 70’s (before all competitive bodybuilders used steroids) sought out this guy’s nutritional knowledge. He had the secret of achieving *steroid-like results without drugs*. Blair died an untimely death and most people thought that his famous bodybuilding nutrition knowledge died with him...until now!
- The Genetically Average Joe diet for *packing on muscle fast!*
- ...And many more *hard-gainer training and diet secrets*.

Every hard training bodybuilder who is not making the kind of gains he desires needs this valuable knowledge. This system has literally *transformed* hundreds of Genetically Average Joes into huge, strong bodybuilders, **so why continue to be average?** Hundreds of average guys like yourself are taking advantage of this carefully guarded information every week and *transforming their flat, skinny bodies into powerful, heavily-muscled, attention-getting physiques...so why don’t you be the first at your gym to get a hold of these time-tested truths of muscle-building and finally start making the kind of gains you’ve been dreaming about?!!*

Written By A Hard-Gainer Who Knows How To Build Muscle Mass On Hard-Gainers...FAST!!!

Several years ago, if I would have known about the super-effectiveness of the **Genetically Average Joe®** program, I would have gladly paid over \$1,000.00 for this rapid results-producing course...and still considered it a bargain compared to all the money I wasted on those worthless “bomb & blast” courses from the “pumped full of pharmaceuticals” bodybuilding stars.

But this material is different! It’s written by a fellow hard-gainer. Someone who understands the frustration you feel with your lack of progress...**someone who knows how to pack beef on an average guy...and has carefully researched, tested, and prepared this bodybuilding package specifically for You, a genetically average guy who doesn’t want to look average anymore!**

I know that most hard-gainers would give their eye teeth to get their hands on this course and these priceless “**growth secrets**” would be a *steal* if priced at over \$1,000 (even though it’s a lot less than that!)...**but I wanted to throw in *all* the tools that I could think of to help you in your quest for *massive muscles*.**

That’s Why I Am Throwing In Some Very Important Bonuses Absolutely FREE!

FREE BONUS #1

Your first Free **Genetically Average Joe®** bonus is equal to over **\$200.00 worth of advice from Mr. NABBA U.S.A. himself, Rob “The Colossus” Colacino**. Rob just finished in the top 5 in the NABBA Mr. Universe and is an up and coming star in the bodybuilding world. He commands upwards of \$200.00 an hour for his personal coaching and training advice, but you will be able to eavesdrop on a conversation between Me and Rob, discussing Rob’s controversial but effective methods for fully training and exhausting a muscle group in a minimum amount of time. Here’s just a few of the nuggets you’ll learn from this tape:

- How to build the **maximum muscle in the minimum amount of time**.
- Special techniques to “up your intensity” and **most effectively train for rapid size increases**...while keeping your time in the gym very brief!
- How to totally exhaust a muscle group by performing **only one rep per set!**
- How to produce the **exact stimulus needed for mass increases** every training session and **avoid over-training...and under-training!!!**
- How Rob eats to achieve rapid gains in muscular mass in the off-season.
- Rob’s actual routine, totally proven to **pack powerful slabs of beef on your entire frame by only doing an *unbelievable 1 rep per set!!!***
- ...and tons of other bodybuilding “pearls of wisdom”.

This tape retails for over \$19.95, but will be yours **Absolutely Free** if you order within the **next 10 days**.

FREE BONUS #2

Your next Free **Genetically Average Joe®** bonus is a very unique muscle growth tracking system. Before you embark on *any* journey you have to know where you are starting from and where you want to go. That is what the **Muscle Growth Tracker Software** can help you do. With the help of a personal computer, the **Muscle Growth Tracker Software** will help you record the starting measurements of each muscle group, and your continuing growth and progress toward your muscle mass goals. This unique system usually sells for \$19.95 but will be included with your **Genetically Average Joe®** order Free if you place your order now.

FREE BONUS #3

Have you been doing the same exercises, same weights, same sets, same reps month after month, year after year? That's because you didn't have a weight/rep goal planned for each exercise every training session. You just continue to spin your wheels, going nowhere. Your **Genetically Average Joe®** Free bonus #3 can help you overcome that! With the help, once again, of your personal computer, **BodyMaxx** Software can help you plan and organize your exercises, weights, and reps for every training session. **You will be able to plan and track your workout progress from day to day, week to week, and use it as a motivational tool to keep you progressing!**

How many times have you gone to the gym unorganized and said to yourself, "Hmmm, how much weight did I use on this exercise last time? Did I do 10 or 12 reps on this last workout?" How can you continue to gain when you don't keep track of what you did last week...then try to exceed it??!! **BodyMaxx** can be a handy tool to help keep your workouts progressing.

The registered version of **BodyMaxx** retails for \$39.95 but a copy is yours *Free* as long as you **order within the next 10 days!**

FREE Bonus #4

As if I wasn't throwing in enough Free gifts! If you place your order now, I'll also include the booklet, "**10 Genetically Average Joe® Secrets For Packing On Muscle Mass FAST!**". This special report (\$19.95 value) reveals some of the **secrets** from the hard-gainer training experts. I originally intended to offer the "**10 Genetically Average Joe® Secrets...**" booklet as a follow-up to owners of the "**...Gain 25 Pounds Of Muscle In 8 Weeks**" but I felt that the information in the booklet was so important to your muscle building efforts that I wanted you to have it...*Free if you act now!*

FREE Bonus #5

Often times demonstration, rather than just instruction, is a much more powerful way of learning something new. I know that if I could be *right there* in the gym with you teaching you, training you, and showing you exactly how to train the correct way...I know that you could be so much more effective in your training for new muscle bulk.

I know that this is just not possible due to my busy schedule...

But Now You Can Have The Closest Thing To Me Actually Being In The Gym With You, Guiding You Along Every Step Of The Way.

To insure your bodybuilding success, I will include the *Genetically Average Joe Training Video* if you order right away. This video will walk you step-by-step through the actual exercises, showing you exactly how to do them to maximize your gains.

And most importantly on this training video, I will show you the carefully guarded secret technique for performing the one special exercise that will **stimulate massive overall muscle growth and strength**. (*This is a technique that is hardly ever taught anymore but can skyrocket your gains through the roof!*)

This 30 minute video, a \$77.00 value, is yours FREE if you place your order within the next 10 days.

FREE Bonus #6

It is so important that this bodybuilding package produce good gains for you, so I racked my brain to think of all the ways that I could help you achieve your bodybuilding goals. As my final offer to invite you to try this program, I am throwing in a special limited certificate redeemable for...

One On One Training And Diet Consulting With Me For The Full 8 Weeks!!!

This special certificate entitles you to ask me any questions about training and diet that you have while following the Genetically Average Joe program. You will be given my private fax number and E-mail and you can feel free to send me your questions any time of the day or night. Due to my busy schedule with paid subscribers to my training/diet consultation service, I will be forced to limit this offer to the first 100 people who respond. I just wouldn't be able to handle the time commitment of consulting with any more than 100 people.

My friend, this is a great bonus! I normally charge my customers \$500 per month to retain my unlimited training and diet consultation service. **This bonus, valued at \$1,000, is yours FREE when you order within the next 10 days.**

You Can Be On Your Way To Making Great Gains In 7 Days Or Less!

Since I know that you will be anxious to start on your new program right away...the very day I receive your order, I will **RUSH** your package to you *Priority Mail* so that you can get started immediately!

All 6 Of These FREE Gifts Are Yours NOW If You Order Your Copy Of “How A Genetically Average Joe® Can Gain 25 Pounds Of Muscle In 8 Weeks” Within The Next 10 Days!

Due to the extremely high demand for this special bodybuilding package, my supply of these bonuses

- **Rob Colacino Interview Cassette**
- **Muscle Growth Tracker Software**
- **BodyMaxx Software**
- **“10 Genetically Average Joe® Secrets For Packing On Muscle Mass FAST!”**
- **The Genetically Average Joe® Video**
- **And ...The FREE 8 Week Consultation Certificate**

is limited and I'm afraid that these priceless bonuses will go to the first 100 folks that place their order NOW...**so act fast to receive these invaluable muscle-building tools.**

Note: The FREE bonuses are available on a first-come-first-served basis. Michael Senoff reserves the right to withdraw these **FREE** bonuses from this offer if the demand exceeds the supply. I recommend that you fax or call in your order as soon as possible to assure that you will get these valuable bonuses before the supply runs out.

I Don't Blame You If You're Still Skeptical.

Hey, I understand! I got suckered into buying a lot of worthless courses and training booklets, too, remember? But I am so sure that **“How A Genetically Average Joe® Can Gain 25 Pounds Of Muscle In 8 Weeks”** will produce great gains in muscle bulk and

strength, that I am offering a **full guarantee**. Go through the entire program...follow it faithfully for the full 8 weeks, and if you can show me that you followed the program *exactly* (on paper, of course, with copies of your training logs) and that you are not bigger and stronger, call us for a return authorization, return the book in good condition, **and I will return every penny you invested in the course... no questions asked, no hard feelings...and you keep all 6 of the free bonuses as my gift for trying the system!!!**

Order Now And Start Building Muscle Right Away!

Please don't waste any more time following routines that aren't going to give you the muscle mass and strength you've always wanted. Order "*How A Genetically Average Joe® Can Gain 25 Pounds Of Muscle In 8 Weeks*" within the next 10 days, for only...

...\$177 plus \$10 shipping & handling (\$187 Total).

Order NOW and get all 6 FREE bonuses and experience the results that you've been dreaming about!

To order with your Visa, MasterCard, American Express, Discover, and we also take personal checks by phone, **Call 1-888-758-2969** today and ask for your copy of "*How A Genetically Average Joe® Can Gain 25 Pounds Of Muscle In 8 Weeks*".

You can also use the enclosed Order Form and FAX your personal check or credit card order any time 24 hours a day to: **1-858-274-2579**.

If ordering by mail, please use the enclosed Order Form.

Sincerely,

Michael Senoff

P.S. Is the bodybuilding program that you've been following giving you the gains you really want? Why waste any more time? Order "*How A Genetically Average Joe® Can Gain 25 Pounds Of Muscle In 8 Weeks*" and transform your physique in only two months! You've got nothing to lose...***but a lot of new muscle to gain!***

P.P.S. You may have been born with average genetics, **but why continue to look average?** You can try the program at **No Risk**. If after faithfully following the program, you can look me in the eye (on paper, of course) and tell me that you followed the program exactly as outlined for 8 weeks and didn't get bigger and stronger, you can send the book back and **keep all of the FREE bonuses as my gift to you!** How many of the *champs* back up their training courses like that?

Don't disregard these reports simply because they're not about invisible ink pens. These reports have been tested and proven to work. Why reinvent the wheel? If something is already working, use it as an idea or template and adapt it to fit *your* business.

On the next few pages is another report used by my friend in the supplement business. It has worked well as a sales letter and a full page ad.

This report uses a customer testimonial which is very important. If you make claims, it's hard for your prospect to believe. If others make claims, it adds more credibility and believability. You have free use of my testimonials on my idpen.com site.

Now Legally Available To The Public Without A Prescription...

“The Jealously-Guarded Secret Used By The Rich & Famous To Stay Young And Actually Reverse The Aging Process!”

Yes, You Can Now Get Actual Human Growth Hormone *Legally* Without Having To Pay \$1000 To \$1,500 A Month For HGH Injections From A Licensed Doctor.

Dear Friend,

You may be wondering "What is this stuff and why would anyone pay such outrageous prices for HGH (Human Growth Hormone) injections?"

HGH is produced in the pituitary gland, a tiny little pea-sized gland located in the center of your brain. Throughout your youth and teenage years, your pituitary is working overtime to pump plenty of HGH into your body to help you grow and recover from all your strenuous activities.

From about your late 20's or early 30's on, your body's own HGH production starts to decline rapidly. Doctors now believe that...

Declining HGH Levels Is One Of The Main Causes Of Aging.

Human Growth Hormone is one of the most powerfully effective longevity hormones available. An article published on July 5, 1990 in the renowned New England Journal of Medicine told of **miraculous results** demonstrated by a clinical test involving the use of synthetic Recombinant Human Growth Hormone (HGH) injections.

The clinical trial consisted of twelve men, ages 61 to 81, and was conducted over a six month period. In the summary of the test results, Dr. Daniel Rudman and fellow colleagues at the Medical College of Wisconsin stated:

“The effects of six months of human growth hormone on lean body mass and adipose-tissue mass were equivalent in magnitude to the changes incurred during 10 to 20 years of... aging.”

