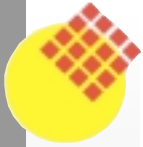


78 FREE And Low Cost Ways To Add At Least \$17,000 or 27% To Your Small Business Profits In The Next 90 Days

**If this book doesn't live up to it's title,
don't take pity on me! Send it back
and ask for your money back.
It's fully guaranteed. Why should you
take any chances?**

Let me suffer if I don't deliver!

Peter Sun



Foreword

Dear Business Owner

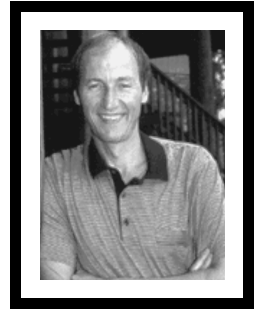
It costs you the same amount of time, money and effort to promote your business effectively, as it does to stuff things up and waste your marketing efforts and money.

The difference between doing it well and badly is knowledge. The knowledge of what to do, when and how.

This really is a FREE way to promote your business well. The only thing it will cost you, in most cases, is your time.

Regards

PS: Don't forget, test each idea on a small scale before introducing it into your business.



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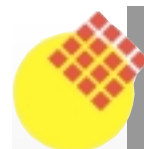


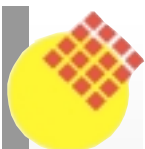
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Introduction



This book is an essential, step-by-step, ‘sales and marketing’ manual for small business owners. Each of the tips in this book I consider to be **“Business Boosters”** - getting new customers, boosting your bottom line, creating great copy and mastering marketing basics.

“How do I make a meaningful difference to my bottom line?” ... is a question that most small business owners ask themselves. If you put any one of the following BB’s into practice, it’ll create such an impact in your business, I guarantee you it will leave you begging for more.

Your existing customers are the hottest market you’ve got, and yes, you must have a good product and customer service. What links the two together is marketing, and the facts are that out of 100 products, 90 never get past the initial development and testing stages and, of the 10 that do, 7 will fail in the market within 3 years.

To add insult to injury, 80% of new businesses are gone within 3-5 years. Why? Because, in the vast majority of cases, people have no idea how to sell, promote or market their products. Most people I meet have brilliant skills in their fields of expertise or have a great product, but they can’t market their way out of a wet paper bag.

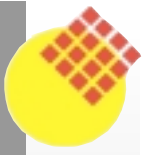
In any business, marketing is everything. Your marketing and sales skills are the bridge that spans from your product to your potential (and existing) customers. Here you will find the biggest mistakes that most people are probably making right now in their marketing efforts.

The mark of a true champion, whether in business or in sport, is the ability to come up with a winner when the chips are down, and to do it consistently whenever it’s needed. That’s why the cricket boys practice thousands of catches - so that they won’t drop the crucial one. The gymnasts do hundreds of repetitions of the same move, over and over again, so that when the pressure is on, they’ll get it right.

What do you think? Are you ready to be a champion—a consistent champion? Good! Look at it this way ... whether you get great results or just get by in your business, you are still going to have to spend some time playing the game of business. So why not be the best?

And to be the best you must master the basics first., because when it comes to making money, marketing and sales is where it’s at. Get the basics right and the results will take care of themselves.

So read on and discover the BB’s that will change your life ...



2 6 2

BusinessBooster #1 - Using 'Multi-Selling Channels' To Get New Customers

... Even If You Have Little Or No Money!

This is the best kept secret in the mail order industry. If you are marketing products directly through TV infomercials (half hour commercials), newspaper ads and mail order . . . you will sell 8 times more again if you also get the buyers into your retail store.

In fact, the really switched on retailers and corporations (including banks), are jumping on the direct mail and direct response marketing bandwagon like hungry fleas jumping on a dog. All hands on deck so to speak.

So before we can look at different ways to sell your product, we need to look at what most people in business are doing . . . and that is, in most cases, they only sell their products through one "selling channel" - a retailer will only sell in a shop, a wholesaler will only sell to retailers using agents or sales representatives, a mail order merchant will only sell using mail order, and so on.

If you compare your business to a building that is only supported by one foundation pillar (the selling channel), and the building gets bigger and bigger, that's OK as long as that pillar remains strong. However, if for any reason the pillar weakens, your whole building comes crashing down.

If, on the other hand, you build your business on many pillars (selling channels) and one of them weakens due to economy or whatever . . . your business still stands.

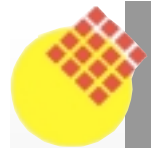
In other words, the more ways you sell or distribute your product the more solid your business. Joseph Cossman - a self made millionaire - used this multiple selling channel technique to sell millions of dollars worth of products over 20 years! In his opinion . . .

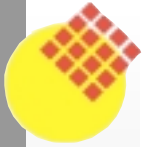
- 25% of your success is product
- 75% of your success is in the selling and promotion of that product

He used this procedure dozens of times and it never failed him. So now we use the same process for selling our information products.

We've sold our products using direct mail, faxes, magazine and newspaper advertising. We've used retail bookstores and wholesale distributors. We have sales people selling our products and we have been to trade shows. We've licensed other people to reproduce and sell our products. So from first hand experience, I can vouch that this '*multi selling channel*' approach really works.

We'll take a look at the successful formula that Joseph Cossman and many other successful business owners have used, but before we do so, you'll need to develop a couple of selling tools to promote your new product.





Tool 1: Promotional Article

A new product is likely to be sold through several "selling channels". To be able to do this you'll need a "promotional article" or a catalogue sheet, written about your product. This sheet should have a photo of your product and a good description of what your product is and how it's to be used, plus what benefits the customers will get by using your product. Keep this sheet low cost - black and white will do fine. This selling tool will be used to give to your distributors, to accompany press releases, used at trade shows and so on.

Tool 2: A Testimonial Sheet

This should be from your satisfied customers, end users, distributors and dealers. Testimonials sell and give your product credibility. The best way to get them is to audio-tape your happy customers telling why they liked using your product or doing business with you. That way you can use the testimonial in a transcribed form (on paper), or on audio-cassette. If your products are expensive enough to warrant it, you can even do the testimonial on video which is really effective.

Tool 3: A Good Sales Letter (Or Two)

This is what will accompany the first two selling tools. A good sales letter will open many doors for you and your products, when you are selling to wholesalers, distributors, retail and business customers.

Now that we have the necessary "selling tools", lets look at how we can use them to sell your products. Obviously, not all of these will apply to every product or service, but with just a little imagination I am sure you'll be able to make some of them fit whatever you are selling.

BusinessBooster #2 - FREE Press Releases Can Make You Thousands!

Magazines and newspapers all over Australia are hungry for news about products. Every publication starts out with lots of blank pages and editors and journalists are looking for something new, something to fill those pages.

Press releases can help you sell your product in three ways:

- 1. Direct to Consumer:** If your press release gets published by a consumer magazine or newspapers you will probably get orders from it.
- 2. Trade, Wholesale And Agents:** If your press release is published by a consumer magazine or newspaper you will get enquiries from re-sellers, wholesalers, retailers and agents. Other businesses may also want to use your product as a premium or for some other reason. We got lots of enquiries (and

orders) from government agencies and others who conduct courses for small business. They want to include our products in their course as study aids.

3. Master Licensors And Distributors: You may find people interested in taking up an exclusive agency for your products, both locally and overseas.

One of the tricks Joseph Cossman suggests is that you send your press release to magazines and journals particular to your business, and try all the others too. You never know who will pick it up and print it for you.

Once you get a few press releases printed and get sales from them, use these articles and sales as tools to get other wholesalers and agents interested in what you've got to offer.

BusinessBooster #3 - Get Mail Order And Catalogue Houses To Sell Your Products ... At No Cost To You

These companies are always looking for good new products to include in their catalogues and magazine ads. If one (or more) of these mail order businesses pick up on your product and feature it in their catalogue or ads, it can be a hefty source of orders for you.

Keep in mind that mail order companies need a good margin to cover their marketing costs—usually 100% is a minimum. And make sure you let these companies know that you supply the ads, letters and brochures to help them sell it. This will affect their decision on whether or not they want to run with your products.

A sample letter on how you could approach these companies follows:

A Hot New Widget (Complete With Ads To Sell It) Is Now Ready To Increase Your Company's Profit!

Dear Mail Order Person

If you want a proven product with tested ads and sales letters to sell it . . . please read the attached article. (your press release, ad, etc)

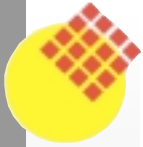
We can supply you with ____ quantities at a moment's notice, and give you our expertise in helping you promote it, with '*ready to run*' ads and brochures.

- ◆ Exclusives on certain forms of advertising mediums or areas.
- ◆ Excellent profit margins.

Please call

P.S. You can get a review sample at a wholesale price. Please include payment with your order or call 07-5525 3455 and use your credit card.





BusinessBooster #4 - Offer Your Product To Magazines, TV And Radio Stations On A Share Commission Basis

This is also known as 'per inquiry advertising'. Basically what this means is that these media promote your products at no up front cost to you. Instead they receive a percentage of sales generated through their medium. While none of the media will openly admit to doing these kind of deals . . . they will do it if your offer is right. I have certainly sold quite a few of our products on this basis. Once again, having proven ads to help sell your products will help you get this sort of deal.

BusinessBooster #5 - Appoint Sales Representatives, Agents And/Or Wholesalers To Sell Your Products

Many of these people are looking for proven products, especially if you supply the ads and letters they can use to market them.

Why is it imperative to supply tested ads and letters to help sell your products? The reason I keep repeating this over and over is because it is vital in ensuring your success when approaching these people. There is a world of difference between approaching someone to sell your products and saying . . .

"I have a product and I'd like you to sell it."

This is the way most manufacturers approach retailers. In the case of a large supermarket chain, if you do it this way, they usually ask for \$70,000 up front, just to put your product on their shelves . . . with no guarantee that they'll stay there.

A much better way to approach agents, distributors and/or wholesalers, after you've started selling your products yourself, and getting them to call you because of the interest you are creating with your ads, press releases, sales and so on, is to say to them . . .

"I have a proven product with ready to run ads and sales letters to help you sell it, and I am looking for agents/wholesalers/retailers who have the skill and resources to handle this."

Now, instead of them treating you like dirt, you are the one choosing them! This is a whole new ballgame and is also one of the reasons for the success of my business. Many manufacturers now don't approach agents or re-sellers unless they have TV and print ads that have been tested to work.

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BusinessBooster #6 - Trade Shows Are A Gold Mine Of Buyers

This is a '*hidden*' gem in selling. Trade shows can actually be one of the most effective selling channels you can use, and this can be done in 2 ways.

Firstly, as an exhibitor where the attendees and prospective buyers visit you, or secondly as an attendee where you look for new contacts, agents and wholesalers amongst the exhibitors.

The reason why trade shows are so effective is simple . . . nowhere else can you see so many owners and heads of companies under the one roof, easily accessible to you and all the other participants, and you meet people face to face, where otherwise you'd struggle for months to make contact within the normal course of business.

I met the owners of several multi-million dollar businesses at the '*Infomercial Conference*'. I'd otherwise have had a hard time in contacting and meeting them. There is a list of all the trade shows to be held in Australia each year available from Australian Conference Diary on 042 262 662.

It is very important to follow up after a trade show and to keep following up. If you don't follow up, you will waste your time attending trade shows, as research shows that it's after the show when the bulk of the business is done.

BusinessBooster #7 - Door To Door Sales Can Make You Rich

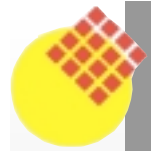
If your product is of a 'home' nature and can be demonstrated, this is a great way to do it. Books, toys, vitamins, home care products, vacuum cleaners, shoes, video hire/sales, electrical appliances and clothing can all be successfully sold door-to-door. Often a new idea or product is best sold as a way of educating the consumer.

