

## Ted Thomas San Diego Conference

Speaker: Mike Roth



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MIKE ROTH

I live in Los Angeles, California. Like everybody else here, I knew my business very well, but I didn't know how to get any customers. I went to a seminar and I ran into Mike Roth. He was one of twenty speakers there. His presentation was one and half hours. Between his advice and his products, and I'm not telling you to buy his products, he helped me to increase my business by one hundred percent within six months. The other nineteen people didn't help me one bit. I am a little nervous. I've never done public speaking outside of college, and I just got my degree. But that hasn't helped me. I would appreciate your giving a warm welcome to Mike Roth. He is here to help you, so take his information, and use it. I guarantee that he will impress you as he did me.

MIKE ROTH

Are you guys ready to learn? That didn't sound to good. Are you ready to learn? Give me a couple of seconds here, and I will get rolling. Is everybody ready? Three years ago, almost four years ago now, because of a couple of bad business decisions, I was flat broke. I lost everything. I had bought a home when I was twenty-one years old. I had made my house payments religiously for five years, and virtually overnight I lost everything.

Now, a few years later I have a successful business, I work from my home, I am earning two hundred and fifty thousand dollars a year, and most days I work in my underwear. How many of you work from home and earn two hundred and fifty thousand dollars a year? How many of you would like to earn two hundred and fifty thousand

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dollars a year? How many of you just want to work in your underwear? A lot of you may be thinking, 'why should I listen to this guy?' First off let me tell you that I am a high school drop out, but that doesn't really make a big difference. Fifty percent of all of the millionaires in this country are either a high school or college drop out, so it is definitely proven that you don't need a formal education to be successful. When I dropped out of school I picked up a book entitled Think and Grow Rich. Has anybody here ever read that book, Think and Grow Rich? I got one idea out of that book, and Mark Victor Hansen was talking about that idea today. It was "Form your own mastermind group." Get a group of people that you know can help you reach your goals, pick their brains, and learn from them. That has been a major driving force in my life ever since then.

I have since then directly worked with some of the greatest marketing people alive today. Does anybody know Jay Abraham? I worked for Jay Abraham for a full year. For those of you who don't know, Jay Abraham is a marketing consultant in southern California who charges three thousand dollars an hour for his time. He puts on five thousand dollar week long seminars. He is one of the greatest marketing people alive today. How about Dan Kennedy? Dan Kennedy is the author of several books. He is not here today. He has a book called "The Ultimate Sales Letter." It is one of the best books on writing sales letters. In my opinion, Dan is one of the top five advertising men alive today. Does anyone know Bob Morrison? There might be a couple of you here that know him. Bob Morrison is a marketing guy who has made as much as eight million dollars in a single year. He then decided to buy a big ship and cruise the world. I worked with Ted Nicholas. You should all go work with him. Does anybody know Ted Nicholas? I have learned a lot from Ted Nicholas.

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I have also learned from some of the greatest marketing people through their books and their writings. Claude Hopkins, Robert Collier, David Ogilvie, John Caples, Ross Reeves, Rudolph Flesh, and E. Holderman Julius. I have learned from the masters of marketing through the printed word or working for them directly. I want to tell you what my market is. I am in the publishing business. I teach entrepreneurs how to make their business more successful and to make more money through books, videos, tapes, through seminars that I put on. For the past three years I have focused my efforts on a little niche market that call themselves, "rechargers". Rechargers recycle toner cartridges that go in laser printers. Does anybody here own a laser printer? Keep your hands up if you own a laser printer. How many of you recycle your toner cartridges? Quite a few of you. It is a nice little niche industry. They have been in business for about ten years. The first five years, they kind of shot themselves in the foot, because they didn't know what they were doing. They weren't sharing information freely, their quality wasn't that great, but that has all changed now with new technology and the after market products that they have come out with. They have, in the past five years, taken a major share of the market away from the OEMs, of which Hewlett Packard is the major one. It is a great little industry, and it is a great little business that they run. It is very profitable for people that do their marketing right. There are seventy-five hundred of these people around the world in this business. A big mistake that a lot of people make, is they try to market to a mass audience. They try to market to everyone. How many have ever heard, "If I could get a dollar from everybody in America, I would be rich?" That's a mistake. There are two hundred fifty million people in the U.S. You would probably spend three hundred million getting your two hundred fifty. You want to focus on a little niches. Didn't Mark Victor Hansen say, just today, "niches to riches?" That is dead eye right on. You go to those nice little niches, and you will make just

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as much money if not more.

