

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 1

TED NICHOLAS

Not many years ago, Russ sent me a mail piece. That's why I am here, from the mail piece. We're together because of one of Russ' mail pieces. Sent me a mail piece saying, I understand you are interested in publishing. I have a little publishing center. I said a little publishing center in San Diego, CA. It was about six blocks from here. Is that correct Rus? In a little Spanish Motel. We did in a hotel room. It was the Ramada Inn. Here a friend who's name was? Sure enough, these guys said you want to learn how to publish a book, this is what you have to do and he took me step by step through the process. He said this is how you do it. Since that time, I watched him create newsletters, create electronic marketing seminars. He has done the whole piano in direct mail and direct marketing. Everything, a little TV guide was on it when he first started to all the way up to giant he has giant company he consults with in the mid-west and probably one of the largest mailers in the United States. Making thousands and thousands of dollars. He knows how to make money. He does not have a line of BS. He has good quality material and so I want you to give a warm welcome. Sorry for the mix up.

RUS VON HOELSCHER

Thank you, thank you Ted. You are partially forgiven. No we'll forgive ya! There are no perfect people now that there's that wonderful man known as Russ Von Hoelscher. You know Dennis Waverly. He is dynamite isn't he. You know Dennis and Mark Victor Hansen. I spent some time with him yesterday. I like him. He is a great guy. These guys are professional guys that can get you all revved up and pepped up. All ready to go out and do things.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 2

I love them. Whether it is Anthony Robbins or Dennis Waverly, or Mark Victor Hansen. But you need people like Rus Von Hoelscher, that make things smooth and swell. Someone like me who has been there, who has fought the marketing wars. Whose are taking companies from next to nothing to multi-million dollars success. I have done that myself so I know what I am talking about. Everything blends together to make a very, very, good super conference and I want to add my two cents worth and then some. I want you to know that I teach from experience, not a textbook. I don't have these theories about what works in direct response marketing. I don't have ideas about well this sounds good and it works. I am amazed at so called gurus and so called marketing readers I have met over these years. Unfortunately, they are not here today, but who really do teach... They'll learn a little something from Gary Halbert, Jay Abraham told us something that was really unique. Did you hear what Russ Von Hoelscher said. They put them all together. They start throwing successful seminars and publishing books and newsletters. Maybe they don't quite get it right. They use the bus words, but they haven't been there in the trenches. There is a big difference in knowing what to do and how to do it than just having ideas about what just might work. There is no theory here. I have had twenty-five years experience. And I think what served me better than anything in addition to doing direct response marketing for twenty five years, I have owned a whole bunch of businesses. I've owned eight book stores, two record stores, two motion picture Boy, that was a great thing to hold, because I didn't play first or second run movies. I had a theater downtown San Diego that would put on three Karate movies or three old John Wayne westerns or whatever and we did not have to pay much for those movies, because they were several years old. It was the

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 3

after-market it is called in the business. But, what we had to do was fill that theater with bodies. We had 340 seats. All our expenses are the same. Movies only cost maybe couple hundred every week to rent, but all expenses are the same. You just put in the bodies. I knew that the determination in San Diego came from our good Navy people. But I needed the determination that the previous owner that had the theater who was getting \$2.50 and \$3.00 a seat. I said really, but he was getting about 10 bodies at a time. He was losing money. I said we're not going to have, we're not going to have \$3.00 seats. We're going to start off with \$.99 cent seats . We went out and bought all kinds of pennies, 50 roll wraps. We started filling that theater up. Then, like a good marketer, that I am, I kind of eased the price up a buck and quarter. Then, to a buck and a half. But, the key to success, was to keep those seats full. Instead 10 and 20 people at a time, you get 100 to 150, 200 at a time and was a very, very profitable situation there. So, it taught me that with the same amount of marketing you can make 5 or 10 times as much money. You can lose money, you can break even, or you can make a lot of money. Not only that theater was a great example of how you can turn profits, working with a knot that is always the same. It is the same way in direct response marketing. You put an ad in the LA Times or the San Diego Yougal, or the National Enquirer, or you do a direct mailing of 50,000 pieces. All your expenses are set. Many thousands of dollars. What isn't known is, how much response you are going to get. So, you might do 40 things to maximum results, because the cost pretty much are the same. That is so important. Now, I came out of high school did one year of college, I was going to be a physical ed teacher, couldn't make it. I was a pretty good Baseball and football player in high school, but not good enough to get a scholarship. I got this

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 4

solution after a year of college and went right to work Hastings State Hospital, a state run Mental Institution. I often said, I went from the nut house to the mail order house. We didn't call it a nut house, you know there are good doctors and that would not stand for that. But it really was, the name of the facility was The Hastings State Hospital Mental Illness Treatment Center.