The turnover of salespeople is high, with constant hiring and training, but if you can put it together, this can be a very profitable way of doing business.

BusinessBooster #8 - Direct Mail Returns Big Profits At Low Cost

What else can I say about this method? Only 4% of retailers in the USA use direct mail. In Australia this figure is lower. And yet . . . dollar for dollar, nothing sells products as effectively as direct mail. Start collecting your customers' names, addresses and telephone numbers today!

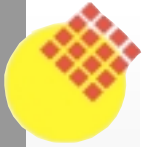
I have pleaded, cajoled and written about using direct mail. I've talked



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about it until I'm blue in the face. And still, most people I know don't use it! So please don't be one of those people.

BusinessBooster #9 - Offer Your Product For Premiums To Other Businesses

Teaming with other businesses, quite often what you sell can be used by them to add value to their offers, to offer an extra service, or simply as an attention grabber with their mailings. For example:

- A dry cleaner could offer a clothes retailer a \$20 voucher to include with any suit or dress purchase.
- A restaurant could offer a meal worth \$100 for \$20 to upmarket car dealers, real estate agents, etc. to give as a gift to their clients to celebrate their purchase/sale.
- We have one of Australia's major banks looking at buying 5,000 of our marketing books to give to their small business clients when they take out a new business loan.

BusinessBooster #10 - Infomercial Producers And Marketing Companies Can Make You Millions

Although this is a relatively new medium in Australia, it's going to be BIG. In the USA there are many companies who specialise in using infomercials for selling products on TV, and they are always looking for suitable products.

A 'hot' product marketed on TV via '*direct response*' or '*infomercial*' can make you rich in 12 months or less. It's mind boggling how quickly you can get rich with this sort of marketing. And, best of all, the infomercials and direct response TV ads stimulate retail demand. Which means that . . . up to 8 times more sales happen in the stores as a direct result of consumers seeing the TV ads.

Need I say anymore?

BusinessBooster #11 - Export Your Product To Hungry Overseas Buyers

If you have a winner in Australia, and you have the ads to sell it, why not look at exporting your system to overseas markets. There are always people looking to take on proven winners, and most times the results overseas are higher than in Australia. For example our New Zealand distributors are getting 100 to 250% better response to the same ads and letters we use here in Australia.

BusinessBooster #12 - Introduce Yourself To Your Customers Even Before You Open Your Business



Politicians do it—going door-to-door, shaking hands. Does it work? Well a Chinese restaurant owner dressed up in a suit and went to all the real estate agencies within 3km of his restaurant with a sample of his food and a menu. He dressed in a suit and personally introduced himself as the owner of a new restaurant. He said “*I’d love to have you come in and here’s a sample of our food.*” He also gave them a menu to go with it. Within 30 days he had a booming lunch and dinner trade.

Another example is a chiropractor who wanted to set up in an area already over-serviced with other (*well established*) chiropractic services. He went around for 3½ months, 10 hours a day introducing himself to people. He knocked on over 12,000 doors and spoke to over 6,350 people inviting them to an open house at his clinic. In his first month he earned over \$71,800 and saw 233 patients.

Who else could do this? Plant nurseries, car repairs, dentists, accountants, lawyers, convenience stores, in fact anyone who gets business from their local area.

Once you’ve gone around you could always follow up with a letter saying . . .

“Dear Friend,

As you may recall I came to your house a little while ago to introduce myself to you. Well my (your type of industry) business is now open and I’d like to offer you a (free offer) to see you come in and try my service.

Please bring this letter with you to get this offer.

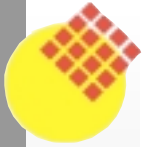
Regards, John”

Beats spending thousands of dollars on ads, or just sitting there for 2 years, paying dead rent, hoping people will come in, doesn’t it?

BusinessBooster #13 - Pay People To Try Your Product

A manufacturer of a new line of forklifts had a hard time getting people to even try them out. So he offered them \$50 - \$100 just to spend 10 minutes test driving them and giving him feedback on performance.

The result. Business was up by 38% in less than 2 months!



A manufacturer/wholesaler offers \$300 as free credit to anyone opening a new account this month. Do you think that would work? You bet it would! It's a lot better than throwing your money into advertising that may or may not work.

BusinessBooster #14 - A Twist To #13 Is To Ask People For An Opinion

The manufacturer of a very expensive piece of machinery wrote to the decision makers in companies who could use his machine asking them to evaluate it and suggest how he could improve it? He put on a lunch and refreshments and took each one through the machines' functions individually.

The result was lots of orders.

A manufacturer of an expensive (*but far superior*) scaffolding invited the 4 owners (*and their wives*) of very large building companies to an '*all expenses paid golfing weekend in another city*'. First class hotels, all meals, free golf . . . the lot. The only condition was that on Saturday morning they spend 3½ hours visiting building sites where his scaffolding was in use.

They all accepted and whilst at the sites, and with no sales people present, the workers using the scaffolding "sang its praises". Come the following Tuesday, the scaffolding manufacturer had orders for over \$600,000 worth of scaffolding.

The key with both No. 2 and No. 3 is to target the people who are good prospects for your products.

BusinessBooster #15 - Bribe Your Customers (With An Irresistible Benefit) To Do Business With You

Here is an example: a plumbing store puts on free coffee and hot dogs for lunch every day. Plumbers came in to have a "free lunch" and order lots of things.

A hardware store could use this, an equipment hire shop, a chemist. In fact, the free coffee or similar could work for most businesses relying on 'walk in' business!

The point is, your customers have a choice and everyone sells pretty much the same things at the same price, so this will make them come to you. And then you may find that you can have *higher prices* and still get the business.

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BusinessBooster #16 - Don't Be A Marketing Wimp Or An Image Peddler — Ask For Action



Look at most ads . . . “*Here’s our beautiful car, house, product or whatever*” and that’s where they end. If you run an ad for anything—you must ‘ask for action’.

For example. A car ad could end like this . . . “*Get into our showroom this weekend, take a test ride and take home a free (case of coke, free dinner, free whatever) just for test driving it.*”

An ad for a can of soup could end like this . . . “*Cut out the coupon and get a \$1.50 can for just 25 cents at your local store.*”

Or a real estate ad . . . “*Inspect our unit or allow us to give you an appraisal and get a thingamabob as a thank you. No obligation whatsoever.*”

Hey, it’s a numbers game. Some will. Some won’t. So what. As long as it’s profitable at the end of the day. And given the thousands (no, millions) of dollars being wasted on ads and promotions that don’t bring in any sales, this sort of offer could be a bargain and get lots of people to your business.

BusinessBooster #17 - Prove What You Say Is True—And People Will Buy

We live in a world of consumer skepticism. Customers are much smarter and more wary of claims, discounts and guarantees than ever before.

Bill Glozner is a car salesman. The most distrusted of all professions. His office walls are covered with Polaroid snap-shots of Bill’s customers standing with their car, with their names and dates of purchase written on them. Bill outperforms all other car salesmen at his dealership -- yet none of the others have photos on their walls.

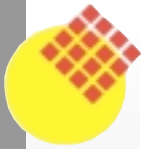
Jon Michael, a retail clothing store owner in Melbourne uses the same technique. Photos of the famous, and not so famous, customers, in his suits, adorn his walls.

According to Dan Kennedy (*a famous marketer in the diet industry*), there is a sales rep who carries just one sales tool with her everywhere she goes. A giant, life size blow up of herself . . . 54 pounds heavier than she is now. She unrolls the poster and stands next to it, and the sale is made.

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This 'before' and 'after' approach works very well for a lot of products, especially in the form of a testimonial.

BusinessBooster #18 - Add Value To Your Product — Crazy Sounding Offers Can Make You Rich

There is a car dealer in Texas who runs ads with the headline ...

2 Cars for the Price of 1!

He then tells how he can't give you 2 new cars for the price of one. However, he will give you a roadworthy used car if you buy a new car from him. Hundreds of people did just that.

Lester Nathan a management consultant who's helping me in my business, created an ad offering the added value of a 'loaner' car for a smash repair company. Of course the cost of these add-ons is covered in the price, however the perceived value (*in the customer's eyes*) of the add-on is far greater than the cost.

This ad doubled the sales of this smash repair shop within 3 months!

BusinessBooster #19 - How To Get Your Employees To Work Twice As Hard With No Increase In Pay?

More than 50 years ago Andrew Carnegie made approximately \$600 million from manufacturing and selling steel. Production then was calculated by the number of loads of steel finished in an 8 hour shift. No matter what the shift supervisor did, he couldn't get more than 4 loads finished in an 8 hour shift.

Mr Carnegie heard this and instructed the supervisor to write a giant 4 on the floor at the entrance of the factory and on the staff lunch and notice board. When the night shift arrived they asked what the 4 was. When told it was the number of loads the day shift did, they went to work and finished 5 loads that night and crossed the 4 out and put a 5 over it, whilst at the same time kidding the day shifters that they beat them. Well at the end of the next day shift the figure was 6. The next day 7. The "war" was on.

A cleaning company used this technique to motivate their cleaners to clean more offices in less time . . . by putting the number of bins cleaned per hour by each team of cleaners on the lunchtime board. Of course, if you have sales people, this kind of motivation is essential, and you can also apply it to other areas of your business.

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BusinessBooster #20 - Get On The Telephone And Sell

Is your business a bit slow? Do you have spare time on your hands? It's amazing how many shops I go to where the sales person just sits there twiddling their thumbs.

A really great Thai restaurant I loved going to went bust. But never once did they get my name, ask me to come in more often, spend more money or go out and offer coupons, free meals and other incentives to get more business.

If they rang all the business owners around them, introduced themselves, they would have to get some business!

Try the '*telephone-letter-telephone*' method — First telephone and ask for the person's permission to send them some information on "How to . . ." - then mail the letter . . . and follow up with a call to prompt them into action.

BusinessBooster #21 - Let A Video Do Your Selling For You

This works extremely well for many businesses, including mine. You can advertise the video for \$10, \$20 or \$30 or offer it FREE with a \$30 refundable deposit and let the video do the selling for you. You can produce a good selling video for under \$2,000 if you do it right.

The biggest mistake is to spend \$10,000 (or more) on a video that may not even work. I hear that Anthony Robbins (the USA personal growth guru) spent a \$1 million on a 30 minute video selling his products . . . however, he's got the cash to pay for any mistakes he makes. Also, he gets the best in the world to advise him and produce it. For you (and I), until we get the gist of things, low-cost is the key. If it works you can always up the stakes later.

The key is to do it—doing something that's not 'perfect' in production is far better than doing nothing.

BusinessBooster #22 - Give It Away And Watch Your Profits Skyrocket

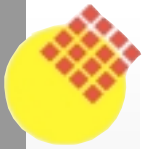
There is a tiny, weenie restaurant hidden in a shopping arcade, and anyone who as much as glances their way is immediately offered a sample of one of their dishes in a tiny cup with a fork. The result? Booming sales!



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A client of ours owns a mobile video hire van. He wrote a letter offering a new release hire FREE — for 4 weeks in a row. Why 4 weeks? To get people into the habit of using his service. The result? As many as 65% of the people who took up the free offer went on to become regular customers.

Want more proof that “giving it away” is the fastest way to increase profits?

A health club giving away ‘6 weeks free membership’ has saved a fortune on conventional advertising costs by having health food stores and sports shoe retailers giving this ‘free’ membership to their customers with each purchase.

Most of the free trials turned into paying members at over \$500 a pop. Now that’s good marketing!

Here’s an easy way to make \$10,000 . . .

An optometrist mailed a postcard offering 4 eye tests to patients they hadn’t seen in 2 years. He invoiced an extra \$10,000 in two days. The phone rang off the hook!