“Six Months Of HGH Therapy Had Turned The Clock Back 10 to 20 Years!”

It can be pretty difficult and expensive to get HGH. If you don't want to get it illegally, you have to go to a doctor who specializes in HGH therapy. The stuff has to be refrigerated and stored at just the right temperature or it will go bad and become totally ineffective. *Imagine \$1500 going down the drain!*

HGH therapy is a pain in the butt (literally!) because you have to inject it several times a day! But for many people the incredible effects of HGH therapy are worth all the expense and hassle because...

The Results Are Almost Like Finding The Fountain Of Youth!

Here's just a few of the results reported in Dr. Rudman's study after six months of HGH therapy:

- 8.8% increase in muscle mass *without exercise!*
- 14.4% decrease in body fat *without exercise!*
- Higher energy levels
- Re-growth of major organs that shrink with age
- Greater cardiac output
- Superior immune function
- Increased exercise performance
- Better kidney function
- Lowered blood pressure
- Increased memory retention
- Improved cholesterol profile
- Stronger bones
- Faster wound healing
- Younger, tighter, thicker skin
- Hair re-growth
- Wrinkle removal
- Sharper vision
- Mood elevation
- Improved sleep
- Enhanced sexual performance

That's quite a list! But very few people can afford the price of HGH therapy...

until now!

**Introducing *RECOM Sub GH*TM. It's Actual
Recombinant Human Growth Hormone In A
Sublingual Spray Available Legally Without A
Prescription!**

Until now, oral absorption of Growth Hormone, composed of 191 amino acids, has been ineffective, but a team of American and European scientists has succeeded in embedding this molecule in a polymer matrix, creating **the world's first natural, orally-absorbable HGH!**

What makes *RECOM Sub GH* different from injectable HGH? Well, first of all, *RECOM Sub GH* is considered a supplement, not a drug, because it's Human Growth Hormone manufactured according to homeopathic standards.

But unlike pharmaceutical HGH, which has to be injected, *RECOM Sub GH* is absorbed sublingually. In other words, you just spray it under your tongue and it is absorbed by the membranes in your mouth and transported directly into your bloodstream.

What this all means to you is that...

***RECOM Sub GH* Is An Effective, Convenient, And
Affordable Way To Experience The Age-Reversing and
Regenerative Effects of HGH Therapy**

Don't just take my word for it. Listen to what one of my many happy customers has to say...

Dear Dan,

I have been using RECOM Sub GH for about four months now and I notice tremendous differences in the way I feel. I sleep better. My endurance has increased and my energy level is through the roof!

My stress level is low. I feel like I've found the fountain of youth! RECOM Sub GH has given me a sense of well being and a "can do" attitude I thought I had lost forever.

I am not a bodybuilder but I am in good shape. Maybe I should tell you, I am fifty eight years old (but I feel like I'm twenty eight!)

RECOM Sub GH is not just for bodybuilders, it is truly for anyone who desires a better quality of...

life.

Anyone who follows Dan's diet tips and exercise regimens will literally turn their life around.

Thank you again for a supplement (finally) that really works and for your friendly, efficient service.

Sincerely,

Mike Farmer

Fries, Virginia

P.S. My sex life is better than it has been in years!

***RECOM Sub GH, Previously Only Available From
Doctors And Pharmaceutical Suppliers, Is Now
Available, Exclusively From This Offer***

And to make sure that you are maximizing your potential results while using *RECOM Sub GH*, I'm giving you some very special **FREE bonuses (valued at \$97.00)** if you order within the next 10 days.

FREE Bonus #1

**“Fast Fat Loss Secrets Of The Rich & Famous” Special
Report (a \$47.00 Value)**

Learn the proper exercise techniques and nutrition secrets to almost effortlessly shed body fat and look great FAST. Just a few of the valuable secrets you'll learn...

- How to tone up, trim down, and get in fabulous “Swimsuit” shape while only exercising minutes a week!
- How to eat like a king and still turn your body into a **fat burning furnace**.
- How to eat delicious chocolate, vanilla, strawberry, or banana pudding all day long and still **burn off body fat minute by minute!**
- Why eating this particular food group before bed can totally annihilate 75% of your potential results from HGH.
- How to eat Twinkies, ice cream, pizza, and other “junk food” and still **tone up and lose weight FAST!**

This special report is yours FREE if you place your order for *RECOM Sub GH* within the next 10 days.

FREE Bonus #2

“17 Health And Longevity Secrets Even Your Doctor Doesn’t Know” Special Report (A \$20.00 Value)

The special report reveals seventeen secrets that can help restore and maintain your health for decades. This report just may help you keep your vitality and **live a quality life to the ripe old age of 100!**

All Three Bonuses Are Yours Absolutely FREE If You Place Your Order Within The Next 10 Days

I’m so sure you’ll experience great results from *RECOM Sub GH*, I’m offering a **full money back guarantee**.

Use the entire bottle faithfully for a full six weeks. If you’re not satisfied, **I will return every penny you invested** (except shipping & handling). **No questions asked, no hard feelings...and you keep all 3 of the free bonuses as my gift for trying RECOM Sub GH!!!**

Order Now And Start Experiencing The Benefits Of Actual Human Growth Hormone...Without Spending A Fortune And Getting Jabbed With Hypodermic Needles

A six week supply of pharmaceutical HGH can cost over \$2,250.00! **But your six week supply of *RECOM Sub-GH™* is only...**

\$137 plus \$10 shipping & handling (\$147 Total)

That’s Less Than 6% Of The Cost Of Traditional HGH Therapy! Plus You Get 3 FREE Bonuses Valued at \$97.00 And A Full Six Weeks To Try It Risk Free!

To order with your Visa, MasterCard, American Express, or Discover **call toll-free 1-888-758-2969** today.

You can use a personal checks by phone, too.

You can also use the enclosed Order Form and FAX your order any time 24 hours a day to: **1-858-274-2579**.

If ordering by mail, please use the enclosed Order Form and envelope.

Sincerely,



Dan Doberman

PS Don't forget to order within 10 days to get your 3 FREE bonuses while they last.

PPS There's no risk in trying *RECOM Sub GH*. You get a full six weeks to experience the benefits of HGH. If you're not happy for any reason, you can return the empty bottle for a full refund...and still keep all three of the bonuses!

You'll notice that he never ended a page with a completed sentence. He used an ellipse (...) to get the reader to go to the next page and continue reading. (*Just one of the many secrets I learned from Gary Halbert!*)

Now the call to action in this report and the previous "*Genetically Average Joe*" report is to buy the product. But the call to action in your report should be to have your prospect call you for more information or a box of invisible ink pen, etc.

Some people have asked me, "Can't you just write my free report for me?"

Yes, I can write your free report, but it would take a lot of time researching your particular business, your background, success stories you've had, etc. You would have to fill out a lengthy questionnaire about all that stuff and then write me a check for several thousand dollars. That's what it would take for me to write your report for you. But about the time you got through my questionnaire, you would probably realize that you should just write it yourself.

Nobody can tell your story better than you. Nobody knows what you offer people better than you. Nobody knows your prospects and customers better than you. There are probably very few people who are as passionate about your success stories than you.

My goal is to equip you to be self-sufficient. I've given you several examples of free reports to use as templates.

If you think you can't write, dictate your free report into a cassette recorder and pay somebody \$30 to \$50 to have it transcribed. Go on line to a service called ELANCE. Their web address is <http://www.elance.com> You can find many people to write your report, edit it, clean it up, and format it like the examples given...and voila! You have your free report!

Let me kill a popular misconception right now. I've heard some people say (people, by the way, who know NOTHING about direct response marketing) that prospects won't read long copy in a sales letter or free report.

That's true...if your copy is BORING!!!

But if you follow the formula that I've given you, your free report can be as long as you need it to be to tell your story.

All the direct response gurus have proved it for over 100 years ...

The More You Tell, The More You Sell!

Trust me on this!

Your ads and free reports are “salesmanship in print”.

If you had a salesperson you were sending out to sign up customers, would you tell them this?

“Go tell all those prospects about how our invisible ink pens can benefit them and make them more money...but don’t say more than 300 words!”

That would be stupid! You’d be shooting yourself in the foot. You might as well not even waste the time and money in going to talk to your prospects!

I recall a story from a guy named Dan Kennedy about a customer of his. This customer paid Dan big bucks to write a sales letter.

It was originally eight pages. It did OK and made a small profit for the customer.

So Dan added to it and bumped it up to 12 pages. It pulled better and made an even better profit.

Then he bumped it up to 24 pages and it worked even better.

They just kept adding to it and it eventually wound up being a 64 page sales letter! It out-pulled all the other shorter versions and made tons of money!

Dan said he doesn’t really know where it ends. At the time I heard this story he was re-writing the 64-page version and making it even longer! He said that they were just going to keep testing longer and longer copy.

I’ll say it again...

The More You Tell, The More You Sell!

One more thing about your free reports:

Ugly colored paper works best. Why? I don’t really know...and I don’t care. I want to use every option available to me to increase response.

Jeff Paul, who I talked about earlier, has done extensive testing on this. It’s proven that ugly colored paper increases response over plain white paper.

The most commonly used colors are goldenrod, canary, pastel pink, and pastel green.

Goldenrod and Canary seem to be the most popular for your main report. You can use other colors for your testimonials sheet or other inserts.

You should use either a “Times Roman” or “Courier” style font for your free reports.

The font you’re reading now is a “Times Roman” font. It is the most widely used font in 99% of newspapers. Therefore it will be the most familiar to your reader. You want them to be focused on the content of your report, not distracted by some unusual font.

A “Courier” font is also good. It looks like it was typed on a typewriter. This is also a font that a lot of people are familiar with.

This is an example of a “Courier” font.

You can also use a sans-serif font such as “Arial” for your headline and sub-heads. “Sans-Serif” means that the letters don’t have the little “curlicues”. For example:

This is “Times Roman”.

This is “Arial”.

And black ink works best for your reports. You can test using blue or red ink for your title and sub-heads but black ink is the easiest to read.

If you bought the Gold Package and you’re having trouble writing your free report, use one of your critique coupons and have us help you.

“What you can do, or dream you can, begin it. Boldness has genius, power and magic in it.”

Johann Wolfgang Von Goethe

SECRET #5

The Little Known Secret Of The Direct Marketing Masters - The Multi-Step Follow Up Sequence

By now, you should understand how to use the two-step process. First we generate interested, qualified leads from display ads, classified, postcards, direct mail, referrals and other sources.

Then we send our FREE Report to get the prospect to call. (*The purpose of the two-step process is to generate the lead or identify a prospect and follow up with a free report or a phone call, or both.*) However, this is only the *beginning* of the process.

It's a proven fact that if you send a series of letters, postcards, newsletters, personal visits, and telephone follow ups, your conversion rate from prospect to customer increases dramatically.

The best timing of these follow up letters, calls and other steps is between 10 to 21 days apart.

The reason why you frequently get the most response on the third or fourth follow-up letter is because even though a prospect responds to your offer for your free report, they may not be ready to act right away. Anyway, who cares why it works. All you need to know is that it does work.

Maybe they're broke right now. Or maybe because they aren't familiar with you, they don't trust your first offer. Maybe they want to compare what your competitors offer. Who knows?

It's been proven time and again that you can double or triple your sales with **multiple** follow-ups to each of your prospects.

In fact, you should never even bother sending your free report to a prospect unless you're prepared to mail to them *a minimum of three times!*

Why? Because you're hottest prospects will act right away. Others will act on your second mailing. And the ones who are interested but not ready, or the timing is wrong for them right now, will act only after a series of mailings.

You'll start with your initial mailing of your free report. Then you'll send a minimum of two follow up mailings with your free report included again in each follow up mailing. Each of your follow up mailings should be spaced 10 to 21 days apart.

In your follow up mailings you can use the same report that you sent initially. But the second time you send it, stamp "SECOND NOTICE" in red ink at the top. The third or maybe fourth time you send it stamp "FINAL NOTICE" at the top of the report.

On the second and third mailings, it's a good idea to include a separate cover letter. On the next few pages is some sample cover letters that you can use as templates to adapt and send out with your "SECOND NOTICE" and "FINAL NOTICE" mailings of your free report.

On the next page is a sample follow up letter.

“Have You Learned The 5 Secrets Of Selling Invisible Ink Pens And Making Enough Money To Pay Your Rent?”

Dear Friend,

A few weeks ago you requested my FREE report entitled **“The 5 Secrets Of Invisible Ink and How It can Make Your Store a Fortune”**. Maybe my FREE report somehow slipped past your attention. Just in case, I have attached another copy of that FREE Report.