They wouldn't do that today, they have all these softer words that they call the mental illness treatment center. I understand that if you have a good mind, you are very, very fortunate. Because, there were some messed up people there. We had schizophrenic, we had manic depressants, and on and on and on. But I had a soft job. I was the assistant recreational director. Didn't make much money, \$150.00 every two weeks or so. But I got to take the patients, the better patients to the Minnesota Twins Game, sit in the bleachers, that would be an afternoon work sometime. I take them to picnics. I played volleyball with them. Softball.

It was a soft job with Model T pay. But, then they got the idea, Russ your a big guy, wasn't too heavy then, I was pretty slim and trim. They said your a big guy. We're having trouble with some of the patients on Wednesday and we want you to come up

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 5

some help! And man that turned out to be a real horrible experience for me. Because the truth was, no one knew if Electro Shock Treatment worked or not. Actually, I did see it work on some patients. Maybe 5%. Probably, 90% I saw no change and about 5% got worse. So, I said to Dr. Watts, "does this stuff work or not?" He said, "We don't know." He said, "We scramble up and see what we get." But anyhow, I was kicked in the groins and scratched on the face. I almost had my thumb bit off once, by a woman (little old ninety pound lady) and I decided I said, "I don't want to do this, I'm Assistant Director of Recreation at this hospital." The head physiologist said, "Yes, four and a half days a week you are and for a half a day on Wednesday. You are assistant to Electro Shock Treatment." So, I got out of there. But, before I did, I was interested in mail order and I started gathering ads and things.

I had a friend who's mother owned two gift shops. One in St. Paul where I lived and one in Minneapolis. They were bringing in the imports from Germany. Finally, she brought in some ah, coo coo clocks from the Black Forest and some other watches and things and they turned out to be some great sellers at her gift shop. Because, I had been studying some mail order techniques and reading some things about it, I convinced the son, the mother would have nothing of it, hey, let's try to sell this by mail. I'm gonna make this short because I'm sure some of you have this before. But, we actually turned the profit, strange as it may seem right from the get go. We started to sell these clocks and watches, and Black Forrest coo coo clocks. But we had problems eventually, with breakage and things. Although, the good people in Germany made up for that, it still was a hassle. So I switched the information.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 6

Another friend of mine, Chuck talked me into working on a book called "Twin Cities Cheap". It became a hit to. We told people in Minneapolis and St. Paul how to save lots of money at everything you get. We also, worked at the best Pizza in town, the best hamburgers and hot dogs, where was the cheapest movies, the best beaches, the lakes to go to etcetera, etcetera. I got hooked into information. You know you can make money with information locally, regionally and locally, by putting together these guides. We have a woman here in San Diego, I think her name is Sally Grey. She does a lot of guides in Tiawana and San Diego and she puts together things on buying, where to get the best buys and also the dating scene here, she does real well. Sally Grey. She's with the book stores. But, I wanted to go national eventually, international, so I went for mail order. Despite, all of these other businesses before and after and in between. You know there is only five essential steps to making big money with Direct Response Marketing and you can apply this to almost any business.

Now this is the gospel truth. Five ways to make money and tons of money. In fact, you can't lose with the stuff I use, but there is one catch, you got to use it. The reason the most people are not successful using the techniques that I teach, is not because the techniques don't work. It's because the people don't work. 75%, 80%, 85% of the people will not take action. And that's one of the five essential steps, but the first one is desire. We are not going to make this a little visual thing. You really have to desire a better life and you want to desire to make more money. Second is the big one. You got to turn off the boob tube and you have to take action and most people won't do it. I just gave seminar in Valockie, Wisconsin a few weeks ago and gentlemen came up to me, its not the first time it has happened. He said you know, I'm seventy-seven

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 7

and I am thinking about starting a business, but I don't know if I will, because I have been thinking about this kind of stuff for 50 years and reading books and coming to seminars. I probably was cruel what I said but I said, "I don't think you will have 50 more years to think about this". But the truth is, you have got to take action. You got to shake and bake. You have got to do it. I don't know what stops people, I had some ideas, but you can never be successful, if you don't act.

If you use these principals you will, which I'm gonna get to soon. You would have the desire, you would take action, you would persist. The most successful people I met, did not come down on their butt ten times to get up for eleven. They are determined, they are driven. Then number four, were going to spend some time with this, you do need the right vehicle. You need something to take you from here to there. You can have all the desire and motivation. You can be rolling and do take action. You can be all excited. You can even persist. But you do need a vehicle that takes you from where you are, to where you want to be. Three was persistence. You've got to have the, get the grip to stay in there and to persist. Now, number five, were gonna talk about that quite a bit, is the proven marketing strategies. It is not difficult to make money with this stuff. I have taken people who are not greatly educated, but who had the desire, were willing to take action, they were persistent. They created the right vehicle with some help and then they went forward and did it. Some of them became millionaires. There are a lot of millionaires in this world that aren't half as smart as you people are. But, they just have the determination and they get that right vehicle and then they just can't be stopped. So, you need the vehicle, then you need the right marketing tactics and techniques.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 8