BusinessBooster #23 - Follow Up: After Each Sale/Service, Call (or have someone in your business call) Your Customer

... and ask them if everything is fine. Are they happy with the service?

Then send a thank you letter one week later. Do these 2 things and your customers will love you . . . and buy more from you!

BusinessBooster #24 - Delegate Everything Except The Marketing

No matter what business you are in, you should be spending at least 30% of your time on marketing and finding new ways to get more business in the door.

It seems to me that almost everyone who is working hard but not making a lot of money, is hoping someone else will make them rich, someone else will sell their products, the newspaper will produce a miracle ad, the economy will get better, word of mouth will spread the message . . . what a load of baloney!

The only people who can make you rich are either too expensive to hire, or are in business making themselves rich. There are no miracles in business — just working smart and . . . marketing, marketing and more marketing.

BusinessBooster #25 - Test Different Marketing Ideas, Headlines And Prices

Recently we had a new idea for a product, so to test it, we did 8 different promotions with 4 different headlines and 2 different prices. We tested 1,000 of each and here's what happened:

- 2 promotions got 0 response
- 5 promotions got between 1-5 responses
- 1 promotion got 20 responses

This means that the best headline/price combination got 20 times the results of the worst. Imagine what would have happened if we only tried one, or if we didn't monitor what we did. Chances are it would have been a big flop.

Now we are going to take the winner and test it against another 4 different ways. Then, once we've confirmed the best promotion, we'll test 5,000 or 10,000 of that one. If successful, we'll continue the "roll out" at 20,000 to 30,000 a week!

BusinessBooster #26 - Have Powerful Headlines On All Your Ads, Letters and Promotions

A headline is an ad for your ad. 80% of your promotion's success or failure lies in what you say in your headline. A good headline can also be used as the opening line for your sales and telephone people.

In order for it to be effective, a headline must promise a benefit (the biggest one you can find about your product). What is the reader going to get if they read further?

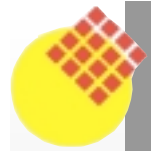
All too often people talk about 'features' in their sales and marketing efforts. For example, a car advertisement may say"

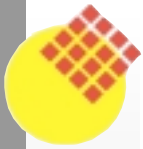
"Fully adjustable leather seats and welded allow body.

What it should say is: *"Arrive safely and rested thanks to the welded allow body and fully adjustable leather seats"*

Once you learn to speak about the difference you or your product is going to make in your customer's lives, you'll be on your way to marketing heaven.

But be warned. It's like learning a new language and you've got to practice ... and practice ... and practice. It took me years to really understand how to do it. Was it worth the effort? You bet!





Good words to use in your headlines are:

- ◆ You
- ◆ Your
- ◆ New
- ◆ Good News
- ◆ Attention
- ◆ Money
- ◆ Sex
- ◆ How to
- ◆ 7 Reasons Why
- ◆ 16 Ways To

... and what is the best word of all? ... **FREE - FREE - FREE!**

Everyone loves to get something for nothing. Whatever you do, your headline must be easy to understand and offer a benefit. Here are some headline starters you could use:

- ◆ How to
- ◆ Free Report (*gift, consultation, trial lesson, product give away, ice cream*)
- ◆ 7 Ways to . . . (*have a better looking lawn*)
- ◆ Wanted:
- ◆ Announcing:

Learn how to write headlines, and the best way for you to get good at it is to get hold of some good headlines and practice re-writing them to suit your particular product or service. You should write out at least 50 headlines following this formula, and here's a few to get you started . . .

- At Marina Mirage's new Mexican restaurant your first meal is FREE
- Your TV fixed in 4 days or it's FREE
- Local businessman swears under oath he did not steal any of the car radios he is selling so cheap
- How to become debt-free and stay that way - forever!
- Do you make these mistakes in job interviews?
- Smart Car Owners: Save up to 87% off retail prices on your spare parts
- Attention Home Owners—Don't buy any curtains until you read this
- Wanted: Your old shredder—Get a minimum \$300 trade in on our new models
- Good News for Franchise Owners: Here's how to get hundreds of qualified leads at half the cost
- Why some foods explode in your stomach

BusinessBooster #27 — Test And Monitor Different Sales And Marketing Strategies

Unless you monitor the results of your ads, letters, telephone sales and so on, you've got Buckley's chance of making serious money in your business. You wouldn't dream of keeping a salesperson who doesn't sell or a secretary who doesn't know how to type, would you? No, of course you wouldn't. So why would you keep doing ads, letters and marketing strategies that don't work and waste your money? I'll tell you why . . . because you probably don't know that they don't work. Why? — because you can't improve what you don't measure!

And that's not real clever, is it? So, here's what I want you to do. Get yourself a folder, the one with clear plastic pages in it. Everytime you do any promotion (ad, letter, coupon, flyer etc), place a copy in this folder. You then include a 'promotion analysis sheet', (which you will have to design with headings and columns appropriate to each promotion).

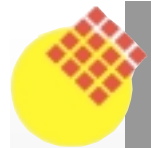
Make sure you fill it all in for every promotion, no exceptions. Soon, and to your absolute amazement, you'll begin to see huge differences in results from your different marketing efforts, and eventually you'll end up with some great ads that'll make you money. You simply keep doing those, making them part of your marketing plan and discarding the ones that don't work.

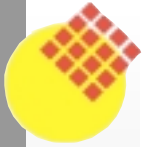
It so happens that I have 3 or 4 folders like the one I just spoke about. When I started to promote my new marketing manual I wrote a one page promotion that sold like crazy. Over the next 8 months I kept "improving" it until it no longer worked at all. When I woke up to the fact that all my improvements made it worse and not better, I went back to my folder and looked at all the results - and guess what? The very first version of that ad was the best, and it is the one we still use today.

BusinessBooster #28 - Test ... Test ... Test And Double Test Your Results

Once you start to monitor what you are doing, you'll be amazed at what a difference a simple change in a headline (without changing the rest of your ad) will bring. Or the way you greet a customer in a one-on-one situation, or who you send your letters to. All these can impact on your results.

Often opinions differ as to whether or not something will work, and the only sure way of knowing what your customers want is to put it to the test. Try all versions and analyse the results. The very sophisticated companies will even pay to have 2 different ads inserted into the same magazine or newspaper on the same day.





So here is a little ‘headline’ quiz, just to check that you’ve been paying attention. In each case one headline got much better result than the other (and both headlines were written by advertising experts). In all cases the rest of the ad stayed exactly the same. You’ll find the results at the bottom. Here they are:

1. **A:** To Every Woman Who Would Like A Career In Interior Design
B: Can You Spot These 7 Common Decorating Sins?
2. **A:** How To Turn Your Careful Driving Into Money
B: Car Insurance At Lower Rates If You Are A Careful Driver
3. **A:** This Is The Ad We Had To Cancel 3 Months Ago Because We Sold Them So Fast
B: All Leather Handbags For Only \$28. The Last Time We Ran This Ad We Sold Out In 48 Hours.
4. **A:** How To Make A Chocolate Pudding In 6 Minutes
B: Tonight Serve This Ready Mixed Chocolate Pudding
5. **A:** What Would Happen To Her If Something Happened To You
B: Retirement Income Plan.
6. **A:** Announcing An Important Revision Of The Bible
B: The Most Important Bible News In 340 Years
7. **A:** The Old Fashioned Hook And Eye Raincoat At An Old Fashioned Price
B: Can’t Lose This Raincoat ‘Cause It Has Their Name On It
8. **A:** Girls . . . Want Quick Curls?
B: Does He Still Say . . . “You’re Beautiful?”

That should be enough to make my point about testing, monitoring . . . and headlines. This is so important and yet, only 1 or 2 businesses out of 100 are doing this. Sometimes it’s just a word or two that makes all the difference.

The headline of an ad which said “Hay Fever” got 297 calls. The headline “Dry up Hay Fever” got 380 calls. That’s 27% more fungolas (that’s Spanish for money I think) in your pocket. That’s nothing to sneeze at, is it?

Headline Quiz Results

- | | | |
|---------------------|--------------------|---------------------|
| 1. B (250% better) | 4. B (66% better) | 7. B (1000% better) |
| 2. B (1200% better) | 5. B (500% better) | 8. A (220% better) |
| 3. A (300% better) | 6. B (74% better) | |

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BusinessBooster #29 - Decide What It Is That You Want From Your Marketing Promotions!

Now write it down. Is it to get an order? To get people to call you? To make an appointment? To get people to come into your business? Whatever it is, write it down and remember . . . only ever “sell” one thing at a time.

If all you want is to get an appointment or to get the person to come in, then don't try to sell the product or service at the same time. It'll only confuse the potential customer.

BusinessBooster #30 - Always Use Direct Response Marketing

In other words, you must be able to measure what you do. You would never dream of hiring a telephone operator or a salesperson and not know if they made appointments or sales, would you? I hope not!

It's the same with your marketing. Don't get talked into wasting your money on anything you can't measure and, most importantly, anything that doesn't bring you extra sales. You can't pay your bills with “image” and “exposure” (terms often used by sellers of advertising). All it does is feed your ego and thins out your wallet.

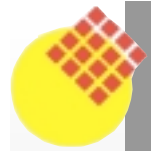
Of course, if you have a lot of money, by all means feed your ego. However, if that is the case, donating a substantial sum to a worthy cause will do a lot more for you than feeding your ego with useless ads!

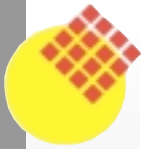
Measure everything meticulously and you'll at least double your results within 6 months.

BusinessBooster #31 - Always Test The 3 Most Important Elements Of Any Marketing Campaign

- a) The list (or who you target).
- b) The headline of an ad, the opening statement of your letter, or the first thing you say person-to-person over the phone.
- c) The offer (or how you package what you are selling).

Recently I developed a new product promotion and tested 3 headlines. The best one got 12 times as many orders as the worst one. I've listed them below. See if you can pick the winner. The answer is at the end of this business booster.



**Headline #1:**

Labour Law Warning To Employers: Don't Hire Any Staff
Until You Read This

Sub-headline:

New Report Reveals Shocking Truth About Unfair Dismissal And
Sexual Harassment Laws

Headline #2:

Are You Having Sex At Work? New Report Reveals How To Protect Your
Business From The New Unfair Dismissal And Sexual Harassment Laws

Headline #3:

How To Protect Your Business From Unfair Dismissal And Sexual
Harassment Claims.

Great marketing is nothing more than the scientific process of elimination. It's like a tennis tournament really. You start with a field of 16 starters and pit them against each other until you get the winner.

The good news in marketing is you may often get several winners, but you must follow the basic recipe I've given you here. The offer might mean that if you sell beds you test by offering 6 months interest free payments, or a set of sheets and a pillow with each bed. If you sell swimming pools you may offer 12 months free maintenance or a year supply of chemicals. Or you may vary the payment terms. Or you may try different prices and financing packages. Or servicing contracts and so on.

And of course the list (who you target) is the most important part. The customers must want what you are selling and must be able to pay for it. Remember this: your existing customers are always the best prospects for any promotion you run.

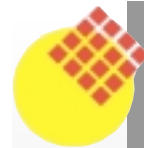
Headline Question

The answer to the headline question is that No. 3 beat No. 2 by 1200% - that's 12 times as many orders!

**BusinessBooster #32 - Keep In Contact
With Your Existing Customers**

It never ceases to amaze me that there are still business people out there who don't even know who their customers are. Please get their names and telephone numbers, and there are lots of ways of doing this. Then send them a letter, call them, it doesn't matter what you do, as long as you do something to keep in touch with your customers.