My attached report explains the secrets I’ve learned that have enabled me to help people improve their financial lives! Please take a few minutes to read this report. If you have any questions, feel free to call me. My telephone number is (000) 000-0000.

Sincerely,

Joe Blow
Your Town Security

P.S. Some day soon...when your friends are all asking you how you made so much money so quickly, you just may thank me for bugging you about these five secrets!

The next three sample letters have been use successfully by a massage therapists to follow up on leads. These are copyright-free so you can use these as idea generators or as templates to customize for your particular business.

Sample Follow Up Letter #1

Your picture goes here

Just A Quick Letter To Introduce Myself And, I Have An Important FREE GIFT Reserved For You.

Dear Neighbor,

My Name, is Jane Smith, I'm a Licensed Massage Therapist and my office, "America's Best Massages," is only about 5 minutes away from your (home/apartment complex/neighborhood), on West Texas Lane, across the street from the Foxboro Hotel, almost at 1-28.

I'm pleased to tell you that many of your neighbors have been relying on me for stress reduction and therapeutic massage for quite some time. (I've been in practice since 1986, incidentally.)

WHY DO PEOPLE GO TO A MASSAGE THERAPIST? HOW MIGHT YOU BENEFIT FROM THERAPEUTIC MASSAGE?

Reason #1: As a natural, better response to stress or pain than aspirin and other pills and drugs.

Reason #2: As an effective means of improving circulation, replacing fatigue with renewed energy, and relieving stress and tension.

Reason #3: Relieving pain from weekend athletics. Golfers, tennis players and bowlers often say that regular massage even improves their game, thanks to improved flexibility, range of motion and pain-free movement.

Increased circulation is one of the main benefits of massage with certain massage techniques, I can enhance the delivery of vital oxygen and nutrients to your body's tissues speed up your body's removal of wastes and toxins and replace fatigue with energy.

Release of muscular tension is another wonderful benefit of massage therapy. During your massage, there is a release of 'endorphins'---your body's own, internal, natural pain-killers --- relaxes muscles, calms nerves, releases pent-up stress. Business people frequently report clearer thinking and more energy as a result of massage therapy.

WHAT IS A THERAPEUTIC MASSAGE LIKE?

Depending on your needs, I use therapeutic Swedish massage, accupressure (not puncture), Reiki, and other techniques...for a full-body massage...for either a half-hour or an hour. Your massage takes place in a 100% private, comfortably appointed, soothingly dim lit room. Our Office, incidentally, looks and "feels" very much like a doctor's office. And, incidentally, every Licensed Massage Therapist has at least 6 years of education and training, and is typically very knowledgeable about anatomy, the circulatory system, and the spine. In addition, I have over 15 years of experience.

I am a professional. Your massage experience is professional in every way. It is also very relaxing and enjoyable.

Incidentally, many medical doctors, chiropractors and physical therapists refer patients from auto or at-work accidents, sports injuries, and various other situations to me for therapeutic massage. (And we accept insurance assignment in most of these cases.)

THIS LETTER ENTITLES YOU TO A 15-MINUTE FREE CONSULTATION, STRESS CHECK-UP AND MASSAGE DEMONSTRATION (A SEATED MASSAGE) --- OR A \$10.00 DISCOUNT ON YOUR FIRST HOUR-LONG MASSAGE, YOUR CHOICE

To introduce you to the many benefits of therapeutic massage, I invite you to come in for a quick, 15-minute consultation and seated massage demonstration. OR, if you prefer, you may take a \$10.00 discount from the fee for a full hour-long massage.

A FREE BOOKLET THAT I'VE RESERVED FOR YOU WILL GIVE YOU NEW POWER OVER STRESS, TOO.

Whether you schedule a massage appointment or not, I'd urge you to at least stop in, say hello, and pick up your FREE COPY of a very useful booklet on Conquering Stress. It's free, there's no obligation.

Stress, incidentally, is something you shouldn't ignore. Aches, pains, frequent headaches, frequent muscle tenseness, daily fatigue, frequent stomach problems --- these are

'warning signals' from your body to you. Your body is warning you that it is being abused,
not

getting the release and relaxation it needs. Silencing this message with aspirin, sleeping pills, and other drugs is not the answer. Therapeutic massage is a better, natural, drug-free, benefit-laden approach. Try it! And there are other, surprisingly simple things you can do for yourself, at home, to relieve stress - all discussed in this Free Booklet.

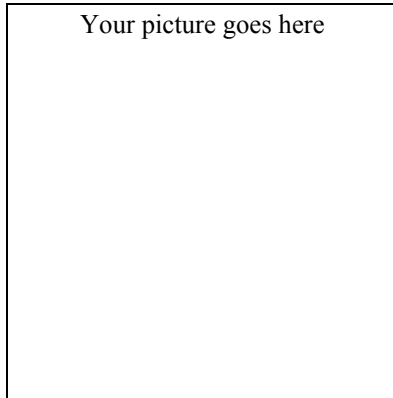
Sincerely,

Jane Smith, Licensed Massage Therapist - LMT
America's Best Massages
1801 W. Texas Lane
Outlander, TX 70000
Phone: 214/000-0000

Monday-Friday, 9:00AM-5:00 PM
(Evenings, Sat., Sun., By Appointment)
*VISA, MasterCard, American Express accepted.

PS: Men and women of all ages can benefit from therapeutic massage. When you come in for your Free Consultation or first massage, we'll discuss your particular health history, lifestyle circumstances, work, etc. and I'll be able to tell you more about how massage can specifically benefit you.

Sample Follow Up Letter #2



**JUST A REMINDER:
I Only Have A Small Supply Of The FREE
'How To Conquer Stress' Booklets Still
Available ... please stop in and pick up
yours while the supply lasts.... and....**

Dear Neighbor,

About two weeks ago, I sent you a letter introducing myself, and inviting you to consider and to try the benefits of therapeutic massage. I'd still like you to consider that, and invite you to come in for either a FREE Consultation and seated Massage Demonstration...or for a full hour-long massage, at a \$10.00 Discount.

However, my main reason for writing THIS letter is to make sure that you get your copy of the 'How To Conquer Stress' Booklet. It's FREE. It's full of fascinating info about things you can do, at home, for yourself, to relieve stress, have more energy and vitality, and live a healthier life.

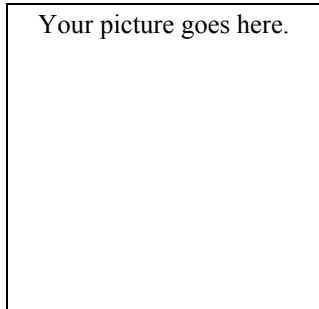
To get this booklet, just drop by anytime, 9 to 5, and pick it up. There's no cost, no obligation. Why am I giving away these booklets free? What's the catch? There is no catch. I just want all my nearby neighbors to know I'm here and what I do - so if the need arises, if you or someone in your family suffers an auto or work accident, sports injury, exceptional stress, frequent fatigue or similar health problem, you'll remember me and call on me.

Incidentally, you don't have to be "sick" to 'qualify' for therapeutic massage! Regular massage is a wonderful way to facilitate health and well-being.

If you have any questions, call or drop in. Please stop in and pick up your FREE BOOKLET, too.

To your health,

Sample Follow Up Letter #3



THIRD AND FINAL NOTICE:

Dear Friend,

In two previous letters, I've invited you to experience and judge for yourself the many benefits of my therapeutic massage, either via a FREE 15-Minute Stress Consultation and seated Massage Demonstration or a \$10.00 discount from a full hour long massage. I haven't heard from you, and I must now WITHDRAW THIS INVITATION and pass it along to someone else --- if I don't hear from you within the next 7 days.

How many of these benefits of therapeutic massage could be of benefit to you in business, financially? Or personally?

- *Increased mental alertness*
- *Enhanced calmness under pressure*
- *Freedom from stress headaches, muscle tenseness*
- *Ability to "shake off" stress*
- *Better posture, look AND feel younger...more vitality*
- *Escape end-of-day fatigue*
- *Sleep better...wake up refreshed, energized*

Why not find out just how beneficial therapeutic massage CAN be to YOU - while this FREE or DISCOUNTED OFFER is still available.

Sincerely,

Like I said earlier, the first three letters should be spaced 10 to 21 days apart. After that a once a month follow up will do. For your monthly follow-ups, you can send postcards like the ones I'll teach you about in a later section.

When should you stop following up on your leads? Don't stop until it stops being profitable. This will take some testing on your part.

In some cases, you can mail 10 or 11 or more follow up pieces and it still be profitable. This is another reason for knowing the lifetime value of a customer.

Many times, letters 3 and 4 in a series will out-perform letters 1 and 2 and bring in as much as 50% of your overall response. Now do you see why you don't want to mail to your leads just once?

The follow up mailings can be combined with phone follow up like we discussed earlier.

One question I'm often asked is, "Do I have to spend all that time making follow up phone calls? I'm so busy already. When am I going to find time to make these calls? Prime calling time is from 8 AM to 2PM and that's when I'm busiest with customers!"

I'm going to try and be easy on you here! Dan Kennedy says that when most people ask for help, they're looking for a "stern but loving father figure". Someone who won't give them sympathy, pat them on the head and say, "Oh, that's OK. You don't have to do that if it's inconvenient or uncomfortable." Dan says that people are looking for someone who won't accept their excuses, will kick them in the butt and tell them the truth...because that's what's best for them!

So I guess I'm going to (try) and be that "stern but loving father figure", even though that's a little "out of character" for me.

So here's my response to the "When am I going to find time to make these calls?"

Well, no...phone follow-ups aren't *absolutely* necessary, but they certainly can be responsible for bringing in a lot more business. It's definitely something that you'll want to test. See if your follow up sequence works better with or without phone follow up.

But let's get to the real issue here. If you respond with the "When am I going to find time to make these calls?" tirade...then you have an internal problem.

What do I mean by that?

Most people are working IN their business and not ON their business. You need to sit down and figure out what your highest pay-off activities are. And the low pay-off activities that you're spending so much time on should all be delegated.

“What?” you say in horror, “you mean I should even delegate my packing and shipping responsibilities?”

I didn't say that *exactly*. I said that you need to only spend your time on the highest pay-off activities. What's more important...doing \$6 to \$10 an hour activities, or getting New Customers worth \$800 over a two-year period?

Now, I'm getting beyond the scope of this course. How to manage your business and life would be a separate course in itself.

But at some point you'll probably have to make a “paradigm shift” if you really want to be more successful, make more money, and have more freedom. It probably won't be easy either.

I had a hard time letting go of certain things in my business. But I finally had to realize that I was so busy doing \$9 an hour work that I didn't have time to do the things that only I could do to grow my business. If I was going to tie myself up with the \$9/hour stuff, I might as well just have a JOB! I could pay somebody to do the \$9 hour stuff but *I* was the only one who could implement the things necessary to bring in more business.

I didn't start my own business so that I could have a JOB! I started my own business so that I could have FREEDOM!

I would highly recommend the book “The E-Myth” or “The E-Myth Revisited” by Michael Gerber if you really want to get an understanding of how to work ON your business and not IN your business.

If you can't afford to delegate some of those low pay-off activities, then implement as many strategies as you can that I'm teaching you so you can start making enough money to delegate that \$9 an hour stuff.

But also keep in mind that it's a double-edged sword. You *think* you can't afford to delegate some of that stuff, but if your time was freed up to concentrate solely on the highest pay-off activities, then you could easily afford to pay someone to do the other stuff.

Remember, I never said that it would be an easy decision!

Since I've taken this slight digression into “internal problems”, let me share a few more examples of internal problems that can undermine all your newly found marketing secrets.

I can give you all these great techniques for bringing in tons of leads and customers, but if your internal systems suck...you have no people skills and treat prospects and customers poorly...your business isn't run professionally... you're late returning calls...you answer your phone like you're *annoyed* that someone's calling...(Don't laugh. You'd be

surprised at how often I encounter things like this in various businesses)...then NOTHING I teach you will be of any value! The only thing it will do is to help you go out of business faster...because now you have a lot more people who know you are not good at what you do! And they'll go and tell 20 people how bad you are.

OK, back to our three-letter sequence.

Where did this three-letter sequence come from? Debt collection companies have used this formula successfully for years. You've probably even seen a sequence of letters like this.

You're late on a bill and you get a friendly "first notice" reminder letter.