Now the first thing about the right vehicle, has to be your own. Most people try to get rich or least to make a bunch of money by selling stuff that other people have, other people offer. Becoming some kind of distributor, or self distributor. I sold thousands of distributorships to all kinds of people, and I used to have to say I'm guilty, that most of them failed. Now a lot of it was their fault, they wouldn't take action. They bought the business in the box, but they didn't do anything about it, except take the books out of the box and put them up on the shelf! Well, this applies to all kinds of marketing, We will take some questions later about multi-level or whatever you want. But you have to have the right vehicle and it has to be your own. So, you have to get control. You have to make, import, or publish what you are going to control and what is going to be your vehicle. Your product. Of course, if it is a service, it also should be something that you have control over. You don't want to sell exclusively stuff that Russ Von Hoelscher produces. You might get some of my stuff. You may be foolish if you didn't, and use it as a back dance, or use it for catalog stuffers, or package stuffers, but you want your own material. You want to create something that is yours, that you have a proprietary relationship with. Then you have power. Because you will be able to control what you have and you will be able to set the price, get the bigger markups and have power over what happens to it and to ease it into different marketing channels. When you try to sell something and of course in multi-level marketing, keep this in mind. It won't only be your stuff, will it? It will be the companies and some of the worst crisis, you will see on anything in the world is, pay outs will be what those companies give you. I have written a lot of seminar ads for herbalite the main company. I have written a lot of sales letters and marketing materials for

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 9

Personal Wealth Systems in Florida, Jacksonville. They are pretty good companies. They have only been up and down and back and forth, but you do what they tell you to do. I don't care if it's Melaluca or if it's KM, you do what the people who ran that company did. I met with Carl, I forget his last name, he is an older gentlemen, but in great shape with KM and we are sitting in the hotel room down town at the west gate and when the marketing guy, said "well maybe we should give some of our distributors more latitude, with the old literature". He said, "we decide what they are going to do" and that was the law. There gonna decide, KM what you can tell people. I understand that, because some people go out and say, you got the acute leukemia. No problem. Here take a glass of this. You'll be OK tomorrow. So, that company has to have some power over you, but what I am talking about is getting power over your own product, by having your own product. You are a dumb bunny, if you don't take this information to heart and to head.

This kind of information will make you rich. Most people don't want to tell you, because they want to sell you a business in a box that they have. They got the box and they got the business. They want your \$395.00 or \$1095.00 or \$5000.00. But you want to control your own business and you want to control your own product. The best thing to do is, get control over something that you know about. Especially, in information which I think that course is the world's best products. You should be thinking about what you know about. Where you have spent the last many years of your life. But, you know what most people do. Whenever they get, I don't care chiropractors, dentists, or with real estate people or doctors or Indian Chiefs or whatever they did, electricians, they want to get so far away from that you could never even mention the word to them again.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 10

Whenever, people do like those for many years, that is the thing they like the least. They don't want anything to do about it. They don't want to produce products, they don't want to write books or manuals or have nothing to do with it.

Well, that might be the way you feel, but the truth is, what you know, is what you can cash in on. So, if you were a jeweler for twenty years of your life and you hate messing around with uncut diamonds and gold and all this stuff, you can't stand doing that anymore, cutting the stones and the rubies or whatever you do, you still probably can make a fortune by getting involved in that business. If you do it right and produce the right products or information or combination thereof, you don't have to do the cutting or work in the back room with the goggles on. But, what you know best, you can make money. I worked with a janitor's service in Phoenix, Az several years ago and he hated being a janitor and doing carpet cleaning and janitorial work for commercial and residential. He said "I hate it". But, I showed him how to, he could profit from this, by putting together information products and he made a lot of money. Then we took a step further. He not only showed people how to get into this business, a business he had learned to hate, (pretty back breaking work I guess) but also he showed people or I should say he offered people the various cleaning tools and things to make money. So the powerful thing to do, is to either get involved in something you know, because you can develop products pretty quickly. You don't want to do that, if you can't stand that product. Then, get involved with something that you are passionate about and should take time to learn, because you love it so much.

Now, let's get to some proven marketing techniques and strategies

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 11

that will absolutely work for all of you, if you will apply it. But, the first and most important thing is you need a UPS, you have heard that before. You need a unique selling position. Sometimes that they call the USA, unique selling advantage. You need to give people a