BusinessBooster #33 - If You Need New Customers, Offer Something For FREE To Get Them In



Nothing, I repeat nothing, works like a free offer. And I mean free. No conditions if at all possible. If you have a good sales system and follow up, you'll find that making some sort of a FREE offer is almost always the cheapest way to get lots of new customers very quickly.

What Should You Offer?

Well it depends! You could offer a sample of your product or service or a free report to get them to call you. You could offer free advice or a free trial, or you could try these:

- If I had a coffee shop I'd be giving free coffee.
- If I had a clothes shop a free T-shirt.
- If I had a wholesale operation I'd offer \$300 against your first months order/account with us.
- If I had a laundry/dry cleaning shop I'd offer \$10 worth of cleaning.
- If I wanted a job, I'd offer to work for nothing for a month.

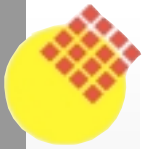
I am sure you're getting the point, aren't you? The reason this works so well is because every business is built on repeat sales and referrals. And the quicker you build a customer base, the quicker these start to kick in.

BusinessBooster #34 - Your Overall Strategy Is Always More Important Than The Execution!

You've heard the saying . . . He's so good, he could sell ice to eskimos? Well, I'd much rather be selling them heaters. Often people want more sales when they really need to repackage and/or increase the price of what they are selling.

They may be selling cars and want the person to call for a free brochure - when they need to get people taking *free test rides* instead! Or they may be teaching people how to ride horses and are trying to give free horse rides to people who live 1 hour's drive away - stick to the people who live close by!

Strategy is where it's at. The best headline or sales letter in the world will fail if you are selling something people don't want to buy or can't afford!



BusinessBooster #35 - Advertising Is Salesmanship Multiplied!

If you want great ads or sales letters or sales people, simply take your best sales person and audio tape them during several sales or interviews. Transcribe what they say and amongst that you will find what you are looking for. And what are you looking for? Fantastic ad copy.

This is the simplest way to create great marketing campaigns and sales teams. Look at who's selling the most and simply copy their format for all your people, ads and sales letters.

BusinessBooster #36 - 99% Of Your Business Success Comes From The Ability To Make Profitable Sales!

Without sales you are dead, kaput, end of story! That's why you must be constantly planning your advertising and marketing campaigns in advance. Otherwise your sales will be up and down like a yo-yo. Sales are the lifeblood of any business and as long as you are making sales, you can pay for the solutions to all your other problems.

You are the one that must be responsible for the marketing of your business and you can't risk your success by letting someone else do it for you. All the wealthy, successful people in business I know are in charge of their marketing. Don't be the bunny who gets eaten up by all the so called '*marketing and advertising experts*'.

If you want the best results . . . do it yourself! Please trust me on this. Please heed this advice or your business will become a casualty of excessive spending and no real ability to generate income when the business climate gets tough.

BusinessBooster #37 - Upsell Each And Every Sale For 30% More Profits

If you work at McDonalds you are allowed to forget twice. The third time you loose your job. What I'm talking about is the world famous question . . .

"Would you like a drink or some chips with your order?"

The hairdresser suggests a bottle of shampoo, the restaurant a delicious dessert, garlic bread or coffee, the photo development lab picks out a cute picture and asks if you'd like it enlarged. The lady on the telephone from the vitamin company asks if you'd like a second bottle at half price. The cosmetics lady asks your wife if she'd like a night cream or a matching nail polish with her lipstick.

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All these are examples of up-selling, and some companies get as much as 50% of their profits from sales made by asking these questions. And the customers love it too. They get a better deal on something they may have forgotten to get in the first place.

Let me ask you a question? Have you ever painted your house and forgot to buy a small brush or a drop sheet or a scraper, and had to drive back to the hardware store? If only they asked you whether you needed anything else when you bought the paint!

So '*up-selling*' is great for everyone —You, the customer and your bank manager. The only question which remains is are you doing it?

BusinessBooster #38 - It Is 5 Times Easier To Sell To Your Existing Customers Than To A New Customer

The easiest way to re-sell your existing customers is by using the telephone or by sending them a letter. I've been accused of focusing too much on selling by direct mail . . . but it is by far the most efficient way for you to get more business. Your past clients are a "hot" list. All you have to do is ask them to buy something else, and it doesn't have to be your product either.

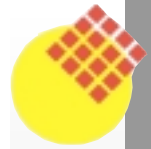
You can offer them someone else's products. Thus an accountant can offer financial services, a restaurant can send invites to a clothing sale and so on.

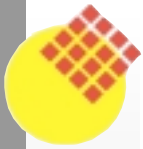
BusinessBooster #39 - If You Have An Established Business, 70% Of Your Advertising Dollar Should Be Spent On Re-selling Your Existing Customers

Why? See BB #38. And yet I see most businesses spend thousands of dollars in the media trying to get new customers - only to forget all about those people who have already bought.

If you were to send out some thank you letters, call your customers and ask them to buy again, you'd see an almost magic increase to your bottom line. This always works better than chasing new customers.

Even if you are going to run a full page ad in the newspaper, reproduce the ad and send it to your existing clients and attach a note saying . . .





“I thought you may want to see this, come in the day before to get your best pick of the bargains. Regards”

BusinessBooster #40 - Where Possible, Sell Only To “Players”

‘Players’ are people who want what you sell and can afford to pay for it. It is far easier to make money by selling half as much but at double the price!

I always advise my clients to increase their prices and improve their marketing and customer service, rather than lower their prices and have no profit margin left for good marketing and customer service.

This results in less work and more profit for the business as the “players” don’t really ask *“How much?”*, but rather *“Will it work and can I trust you?”* or *“Do I like dealing with this person and their business?”*

BusinessBooster #41 - If You Need To Get New Customers, The Best (And Cheapest) Way Is Offer A FREE Sample

FREE is a magic word! What I am saying is, take the money you would have spent on fancy advertising and give it to your best prospective customers (the players) in the form of a sample or trial of your product or service.

A restaurant could offer a ‘Free Main Course’ or an open \$5, \$10 or \$20 voucher; a clothing shop could offer a ‘free’ shirt; a new car retailer could offer a free dinner with any test drive.

Another way to get new customers is to create an information product such as a “FREE Report” which you can sell or giveaway. Create something that positions you as the expert and educates the customer on why they should buy from you. Warning: Aim your free sampling only at the players - see rule #3. You can easily test this rule if you monitor the results from your different marketing strategies.

BusinessBooster #42 - When Promoting Your Product Find The Right “Appeal”

This is usually the biggest reason why your customers buy your products—the benefit they get by using it. The wrong kind of advertising ‘appeal’ can actually reduce sales. It has been tested that one advertisement can out-sell another by as

much as 19.5 times even though they both look the same, cost the same and sell the same product. The difference is in the “appeal” used to sell the product in the ad, and this is usually contained in the headline.

The best way to find the right appeal is to ask your best salespeople what arguments they use to sell your products or ask your best customers why they buy your product.

BusinessBooster #43 - The More Information You Give, The More You Will Sell

As a general rule, 2 minute TV commercials will out-sell a 30 second commercial and a 30 minute ‘infomercial’ out-sells both again. Remember your ads are targeted at the ‘players’ - the people who want what you are selling and have the money to pay for it. They will read your ads (or watch them) if what you say is interesting and relevant to them. Some of the most famous ‘long copy’ ads include:

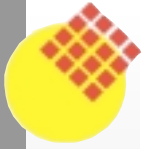
- ◆ 6,450 words for Merrill Lynch Stockbrokers—1 insertion brought 10,000 responses from interested investors.
- ◆ 5 pages of text for selling Schlitz beer—within a few months Schlitz went from fifth in sales to first.
- ◆ 600 word ad for Puerto Rico by David Ogilvy got 14,000 readers to send in a coupon.
- ◆ 800 word ad for Mercedes Benz headlined “*You give up things when you buy the Mercedes Benz 230S—Things like rattles, rust and shabby workmanship*” increased sales from 10,000 cars a year to 40,000 a year in the USA.
- ◆ A copy-rich Yellow Pages ad got a \$40,000 increase for the owner of a video repair shop the month Yellow Pages came out.
- ◆ Demtel built a \$50 million dollar a year business virtually overnight with their 2 minute ads.

I could give you dozens of examples, but test it out for yourself.

BusinessBooster #44 - Use ‘Advertorials’ To Increase Response By Up To 500%

Research clearly shows that ads that look like editorial articles get 500% more readership than ads that obviously look like ads. People don’t buy





magazines or newspapers to read the ads do they? Of course not! You, I and everybody else, buy the papers, magazines or watch TV for the stories.

By making your ads informative and looking like the stories in the publication, you'll get more sales. When writing your ad, pretend you are the editor of the magazine writing about your company or product.

BusinessBooster #45 - Never Ever Run An Ad Without Monitoring The Response

In other words, if it doesn't sell your products get rid of it. 99% of ad agencies, newspaper and radio reps hate the idea of monitoring. Their advice is "*repetition is the key to success!*"

The only trouble is, they are referring to their success - not yours!

Since they get paid by the quantity of advertising you place, it's not always in their best interest to teach you how to halve the amount of advertising you do and double the effectiveness.

And that's exactly what is possible. Once you find an ad, sales pitch or marketing strategy that works—keep doing it. Remember, the market place is constantly changing. You may get tired of seeing the same old ads but your new and existing customers will not.

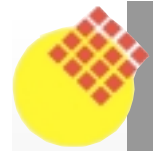
If it's working—don't change it! If your ad sold baby clothes to new mothers this year, it'll probably work just as well with new mothers next year!

BusinessBooster #46 - Monitor Everything You Do To Promote Your Business

Start yourself a promotion analysis folder and inside have details of each promotion or ad you run and the results it brought you. You'll at least double your advertising results by doing this!

Never use reverse type (black background with white type) in your ads. Research clearly shows that this is difficult to read and will reduce your response by at least 50%. Yet when you look in magazines, so many articles and ads are still designed this way. What a waste!

BusinessBooster #47 - Don't Try To Be Creative Or Original



Pretty ads don't sell products. The most appealing (to look at) and artistic ads seldom make people buy the products they are supposed to be selling. The ads that win awards for the advertising agencies who create them rarely win sales awards for the clients!

During a survey of ads that won a "Clio" award (the advertising industry's highest recognition), it was found that 4 of the award-winning agencies lost their clients' business, another client refused to run his ad, and of 80 TV classics picked by Clio, 36 of the businesses involved had either sacked the agency or had gone broke. Not a real good record, is it?

As the owner of one of the biggest direct response ad agencies once said to a client . . . *"Do you want creativity and originality? Or do you want to see the darned sales graph going up? Because you sure as heck ain't going to get them both!"*

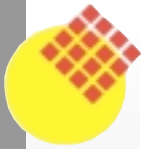
I guess the point I am making is don't be creative for the sake of being creative. Finding a new twist for a proven sales approach is fine, but only as long as it works better than the previous one.

BusinessBooster #48 - Use Irresistible Headlines In All Your Ads And Sales Letters

On average 5 times as many people read the headline as read the rest of the ad. If a reader's attention is caught by a headline - they read on. Unless your headline sells your product or service you've wasted 90% of your money. The best headlines are those that promise the reader a benefit, as in the following:

- ◆ lose weight
- ◆ meet new friends
- ◆ less tooth decay
- ◆ easy to maintain garden
- ◆ make more money
- ◆ get relief from arthritis

... and so on.



BusinessBooster #49 - 'Real' Client Testimonials Increase Credibility - And Sales

Like a referral, a testimonial is a third party endorsement and therefore is much more believable. Hardly anyone (except mail order companies) uses testimonials. Use them. They work.

BusinessBooster #50 - Recall –vs- Actual Sales

The standard form of measuring the effectiveness of an ad by mainstream advertising agencies and media reps is by recall, or how many people actually remember the ad after it runs for a set period. This is really stupid.