The second letter comes about 21 to 30 days later. It refers to the first letter and the fact that you ignored their notice. Now the message is "send your payment in immediately".

They may even supplement their letters with a little "follow up" phone call. "Bruno the Bruiser" calls and firmly warns you of the consequences of not sending in your payment. (*"You'll do what to my knee caps?"*)

Then about 21 to 30 days later, you receive the "FINAL NOTICE" letter.

I think it was Dan Kennedy who had the idea that if it worked so well in collecting debts, it would work as a marketing technique, too.

The rest, as they say, is history.

This technique alone has been used to turn around thousands of failing businesses. Let me give you a few examples of some multi-step follow up techniques.

Sample Sequence "A"

Action	Time Between Steps
Pre-FREE Report Phone Call	Immediately
FREE Report	Immediately
Follow up phone call	3 to 5 days after mailing report
Letter #2	21 Days after Letter #1
Follow up phone call	3 to 5 days after mailing Letter #2
Letter #3	21 to 30 days after Letter #2
Follow up phone call	3 to 5 days after mailing Letter #3
Postcard	30 days after Letter #3
Current monthly newsletter	30 days after postcard
Current monthly newsletter	30 days after first newsletter
Phone call	3 to 5 days after mailing 2 nd newsletter
Postcard offering a different FREE Report	30 days after second newsletter is delivered
Postcard offering a seminar	30 days after previous postcard

This is just an example of how to use a multi-step follow up campaign. It will be up to you to test how many steps are profitable for your particular business.

Here's another example:

Sample Sequence "B"

Action	Time Between Steps
FREE Report	Immediately
Letter #2	Two weeks after FREE Report
Postcard #1	Two weeks after Letter #2
Letter #3	Three weeks after Postcard #1
Postcard #2	30 days after Letter #3
Postcard #3	30 days after Postcard #2
New report #1	30 days after Postcard #3
New report #2	30 days after New report #1
New report #3	30 days after New report #2
Postcard #4	30 days after New report #3
Postcard #5	30 days after Postcard #4
Postcard #6	30 days after Postcard #5

I think you've gotten the idea by now.

This is one of the most powerful secrets that I've shared with you... repetitive marketing to leads who have already expressed an interest in what you offer!

You can't just mail once or twice and expect miracles. You have to work your leads! But repetitive mailings and/or phone calls can double or triple your business in two to three months...or less!

The quantum leap in income comes when you change from "doer" of your thing to "marketer" of your thing.

Dan Kennedy

SECRET #6

How To Use Attention “Grabbers” To Make Your Letters Virtually *Jump Out* And Grab Your Prospect’s Attention

As you’ve already learned, the purpose of your FREE Report is to get the prospect to call you. In order to achieve that, your free report and letters and other follow up information must do two things:

1. They must “stand out” from all the other mail your prospects get.
2. They must be interesting and compelling enough so that your prospect will read your letters and act on them.

Like I talked about earlier, your prospects are bombarded with thousands of advertising messages every day. Most people have gotten pretty good at tuning them out.

So your stuff has to stand out from the rest.

Luckily you have an unfair advantage! First of all, if you just follow the formula I have taught you so far, you’ll be well on your way to selling tons of pens.

But in this section you’ll learn some jealously guarded insider secrets that will make your marketing messages practically reach up and grab your prospects by the throat!

So how do you get your free reports, letters, and follow up pieces to grab your prospect’s attention?

Use “Attention Grabbers” In All Your Letters To Make Them *Jump Out* Of The Pile And Practically Reach Up And Grab Your Prospects By The Throat!

So what are “attention grabbers”?

They're simply things you attach to the top of your letter that tie into your opening message and what you're offering.

The reason grabbers work so well is because people remember things that are unusual and unique. And since none of the other mail they're getting is unique or attention grabbing, your stuff will stand out, be remembered, and hopefully acted upon.

Plus, it makes phone follow up a lot easier and fun.

Do you think your prospect will remember you when you call and say, "I'm the guy who sent you the letter with the 1 million dollar bill attached"? Of course they will.

This is a secret that can really skyrocket your response. Hardly anybody knows about using grabbers and very few people have the initiative to use this secret. You're going to have an unfair advantage simply by using just this technique alone!

Here are some ideas of things you can use as grabbers and how you can incorporate them into your marketing message.

- 1. Mock check (payable to the prospect):** "The check attached to the top of this report is not redeemable at any bank...but it could be the most valuable bonus you'll ever receive. This check entitles you to a FREE property assessment any time within the next thirty days...a \$20 value! At your free evaluation you'll learn..."
- 2. Million Dollar Bill:** "As you can see, I've attached a crisp \$1 Million dollar bill to the top of this letter. Why have I done this? Actually there are two reasons. First, I wanted to attract your attention. Second, because my free report tells you the secrets I've learned over the past 6 years that can help you make a ton of money selling my invisible ink pens at ungodly profits!" (*I'll let you in on my secret source for these bills later.*)
- 3. Coin Grabber:** "As you can see, I've attached a coin to the top of this letter. Why have I done this? Actually there are two reasons. First, I wanted to attract your attention. Second, because my free report tells you how to make some serious coin with my Invisible Ink Pens NOT just pocket change!"
- 4. Candle Grabber:** "Dear John, as you can see, I've attached a candle to this letter. I just wanted to say 'Happy Birthday'..."
- 5. Aspirin Grabber:** "Is stress causing you headaches? My free report details the best way I've found to relieve stress while getting into my invisible ink pen business"

6. **Tea Bag Grabber:** “Dear Friend, This report will only take you 5 minutes to read so...sit back, relax, and have a cup of tea on me while you read about the 5 secrets every business must know to protect against property theft”
7. **Small Plastic Banana Grabber:** “You’re driving me bananas! I’ve sent you my free report, called you, written you, but I still haven’t heard from you.”

I think you’re getting the idea by now.

If you come up with some good grabber ideas, please let me know so we can share them with other customers.

Now here’s the source for the \$1 Million dollar bills:

This is the person who created the idea. I could just give you the prices...they’re cheap...and let you go ahead and order a bunch of them to use - *but* - the 8-page sales letter that they use to sell the \$1,000,000 Bills is even better than the bills themselves.

If you don’t have any idea how you could use a \$1,000,000 Bill in your promotion, I bet you can find an idea in their sales letter...or, at least spark an idea of your own from reading this masterpiece of marketing genius.

Ask for their sales letter...let it generate a marketing idea for you...then, order a bunch of \$1,000,000 bills to make a real million dollars in your next marketing campaign!

They can also customize the bills for you for a very reasonable price.

Contact:

**Juanita Dowdle
Atlanta Advertising
126 Proctor Square
Duluth, GA 30096
(800) 462-3443
FAX: (770) 623-8173**

“Magnetic Marketing”: the use of systems, processes, and tools combined with careful selection methodology, to attract to you ideally qualified prospects, eager for your expert advice and assistance and pre-disposed to business with you and only you, so you can sell in a competitive vacuum.

Dan Kennedy

SECRET #7

Mock Checks And Vouchers

Even though we talked about mock checks as grabbers in the previous section, they can be so effective that I thought it was important to elaborate a little further.

The mock check and the accompanying “Mock Check” letter have been very effective for not only generating leads, but if you’re a business, it will also work well when sent to past and inactive customers.

A “gift” or discount voucher can also be substituted for the mock check.

The idea behind this promotion is two-fold:

- 1. Buy the recipient your time or service.**
- 2. Let the prospect use the check (or gift voucher) as full or partial payment toward his order for a box of the invisible ink pens or any other products you offer.**

You could include the mock check or voucher with your free report or you could use it along with the “Mock Check Letter” as one of the steps in your follow up sequence.

On the next page is an example of a letter that can be sent with your mock check or voucher as a follow up piece or as a past customer re-activation letter.

The Mock Check Letter Example

(Attach mock check to the top of the letter)

Dear Friend,

The “check” shown above is not redeemable at any bank - but it could be the most valuable bonus you will ever receive.

This “check” entitles you to a free box on my fast selling invisible ink pens (normally worth \$50), at no cost.

This free box of pens will show your customers how to:

- Improve their chance of having their valuable property recovered in the event of a theft.
- Gain more security knowing their items are branded.
- Learn how to properly mark their valuables without damaging its value.
- Sharpen their ability to spot crime.
- Develop the discipline necessary to be successful in protecting their expensive equipment in their home or business.

Call me at (000) 000-0000 right away to get your free box of pen before the expiration date on your check.

Sincerely,

Mike Security

P.S. When you call, ask me about our discount special that we’re offering for the next 15 days only.

These mock checks and vouchers can also be passed out during special promotions or events that you're involved in.

You could also give them to people who attend any free security seminars that you present.

Some people have even stuck them on those little community bulletin boards that you may see in grocery stores and other retail businesses.

You could also ask other businesses to stuff the mock checks or vouchers in with their customers' purchases. This is a win-win deal. You get some free promotion and the business owners are providing a \$50 (or whatever value you put on your mock check) value to their customers absolutely free.

It's pretty cheap to get a bunch of these mock checks printed, so put your brain to work on creative ways to use them. It should only cost a few cents each to get them printed. If you come up with any new and effective ways to use these, let us know so we can pass that information along to other customers.

One more thing. You might want to use a nice light blue or green "check-looking" type of paper for your mock checks. Some office supply stores even sell actual check paper.

If you purchased the Gold Package, the mock check and voucher examples shown are on your diskette in Microsoft Publisher format along with a few other templates not shown.

If you don't already have Microsoft Publisher, I would highly recommend getting it. It's simple to learn and use (*you can get fairly proficient with it after only a few hours*) and it's better than a word processor for creating "graphics intensive" documents. Microsoft Publisher also has quite a few templates for things like newsletters, flyers, fax cover sheets, business forms, etc. The templates are easy to customize and use immediately in your business.

If you invested in the Gold Package, I have also included an extra FREE bonus diskette with quite a few templates of my own in Microsoft Publisher format. These include some documents that will help with record-keeping and follow up mailings, along with many different certificate, vouchers, reports, manuals, and other promotional pieces.

If you initially invested in the Basic package, it's not too late to upgrade to the Gold Package. Just call the office and let us know you want to upgrade to Gold. When you call, ask about the free bonus gift we have for you when you upgrade to Gold.

As a general rule the most successful man in life is the man who has the best information.

Benjamin Disraeli

SECRET #8

How To Use Yellow Stick-On Notes To Personalize Your Promotions And Boost Response

Would you like to learn a little secret that will help get your direct mail read by the person you intended it for?

Research shows that up to 65% of mail never actually reaches the person it's intended for.

Here in the USA, there is a company that specializes in doing nothing but personalized mailing using little yellow stick-on notes. They mail 3 million letters like this...*per month!*

The owner of the company says that this little yellow stick-on note secret increases the response to ordinary sales letters by up to *2700%! Yes...you read that right...2700%!*

Here are the steps to making this work:

1. Write a one-page article promoting you, your pens, one of your customers, or any unique thing that you're doing. This article should be a full-page newspaper size article or a full-page magazine article.
2. Run this article in the cheapest publication you can find. Don't worry if it's the "Picayune Times" or some obscure publication you've never heard of. That doesn't matter. You might even be able to get a small local paper to run the article for free. Great! You'll get some free publicity in the process but that's not the main reason for running the article.
3. Now have reprints of the article printed with all the details of the newspaper or magazine including the issue date, page number, etc.
4. Take a yellow stick-on note and hand writes the following message: "*Hi _____ (prospect's first name), I thought you would be interested in this. It's great!*" Then sign the stick-on note with your first initial only. (That's probably all you'll have room for anyway!)

5. Place the stick-on note on the reprinted article and place it in a plain white envelope with no company name and no return address. Now hand write the prospect's full name and address on the envelope. If you're computerized, there are fonts you can use to print the name on the envelope that look like handwriting. (*Or have somebody do this for you. Haven't you read "The E-Myth" yet?*) Stick on a "live stamp" (no printed indicia or metered postage). You want this to look as personalized as possible. Just like a friend tore the article out of the newspaper or magazine, stuck their little post-it note on there and mailed it.

Good old curiosity usually gets the best of people and they open the envelope and read the article...which is half the battle in direct mail...if not more.

You could also use this technique as one of your later follow up steps or even as one of your initial three steps.

If you have the budget for it, you could also use this as a cold direct mail prospecting piece to a rented list of people matching your ideal prospect profile. (We'll have to cover that in more detail at a later time.)

It's a proven technique to boost response to your sales piece.