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 12

worked with a dentist in fact I have worked with a couple of them. But the unique selling position here was, we offered free cleaning and x-rays. Most guys charge a pretty good price for this. Come on in, get your teeth clean, get your x-rays at no cost. And what we found is almost 50% around 49% who got the free service they came back and spent money and sometimes many, many, many hundreds of dollars, to have their teeth cleaned and fixed and bridges and whatever. Another thing I have used with a dentist after that to make up a unique selling position, was this dentist in Beverly Hills invested over \$100,000.00 in some new equipment that made, he claimed the drilling a painless operation. I don't know how true that was. But, he claimed it was true. So, we valued it in the yellow pages, with other advertising that he was a pain-less dentist. Dr. Bob the Painless Dentist. And of course, that is a very unique selling position for dentist. Because when it comes to dentistry, people worry about the pain. So, you start thinking about your product, your information. What could be your unique selling position. What is the reason why to come in and see you. What's the reason to buy your stuff. To build a business, any kind of business, the key thing is customer acquisition. This is the important thing. Some lady had just mentioned over here, I think it was Dr. Berliner had mentioned, we got to the second step. Well, that is true. But, all businesses need the life blood of new customers, so you need customer acquisition. What I found to be the best, for customer acquisition is usually, to give something away free. I'm best known... I thought I brought about three in here today, but, I went through the room and went through the table out here and I can't find them. Three different boxes that over the years I've given away free.

Here is my secret technique to giving something away free.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 13

First of all, It must be free of course, second of all it must be cheap and third it must not be perceived as cheap and must have a good high perceived value. I found that I could print books up in Kingsford, TN with the Arcadia group, in lots of 20,000 or more books that range from 80 to 120 pages. Small books, but still substantial around 100 pages for about 23 cents. We put beautiful covers, but we used lose printed sides. And these books, I would give away free, sometimes asking for \$1.00 for posting and handling. And the contents of anything that I give away free is always very good. Because, if someone gets something free, they don't expect too much. But, when you give something away free and they compare favorably, the stuff they buy for \$10.00 or \$15.00 or \$20.00 or even more, you got a customer perhaps for life. They feel very good about you. So, whenever, I give something away free, I just don't throw something together, throw them in an envelope, and then put a lot of sales literature in with it and say the main purpose is the sales literature, but here is sheet of paper to some free stuff. I try to make the free offer, the free report, the free part, the free sample excellent. Because, that is the key to acquiring the customer. You don't have to just do it with books. Free, can work at a whole bunch of things.

I did work with the San Diego Deli years ago. They had the best pizza, but mostly they had these great submarine sandwiches. I said we can use free stuff here too. They said we are not going to give away food free here. We might have a two for one special, but he said we tried that already and it worked a little bit, but you know two lunches or two dinners

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 14

for the price of one, but it didn't work that good. I said, "oh no, no", we're not going to do that. What we're going to do is, your over here on Fifth Avenue in downtown San Diego which has been redeveloped and made beautiful with our gasoline district. But then it was right on the bridge of being skid row. And, all the respectable people were about three or four blocks away in the advance insurance companies on Broadway, where they still are. But, the more lower side of town is now in much better shape than it was eight years ago. I said, here is what we are going to do. We are going to take those beautiful hoggie sandwiches or submarine sandwiches as they call them, and cut them into little pieces. We are going to send some people up to the banks and insurance companies about 11:00 in the morning and we are going bring it in and give a nice sample and we are going to give a card that tells where it came from. You know, a lot these places had a sign "No Solicitation" or so. But, I talked to the girls and guys who just said, oh no, they didn't have any trouble with it. come right in, come right in this is for Jill, this is Mary, here is something for Bob. Nobody worried about solicitation or nobody allowed here. And guess, after one week of that promotion, hundreds, well at first you had dozens but eventually hundreds of these people with their suits and ties and the women with their business suits on,

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 15

So, giving things away free is a powerful marketing tool. You know the dentists use it too. You give away a cleaning and x-rays, your giving away something free. A great way to acquire customers. Then the most important thing is you develop something to give away free. Or in some cases you can acquire customers by selling something. I often was able to sell books at \$10.00 or \$15.00. Where I go, people are able to make a profit. So, I was able to acquire new customers without the expense. But sometimes, in fact it happened in the beginning. I took a \$10.00 book and stopped selling it for \$10.00. Everytime I ran ad in Entrepreneur Magazine and Income Opportunity and Money Making Opportunity.

I was paid back by ad cost and sometime double. It was profitable. I advertised the same book free and guess what happened. Five and Six times bigger response. So, if this works, great. Now we have to keep track of the response, as you do in direct response marketing and find out the people who send for a free book or many send a dollar for it and the people who send \$10.00 plus a \$1.00 postage, making it \$11.00 for the same book, which one is buying the backend. Because, all the profit is in the backend. What I found out with this one promotion was, when we gave the book away free, actually we charged \$1.00 for postage and handling and that didn't hurt us a bit, we got a 7.8 response on the backend selling the \$79.00 pack. So, almost 8% of those who sent for the free book, spent \$79.95. This was really several years ago. The people who paid \$11.00 - \$10.00 plus \$1.00 postage for the book. It was about 90.2%. So, a little better response made me 15% or so better where they paid the \$12.00. But I calculated all the numbers, punched all the numbers and I discovered this. By gaining 5 times or more customers free, even though the backend response went down a little bit, it was far, far, far more profitable to give the book away free. Those are the kind of figures you need. So, even though I could sell that

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 16

book at a profit, it was more profitable, far more profitable to give it away. Now, one of the best backends, for whatever your doing, is a newsletter. A newsletter, is a powerful marketing tool for many reasons which I am going to tell you about, but it is a great backend. You sell something at a reasonable price or low price, you give it away free whatever, then you probably have something else to sell on the backend, but then your backend to your backend could be your newsletter. A newsletter can be extremely profitable. First of all, if you got out to coal this, to try to develop a newsletter, you usually lose money.