What counts, from your point of view, is not how many people remember your ads - but how many actually went and bought your product. If all you want is recall, just run ads featuring chimpanzees dressed in swimming costumes!

BusinessBooster #51 - Test Every Ad, Sales Letter Or Marketing Campaign Before Betting Your Business Future On It

Don't be seduced by the media reps or the list brokers with promises of huge readerships and hot buyers lists. Test everything on a small scale before you commit large amounts of money to it. What the large (and successful) companies always do is test a campaign in one region first. If it works they expand it - if not they change it until it does work.

This way even failures can make you rich, because when the 8th test you run is a winner and you keep on repeating it, this more than makes up for the all the learning you did during the first 7 that did not work.

BusinessBooster #52 - Don't Listen To Opinions From Well Meaning Friends, Family And Associates

Time after time I've seen a perfectly good ad being discarded because someone close to you said "*Oh, I would never read that*" or "*This would never make me buy*".

Don't listen to anyone who hasn't proved to you they can sell better than you can. Test instead - you'll make a lot more money that way.

BusinessBooster #53 - Create Your Own 'Formula' For Writing Great Copy

Anyone can learn how to write good ads and sales letters. There was a time when I didn't have a clue how to do it. It took me days and weeks to get just a 2 page letter drafted—the sort of letter that now takes me 30 minutes to write and which sells five times as much. To write great ads and letters takes . . . **practice, practice, practice.**

And how do you practice? Just do it, and keep doing it. Like everything you ever try for the first time, it gets easier as you go along. Remember the first time you rode a bike, went swimming, talked to your first customer, made the first sale? I'll bet you are a good deal better now than you were when you started. All it took was practice.

But to be really great at something, you have to practice the right way. And that's exactly what I am going to teach you here . . . how to write great ads and letter copy, even if you've never written an ad or sales letter in your life!

It's actually the same system that my good friend, Brian Keith Voiles, uses to write copy. Brian has the uncanny ability of creating winners for almost every client he has worked with!

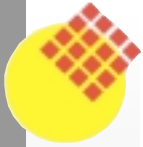
So all you have to do is “model” this process for yourself. And the best way to do this is to “pretend” your business is your “client” and you are being hired to write for your business as a “hired copywriter”.

Isn't it true that you usually have plenty of ideas when it comes to marketing advice for other businesses, but when it comes to your own business it's as if you get a mental block, or writer's cramp?

Why is that? Well simply because you are too close to your business. But if you follow the process I am about to reveal here, you will soon be writing ads and sales letters like an old “pro”. So here's how numerous experienced copywriters do it and the important thing to remember is to keep it simple!

Too many people make the process of creating an ad or sales letter a struggle. They think you have to be creative, come up with clever ideas, brainstorm brand new, never before thought of ideas, but nothing could be further from the truth. Creating great direct response ads and sales letters is nothing more than taking what has worked in the past, and putting it to use for you. It is nothing more than the art of research—to find out what motivates your market, what makes them buy, and how to get them buying.





BusinessBooster #54 - Create A 'Copywriting Power' Questionnaire

To prepare for this formula, we need to create a “copywriting power” questionnaire, which is a very powerful document as it will reveal almost everything you need to know to create hot ads or letters that will sell your products and services. The questionnaire is a copywriting guideline—a guideline for getting the best information from your business to be able to:

1. Get to know your product or service, inside and out.
2. Get to know what you’ve tried in the past (so you don’t waste your time trying it again).
3. Get to know your customers as well as you possibly can.
4. Get to know your target prospects as well as you possibly can.
5. Define your goals, your business objectives and your dreams.

These five questions are ones you absolutely must ask yourself. Think carefully about the answers to these questions, because if you plan on writing your own ads or sales letters to sell your product or service, this questionnaire will be one of your most valuable tools. I don’t believe it’s a magic pill for writing hot ads . . . but it is a solid first step in the process of creating great copy.

Here are 15 questions you must answer before you write a word of copy. Write them out in the spaces provided below:

1.What is the goal of your copy?

.....
.....

2.What Is the overall goal you’re trying to achieve? Look to the future (6 months from now). If this project could accomplish just one critical task, what would that be?

.....
.....

3.What other goals would you like to achieve with this project?

.....
.....

4.Is there anything about your product or company that lends credibility to your sales pitch? (This could include awards you’ve won, how long you’ve been in business, how many locations you have, etc.)

.....
.....

5.What product or service will you be selling?

.....
.....

6. What are all the features of your product? (Don't leave anything out — put everything down)

.....
.....

7. What relevant facts and figures have been gathered about your product?

For example:

Have any studies been made that provide facts and figures that will substantiate your claims?

.....

Is there an industry trade counsel that can give you meaningful facts, graphs, charts and statistics about your product?

.....

How does it compare to your competitors products?

.....

8. What are the major benefits your customer gets from your product? (The difference between a fact/feature and a benefit is this: a fact/feature is something the product does, whilst a benefit is something it does for your customer).

.....
.....

9. What major benefits do your customers get from doing business with you, rather than doing business with your competition? What major benefits do your customers get from your product, rather than your competition's products. Develop your 'unique selling advantage'. What makes doing business with you "unique"? Why should a prospect favour you with their business instead of your competition?

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.....
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10. What is your customer's main concern?

.....
.....

11. Create a short, accurate profile of the type of customer you'd most like to attract.

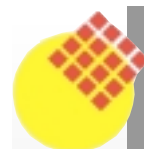
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12. What type of guarantee do you offer?

.....
.....

13. What level of service and support do you offer?

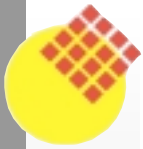
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14. Collect and analyse the marketing pieces and items listed below:

- Sales letters
- Newspaper and magazine ads
- Radio and television spots
- Brochures
- Catalogues
- Cards
- Press kits and news releases
- Telemarketing scripts
- Sales training materials
- Back issues of promotional newsletters
- Classified ads
- Marketing plans
- Market research
- Product sample(s)
- Feature articles by you or about you/your company
- Testimonial letters from satisfied customers
- Complaint letters from dissatisfied customers

15. Finally, “sell” your product to a customer as if they were sitting across the table from you.

.....
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.....
.....

BusinessBooster #55 - Interview Your Top Salespeople/Customers To Get Good Copy

I’ve found it is much better to get someone else to interview and ask the questions. These questions usually lead to other valuable questions but the questionnaire is the “meat” of the interview—it brings out most of the major elements you’ll need to create a winning ad or sales letter.

The more research you do, the better your ad will be. In fact, your ad or sales letter will practically write itself if you’ve done your homework. All good print ads and sales letters are “salesmanship in print”, and since ad writing is basically “salesmanship in print,” why not get in touch with the top sales people in your organisation? Then interview them thoroughly and have them sell the product or service, right then and there over the telephone, with your tape recorder going! Yes, that’s right—interview the top 3 or 4 sales pros in your organisation and this will confirm many of the sales points and benefits of your product, and also reveal other things you didn’t think of before.

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Let me tell you something . . . some of the very hottest copy you'll ever write will come right out of the mouth of your top sales people. And if the top sales person is you, then you must do the following:

- ◆ Tape record yourself selling to 3 or 4 customers.
- ◆ Take all the tapes where you actually “closed” the sale, have them transcribed, and that will be the basis for your copy!

Now, understand . . . your job's not finished by a long shot, but a good portion of your copy might be taken directly from those sales interviews. Sure, you'll have to add a headline, testimonials, the close, and other things like that — things that work well in person, but don't translate clearly onto paper. But a good chunk of your copy is written!

90% of the time, the transcript of the salesperson's interview hits “spot on” the desires of the target market you should write to. Even if nothing else comes from doing this, at least it gives you a great start on your ad.

BusinessBooster #56 - AIDA

If you've studied advertising at all, chances are that you've come across the ever-popular procedure for writing ads: the AIDA procedure. Each letter in the procedure stands for a key word:

- A = Attention:** Get your prospect's attention.
- I = Interest:** Arouse your prospect's interest.
- D = Desire:** Intensify your prospect's desire.
- A = Action:** Get your prospect to take action.

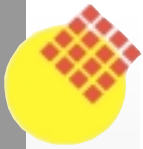
In general this formula is useful and good. It's been used successfully for several decades and anything that's lasted that long must work well. But, like I've mentioned before, today's buyers (whether business or consumer), are more sophisticated, more suspicious, more skeptical and basically just plain not as anxious to buy from just anyone, anymore. We've all been “taken” one too many times.

That being the case, we've got to let go of the old formulas for creating ads, and come up with new, powerful, proven formulas for advertising success. So, let me introduce you to the **AICPBSAWN** formula of one of America's best copywriters, Brian Keith Voiles, a man who charges a minimum of \$10,000 for an ad or letter!

BusinessBooster #57 - The 'AICPBSAWN' Formula

The AICPBSAWN formula is more of a procedure and I call it a formula because when you combine all of the existing elements, they become something greater than they are independent of each other.





So here are the different elements of the procedure — in order of how they'd appear in your ad or sales letter:

- ◆ **A = Attention:** Say something that gets your prospects attention; what's the biggest benefit he gets from doing business with you, or what's the biggest problem or frustration you can solve for him - and what's unique about doing business with you over any of your competition? (Headline, picture with caption, opening paragraph, opening statement, unique selling advantage, etc.)
- ◆ **I = Interest:** Tell them the reason why they should be interested in what you have to say. (Your offer, answer to WIIFM (What's In It For Me?), most powerful benefit, a benefit they can't get anywhere else, your unique selling advantage, etc.)
- ◆ **C = Credibility:** Tell them the reason why they should believe what you're saying is true. (Success stories, case studies, testimonials from people who are like your prospects; and testimonials that focus on benefits - endorsements from "celebrities" of your target market, and other credibility builders, etc.)
- ◆ **P = Prove:** Prove what you're claiming is true through the use of more testimonials, facts, figures, etc. (This can be tricky!)
- ◆ **B = Benefits:** List all the benefits they get for doing business with you. All of the benefits should be framed to show your prospect what's in it for them. Remember the differences between a benefit and a feature! (This section of your ad will usually be bullets . . . loads and loads of bullets, sub-heads, etc.)
- ◆ **S = Scarcity:** Tell your prospect that what you're selling:
 - is available only for a limited time;
 - is available at a discounted price for a limited time;
 - is available with all these free bonuses for a limited time;
 - was produced in small quantity;
 - there are only 15 seats available at the workshop;
 - there were only 150 copies printed, and if they want one they'd better act now, etc. etc. etc.

By creating scarcity, your prospect begins to think, "*Gee, I'd better buy this before it's too late!*" which is exactly what you want them to think.

One important thing to remember when using the scarcity tactic is that the scarcity must be real, and it must be perceived as real. In other words, be honest. Scarcity only works if you're using it honestly.

Whatever approach you take to positioning your offer with scarcity, make sure the scarcity is actual and factual.

- ◆ **A = Action:** Tell them precisely what actions they have to take (buy what you're selling) to get the benefits they want to enjoy from your product or service. Assume nothing! Don't assume that your prospects

are smart enough to know how to pick up the telephone, fill out the order form, fax the order form, etc. . . . you've got to tell them exactly what to do to order.

- ◆ **W = Warning:** Warn them what will happen to them if they choose not to take action. Tell them very clearly, and in no uncertain terms what benefits they'll be missing out on if they choose not to take action. Make them really feel the pain of remaining in the situation they're in, if they choose not to buy. I call this the "Status Quo Syndrome". If your product or service really delivers a solution to your prospect's challenges, frustrations and anxieties (and it should), then it's your duty to do everything you can to get them to order — so you can benefit their life and solve their problem(s). Right? Right! So remind them of the status quo of not taking action.
- ◆ **N = NOW!** Make sure you have a powerful offer that motivates them to take action now. Don't let them put it off. If you do, chances are very strong they won't order from you (at least not from this ad/ mailing/ contact).