SECRET #9

The Little Known Direct Marketing Secret That Increases Response From Untested Mailing Lists While Reducing Costs

One of the best ways to cut costs and increase the response from “cold” or untested mailing lists is a little known direct marketing secret that can generate a ton of leads. It can also be used to send other offers to your “house list”.

Once you know the profile of your typical customer, you can rent mailing lists of people who match that profile.

Let’s suppose that a majority of your prospects are gold coin collectors with families of 2 to 3 children. They have an average yearly household income between \$65,000 to \$85,000 per year and live in a home valued between \$150,000 and \$175,000 located in a suburb that is within 10 miles of your gym.

This, of course, is just an example. You probably know the profile of your customers. If not, you should definitely figure it out. Knowing that information could help you make a lot of money.

So now we have a profile of your average customer.

You can now call a list broker and ask to rent a mailing list of people matching that profile. It usually costs \$100 per thousand names to rent a list like that with a minimum quantity of 5,000 names (if there are 5,000 available matching your criteria).

The details of renting lists is beyond the scope of this manual. I suggest that you find a good list broker and let him do the work of selecting lists for you. He doesn’t charge you anything for this work. He gets paid a commission from the rental of the list.

You can look in the Yellow Pages under “Mailing Lists” and find List Brokers there.

Or you can call Warren Deeb at Edith Roman Associates. His phone number is 914-731-2730, extension 730, Warren’s one of the best List Brokers for finding these kind of lists.

But only call him if you're serious about renting a list. He doesn't have time to waste with "looky-loos".

If you're attempting to mail your complete info package or FREE Report "cold" (the people on the list didn't request the information), rented lists can sometimes be unresponsive and a total waste of money. There can also be a lot of undeliverable names in these lists with incorrect addresses, moved and left no forwarding address, etc.

When using unproven lists, the best thing to do is to use a two-step Direct Mail technique. This technique is similar to running small display ads to generate leads.

Here's How It's Done...

1. Create a small display ad that will fit on a postcard-sized card. Or use some of the sample display ads in this course and put them on a postcard. You can usually fit four of these postcards on an 8 ½" x 11" sheet of paper or card stock laid out "Landscape" style (horizontally). Just like our LGA ads, the job of the postcard is to get your prospects to request more information.
2. The second step is to send your FREE Report only to those people who respond to your "free information" postcard mailing. This saves you a lot of money on printing and postage costs rather than just mailing your entire free report package "cold".

By sending out a postcard first, you save money and find out exactly who your prospects in any list really are.

Never Mail Your Free Report Package To An Unproven List Of Names.

Don't mail a complete sales letter package to anyone except your current list of customers and prospects, or a joint venture partner's list of customers. (More about Joint Ventures later.) The cost is too high for a risk like that.

If you think you must mail a complete free report package to an unproven list, test only 100 to 200 letters first. If you get a good response, mail another 500 to 1000 letters. Then, if it's still profitable, mail in batches of 1,000. That way you'll never lose all the money you invested in printing and postage because of an unexpected poor response.

Another way to use postcards is to let your existing customers know about any new programs, products, or special discounts. You can also use postcards as part of your follow up sequence.

What kind of postcards produces the best response? Ones with an attention grabbing headline and lots of copy that look like a “news story”. The same format that has proven successful for display ads.

On the next few pages are some examples of postcards that you can use as templates. Some are to generate leads and some can be used as part of your follow up sequence

“How To Use Invisible Ink Pens To Increase Your Sales & Profits”

Invisible Ink used in Direct Mail is on of the the world’s most prominent direct mail secrets. For example...Bla Bla Bla-----Text example belows

“I’ve already used a couple of the concepts from the Direct Mail Bootcamp. The bottom line was \$11,500 in the bank in about five weeks!”

Erold Ansell • Owner, Small Business Help Shop

“I made money using just one of the ideas from the course - in less than one week! I would seriously recommend the Direct Mail Bootcamp to anyone who wants to make a lot of money quickly with direct mail.”

Jonathan Mizel • President, Cyberwave Media

You could be using the insider secrets found only in the Direct Mail Bootcamp to enjoy similar gains. The Direct Mail Bootcamp is jam-packed with hard-hitting, nuts-and-bolts, proven-in-the-trenches direct mail strategies and techniques. These are the same strategies and techniques that have sold *billions* of dollars worth of goods and services for the marketers in this course and their customers.

To get a FREE Report explaining how you can use this insider information to immediately cash-in with direct mail, call our 24-hour voice mail at **1-000-000-0000**. Leave your name and address and we’ll mail this FREE Report to you right away. **CALL NOW!**

This postcard was used successfully to get leads for the Direct Mail Bootcamp course.

“Have You Learned These Hard Gainer Secrets To Gaining Muscle FAST?”

If you're a hard gainer and have been wasting time and money on all the latest fad programs and "miraculous" supplements, but you're still not making the big gains that you expected, then *this is the program for you!*

Developed by a hard gainer who understands how to pack muscle on a genetically average person...*fast!*

“How A Genetically Average Joe Can Gain 25 Pounds Of Muscle In 8 Weeks”

- **A PROVEN TRAINING PROGRAM** that has produced *near-miraculous transformations* on thousands of hard gainers!
- How to use a totally legal supplement, available in any grocery store for less than \$3.00, to **PACK ON SLABS OF MUSCLE.**
- A special exercise, when done as instructed, stimulates **MASSIVE INCREASES IN OVERALL SIZE AND STRENGTH.**
- The exact training and diet routine that helped one genetically average guy **GAIN OVER 100 POUNDS OF MUSCLE** in only 12 months!!!
- The Genetically Average Joe diet for **PACKING ON MUSCLE FAST!**
... and many more **QUICK MASS-BUILDING** training and diet secrets.

Call now to get FREE information that reveals how you can receive more than \$330 worth of valuable muscle-building tools and secrets ABSOLUTELY FREE!

For more information call **24 hours a day** to request your FREE Hard Gainer Bodybuilding report.

Call (000) 000-0000

If you have a FAX machine, you can retrieve this FREE report 24 hours/day from our

Fax on Demand system by calling (000) 000-0000
from your fax machine and selecting document

This was a postcard used to generate leads for the bodybuilding course I developed.

My friend rented lists of people who bought bodybuilding products. He also tested lists of subscribers to bodybuilding magazines.

As you can see, he tested using Fax on Demand to allow the prospect to retrieve the free report themselves from their fax machine. This didn't prove to be that great of an idea. 99% of the responses were by phone.

“Do You Know The 7 Secrets Any Woman Can Instantly Use To Destroy Any Threat To Her Life...Even From The Most Violent, Vicious Criminal Attack?”

Are you confident that you could successfully defend yourself against a violent attack against you or your family?

Do you know the most important thing you absolutely *must* do if confronted by a potential threat or attacker?

Many Smallville area residents are learning how to defend themselves and their families while having fun and making new friends in a relaxed, friendly atmosphere.

Call Bob’s Gym & Fitness 24 hour recorded message at **888-777-7777** to get your FREE report entitled, “The 7 Secrets Any Woman Can Instantly Use To Destroy Any Threat To Her Life...Even From The Most Violent, Vicious Criminal Attack”.

Here’s what the front of the postcard looks like:

Bob’s Gym & Fitness
123 N. Main Street
Yourtown, NV 12345

Joe Prospect
1234 S. Prospect Street
Yourtown, NV 12345

WARNING! Do Not Attend Any Aerobic Kick Boxing Class Until You Read This FREE Report!

Aerobic Kick Boxing is rapidly becoming one of the most popular forms of exercise in the country. And it's not surprising. In only three 30 minute sessions a week you can lose weight, tone up, look and feel great, while having fun and making new friends in a relaxed, friendly atmosphere.

But if the aerobic kick boxing instructor has only a little or even worse, no experience in the Martial Arts, you could be in for serious trouble. Without an experienced Martial Arts instructor who can teach you the proper techniques for punching and kicking, you run a very high risk of getting a debilitating knee, wrist, shoulder, or elbow injury. Many aerobic kickboxing classes are making osteopathic doctors a lot of money!

Don't attend a single aerobics kick boxing class without getting a copy of this FREE REPORT that reveals the secrets of staying injury-free while enjoying the many health and self-confidence benefits of aerobic kick boxing. Call 1-888-000-0000, 24 hours for a FREE RECORDED MESSAGE to find out what inexperienced aerobic kickboxing instructors don't want you to know!

“FREE Report Reveals A Quick Way To Lose Weight, Feel Great, Learn Self Defense And Be Remarkably Healthy In Just 30 Minutes, Three Times A Week...100% Guaranteed Or You Pay Nothing!”

Cardio Kick Boxing can do all that and more!

It's not just about self-defense, and learning a few punches and kicks. Each lesson is designed to give you a complete cardiovascular workout, while teaching you discipline, tradition, and self-defense, in a fun family atmosphere.

Classes are available for children, teenagers, adults, and families.

Call **800-555-1212** toll free 24 hours a day to request a FREE Report that explains my unique method to help you learn self-defense and get in shape fast!

“Who Else Wants Healthy, Disciplined, Well-Mannered Kids With Great Self Esteem?”

Dear Friend,

A few weeks ago you requested my FREE Report entitled, “The 7 Secrets Of Building Your Child’s Self Esteem.”

After sending you my FREE Report, I sent several letters offering more information and even a FREE lesson for your child. Since I haven’t heard from you, I thought I’d invite you to a FREE seminar for parents with children ages 5 to 8 that we’re having on Saturday March 16, from 10:00 AM to 11:00 AM.

I’ll be teaching the secrets that I’ve used very successfully with thousands of children over the past 15 years to build a “bullet-proof” self-image.

Other parents who are already using this information with their children will be at this seminar sharing their own success stories.

I only have space for 20 people and I know the seminar is going to fill up fast...so call me at **000-0000** right away to reserve your spot.

I’m looking forward to seeing there on March 16!

Joe Karate

A postcard like this can be used as part of your follow up sequence and can also be mailed to your inactive customers.

The purpose of the postcard is to get them to your free Invisible Ink Pen Sample. After they get the pen, you can present some kind of special discount only good that day, *only* for them. You want to sell them up right then and there. Letting them go to think about it means that they will probably put off making a decision and the whole idea will be forgotten faster than you could imagine.

“Power flows to the man who knows how.”
Elbert Hubbard

SECRET #10

The Simple Way To Get Referrals, Leads and a Boatload of Customers With Template Letter

Below I've included about 20 letters in this letter section of this course that can be mailed to all your current, past and potential customers.

These letters are excellent idea generators. You should read them and chose one or two for your particular marketing angle. I have added some of the headline related to the Invisible ink pens, but you'll have to fill in the blanks to make them fit to your ideas.

SECRET #11

The Secret Of Getting Publicity To Position You As An Expert And Generate Hot Qualified Leads

Self-promotion is a necessary component in order to have the proper “positioning” for success today.

Gary Halbert, a master at self-promotion, once said this: “Do you want to know how I know I’m the greatest copy writer in the world? It says so every month in my newsletter!”

I got a good laugh out of that but there’s a lot of valuable advice there.

So why do you want to promote yourself?

People identify and connect with *people*. They are not drawn to and do not develop deep and lasting relationships with a business.

Why do some of the large and successful businesses have a spokesman? Because people identify and connect with people, not some nameless, faceless corporation.

Look at Ronald McDonald and McDonalds. Or Lee Iacocca and Chrysler. Many of the big companies realize that they need a person or spokesperson that their customers can identify with.

When you have a certain level of public visibility doing seminars, speaking to groups, or appearing in almost any kind of media, it creates an aura of celebrity and authority, and positions you as an expert.

Taking steps to make yourself into a local or even nationally recognized expert creates strong mystique, charisma, celebrity status, and even more important, it positions you so people seek you out rather than you prospecting for them. In addition to all of the successful direct response marketing secrets you’re learning in this course, publicity is one more way that you can position yourself so people call you.

Most people perceive someone as an expert if they’re on television, radio, or have an article printed about them in a newspaper or magazine. And better yet, we’ve been

conditioned for years to believe that *anything* we read in a newspaper or magazine is the truth.

In addition to all the other secrets you're learning to build your business, I would encourage you to reposition yourself and your Invisible Ink Pens ad as THE source for information about property, preventing theft or whatever your area of expertise is.

Producers of local and regional television shows, news programs, and newspapers are always looking for new people who are experts in their fields. Anything that improves peoples' lives or is controversial is always popular.

In the next few minutes I'm going to share some fairly easy ways to position yourself as an expert and get free publicity.

Become A Writer!