I met with Howard Ruff once, right here in San Diego. We were talking about the cost to acquire subscriptions. He was charging at that time \$95.00 for a one year subscription. The problem he was having even though ultimately it was profitable, was it cost him about \$128.50 to get every \$95.00 subscription. Well, that is not so unusual in the newsletter business, if you go out to a cold list. You usually are very lucky, if you can break even, but maybe 80% or more of the time you lose money. But, I have discovered, working with several publishers, that if you first sell something to someone, perhaps you gave it away first, then you had a back end sale. You've developed a customer, you've nourished a customer and now the customer believes in you, then it's relatively easy to get that customer to sign up for a newsletter. So, it is an excellent backend or in many cases a backend to the backend. Another thing you have to realize why it is so important to acquire customers, is because you can make a lot of money with list rentals. I made last year a little bit less than \$50,000.00 just for renting the names that I had acquired. But, frankly, I am pretty much a piper. Because I know Howard Ruff once told me, his list rentals are about a quarter of million dollars a year. I talked to Rich Valor, who is president of Venture Communications Incorporated. They have alot of mailing lists or broker agents and they

**Ted Thomas San Diego
Conference**

Speaker: Rus Von Hoelscher



Page 17

also do all these car tags that you see. And I told him, gee Howard Ruff's doing a quarter million a year just renting the names out. He said that is no big thing Russ, he said we work with Sharper Image. Richard Velhiemer, I think his name is, he made four million dollars last year

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 18

you before, and it's true, for advertising the headline is the most important thing. Most people just don't know, they know what that means, but it really doesn't help them that much.

Here is how you will always write a good headline. Find out through the process of elimination and by writing everything on big yellow paper pads, the various benefits of what you sell. Your product or your service. Then eliminate every benefit. You come to the one that you are absolutely convinced is the most important. If you put the most important benefit into your copy, you will almost always have a good headline. That was the way to write a great copy. Now with my book, "Stay at Home and Make Money", we use that as the headline. We could have subheadlined under that, telling them about some of the other benefits of the book. Because you want to continue to pour on the benefits. But, the headline should usually be the number one benefit in the product or service that you offer. Then continuing with the benefits and learn to build an offer. You got to get decent people a reason to buy. I've already told you that. You got to build an offer. One of best ways to build a high perceived value offer, is to offer several bonuses. When you sell information, you might have a big whole study course and you think that is all you need to sell, wrong. You want to build a whole bunch of smaller little reports on various aspects that relate to your main man hill or main home study course. You have high perceived value. If you ever read some of the newsletters for mutual funds and stocks in some of the newsletters from gold and silver, you'll see that if you subscribe to that newsletter, they will give you 3, 4, 5, 6, 7, 8 bonuses. I have to be careful, even though I am a crone in this business that if I read about all those bonuses sometimes I get so excited, it's described, in spite of myself. Because what bonuses sound so good. There is a method to that and I use it whenever I can myself, give away three or four or five or more bonuses.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 19

Another thing you want to do, is get testimonials for whatever your services is or your product. You know people, only one person in maybe 500, even if they enjoy what you do, will take the time to write you. So, it is good to put things into your packages that you send out with your product or your books and ask for testimonials. We love to hear what you think about this. You might even put in a self addressed stamped envelope. Then once you get the testimonials, use them.

The next thing that is so important is guarantees. You always want a strong guarantee. The longer the stronger. The longer the guarantee, you put a short guarantee people are thinking about sending it back. Sixty days is better than thirty, ninety is usually better than sixty and on and on. Give them one guarantee and the returns go down.

Now, another way to always to make sure that you get the multiple profits from what you do, I call them multiplying your sells. When I sell something and make it sell by direct mail, I am using ads and I am using classified ads, I do all these things simultaneously. I often try to pay distributors to help me sell catalog houses that will put my books or reports in and sell it for me. I go the foreign market place, one of my books "How to Cheap Tone Success has sold about 35 to 40 thousand copies in foreign countries, including 12,000 copies in Japan. This is all extra profits. Then I sell to related markets. When I have my book, I look for over the last weekend that I could not find it, but I decided why not put the same cover on all of our books. We had seven books at the time that we were promoting. Let's put all the same hardback cover on them. Then, we will put individual death jackets on, but the covers will make all the same, coming from the room. I said, you know I think we can get some sales from the encyclopedia market. Sell the encyclopedia market. You sell encyclopedias, you sell children books. I said, "let's see what we can do, if we get some sells from the encyclopedia market". We called up Britannica,