It's not guaranteed to make you money every time you run an ad. Obviously you've got to do your research, and you've got to have the talent to create each part of the procedure . . . that's where the entire first two sections come into play.

BusinessBooster #58 - Attention and Interest

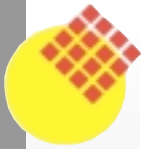
There's nothing like a powerful, targeted headline to get your prospect's attention, their undivided attention. What's the biggest benefit he gets from doing business with you, or what's the prospect's most pressing problem or frustration you can solve for him. What's unique about doing business with you over any of your competitors? (Headline, graphic, opening paragraph, opening statement, unique selling advantage, etc.)

It's critically important that you grab your prospect's complete and undivided attention. In this society of instant gratification and innovative products and services, we are all bombarded to an incredible extent by advertising messages, so that rather than listen to them all — we just tune them out.

Some studies suggest that we are subjected to as many as 2,500 messages daily. That's a lot of information to consider—everything from newspapers, TV, radio and magazines, to newsletters that you subscribe to . . . there are advertising messages everywhere you look.

The first thing you've got to do is capture your prospect's attention, and there's no possible way you can do this if you haven't done your research. You must know your prospect inside-out, and you must have walked at least a "mile in his moccasins" to understand.





BusinessBooster #59 - Your Credibility

Whilst reading your ad, your prospect is constantly asking “So what?”. Whether it’s conscious or unconscious, it’s for real . . . and it’s something you must deal with. That’s why you must tell them why they should believe what you’re saying is true. You must present “evidence” in a convincing way that will win them over. You can do this with . . .

- ◆ Success stories
- ◆ Case studies
- ◆ Testimonials from people who are like your prospects
- ◆ Testimonials that focus on benefits
- ◆ Endorsements from ‘celebrities’ of your target market
- ◆ And other ‘credibility boosters’ and believability builders.

One of the powerful differences between this system and the AIDA formula, or others like it, is the fact that you put the credibility-boosters near the very front of your ad or sales letter. Why? Simply because we are all tired of being scammed . . . “taken” . . . “ripped off”. It’s happened one too many times for each of us, and we’re all on our guard to make sure it doesn’t happen again. Putting your testimonials, celebrity testimonials, case studies, or any of the other credibility boosters near the front will help your prospects overcome their fear.

You can even put powerful testimonials right in your headline . . . and once you’ve done that, the next thing you have to do is . . .

BusinessBooster #60 - Proof

Proving what you’re claiming is true has a lot to do with credibility, but it’s more along the lines of presenting your offer and your claims in a believable way. Understand, people won’t “buy” your claims unless you back them up with “proof” that’s presented to them in a believable way.

Being honest is important - but what’s even more important as far as generating sales goes, is that you must be perceived as being honest. You see, creating powerful, compelling offers is great - and yet powerful, compelling offers can be their own booby-trap. Let me explain.

When you present your prospects with an irresistible offer, one that sounds “too good to be true” even if it’s totally “legit”, it makes them wonder if it is true. Therefore, a powerful offer that sounds fantastic can sometimes be it’s own worst enemy. That’s why, immediately following the offer, we pump our prospects with “credibility boosters” and then give them “proof” that what we’re saying is true, and that the offer is for real.

You can prove what you’re claiming is true through the use of facts, quotes, and anecdotes that communicate a desired benefit or outcome (*case studies*). The key here is you must test, and test, and test. These are the three rules for advertising success . . . **Test, Test, Test!**

Testing is the backbone of all successful ads and sales letters. You see, you can do thorough market research, you can write dozens of ads and sales letters hoping they'll work, but there's only one way to know for sure whether or not they'll make the money you want . . . and that is to run the ad or mail the letter.

Some of the most powerful "proof" you can give your prospects is through telling them the honest reasons why you're making such a powerful offer. This is very important, especially if your offer is "overly" powerful. Telling the reasons 'why' is an age-old, proven way to let people "in" on the thinking behind your offer. Let me give you an example:

"Why am I offering you such an irresistible, no-risk offer? . . . Am I crazy? No! But what I am, is this: I'm interested in your success - for if you succeed using my widget, you'll be back for more. And if you come back for more - I've created a lifetime income for myself.

If you look at it that way, my no-risk offer makes sense doesn't it? That's the reason why I'm making you such a powerful, risk-free offer.

Besides that, I need some new testimonials to use in my advertising - and I know you'll make more money with my widget in your hand . . . more than you'd ever make using one from our competition."

Do you see the logic there? It's usually just a matter of telling your prospects the honest-to-goodness reason why. Of course, using the reason why won't work if you're not honest, or if what you're selling is a "scam".

BusinessBooster #61 - Benefits

In your ad or sales letter, you'll want to list, in priority order, all the benefits your prospect will get when doing business with you. All of the benefits should be framed to show your prospect 'what's in it for them'. Remember the difference between a benefit and a feature! This section of your ad will usually be bullets . . . loads and loads of bullets. Or it may be a numbered list of what they get and you can't give them too much.

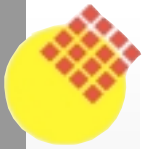
But benefits are not enough to get sales. To get sales you need to create . . .

BusinessBooster #62 - Scarcity

This is where you "take away" your prospect's chance to get your product or service. You may have heard of the "take-away close" which is used in selling. It's very effective. You present your case to the prospect and when he begins to slobber so bad because he's got to have what you're selling, then you let him know that there's really not that many left — or, he'll have to wait 6 weeks to get it unless he orders today, or any number of other techniques for "taking away" the benefits that he so badly desires.

In your ad or letter tell your prospect that what you're selling:





- ◆ is available only for a limited time;
- ◆ is available at a discounted price for a limited time;
- ◆ is available with all these free bonuses for a limited time;
- ◆ was produced in small quantity . . . “We’ll be out of ‘em by the end of this week”;
- ◆ there are only 15 seats available at the workshop;
- ◆ there were only 150 copies printed, and if they want one they’d better act now, etc.

By creating scarcity, your prospect begins to think, “*Gee, I’d better buy this before it’s too late!*”, which is exactly what you want them to think.

Here’s an important thing to remember when using the scarcity tactic: the scarcity must be real, and it must be perceived as real. In other words, be honest, and appear to be honest. Scarcity only works if you’re using it honestly. So whatever approach you take to positioning your offer with scarcity, make sure the scarcity is actual, factual and real.

The scarcity tactic is an incredible motivator when used correctly. It’ll push your prospect over that last “bump” and get them to take the action you’re after now. Think about it . . . if you don’t get your prospect to take action right now, while he’s got your ad or sales letter in his hands, do you really think you’ll get him to buy “later”? The fact is that the majority of prospects will put off their buying decision. They want to think it over . . . talk it over with their spouse, boss, a good friend, or whoever. Some prospects feel that they want to take some extra time to “think about this” and then, planning to come back to it later, will forget the whole thing . . . and you’ve lost the sale.

Think about it! How many times have you done the exact same thing? You read a letter that makes you want to buy, but the writer didn’t include some powerful reason to get you to act now . . . they didn’t include any scarcity tactic. So, you set the whole thing aside - and after a while it gets buried on your desk in your “pile of stuff to get into”. Don’t feel bad, we all have this pile! Then you forget all about it. It happens all the time and the scarcity factor helps overcome this.

BusinessBooster #63 - Action

When you’re telling your prospects what to do to order your product or service, you must be specific . . . you must take them by the hand and lead them down the path. You must tell them precisely what actions they have to take to buy what you’re selling. Remind them that taking this action will get them the benefits they want to enjoy from your product or service. You can’t afford to assume that your prospects know that they need to pick up the ‘phone, dial the numbers, come into your store, and have their credit card handy. You must tell them!

Tell your prospects what to do. People are silently begging for you to lead them - so do it! People love it when they are being told what to do. Why? Because they don’t have to think! And during this “closing” process, you want to make the whole process as “think-less” as possible.

Here are some tips that will make your prospect's job of buying easier:

Don't just tell them to order - tell them ...

"In order for you to start getting this benefit, and this benefit, and this benefit, pick up the 'phone and dial 1234567890."

In other words, as you're telling them to order, remind them of the benefits they get from ordering . . . tell them WIIFM— *what's in it for me?*

Tell them to:

"Simply complete the enclosed 'Trial Certificate' to begin your 90-day evaluation of the product."

Make it as easy as possible to order by having the prospect's name and shipping address already printed on the order form. If you must use labels on the order form, do so, but it's best to have their name directly printed onto it. Many mailing houses can do this with ease, as long as you have your list on computer disk.

BusinessBooster #64 - Warning

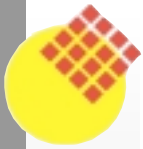
Warn them what will happen if they choose not to take action. Tell them very clearly, and in no uncertain terms, what benefits they'll be missing out on if they choose not to take action. This tactic is incredibly emotional and, when used correctly, will really get your prospect to "feel" the pain of remaining in "status quo" . . . and that's exactly what it's supposed to do. Let me give you a couple of examples here to show you how powerful this can be in motivating your prospect to take action now.

Let's say you're looking at ordering something from the "Peter Sun Marketing Catalogue", and you're acutely aware of the fact that you've either got to hire someone to write your ads, or you've got to learn to do it yourself. You rang around and learned that for some really good writing, you're going to have to pay \$5,000 or more. Being the frugal person you are, you throw that idea out the window, and decide to check into the Peter Sun Marketing Catalogue, the close in the sales letter you would receive would read something like this ...

"You know you need to learn how to quickly and easily pump out winning ads and sales letters. Without this skill it's costing your business thousands, and heck, if you were to hire someone to write your ads and letters for you, it's still going to cost you \$5,000 or more to get the kind of direct marketing ads that you need."

Yet for a measly \$377 for a copy of "Advertising Magic", you could learn how to quickly and easily create money-making ads and sales letters for your business - 100% guaranteed, PLUS you get the direct input of one of the nation's top ad writers on 3 of your ad writing projects . . . FREE!





Don't you think you owe it to yourself to get started - shift gears and move on past where you've been idling for what seems like forever? Think about that . . . aren't you sick of the status quo? Don't you want to move on and build your business, increase what you put in your pocket, and start living some of those dreams you've put off forever?

Take action now. Order "Advertising Magic" and start raking in the money you deserve with advertising that works. Simply pick up the telephone and dial these 10 simple digits: 1800 066 979. Have your Visa, Mastercard or Amex handy . . . that way you'll get your copy rushed out to you today!"

What do you think? Do you see the emotion that's packed in that? Of course you do! And that's exactly what you have to do when you are selling your product or service. You must make your prospect feel the pain of remaining in the same situation if they choose *not to buy*.

If your product or service really delivers a solution to your prospect's challenges, frustrations and anxieties (and it should), then you must do everything you can to get them to buy. You must make a powerful impact at this point in your ad or letter . . . otherwise you're going to lose them.

Imagine the power of this tactic combined with the scarcity tactic!

BusinessBooster #65 - Now!

Once you have an incredibly powerful, no-risk offer that motivates your prospect to take action, you should make a strong guarantee that removes all of the risk (this will only work if your product is good). Then you add in some scarcity . . . the scarcity will hopefully motivate them to act now. Don't beat around the bush with this either. You've got to come right out and tell them to take action now. Tell them to:

"Take the action right now that's going to allow you to live the life you've only dreamed of up 'til now! This is your chance to learn how to ... blah blah blah — and by learning how to do it, you're going to get this benefit and this, and this and this! And guess what? You won't get any of it unless you take action right this minute."

The fact is, you must compel your prospect to take action now. And you must tell them in no uncertain terms that if they don't act now, their chance to get the benefits you're offering them may be gone forever.