OK, I don't mean that you should quit what you're doing and make your living at writing. But you should write *something!*

Writing a book is a powerful way to position yourself as an expert and also get some free publicity. Most people believe that a person who writes a book is the ultimate authority on that particular subject.

I know, I know. You're saying, "But I'm not a writer. I don't really know how to write and I forgot all that stuff about grammar and punctuation I learned in school."

No problem. There are a couple ways around this.

You can hire a "ghost writer" on <http://www.elance.com> who will write your book for you. There are thousands of starving writers out there who would be thrilled to write your book for you. It might cost you anywhere from a few hundred dollars to a few thousand dollars, depending upon the length of your book and how much research needs to be done. You can also find names of ghost writers in a publication called "Writers Digest".

A cheaper way to do it (and I mentioned this earlier) is to dictate what you want to say into a tape recorder. Then you can pay someone to transcribe the tape and give it to you on disk. From there, you can clean it up and format it. I have a great typist who is relatively inexpensive if you need some typing work. Her name will be in my golden Rolodex section of this course.

You can get a book printed and bound in small quantities very inexpensively. You could donate several copies to all of the public libraries in your area and send a press release about this to all the media. (More about press releases later.)

You could ask local bookstores to sell your book on consignment. Or even ask them to give away copies for free.

If you knew that you were going to be doing a local radio interview, you could tell people to go to the local bookstore and request a free copy.

You could also arrange to do a book-signing event at your local bookstore and send press releases about it to all the local media.

If you don't want to write an entire book, you might want to consider writing a few "Special Reports". These can be from a few pages to over a hundred pages. You could promote these like a book, use them as premiums, or give them away to anyone who visits your gym.

You might want to consider writing (or have somebody do it for you) a series of articles. There are usually a lot of newspapers or regional publications that are constantly on the lookout for new and interesting articles to publish. They might even ask you to be a regular contributor or you may even have your own weekly or monthly column. And you can use reprints of these articles in your marketing materials to new customers and customers.

Public Speaking And Free Seminars

Although most people would rather be eaten alive by a school of piranha than speak in public, almost any public speaking helps to establish you as an expert.

There are Police groups and Neighborhood Watch associations that are practically *begging* for speakers at their meetings. Look through the Yellow Pages under "Associations" and you'll probably find a hundred more listings. Many of them have weekly or monthly meetings and like to have people speak on various topics for about fifteen minutes or so after lunch. You'll get a free lunch out of it, too!

If this is something you would like to do, you could write a letter to each group offering to do a talk.

Just like a direct response ad, you should give your talk an attention grabbing and exciting title like,

"Triple Your Chance Of Recovering Your Stolen Property For Under \$5 Overnight".

Make sure that you give some valuable information in your talk. Don't just make it a 5-minute pitch for your pen. Use the last couple minutes of your talk to promote yourself and your solution to the theft identity recovery problem.

You could also conduct free workshops or free seminars, (or charge a nominal fee) and send press releases and/or invite all the local media people.

Once again, make sure that you give some valuable information in your seminar. Only use the last few minutes to make your offer.

The key to making these events a success is to get the names and addresses of all the people in attendance. You can then plug those names into your multi step follow up sequence.

I would highly recommend sending a follow up letter within 2 to 3 days to everyone who was at the seminar. Include a mock check or voucher (like we talked about earlier) made payable to them or only good for seminar attendees.

Press Releases

In his book, “The Art Of The Deal”, Donald Trump said, “When you advertise, you ‘rent’ people’s trust. When you’re in the newspapers, you ‘own’ their trust.”

Publicity is one of the fastest ways to almost instant credibility. When you tell someone about yourself, they may be skeptical.

But when a newspaper or magazine writes an article about you or your invisible ink pens, it’s almost always perceived as the truth. You gain credibility *and* celebrity!

The way to get publicity is to send out press releases about almost everything of importance that you do.

Send out a press release when you write a report. Send out a press release when you offer a property recovery seminar. Send out a press release when one of your customers has recovered his property because of one of your pens.

One of the best ways to almost *guarantee* that your press release will get published or you will be called for an interview is to tie your area of expertise into a news event that is getting a lot of attention.

ALL the local television stations, radio stations, and newspapers covered are looking for good stories related to crime. I mean think about the news for a minute. Who got killed, who got arrested, and who got ripped off. This product is a slam-dunk for the media. They will come out and interview you and get your story, guaranteed! It even may make the national news.

If offering a self defense method for your property, what would happen if your press release arrives at the local TV stations, radio stations, and newspapers with a headline that says: *“FREE Donation of Invisible Ink Marking Pen Kit! Reveals The 10 Secrets Every Home owner or business Must Know To Protect their Property From Theft.”*

You would be deluged with interview requests! Your seminar would be packed to capacity and ALL the media people would be there, too.

So are you capitalizing on other people’s misfortunes?

Absolutely not! You’re teaching them valuable information that could save them the pain of never getting their valuables back and learning about it.

That’s just an example of how to tie your press release to a well-publicized current event. There are many other ways to tie your press release to things that are popular in the media without it being such an emotional situation.

In the printed material you received with the pens is an example of a press release I did to just 1000 police stations via Fax. It only cost me \$80 total. As result of that release, I sold thousands of pens and got a quarter page article about my pens in the nation’s number one police magazine. From that one article, I was flooded with requests for my invisible ink pens.

You could call Police Magazine right now and fax them the same release with your name on it and I guarantee you’ll get in like I did nearly a year ago. Try it! I have included a couple sample press releases not related to the pens so you can see the style that worked best. In many ways press releases follow the same rules as our direct response ads. You need a catchy headline and it needs to be benefit driven.

But in other ways press releases are different than our direct response ads. They should be one to two pages maximum.

You can use the press release on the next page as a template and customize it for your particular area of expertise, event, or promotion.

For Release Before September 18, 1999.

For Further Information
Contact:
Joe Karate (000) 000-0000

Free Seminar On Helping Your Child Build A “Bullet-Proof” Self Image. What Every Parent With School Age Children Should Know!

A free seminar on “Helping Your Child Build A ‘Bullet-Proof’ Self Image” will be held on Saturday, September 18, 1999 from 10:00 AM to 11:00 AM at the Family Martial Arts Center, located at 123 N. Main Street, Yourtown, Ohio 44203. This seminar will cover many topics including: The three fastest ways to help your child overcome a self image problem; how a properly structured Martial Arts program can increase self esteem and confidence; How your child can increase their concentration and focus and improve their grades; The five secrets to overcoming lagging balance, coordination, and fine motor skills development as quickly as possible; and many other self image enhancing techniques.

The seminar is free, but seating is limited. For reservations and information, call (000) 000-0000.

This is a very simple press release that can be very effective. Don't be surprised if your local newspaper runs a release like this word-for-word.

You'll notice that it has a headline and the body copy is double-spaced. That's the format that the media expects.

On the next page is another example of a press release used to publicize a new health supplement a few years ago.

News Release

CONTACT:

FOR IMMEDIATE RELEASE

Griffin Marketing
4735 Clairemont Sq. #361
San Diego, CA 92117
PHONE# (937) 440-0551, FAX# (937) 440-0532

Age-Reversing Secret Of The Rich And Famous Now Available To The General Public

DAYTON, OH - - Doctors specializing in longevity medicine have known for years about the powerful anti-aging effects of Human Growth Hormone (HGH) therapy. "RECOM Sub GH", a new supplement, makes HGH therapy affordable. Until now, only the affluent have been able to take advantage of HGH therapy, costing \$1,500 a month or more from a licensed doctor. HGH therapy has been medically proven to build muscle and burn fat, reverse the effects of aging, strengthen the immune system, improve sexual performance, lower blood pressure and cholesterol, and provide many other health benefits, according to Dr. Ronald Klatz, President of The American Academy of Anti-Aging Medicine.

RECOM Sub GH is not a secretagogue (precursor or releaser), it is actual recombinant Human Growth Hormone in a sublingual spray. Until now, oral absorption of Growth Hormone, composed of 191 amino acids, has been ineffective, but a team of American and European scientists has succeeded in embedding this molecule in a polymer matrix, creating the world's first natural, orally absorbable HGH.

RECOM Sub GH, previously only available from doctors and pharmaceutical suppliers, is now available for \$137.00 (add \$10 for shipping - \$147 Total) from Griffin Marketing, 4735 Clairemont Sq. #361, San Diego, CA 92117, Web Site <http://www.drugfreebodybuilding.com> or call (888) 758-2969.

- END -

Both of the previous examples are media releases that have been used successfully. You should model the formatting for any press releases that you plan on sending.

You can fax or mail your press releases but it seems that most media people prefer to get them by fax.

You should also have the following prepared to send to any media people:

1. A Bio sheet
2. A Q & A sheet

I have only scratched the surface on this whole business of using free publicity. Entire courses have been written on this subject alone. But you have enough here to get you started.

As a FREE bonus, I have included a video in your package entitled, “How To Get \$1 Million In Publicity...FREE” by Dr. Paul Hartunian. It’s a great starting point for helping you understand how to get free publicity to build your business.

Paul Hartunian has an entire course that walks you step by step through the process. His course shows how you can almost *guarantee* that your press release will get you an interview or get your story published.

If you would like more information about this very effective course, just call my office at 858-274-7851. We’re putting together a special deal with Paul Hartunian exclusively for my customers.

“We promise according to our hopes and perform according to our fears.”

Francois de La Rochenfoucauld

SECRET #12

The New Customer Welcome Kit

In the mail order business there's an expression called "OBE" which means "Out of Box Experience".

In other words, you want people to be thrilled and pleasantly surprised when they get your package. You want the item to be a better value than you promised and you want to include some valuable unexpected bonuses. You want to create a "Wow!" experience for your customer.

The main reasons for this are:

- 1. To prevent "buyer's remorse".**
- 2. To endear the customer to you, so they'll continue to do business with you.**

How you can utilize this same idea is by creating a "New Customer Welcome Package".

The first thing you should do is to send out what I call a "stick letter". It means that you want to make sure that all the work you've done to get this prospect through the door "sticks". This letter should go out in the mail the very same day you see your prospect.

An example is on the next page.

Stick Letter Example

Welcome!

Dear Mr. Prospect,

It's a pleasure to have you selling our Invisible Ink Pens.

You're a part of a very elite group of customers. I have a very busy business and I'm very selective about who I accept as a customer. So I hope you feel as special as I do that we've met and started what I expect will be a long and successful relationship together!

I want to make sure that you get all the help, advice, and guidance you need to be successful with your Invisible Ink Pen Selling Program. I have structured my business with exactly that goal in mind.

But if any of my staff or I can be of any additional help, or if you have any questions, please ask. That's what we're here for...to serve you!

I hope you don't mind that I'll be in regular contact with you by mail or phone. I don't just bring on New Customers and then only contact them at "reorder" time.

I consider all my customers as friends and part of my family.

Please don't hesitate to contact me if I can be of any help to you.

Thanks again and welcome!

Sincerely,

Michael Senoff

P.S. Keep an eye out for your New Customer Welcome Package, which will be arriving on your doorstep any day now.

How would you feel if you received a personalized letter like that within a day or two after making a buying decision with a business?

I can't ever recall getting a letter like this from the hundreds of places I've done business with. I've spent tens of thousands of dollars with some companies but have *never* received a letter like this.

Why not? It only takes a couple minutes and a first class stamp, but the potential reward is enormous!

This one technique alone will set you apart from ALL your competition and endear you to your customers.

After two to three days, you should send out your New Customer Welcome Package.

Just some of the items you can include in it are:

1. A copy of your Special Report we talked about in an earlier section.
2. A few tips on selling the pens.
3. An audiocassette interview of you and the police chief in your area.
4. Testimonials from some of your customers. You could also include an audiocassette of some testimonials from other retail customers
5. Reprints of articles that have been written about your Invisible Ink Pens.

I'm sure you get the idea by now. Include things that have a low cost to duplicate, like printed material or cassette tapes, but have a high value.

A New Customer Welcome Package including the items described above would probably only cost you \$5 to \$6 dollars. Maybe even less.

If you've positioned yourself correctly using some of the techniques you've learned from this manual, your New Customers will feel "lucky" that you, an "expert/celebrity", even *accepted* them to sell your pens. You'll also find them promoting them to their customer more.

“The quality of a person’s life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.”

Vince Lombardi

SECRET #13

Maximizing Your Back End

The biggest mistake most people make is to work like crazy trying to get a prospect to become a customer and, as soon as they make a sale to that person, they forget all about them. Then they spend lots of money and time chasing new customers.