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 20

they weren't interested. We called up a couple more. We ended up at Standard Collier. That company said, yea we would love to take this on. Most people buy encyclopedias. They also will buy, or maybe get as bonuses, some children books. Childcraft or different things, I can't remember all the titles. But, this wise sales manager in Chicago said, I know some of those moms and dads would like to get something for themselves. You have a set of set of seven books here that we call The Success and Money Book. He said we can take your Success and Money Books and give it a try. We had to make these real large folded sheets up with all the books on it. Huge,

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 21

RUS VON HOELSCHER

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 22

even though they advertise extensively. The things that seem to be working best are the date lines and the psychic lines. There is a lot of them out there. I have been able to learn some of things that make them work. For example: Ninety-five percent of the people that call a date line are males. The guys pay, and the girls play. That's the real world, I guess. I don't say that with any bitterness, but, the men make the calls. Another way of putting this is , you must promote to the guys. Males between the ages of eighteen and thirty-five make the majority of the calls. That of course, is the same age group for the BBS's and the Internet. Knowing that you have to advertise, if you have a date line, where you're most likely to have a rich, strong, vibrant male audience, I've found some techniques with buy-sell-swap publications, and publications that have a lot to do with motorcycles and things. Even though they have nothing to do with dating, they have turned out to be wonderful publications to advertise date lines in. So, I share that information with you.

Chargebacks are the real Achilles heel in the 900 business. Some people are paying up to forty percent of all the money they get into chargebacks. We have eliminated that somewhat. We have a program with several of the date lines, fantasy lines, and gab lines, none of which are pornographic, all approved by AT&T and MCI, that you can promote with a guaranteed payout of one dollar and ten cents per minute. That is a very strong program.

Some other people are going in a different route. They are sending things over to the Dominican Republic, Chile, and Brazil. This is their way of getting away from AT&T and MCI chargebacks. I have been offered deals from these people , they seem to be good people, I'm not knocking them in any way, I'm just not one hundred percent convinced that we should reroute pay-per-call calls to Chile,

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 23

Dominican Republic, or any other place. I don't know how that's going to sound to people. To call a date line, and pay so much for the call, then they get the bill two weeks later, then the bill says the Republic of so and so. I think some people are going to pick up the phone and say "I don't know anyone in the Dominican Republic, and I'm not going to pay this bill." The theory is that you have to pay foreign bills. We have a four in one 900 program that has a guaranteed payout of one dollar and ten cents per minute out of the good ole U.S.A. If anyone wants to do business in Brazil, that's good too. It seems that we also have a psychic program with the one dollar and ten cent per minute payout. I just wanted to pass that on to you. I feel that I have one of the best 900 programs in the country. The details are out there.

Another new thing that is happening in technology is using your fax to build business. It's called fax-on-demand. Don Berliner can show you how to make money with faxes. You don't even have to own a fax machine. It's very exciting. We have to stay on top of new technology.

Most of you want to hear more about the electronic marketing, and I don't blame you. It's so exciting, and it has the potential for great profits. I've been on board with that from the beginning. I have the best course of it's kind on that subject. I didn't come here to sell hard, but I will say that we have sold some of these because they are good. We have the complete course, "How to Make Thousands of Dollars at Home with Computer Bulletin Boards." It's the best course of it's kind. We have three super sharp computer whizzes that helped us put it together. This is a \$247.00 course. Only at this seminar, it comes with a manual called "Internet Millions" as a fee bonus, then the best free bonus of all is five to six hours of video tapes from a Wichita, Kansas seminar a few months ago.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 24

It's called "The Electronic Marketing Explosion." Don Berliner is on these tapes. Jeff Sands is also featured. There are also a few computer experts. There are several speakers at this seminar.

The BBS and the Internet. There are two ways to advertise and I could help you with both. 1.) You can put articles or reports on the BBS's and especially the Internet into the various forms. If you have something on health, you can write an article that covers the subject matter that you are trying to sell something on. I have found that the best method is to just have them call the phone number for more information.

There is an ex chiropractor that I have mentioned to some people who sells life herbs. He wrote a report on the medicinal value of herbs that told all the history of herbs throughout the centuries starting in ancient China. He stated that millions of people use herbal remedies with better results than the AMA would lead you to believe. Then after stating his case with a very good article, he says a great source for life herbs is, he names his own company. Then he says if you call this number, we will send you a free catalog of herbs. It's working very well.

I have received some results on the Internet and the BBS's and I'm selling something that's not that easy to sell. Newsletters are easy to sell to a cold list or to cold media, but I have signed up many people with my newsletter, "The Rus Von Hoelscher Direct Response Profit Report" by giving away an eight page issue free. With most newsletters, you're asking them to pay before they read the goods. You may give them a bonus with the first issue right away, but the rest of it comes over a period of time.