Couple this tactic with scarcity and a warning . . . and now you've practically got them smackin' themselves and kickin' themselves if they don't order, or don't come into your store, or whatever.

Try it, this really works!

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BusinessBooster #66 - Creating A Sales Letter or Ad That Works



There are a few things you must do before you sit down and create your 'silent salesperson', which is what a great sales letter is — a truly efficient and loyal salesperson. One that never sleeps in, takes sick days or forgets to turn up for work.

There are 3 steps you must take before you can start writing:

Step 1: Define the result you want from your letter. Is it an order or an appointment for further follow up? Never try to do both. Either sell your product or service or simply sell the reader on why they need to ask for more information.

Step 2: Define you target market. Who are your hottest prospects? Yes, that's right. Your existing customers, people who have already bought from you! If you are spending money on any format advertising and you aren't mailing your existing customers . . . you are committing a crime against your profitability. Your cheque book should be seized and impounded until you come to your senses.

Listen to this story:

I have a friend who mailed about 150 of his past clients . . . and promptly made an extra \$7,800 in sales. To this day he's never mailed the other 2,850 clients on his list! It's criminal. And yet, he says that business is up and down!

I see this happening over and over in almost every business. Everyone wants more business, but nobody actually does anything to get it, apart from running the odd useless ad in a newspaper or magazine.

So, lets get back to defining your target market.

If you aren't mailing your existing customer (because you've already done so) you need to find similar people, and there are 2 ways to do this.

Firstly, you buy a mailing list, but be very careful. Research the list carefully. A great sales letter will fail miserably if your list is inappropriate. The way you can protect yourself is to get references from people who have used the list. Ask the list broker for the names of others who have rented the list and call them. Check if they sold anything and if the list's criteria matches your customer's profile.

You could also find out how the names were generated and how long ago, and ask to see the letter that generated the original list. The customers you want are people who bought a similar product or who shop in similar shops. The best list of people to mail to are your existing customers—and everyone who's been in business for any length of time has an existing customer base.



Step 3: Collect as many great sales letters as you can find. You must have a 'sample file' if you want to be a great letter or ad writer. You'll find that all the good letters follow a certain pattern. In most cases the formula to use remains the same and could be compared to building a house, like this ...

- ◆ Concept or design.
- ◆ Sketch is made.
- ◆ Plans drawn up.
- ◆ Foundations are laid.
- ◆ Walls put up.
- ◆ Roof.
- ◆ Ceilings.
- ◆ Internal fit out.
- ◆ Paint
- ◆ Carpets
- ◆ Curtains.

This order remains the same - no matter how big or where the house is being built. And so it's the same with letters. You should follow the style, layout and format of successful letters, and never listen to your critics unless they have a proven record of creating effective sales letters. The only way you can really tell if your letter is going to work is to test it. Mail out a few hundred and monitor the results.

BusinessBooster #67 - How To Write A Sales Letter That Will Make You Rich

Firstly, you and I already know that your letter is like a salesperson. Therefore it must sell something . . . and it must sell it well. The line of thought you should follow is the same as you would use if you were describing your proposition to someone face-to-face . . . so here's what to do before you start writing.

Audio-tape yourself or your best sales people whilst making a sale or answering a customer query about the business and its products.

Have these tapes transcribed and highlight all the great phrases, selling points, reasons why and benefits the customer will get, and number them in order of importance.

Next you pull out all the letters from your sample file which relate most closely to what you are going to write about and the first thing you write is . . .

the **Headline!**

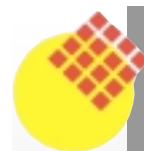
This is followed by the first page of your letter, which is the most critical. The headline and the opening paragraph sells the reader into reading the rest of the page. If they read past the first page you are halfway to making a sale—or an appointment or whatever.

- ◆ Here's a sample of an opening that proved successful . . .

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Are you embarrassed by your backyard?

Dear backyard neglecter

If you've been thinking about cleaning up your backyard—landscape it, and get rid of the dirt that gets into the house . . .

The offer in this letter?

Free Backyard Landscaping Audit
Valued at \$90 Plus
Free report "12 Secrets Of Better Lawn Care"

- ◆ Here's one from an office supply company to accountants and some others . . .

"Tax returns found on the rubbish tip. Accountant loses Licence"

Dear Fellow Professional

Headlines like these are the last thing your practice needs . . .

The offer in this letter?

Free 3 Month Trial On A New Shredding Machine.

Announcing: Once in 4 years, 2 day Furniture Stock Clearance sale!

Save 24% to 68% on over \$870,000 worth of furniture to be liquidated within 2 days.

Dear Customer

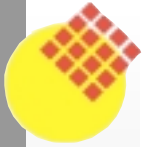
My accountant hit the roof last month. Apparently we are so heavily overstocked that unless I can clear at least \$600,000 worth of stock from our Springwood store . . . my bank could close me down . . .

The offer? Dining suites normally \$1,499 on sale for \$699. Save \$800!

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We thought of ending it all
until we saw your name
in one of our receipt books
(computer files,
filing cabinets, etc.)

Dear Past Customer

No, I am not about to commit suicide, but I would deeply regret it if I allowed my partner to throw your name out with the receipt book, during our spring office clean up.

Since you've been to our store and made a purchase once before - we'd like to see you back . . .

The offer? A \$20 gift voucher or a free meal or an item of merchandise or . . . whatever, to get them back.

Regards

Now, I want you to pay a special attention to the layout of all those letters. See how easy they are to read? Short paragraphs; one line paragraphs; lots of sub-headlines, etc. You should copy this format because it works and works and works. It's reader friendly and easy on the eyes. It flows from paragraph to paragraph. So don't re-invent the wheel, follow what is already proven to work.

BusinessBooster #68 - How To Become A Great Copywriter, Even If You've Never Done It Before

OK. But what if you haven't had too much practice at writing letters. What's the best way to put one together?

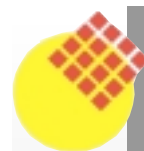
Before I answer, let me ask you? If you wanted to learn to play great golf, what would be the best way to go about it?

You would probably get hold of the best player you know and ask them to teach you. And then you'd take the same stance, hold the club the same way and take the same swing, use the same clubs and shoes as he does and then you'd attempt to blow that little round sucker as far away as you could.

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You notice I said attempt. That's because it's highly likely that on the first few swings you'd miss the ball completely. And guess what? That's perfectly normal. Anytime you do something you haven't done before, you are bound to stuff it up somewhere along the line. But that's OK. It's part of the learning process. When I started to write, the words just wouldn't come. It was pure agony. I'd spend days and days and still come up with gibberish—weak letters, pathetic newsletters and ads that hardly sold anything.

Then one day I heard a fellow called Harry Pickering describe how he went about writing great letters. Harry was an ex-teacher who attended a 3 day, \$20,000 marketing course in the USA held by a guy called Jay Abraham. This was a lot of money for Harry at the time (almost his life's savings) and he just had to make it work. And make it work he did . . .

In the next 12 months Harry earned over \$300,000 which is ten times what he used to earn as a teacher. Here, in Harry's own words, is how he wrote a number of great sales letters in those first 12 months.

Any time he needed to write, he'd sit at his desk surrounded by other people's sales letters. Then he'd take a paragraph from one letter, adopt a headline from another, take a sentence or two from the third and would keep doing that until he had his letter.

"I couldn't write" he said. "I didn't have to, other people did it for me. All I had to do was insert my product instead of the one in the other letters." At least Harry was honest. There is no one worth their pinch of salt who didn't initially copy from others. We learn everything from others, how to talk, walk, dress, play guitar, tennis . . . everything.

Once you have your headline and opening (which should be the strongest benefit your reader will get), you write the rest of the letter. It's only once we understand the basics of what we are learning that we start to stamp our personality on what we do, like Harry did.

Borrowing a bit here and a bit there is OK, especially while you're learning. Once you have a few letters of your own that work, you have your own formula. But until then, you are much more likely to make money using someone else's tested and tried formula.

BusinessBooster #69 - Closing The Sale

So, how do you end your letter? The one thing you must always do is ask the person to take some sort of action:

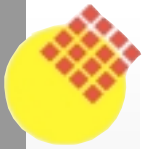
- ◆ Pick up the phone and call
- ◆ Fill in the coupon and mail it
- ◆ Come into the store
- ◆ Ask them to buy
- ◆ Ask them to call you

Just make sure you ask them to do something!

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So finally you've written your headline, you've "adapted" successful bits and pieces into your letter, you've listed lots of bullets (benefits) and you've added some exciting bonuses to make your prospects keen as mustard to buy, and you've also guaranteed your whole proposal.

You asked them to call you and order (and you even included your private phone number), and you then signed your letter.

Now all that remains to do is to send it, right? Wrong!

BusinessBooster #70 - The Call To Act — Now!

Have a look at your collection of sales letters again. What do they all have at the very end. That's right. A "PS" and, according to some direct mail experts, a good PS can increase your results by up to 60%.

The reason is that some people go from the front page to the last to see who sent the letter and what it all costs and they always read the PS. Don't ask me why, but we all like to read the PS, don't we? Catch yourself next time you get a good letter!

So, it's critical that you include a PS (or two), and your PS should:

- ◆ resell the reader on the biggest benefits you have to offer
- ◆ motivate them into action
- ◆ emphasise the price or terms you offer
- ◆ restate your guarantee
- ◆ restate bonuses or premiums you are offering
- ◆ and/or introduce an extra bonus or benefit

For Example . . .

"PS: The results you are about to learn and experience are so profound and powerful, I strongly advise that only experienced lifters and weight trainers send for this breakthrough information. Beginners may actually not be ready to gain such startling increases in strength and endurance. It could put your body into overdrive and over-charge it. With the 'Power Burst Training Course' the results are that startling."

Or ...

"PS: To get the three FREE Bonuses and the special introductory price you must call today. There is no risk to you with the 100% money back guarantee. Call today on (07) 5525 3455"

Or ...

"PS: The "How to treat your sick children without drugs or surgery" course will make a huge difference to your children's health (and even yours). You risk nothing! You can have the whole

course, including 2 videos, the workbook and the bonus book of Home Remedies, not for the original \$149 but for only \$67. You have a 12 month money back guarantee. But you must order within 10 days. Call (07) 5525 3455 today. Your children will be glad you did!"

The next step is up to you! Are you going to wish and hope your customers keep buying from you? Or, are you going to write yourself a sales letter and make it happen?

BusinessBooster #71 - Bullets For Profits

What are they? They are like those little headlines you often see on the cover of magazines. You know the ones I mean. In Cleo you'll see . . .

- ◆ 7 tell tale signs to find out if he's cheating on you
- ◆ How to lose weight and keep it off this summer - without giving up the foods you like
- ◆ 7 hot young guys reveal what they really want from a woman

A health magazine will say . . .

- ◆ I survived Aids—a true story
- ◆ How to keep out those winter flu's - without going to the doctor
- ◆ 8 vitamins and herbs that'll give you a younger look, keep you slimmer and give you more energy

A business opportunity magazine will say ...

- ◆ Quit your day job— 5 signs it's time to be your own boss
- ◆ Where to get great business ideas - for FREE!
- ◆ How to make \$1,000 a weekend in hottest fast food craze.

How To Make Your Own Bullets

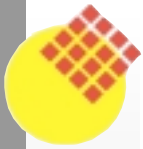
Using the samples given above, you simply substitute your product and business instead. For example if you were a menswear retailer, the bullet:

- ◆ "7 tell tale signs to find out if he's cheating" could become:
- ◆ 7 tell tale signs to find out if your new suit will still look great after 6 months of wear!

Or try this one ...