This is a costly mistake, because...

In ANY Good Business You Will Make Most Of Your Profits Out Of Additional Sales To Your *Existing* Customers.

In other words...

The really big profits in your business are in selling something else to the people who are already Your Customers.

Why is that? Simply because it's at least **six times easier** (*and a lot cheaper*) to sell something else to a person who has already bought from you, than to new prospects. This also means it's much more *profitable*.

The biggest barrier you have to overcome when trying to get new business is to get the trust of a new customer.

Most people have been burned a few times in the past and they are a lot more cautious now.

On the other hand, if you've already sold something to a customer and they liked your product or service, chances are they'll want to buy more from you. And your chances of selling something else to them increases dramatically because you delivered as you promised.

So now they trust you, know that you are reliable, know that your product or service is good, and they're willing to do more business with you. All you have to do is...

Ask Them For It!

This process of on-going sales should continue for as long as these customers remain Your Customers.

You should mail, phone or visit with your customers at least once a month. And in many cases, you can repeat a successful back end mailing five or six times and make a profit on *every* mailing. (You still need to test, of course!)

Your “house list” (*current and former customers*) is a gold mine, if you work it.

In the next sections you’ll learn some very successful techniques for working your back end and maximizing the profitability of your marketing efforts.

“In every business it is an axiom that the first sale is the hardest. It is like the first olive out of the bottle, or a maid’s first kiss - - after it, the rest come easily.”

The Robert Collier Letter Book

SECRET #14

Joint Ventures, Invisible Inks & Black Lights

One of the best techniques to get New Customers is to find out who has already done your work for you. What I mean by that is that some other business, or some other professional practice, has already spent a lot of time, effort and advertising dollars to get customers that can now be yours for little more than just asking.

I'm talking about gaining access to New Customers with the express permission and enthusiastic cooperation of the business that acquired those customers in the first place!

This process is known as setting up a "joint venture" and is also known as a "Host/Beneficiary relationship." Company A (the Host) agrees to let Company B (the Beneficiary) deliver a sales message to people who are Company A's customers.

If you are the Beneficiary in this unique arrangement, it will bring you new customers and more money quickly. And it will also help you if you are the Host in the process, because your customers will respect you for helping them learn of a new value available to them.

The best part is that it's relatively easy to create profitable Joint Venture relationships. This is all you have to do:

1. Ask yourself, "Who already has a strong relationship with people to whom I might be able to offer my noncompetitive service?"
2. Once you've made a list, visit those non-competing businesses and ask their owners to introduce your pens or property marking service to their customer list. When you go to see them, take along plenty of information about what you do, and some powerful testimonials.

As an incentive, offer the prospective "Hosts" reverse access to your customer list, or offer them some percentage of any sales that you make to their list. Let the prospective Host know that at the very minimum their customers will thank them for introducing you to them and helping them gain information about your gym.

Here's An Example Of This Secret In Action

An attorney who handles tax cases wrote a letter to his customers and, in the "P.S.", told them they might want to look over a checklist of tax-filing hints given to him by a new tax-preparation service. The tax preparer got all kinds of new business as a result of that endorsement.

The introduction itself doesn't have to be a formal "endorsement" letter (although that *is* an effective technique.) The introduction could be a somewhat passive gesture...like that attorney's P.S., or someone simply letting you insert your lead generation flyer, postcard, or letter in their mailing as "ride along" advertising.

Maybe you're still not sure if the Joint Venture technique will work for you. If so, let's run through the steps one more time.

First, figure out who already sells to and has strong relationships with people in your target market. (I sincerely hope that by now you've figured out who your target market is.)

Once you identify who those companies are, then start making a list. Use either the Yellow Pages or a business directory and locate every business matching your profile in the geographic area you're targeting.

Now it's time to contact them. You can contact them by letter, in person, by phone, or all three. When you contact them, you might tell them this:

1. I own a highly respected Property Identification service in our community.
2. I would like to form a strategic alliance with you.
3. I realize that you have spent an enormous amount of time, effort, emotion, energy and expense building goodwill with your customers.
4. Those customers, when they're done doing business with you, may not do any new business for months or years. But there's a way you could regain the time, effort and expense that you invested in that relationship and do your customers an incredible service.

That should keep them open-minded to listening to your proposition.

Offer the Host (and the Host's customers) whatever is appropriate in your situation. It might be 50% off the normal rate for coming out and IDing all their valuables or some special bonus or incentive exclusively for them if they want to resell the pens to their customers.

The key is to offer a preferential advantage to the Host's customers. Something they wouldn't get on their own if they walked in off the street.

Special treatment is crucial to the success of a joint venture. Why? Because it's critically important that the customer feel that the Host has gone to bat for them and negotiated a below-market price or an above-market benefit or bonus or guarantee that gives them extra value. It's important that anybody you get to endorse you and your ID Pens distinguishes his or her customers as being special, important and unique.

You've got to show the Host that by teaming up with you they have an opportunity to bring a great benefit, advantage, or superior value to their customers that they would have never thought about before.

If the company you approach has an ongoing selling relationship with their customer, then you may approach the joint venture arrangement a little differently.

Explain to the Host that you're not going to take any money away from him. Show him that there's no conflict at all. There's only a complementing connection between what they do and what you do.

It's important that you make your offer economically appealing enough to get the Host excited about the possibilities.

Show them that because you expect the marketing costs to be lower and the response rate to be higher, you feel very comfortable offering to share a generous percentage of all new sales resulting from their endorsement of your gym.

You can offer a few different options. It can be a share of the profit. It can be a fixed amount per new customer. It can be so much per prospect or lead or inquiry. It could be a fixed fee for doing the whole joint venture or any combination of those.

You could even offer to give them a very large percentage per sale if they agree to pay for all the printing and postage costs. All you can do is ask! They might agree to this. And you can afford to give them a large percentage. After all, you would have never gotten these customers without their help, and the marketing is costing you nothing! The Host is paying for it.

Once you've told the Host what the financial incentive is to them, put it into terms the Host can get enthusiastic about.

For example, if you are planning on sharing 25 percent of the profits with the Host, you could say: "Let me tell you what I think that means, Mr. Host. The worst case scenario, **if** my projections are correct, I expect to be giving you a check for \$2000 one month from now!"

That lump-sum figure gets people excited. After all, they're getting money for doing nothing but making their list available to you!

It's important that you let the prospective Host or endorser know that he is going to get most of the benefit from the joint venture.

Tell them that if this works well, they can do joint ventures with a lot of other people so they can have multiple streams of "found money" coming to them every month.

And if your joint venture with them doesn't work out, it will only be your loss because you're the one who funded the deal and you're the one who expended all the effort! They can't lose!

That's a powerful offer, isn't it?

If you make use of this powerful secret often enough, it will help you build a profitable business very quickly.

“Men are rich only as they give. He who gives great service gets great returns.”

Elbert Hubbard

What Is Invisible Ink? How Do They Work And What Are They Used For?

*For private codes, show readmissions,
Theft prevention, record keeping,
Consignment lot numbers,
Non-destructive markings on delicate items,
Confirming mall booth numbers,
And other uses*

This information will give you some idea and uses for invisible ink and the black light market. You will have contacts of all my suppliers for these invisible ink formulas and black lights mentioned in this article. You'll be able to get them direct from the main source at very little cost.

“Invisible” inks are seen only under black light, they are invisible under ordinary lighting. Invisible inks are easy to use, require no training, and can be rapidly applied. I'll go into some of the typical uses of invisible inks.

Most invisible inks are about the consistency of water and have only a light color in ordinary light when viewed in a glass. Once applied they dry clear and are invisible under artificial light as well as sunlight. Special chemicals in the fluid, however, make them fluoresce brightly under black light.

It is not necessary to dim artificial lights to see the ink glow. The majority of the inks glow so brightly they can easily be seen in all lighting conditions with the possible exception of bright sunshine.

There are invisible inks available for a wide variety of special purposes and uses. The factors you need to consider are drying time, the surface to be marked and how the ink will be applied. Inks used on readmission stamps, for example is just one market for these inks. These inks must dry almost instantly to avoid being spread over a person's body or clothing.

Readmission inks are also carefully formulated to avoid toxic or unpleasant smelling chemicals which could damage clothing or be absorbed through the skin and cause sickness or allergic reactions. Most good quality readmission inks are also formulated to be chlorine resistant – they can be used at swimming pools and withstand washing or bathing in chlorinated tap water.

Other invisible inks are formulated to be applied to plastics, cotton, glass aluminum and most other porous and non-porous surfaces. Drying time ranges from almost instantly in the case of readmission inks up to 45 seconds and longer for applications to hard porous surfaces like metal and glass. Generally the more porous the surface, the quicker the drying time. Inks applied to wood and paper, for example, dry faster than marking on glass and ceramic items.

How long invisible inks last depends on their formula and surface porosity. Readmission inks disappear with normal activity and washing in about 3-5 days. Marks on paper wood and other porous surfaces are virtually permanent. Inks made especially for non-porous surfaces such as metals require washing to erase once they are completely dry. If the wrong inks are used on non-porous surfaces like glass and china, the marks can be rubbed off with your fingers. Exposing marks made in invisible ink in sunlight will cause them to fade over time. Most indoor lighting has little if any effect on how long marks last.

Different colors of invisible ink are available but in a very limited range. Most companies offer only a basic selection of blue green and yellow. Unless you need color-coding (such as Friday's admissions are green, Saturday blue, etc.) color is probably not important. All colors show up equally well under black light and color is not a factor in how long the mark lasts.

You can sell invisible inks if you wish. You can sell them in 4 fluid ounce to 16 fluid ounce (1 pint) bottles. Your customers can expect to pay about \$17-20 for the 4 oz size, \$35-40 dollars per pint size bottle. Ink for marking human skin (readmission ink) is different from regular marking ink and must be USDA approved for safety. Applying regular marking inks to skin can cause allergic reactions and stain clothing.

Applying invisible inks Although most invisible ink is applied with rubber stamps, it can be used with any tools or instruments used with ordinary inks. It can be sprayed through a stencil, rolled on, applied with a brush and used to fill various drawing pens.

In order use invisible ink with a rubber stamp your first need to a "dry" or non-inked stamp pad. This is just an ordinary stamp pad without the ink. Your then moisten the stamp pad from your bottle of invisible ink and the pad is ready to use. These pads are commonly available at office supply stores or from businesses that make and sell rubber stamps. Avoid over inking the pad; too much ink will blur the image on the stamp.

How frequently you need to add invisible ink will depend on how large your stamp is and what of ink you are applying. Readmission inks, designed to dry instantly and are constantly evaporating, require refills more often than slower drying inks.

When it comes to selecting a stamp, the rule is the simpler the better. Avoid stamps with fine lines and unnecessary details. Type styles with lines of various thicknesses tend to blur and become illegible. If you only need a readmission stamp, simple bold designs like stars, squares and other geometric shapes work best. You could also use your business logo or trademark if it was fairly simple. A general rule for readmission stamps is no smaller than one half inch and no larger than one inch.

The size of stamp or marking you need for other purposes will vary. Adjustable stamps found in office supply stores are a good choice if you need a large number of different markings or need to make frequent changes. This type of stamp could be used for invisible inventory codes discounts, antique mall booth or space numbers and consignment numbers. Again, the rule is the simpler the better. Stick to simple type styles and don't use lettering smaller than 1/4" inch height.

Choosing a black light for invisible inks Any *long wave* black light will make the invisible inks fluoresce so buy the least expensive light that will suit your purpose. These are the only lights I deal

with. If you will only be putting codes on price tags or inventory labels, the small 6" hand held battery powered lights work fine and cost \$35-\$50. Malls and auction houses would probably use a larger size like an 18" fixture with AC power cord; lamps of that size generally run under \$50.

Some black lights are specially designed to be used with invisible inks like the readmission units. The base lifts the light above the table leaving room for passing an arm or wrist underneath. It has a 6" bulb and is powered from a six-foot power cord plugged into 100 volt AC outlet. These models and other readmission lamps sell for a price from \$100 to \$250.

The only difference between a readmission lamp and any other black light is the special base. Standing a less expensive black light on its side or in a vertical position will work just as well for much less money. Show managers in charge of large multi-day shows frequently use more than one readmission lamp.

When shows open for the second day, for example, a large part of that opening crowd is marked with return stamps from the first day. Checking each person through under one lamp would take much too long and annoy the new customers. Managers have solved this problem by issuing their security guards hand held black lights.