We have found that marketing books on the BBS's, the computer bulletin boards, and the Internet, works by giving away a free chapter

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 25

of the book. The secret to success with the articles and reports, is ninety percent tell and ten percent sell. You send sales letters and all this stuff, you are only harming things, because it's going to hit the fan. So, you have to put things at ninety percent tell, and ten percent sell. You have a nice one hundred eighty page book, you find a short chapter with six or seven pages that has good, meaty information, you could give that whole chapter as your article. Then, at the end of the article, you could say, "This article was actually a chapter from XYZ Book, that tells you everything you need to know about ABC. The cost of the book is \$18.95 plus \$3.00 postage. If you call this number, we will send it to you immediately." That is a way to market on the Internet and the BBS's without too much trouble. You can't throw ads and sales letters all over the Internet and BBS's. It's very easy to market information if you have something good, and you give something away. You give away free stuff first, then, you sell. That seems to work the best. If you can't produce a report, or you don't have a book that you can pull a chapter out of to give away, and you can't take something out of someone else's book, unless you have the rights to market it. You can only give it away if it's yours to do so, or you have permission from the publisher to give a chapter of that book away. If you don't have a book or manual, and you can't write an article, have someone write it for you. You don't have to just sell information products, services can be sold also. If you decide to do that, then you might consider advertising in E Magazine. There's only a few out there. I own my own bulletin board. Many people have that. They use it for other things besides business, including a lot of sex and crazy stuff.

We have a business bulletin board in an old copy of E Magazine, which is simply Electronic Magazine, that's called The Audubon Opportunity Journal. I can go on the Internet with that. In fact, I have direct access through my computer whizzes, to the Internet because we put up a self contained unit. The Audubon Opportunity Journal is on our own port. It's

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 26

not just ads, it's a combination of ads, reviews, and articles. It's a self contains unit. We promote this through CompuServe, AOL, Genie, and thousands of other boards.

If you want to put in an ad for a multi-level company, or for this or that, you don't want to try to disguise it as an article or report.

AUDIENCE MEMBER

Does the same classified ad that would go in a newspaper work on the BBS's?

RUS VON HOELSCHER

The BBS's and the Internet have all ages, but are dominated by young males in the 18 to 35 year old age bracket. Whatever you sell on the Internet or the BBS's, you should keep in mind this very large male audience. They like adult material. They like the more violent video games. But they are also interested in good money making and money saving information. And a lot of other things including herbs, which kind of surprised me.

AUDIENCE MEMBER

What is the predominant audience on these BBS's? What geographical

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 27

areas?

RUS VON HOELSCHER

The predominant audience seems to be the United States and Canada. Mostly North America. The Internet is worldwide. But the major sustaining market seems to be North America, within this audience is mostly young males.

AUDIENCE MEMBER

How often do you change the articles in E Magazine?

RUS VON HOELSCHER

We publish E Magazine about once each month. So there's new ads, and articles each month, though some people repeat their ads. There are definitely new reviews each month.

AUDIENCE MEMBER

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 28

How do you learn about other bulletin boards? And how do you advertise your product?

RUS VON HOELSCHER

The On Line Access and the Bulletin Board Boardwatch Magazines are available at a lot of newsstands and through subscriptions. They list hundreds of boards each month and list new boards. We promote our E Magazine through computer magazines, but we also place ads on Compuserve, AOL, and the Internet.

We promote our E Magazine to other bulletin boards and if they accept you as a sister board, they are happy to tell their subscribers about you and how to access you because you are providing a service for them.

AUDIENCE MEMBER

Does your course show you how to set up your own bulletin board?

RUS VON HOELSCHER

Our course shows you how to do everything yourself for the person who is computer literate and wants to do everything themselves. You also learn marketing and how to profit in this course even if you've never owned a computer. You don't even have to know how to turn on a computer to make money on the Internet and the BBS's, but you have to know marketing.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 29

AUDIENCE MEMBER

If you put out a chapter from a book on the BBS's and/or Internet, can you also put a picture out there?

RUS VON HOELSCHER

Our service can put things up on the Internet and the BBS's with a scanner. We can scan most anything and it look very beautiful. In fact, our Audubon Opportunity Journal is only three months in existence, and is already being recommended for some awards as being the best graphical E Mag involved. That scares the hell out of me because I know in direct response marketing that the people who get the awards are the ones who get the money, but I still feel good in that my computer guys still do what I ask them to do with regard to marketing.

AUDIENCE MEMBER

What type font should you use to put things out in electronic marketing?

RUS VON HOELSCHER

Articles and reports are put out as "text", but we use various fonts, type sizes, and graphics in the Audubon Opportunity Journal.

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 30

AUDIENCE MEMBER

Can anyone with a computer access the information you put out no how old their system might be?

RUS VON HOELSCHER

If they have a computer, they can read the information on the screen, or choose to download in whole or in part. If they have one of the older computers, and you had some color graphics, then they would just see it in black and white. Yes, anyone with a computer can access the information.

AUDIENCE MEMBER

If you put ads, articles, or reports out for electronic marketing, can they monitor the thousands of boards that we can put them on to see what's up and what's not?