- ◆ 'How to lose weight and keep it off this summer -- without giving up the foods you like!' becomes:





- ◆ How to buy a complete outfit and look like a million dollars - without spending a fortune!

And so it goes. All it takes is a little (or a lot if you want to be a real expert) practice and a few examples to get you started.

BusinessBooster #72 - Add Extra Bonuses And Keep The Profits

A well kept secret amongst those who use them. Quite often you'll get the order because of the bonuses that come with what you are offering.

By far, the best bonuses are information products such as books, videos and audio-cassettes. If you're selling computer software, a great bonus would be a set of videos to teach you how to use the darn things. If you owned a hardware store, a great bonus could be a book on "How To Renovate, Paint Or Landscape Your Home". And so it goes.

The reason information products make great bonuses is because they cost little to produce, and have a high perceived value, so anything of value that may be of interest to the purchaser can be used as a bonus (or premium). You see examples in supermarket shelves every day:

Buy a 500g of Nescafe and get a full 100g sample of coffee whitener.

Or the kid's classic "Free Dinosaurs" with every packet of teeth rotting junk food.

Does it work? You bet. Just ask the dentists. No matter what you sell, you can offer a bonus. If you sell suits, you could offer a shirt. If you sell fridges, you could provide an extended warranty. If you sell plants, you could offer a free packet of seeds, etc.

Be generous—the better the perceived value of the bonus, the more you will sell.

BusinessBooster #73 - Guarantee Your Way To Wealth

There is no doubt about it, guarantees work. Usually the stronger the guarantee the more sales you'll make, and the best form of guarantee is the 100% unconditional money back guarantee. Let's face it! You feel safe buying a product if you know you can return it if it doesn't do what it said it would do.

In the USA, a car manufacturer offered a 30-day money back on a new line of cars. They broke all sales records. It's a great tool especially if no one else is offering it.

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You do have to exercise business judgment and test. If your product doesn't deliver on its promises, you shouldn't be selling it, and there are occasions when you shouldn't offer an unconditional money back guarantee. For example a money back guarantee by an airline resulted in bunches of free-loaders nit-picking to get a free flight.

In our own products we find that whilst we offer a 100% money-back with most of our end user products, we cannot offer the same guarantee on some of the "business opportunity" and "licence packages". That's because while a lot of people want to have a business, not many are actually prepared to put in the work and effort necessary to make it work. And when you are selling a business, even the most profitable business can be destroyed in months if the new owner doesn't do what the previous owner did to make it a success.

So test what guarantees will do for your sales results.

BusinessBooster #74 - FREE Contact with Your Customers

Collect your customers email addresses. It costs you nothing to send an email and is a great way of letting your customers know about any new offers and specials.

BusinessBooster #75 - The Telephone Can Make You Rich

Use the telephone to follow up your best customers and to get new customers into your business. People love people contact with businesses they like. Use this great tool and prosper.

BusinessBooster #76 - Local Bulletin Boards

These can be a totally FREE source of new customers and prospects. Just type up an ad for your business, hire a college kid to put them on all the FREE community notice boards and bulletin boards at stores, shopping centres, community halls, etc.

BusinessBooster #77 - Post It Notes

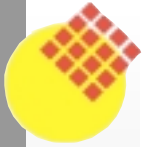
Have your offer printed onto them and stick them on your customers' front door, or on a letter or anywhere you think they will work.



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BusinessBooster #78 - Talk To Everyone You Meet

Ask everyone you meet to do business with you—and make them a great incentive to do it.

A coffee shop can print “FREE Cup of Coffee” on their business cards and give these to staff to distribute to others.

Conclusion

So there you have it. 78 fantastic “Business Boosters” to get you on your way, and while we are on the subject, let me ask **you** for more business and help yourself at the same time, and get more customers than you’ve ever had before, and there are 2 fabulous offers on the following pages to help your business prosper!

If you still need help, then call us on (07) 55936411 or 1800 066 979 for more terrific ideas on how to ‘build’ your business.

Other services we offer include:

- ◆ Staff Training
- ◆ Ad Copywriting
- ◆ Website Design And Promotion
- ◆ Sales Training
- ◆ ... and more

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I Want To Give Away \$1,500 Of FREE Products To 150 Entrepreneurs Who Want To Experience Quantum Leaps In Their Business!

If you are serious about improving your business in the Year 2000, you'll want to take advantage of this one time only opportunity.

Peter Sun Marketing, in a joint venture with the United States, is offering a **free \$1,500 brainstorming session and marketing audit** that can potentially double your sales and profits in the next 12 to 18 months, **and help you solve your most pressing sales, marketing and management problems.**

This \$1,500 business building session is called **"How To Get Customers And Increase Profits In The New Millennium"** and is being offered FREE for a limited time to a maximum of 150 forward thinking entrepreneurs who have the learning mind-set.

After \$29.5 million in studies, it was discovered that the most successful companies consistently focus on 12 key competencies. You'll learn about . . .

Setting clear plans, policies and procedures for everyone in your business to follow - just like McDonalds.

Low-cost ways to get new customers and getting your best buyers to increase their repeat business.

Simple time management strategies that dramatically increase the effectiveness of your sales and office staff.

Proven Techniques and Ideas to double your sales conversions.

Hiring, training and motivating top performers.

The role of the internet in today's business.

Here are a few examples of how others have profited from using this information . . .

A service business added \$200,000 per annum to their business with a unique approach.

Several top 500 companies doubled their sales in several of their divisions in less than 12 months.

A retailer added over \$135,000 in sales in 6 weeks.

Several professionals have tripled the influx of 'A' class clients by applying just 2 specific techniques taught in this session.

By applying just 3 specific sales and marketing strategies, 1 client increased the net profit of their business by 338% in just 18 months.

Objectives of the FREE \$1,500 audit session:

#1. To change your life by introducing you to the most powerful ways to cause **consistent** and **continuous** improvement within yourself and your company.

#2. To pre-view all the material and action steps necessary to help almost any company *with legitimate and honorable products or services* double revenue and profits within 12-18 months. A single concept like our "Dream 100 Sell" has doubled sales in many companies.

#3. To get you committed to following a program of constant improvement of yourself, staff and business.

#4. To teach you to work ON your business, not just IN your business. If you are already doing this, to show you how to make that time more effective and productive.

Is This For Everyone?

This kind of training is not for everyone. It is primarily designed for CEO's and business owners who are active in their efforts to take market share and grow customer loyalty. The most appreciative participants of this program are progressive and aggressive CEO's who are serious about winning new customers, and only these type of business owners should apply.

What's The Catch?

The objective is to work with you for an hour. In that hour you will learn more about doubling your business than in any other hour of your life.

Our goal is to give you such a great FREE education that you will have tremendous respect for the rest of this training program. At the end of this hour we will simply ask you if you'd like to know more about implementing this training in your business.

If you are impressed with your free session, you will say "yes" and then get more details on how you can take it further. If you say "no", well, you've just had a fantastic FREE education!

A number of 'TOP 500' companies paid a minimum of \$160,000 for the live version of this training. Now this program is available in the form of interactive training modules, with support from PSM, from as low as \$400 pm.

Limited to Just 150 Entrepreneurs!

We have 150 of these FREE consultations, so you must act fast. **Call Di Reynolds on (07) 55935477** to make an appointment or fax/mail the coupon below today!

Yes! Please call me today regarding your FREE \$1,500 marketing audit offer!

First Name: _____ Surname: _____

Business Name: _____

Address _____ PC: _____

Tel: _____ Fax: _____ Mob: _____

Type of Business: _____ #Staff: _____

Attention Di Reynolds, Peter Sun Marketing, Dept FC, PO Box 18 Bond University 4229 FAX: (07) 5593 6411

Here's How To Get 12 Months Of The Best Sales And Marketing News From Around The World ... And \$406.50 Worth Of FREE Products And Services For Just \$89!

According to the latest research, 87% of business success or failure is directly related to your ability to attract customers and generate enough profitable sales.

Peter Sun's "*Total Success Business Letter*" (now including "*Profit From e-Commerce*") is the ideal way to keep up to date with the latest marketing techniques, as well as positioning your business and your products to make the most of the economic changes and opportunities in the marketplace.

Peter spent 5 years researching over 4,347 ads, sales letters and business promotions and, after having written and tested over 1,136 ads and sales letters, he has developed a totally new and different approach to selling products and services in today's economy.

His innovative ideas have saved at least 7 businesses from bankruptcy and taken dozens of others to new levels of success.

Each month Peter reveals innovative ways to grow your sales and profits and improve your business so that it is highly profitable, more fun and runs without you.

And that's not all you'll get. If you take Peter up on his introductory subscription offer, you'll discover how to sell whatever it is you are selling faster and for more money than you've ever done before. It doesn't matter whether you sell houses, shares, insurance, books, seminars, lawnmowers or fish and chips. Some of the topics covered include . . .

- * How to hire perfect staff and keep them productive.
- * How to use the latest direct mail techniques to get your customers to refer others and spend more money with you.
- * The latest ideas and news from around the world to build your business.

* Powerful offers used by the best businesses in the world to get new customers. (*You can adapt these for any business*).

* The opportunities for marketing your products through the internet.

* How to make your website sell.

* Case studies of promotions you can adapt and use for your business.

* How to convert incoming telephone calls and walk-in enquiry's into sales.

* Reviews of new technologies and their impact on your business profits.

Your subscription gives you first notice (*and preferential rates*) for Peter Sun's seminars, workshops and other business programs.

FREE \$200 Advertising Critique and \$206.50 worth of FREE extra value!

As part of a marketing test, if you subscribe from this book, you get a \$200 FREE advertising, sales letter or company brochure critique. You send us your ad or direct mail piece and we'll give you a 15 minute recorded or written critique on how to improve it.

The reason for this 'bribe' is that we want to introduce you to our quality newsletter service, even if it's at a loss. But wait, there's more . . . you also get FREE product bonuses worth \$206.50 including the following . . .

* 12mth subscription to Peter's newsletter (normally worth \$197), **plus**

* 6mths back issues (worth \$98.50) to bring you up to speed with the latest tips and strategies, **plus** a '*No Risk Guarantee*'.

That's right, the "*Total Success Business Letter*" comes with a 12 month unconditional, money-back guarantee. If you are not satisfied, you'll get a full refund on the balance of your subscription and you get to keep the bonus issues just for giving it a go.

Yes! I want to subscribe to the "*Total Success Business Letter*" for just \$89. Please include my **\$98.50 worth of FREE bonuses, plus my FREE \$200 'Advertising Critique' certificate.**

First Name _____ Surname _____

Company/Type Business _____

Address _____ P/C _____

Phone: _____ Fax: _____ Mob: _____

Cheque Visa Mastercard BankCard American Express Diners BarterCard

Card Number: _____ Exp: _____

Name on Card: _____ Signature: _____

Peter Sun Marketing PO Box 18 Bond University 4229 Fax: 07-5593 6411 Ph: 07 5593 5477

Book Order Form

Please send me more copies of ...

**“78 FREE AND LOW COST WAYS TO ADD AT LEAST
27% TO YOUR SMALL BUSINESS PROFITS IN THE NEXT
90 DAYS, OR...”**

No. of copies _____ @ \$39 each = \$ _____
Postage & Handling \$ 10.00
Total: \$ _____

Charge my credit card:

Visa Mastercard Bankcard Amex Diners

Number: _____ Expiry: _____

Name on Card: _____

Signature: _____

Cheque enclosed: (Please make payable to “Peter Sun Marketing Pty Ltd”)

Address for postage:

Name: _____

Address: _____

Town: _____ PC: _____

Telephone: _____

Send a gift wrapped copy to:

Name: _____

Address: _____

Town: _____ PC: _____

Telephone: _____

With the message: _____

From: _____

Send to: Peter Sun Marketing Pty Ltd, PO Box 18, Bond University 4229