The guards then work through the crowds where needed because the battery powered lamps are not tied down to a particular location by a power cord.

That means first day readmissions can enter from a variety of doors and not jam any one single entrance. After the first rush is handled, further readmissions are then passed through a regular table-top black light for the remainder of the day.

Some cautions First, buy and use only *long wave* lights with invisible inks. Using *short wave* lights for readmission or other uses exposes employees and customers to potential eye and skin damage. The best way to start using invisible inks is with a black light turned on. That way you get a better idea of how much ink to use on the stamp and the pressure needed to apply marks to various surfaces. After you get some practice you can probably do your marking without a black light turned on. It is a good idea, however, to check your marks when you are through with a black light turned on to double check and make sure all the marks are legible.

Before placing invisible inks directly on antiques and collectibles, it is always a good idea to test the ink on an inconspicuous place. There is always a possibility that the ink will react with the surface and produce a stain spot and therefore not be totally invisible. Let the test spot set 24-48 hours to be sure. This is especially true of paper goods. That's why it is generally better to mark the plastic sleeves that hold paper goods rather than apply ink directly to the paper goods themselves.

When marking furniture place your marks on porous unfinished areas like back boards, drawer bottoms or underneath seats. Some inks may react with paints and finishes and become noticeable. Many oil furniture finishes won't accept the ink making it impossible to apply a mark. Some adhesive backed paper labels are highly fluorescent themselves and may mask the fluorescence of some invisible inks. Generally, the labels will fluoresce white and can be overcome by using an invisible ink of a contrasting color such as red or blue. Try your ink on sample before buying a large number of labels. Always avoid the bright so-called *day glow* colored labels. These are purposely designed to fluoresce and virtually all will make the black light inks difficult if not impossible to read.

UD Lights And How They Work On Currency And Checks

Criminal counterfeiting has always been a problem. Now, with high quality color photocopiers and home computers, amateur counterfeiting is a profitable do-it-yourself hobby. Antique dealers need to know that black lights aren't just for looking at damages and reproductions. A black light is a powerful tool to help you select counterfeit currency and forged travelers checks. **Series 1996 \$100, \$50, \$20 bills**

The US Treasury Department has gradually been updating America's paper currency. The most obvious difference is the size and off-center location of the portraits (Franklin on the \$100, Grant on the \$50, and Jackson, \$20). Portraits are now left of center and heads alone take of space formerly occupied by a head and shoulders view. But changes in the portraits are relatively minor compared to the "high-tech" features hidden inside the paper fibers and invisible to the unaided eye in ordinary light.

If you handle much currency, you'll already be familiar with the embedded security thread in U.S. currency of five dollars and higher. When held to any light, the thread has the denomination spelled out separated by the letters "USA". The updated \$100-50-20 bills still have the thread but with an important new feature – the thread *fluoresces* under long wave black light.

The thread is to the left of the portrait in \$100 bills and fluoresces red; the thread is to the right of Grant in the \$50 and fluoresces yellow/orange the thread is on the left side in the \$20 and fluoresces green.

The security thread is the *only feature* of authentic U.S. currency, which fluoresces under black light. If the ink, paper or other features fluoresce, the bill is a counterfeit or has been altered. This is usually caused by chemical and dyes in the paper used in laser printers and color photocopiers favored by amateur counterfeiters. Another source of fluorescence is bleach, which is "was out" ink on genuine currency. With the ink of a low denomination bleached out, counterfeiters will print a higher denomination on the genuine paper stock.

Another hidden feature of the updated bills is a watermark portrait, which appears only when held to a strong light. The portrait watermarks are on the right hand of all bills. Immediately under the water mark is another new feature. The denomination numbers (100-50-21) in the lower right hand corner of the bills change color depending on the angle from which they are viewed. The numbers appear green when viewed from the side.

The \$100, \$50, and \$20 notes are the first pieces of currency to receive these new features. Other denominations will be converted in coming years. The Treasury Department says the changes are necessary to keep pace with the high technology available to forgers. All earlier \$100, \$50, and \$20 notes are still perfectly legal to use and there is no plan to recall them.

Travelers checks As currencies around the world become harder to forge, many counterfeiters are turning to travelers checks. Many sellers and merchants are lulled into a false sense of security by

travelers checks and inspect them less closely than large denomination currency. Regardless of brand name, virtually all genuine travelers checks look different under black light. Which features fluoresce, of course, varies from company to company. Two of the most widely used checks, Federal Express, and VISA, are shown here. (Keep in mind, however, that the specific areas that fluoresce change from time to time). Train yourself and your employees to treat travelers checks the same as high denomination currency. Examine several features to establish authenticity.

Money orders The growth of Internet and mail order sales has lead to an increased use of money orders to guarantee funds and speed transactions. Many, but certainly no all, money orders have black light security

features similar to travelers checks. The money order not only has invisible printing that fluoresces under black light but threads that fluoresce are also embedded in the paper.

Always examine suspected currency or checks in view of the person presenting them. Do not make the examination under the counter or in another room. That way there can be no accusations of “switching”. Small battery powered hand held lights are ideal for examining currency and travels checks. Most examinations can be conducted in ordinary room lighting without the need for darkness. The fluorescence is quick strong and is easy to see. If you are outdoors in bright sunlight it might be necessary to examine the item in a shadow such as under a table or in a paper bag or box.

SECRET #15

How To Milk Reverse Joint Ventures Like A Cash Cow

Now that you understand joint ventures, I think you'll see how profitable Reverse Joint Ventures can be.

In this case, you are the host.

Start by identifying businesses with products or services most compatible with your new customers.

Next, contact the owner of the potential "Beneficiary" company. Explain to him that you've spent a lot of time and money developing goodwill and credibility with your invisible ink pen customers.

Then explain that you think the Beneficiary's product or service would be of great value to Your Customers.

Next, determine if the product or service is a "one shot" sale or if there is a back end. If there is a backend, propose not only a percentage of the front-end sale, but also a percentage of all the backend business.

Explain that your endorsement of his product or service to your list carries a lot of weight and that this arrangement could bring them a lot of new business.

You could both agree to split the cost of printing and postage to mail your endorsement cover letter and the Beneficiary's offer to your list. If you go this route, make sure you get a good percentage.

Or the Beneficiary could fund the whole deal while you sit back and collect some found money!

Keep as much control as you can. If appropriate, have all the orders or requests for more information go through you. That way you can keep track of all the sales to make sure you don't get cheated out of your percentage from the Beneficiary.

You should make it known that the customers on your list cannot be re-solicited by the Beneficiary without your prior written approval.

One more thing. Put all the arrangements of your joint ventures in writing so there are no disputes later.

So what kind of companies, products, or services could you offer to your list?

The possibilities are almost endless. Here are a few ideas to get you started:

1. Home Alarms
2. Carpet Cleaning
3. UV lights
4. Electronic Counterfeit Money Detectors
5. Child ID Kits
6. Finger Print Pens
7. Property Insurance
8. Car Alarms
9. Bicycle Security
10. Gun Safes

The list is almost endless if you put some thought to it! Your customers are going to buy these things anyway, so you might as well make a small profit for your endorsement.

One Word Of Warning...

Make sure that the business, product, or service that you're endorsing is good and credible. If not, your credibility and reputation is at stake.

A good rule of thumb is don't endorse anything that you personally would not feel good about purchasing.

Now go and maximize the profitability of that house list that you have spent so much time and money on building!

“I believe anybody who has a moderate quantity of customers should immediately begin a perpetual communication with their customers to set the stage that they're a trusted friend and advisor.”

Jay Abraham

SECRET #17

TEST, TEST, TEST!

I know, I know! This is supposed to be the “15 Secrets” Invisible Ink Pen Marketing Course! I figured that you wouldn’t mind if I threw in some extra-unexpected secrets that would help you not only make hundreds of thousands of dollars...but would also help you keep from *losing* thousands of dollars.

“Test, test, test” is the direct response credo.

In many cases, the only way to know what will work or what will be effective is to test it. The techniques I shared with you in this manual work *most of the time*. There will always be variables that can affect your results.

I learned a long time ago that my opinion or other people’s opinions about what they *think* will work don’t amount to much. The only “vote” I care about is when the customer “votes” with their money.

Test everything you do on a small scale first. Then if it works well, you can begin to roll it out on a larger scale. Here are five things to keep in mind about testing.

1. Just because an ad was working in other publications doesn’t mean that it would automatically work in all of them. **EVERY NEW PUBLICATION THAT YOU RUN AN AD IN FOR THE FIRST TIME IS A NEW TEST.**
2. **NEVER TEST SOMETHING THAT COSTS MORE MONEY THAN YOU CAN AFFORD TO LOSE.**
3. **NEVER USE CREDIT TO PAY FOR AN AD, SALES LETTER, OR ANY OTHER PROMOTIONAL PIECE THAT YOU’RE TESTING.** Now I have done this in the past and have lucked out.

4. **DON'T VIEW TESTS THAT DON'T WORK OUT AS EXPECTED AS "FAILURES". LEARN FROM IT AND USE THAT KNOWLEDGE TO FIGURE OUT WHAT DOES GET THE RESULTS YOU WANT.**

5. I'll say it again...**TEST, TEST, AND TEST!**

“Most people live, whether physically, intellectually or morally, in a very restricted circle of their potential being. They make use of a very small portion of their possible consciousness, and of their soul’s resources in general, much like a man who, out of his whole bodily organism, should get into a habit of using and moving only his little finger. Great emergencies and crises show us how much greater our vital resources are than we had supposed.”

William James

Parting Thoughts

We've certainly covered a lot of ground together!

I hope you don't feel so overwhelmed with information that you don't know where to start.

You can just start with one or two of these secrets. By the time you work your way up to using all or most of them, I bet you won't even remember what it was like when you didn't have a customers...and income.

In addition to the 15 direct response-marketing secrets that I've shared with you, I'd like to leave you with an additional "Secrets". I hope you find as much value in them as I have.

All the best,

Michael Senoff

The 17 Universal Principles Of Success And Achievement

By Napoleon Hill

1. DEFINITENESS OF PURPOSE

The starting point of all achievement, Definiteness of Purpose - knowing what your goal is, knowing what you want - fills you with a success consciousness and protects you against failure.

2. MASTER MIND PRINCIPLE

The coordination of effort between two or more people in a spirit of perfect harmony in order to attain a specific objective.

3. APPLIED FAITH

A state of mind through which your aims, desires, plans and purposes are translated into their physical or financial equivalent.

4. PLEASING PERSONALITY

A pleasing personality helps you master the major cause of failure - the inability to get along with people harmoniously.

5. GOING THE EXTRA MILE

Rendering more and better service than you are paid to render, doing it all the time and doing it with a pleasing, positive attitude.

6. PERSONAL INITIATIVE

The inner power that starts all action; the power that inspires the completion of all that one begins.

7. SELF-DISCIPLINE

The ability to control our thoughts and emotions, self-discipline is the only thing in life over which you have complete, unchallenged and unchallengeable control.

8. CONTROLLED ATTENTION

The highest form of self-discipline, the act of coordinating all your mind's faculties and directing their combined power to a given end.

9. ENTHUSIASM

A contagious state of mind that not only helps you gain the cooperation of others but, more importantly, inspires you to draw upon and use the power of your imagination.

10. IMAGINATION

Imagination is your mind's exercise, challenge and adventure. It uses old ideas and established facts to reassemble them into new combinations and to put them to new uses.

11. LEARNING FROM ADVERSITY AND DEFEAT

Hardship and adversity are a common language of nature in which she speaks to all living creatures and teaches them many things they would not learn in any other way.

12. BUDGETING TIME AND MONEY

Successful people know themselves, not as they think they are, but as their habits have made them: the use of time and money are the most vital of these habits.

13. POSITIVE MENTAL ATTITUDE

To govern your life, you must be able to govern your mind, and that is the starting point of all riches.

14. ACCURATE THINKING

The accurate thinker recognizes all the facts of life, both good and bad, and assumes the responsibility of separating and organizing the two, choosing those, which serve his needs, and rejecting all others.

15. SOUND PHYSICAL HEALTH

The key that coordinates all other principles and sets all ideas into motion, sound health provides the “flavor” to the good things in life.

16. COOPERATION

Harmony based on a definite motive, cooperation is the medium through which great personal power may be attained; the willing cooperation and coordination of effort to achieve a specific objective.

17. COSMIC HABITFORCE

The cosmic habitforce is the universe’s law of equilibrium, the one natural law into which all other natural laws resolve themselves.

ID PEN Rolodex

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