RUS VON HOELSCHER

The answer is probably yes, but it probably won't be done because it would take enormous amounts of time.

AUDIENCE MEMBER

Could you advertise 800 or 900 numbers on these bulletin boards?

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 31

RUS VON HOELSCHER

You could advertise 800, 900, or even the new 809 numbers from foreign countries in our E Magazine as long as they weren't pornographic.

AUDIENCE MEMBER

Can you put something up and tell how long it will be good for?

RUS VON HOELSCHER

Things tend to stay so long on the Internet, I would suggest putting only ads or articles up that you expect to be able to reply or fulfill for a very long time. If you wanted to say, "not valid after Dec. 31, 1994", you certainly could do that.

AUDIENCE MEMBER

How long can you keep things up on a bulletin board or on the Internet?

RUS VON HOELSCHER

Every single bulletin board has the right to determine what goes

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 32

on their board. If you put things on CompuServe or Prodigy or AOL, or eight thousand other boards, some are very large, some are very small, it's up to eight thousand human beings, people who love Rush Limbaugh, people who want to kill Rush Limbaugh, people who are socialists, people who love the idea of having nothing on the Internet except academia, etc. they are all going to make the decision about what goes up there. Some will say this is great, some will say this is O.K. for a while, others will say to get this crap off of the board. They own the board. Things stay on the individual bulletin board only as long as the owner or the SYSOP, the systems operator, decides to leave it on. That could be two days, two weeks, two months, or more. The Internet is different in that nobody owns the Internet. There's various access points, some commercial, some academia, but they're not too quick to take things off except for things that violate their code of ethics. And even some of that stays on for a long time, so they're not too quick to take things off. When you spread things across the bulletin boards, some are coming down today, some next week, some next month, but things that go on the Internet, tend to stay out there a long time. We have found things that we put six months ago. It tends to stay up. I spoke to a computer whiz kid in Chicago, who said he put some stuff up two years ago, and it's still up.

AUDIENCE MEMBER

I've heard that the government is thinking about pulling out of the Internet, and it will cause problems.

RUS VON HOELSCHER

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 33

The government is no longer committed to funding the Internet as it once did. I think that when the government gets out, then things will get better. Because without the government, we will see the Internet become commercial more and more quickly. It's already becoming more commercial. When the government gets out and the Stanford professors let go of their hold in what they think should be on there, when those kind of clowns get out, it's going to be better. The only thing that's going to make it worse, is if the government doesn't completely get out. They will get out of the funding business, but they will be getting into the regulation business. That's why I say if you're going to get involved, get this wonderful course soon. Get involved soon, because this may be the way of the future. I really believe it is. I think the prices are going to go up as it becomes more commercialized and I think there's going to be more regulation because the government of the United States today cannot keep their hands out of any area of human endeavor. They're not going to let the information super highway get away from that. Just one week ago, I heard Al Gore say, "We need to look into stringent regulations for the information super highway. I wish he would stay in the great northwest hugging trees, but he's looking at the super highway. So, it's going to come.

AUDIENCE MEMBER

Do you have the service?

RUS VON HOELSCHER

We can help people to market who don't even own a computer.

Ted Thomas San Diego
Conference

Speaker: Rus Von Hoelscher



Page 34

AUDIENCE MEMBER

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 35

be some profoundly complicated graphic that we can't. Several graphics we could scan with no problem.

AUDIENCE MEMBER

Would that be for the same \$95.00?

RUS VON HOELSCHER

There would be no graphics with a classified ad. If we used graphics, the answer would be no. A \$95.00 classified ad is strictly text. With the two or four inch, or the half screen, or full screen, we could use some graphics.

AUDIENCE MEMBER

What's your phone number to your BBS?

RUS VON HOELSCHER

I am in California, the BBS is in Minnesota. I have it on the wall in my office thirteen or fourteen miles from here, but I don't have it in my head.

Ted Thomas San Diego
Conference

Speaker: Rus Von Hoelscher



Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 37

AUDIENCE MEMBER

How do you interact through the Internet regarding the ads or articles that are placed?

RUS VON HOELSCHER

We put our E magazine into the business and financial forms and promote it to that, so then people could access it. The Internet is made out of hundreds of thousands of forms, and you have to put your promotion and tell people about yourself like going into the forms that's most likely to relate to what you have for them.

AUDIENCE MEMBER

Can you choose how much to download, or do you have to download everything?

RUS VON HOELSCHER

Yes, you can download in whole or in part what you see on the screen. Are there any other questions? Alright! Consider this course. You get the course for \$247.50. You get the six hours of video tape from the seminar

Ted Thomas San Diego Conference

Speaker: Rus Von Hoelscher



Page 38

that four hundred people went to Wichita for and spent a whole lot more money, you also get the "Internet Millions" book. It's really the hottest course in America. This is certainly the way of the future. I think the time to get involved is now, before prices go up, and government regulations become something we don't want to deal with. Thank you!