I am making a nice living. I am working from home. I fully expect to do about a million dollars this year in business and with some luck and some of the things that I have been testing recently, I might make two million dollars, and I have done this all with advertising and direct mail marketing. I am a copywriter. A copywriter is a person who puts words together to get people to do certain things. I am not talking about the type of copyrighting that has to do with inventions and patents. This has nothing to do with inventions. If I were a newspaper copywriter I would be a newspaper copywriter, since I am in the marketing business I am an advertising copywriter. Does that all make sense? All of the rules of grammar that you were taught in school means practically nothing. Do we have any English majors here? We have a couple. They have the hardest time with writing this copy. I have never seen an English teacher write a successful direct mail piece yet. All of those rules, just throw them out. You can throw most of the stuff that you were taught in school is just to be thrown out the window, but that is a whole other seminar.

Copyrighting is both an art and a science. I am going to go through and give you a bunch of techniques. I am going to go through the science part here, because I believe that once you have the science down, the art comes a lot easier to you. Does that make sense? We are going to go through a lot of techniques. Here is why advertising copy is extremely important to your business. Historians think that a guy by the name of Johann Guttenburg invented a printing press around the fourteen hundreds. For the first time in the history of the world, the average person now had access to the printed word. The only people who had books in those days, were the extremely wealthy. A book was worth a small farm. Books were chained together in the old days similar

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to how computers are chained together in business today. Since the printing press, it allowed many people to get access to the printed word.

The printed word is extremely persuasive. To prove my point about a hundred years after that a guy by the name of Martin Luther wrote the now historic ninety-five thesis. Is anybody familiar with this? He challenged the most powerful religion in the world, the Catholic Church, by his printed word and he created a whole new religion because of his writings. He started forty-six different religions. There have been a lot of religions created because of the printed word. Words are powerful. Remember this. People believe what they read. This is why it is extremely important that you understand copywriting, advertising, and direct mail. It is proven in newspaper stories today, that a lot of what is written, is extremely slanted and untrue. Have you ever read something and found out later that it was untrue? A lot of school textbooks are theory and not reality. Because it's the printed word, people believe it. The power of the printed word is so strong, people want to ban certain books and writings. Remember that words are power.

Not long ago advertising was fairly simple. We had three different areas to advertise in: Magazines, newspapers, and radio. This was thirty, forty, or fifty years ago. Now we have television which include infomercials. We have telemarketing, yellow pages, card decks, fax marketing, video marketing, and now there is movement toward doing marketing via cyber space or on line through the computers and modems that I really don't understand. Has anybody ever paid for an ad and were disappointed with the response? I think that everyone has. This is why most space advertising fails. When I say space, I mean when you are buying an ad, you are buying a amount of space. If you are buying a full page ad, that is a full page of space. If you are buying a quarter page, it's a quarter page

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of space. The reason why most people fail in space advertising is they don't have a plan before they start their advertising. You must have a plan before you start. You must know exactly what you want to do before you start. Do you want to create a sale off your ad, or do you want to create an action to move them closer to a sale? Do you want them to call for free information? Without a plan, your ad will be wishy-washy. You should always start with a plan.

There are basically two different types of ads. There is the one step ad and there is the two step ad. How many people know this already? The one step ad is the ad that asks for the order right off the ad. You read the ad that says "Buy my stuff for twenty-nine ninety-five. That's one-step. A two step ad asks them to call for more information. Has anyone ever responded to that? "Call for more free stuff." That is a two step ad. I believe for the long haul, in today's skeptical society, you should use two step advertising. Here is why. Has everyone heard of a company called NordicTrack? Aren't they everywhere? They advertise "Free video and brochure." How about "Earn four thousand dollars a month from home with your personal computer" That ad is everywhere. They want you to call an eight hundred number. There are two of them. These are the most successful advertisers out there right now. How many of you have heard of The Mellinger Company? "Get two free reports. These two valuable reports can make you rich and I will send them both to you free" and they send you a sample import, free. How about Ken Roberts: Like me , you can make really big money at home watching TV or just reading your daily newspapers." Has anyone ever seen that ad? He is a real successful marketer, and he has been running this ad for quite a while. He is two stepping it. "Send for a free forty-four page report without any obligation." You get an audio cassette, too. I ran an ad with a testimonial headline. Every time I ran that ad, I

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would get five times the return on my investment. For every thousand dollars I spent, I would get five thousand dollars worth of business. I wanted to test to see if I could make it any better, so I ran a two-step ad and the response doubled. I got ten times the return on my investment. I ran that ad for two years without having to change it. Are you starting to see the power of two-step advertising?

There is something that every one of these ads have. Can anybody tell me what it is? Free is one. Here is another one: An eight hundred number. Who said that? Headlines. Write this down, the headline is the most important part of the ad. It is ninety percent of the ad. You should focus most of your attention on the headline. A good technique for writing headlines, is to think of the biggest benefit possible. David Ogilvie, a respected advertising guy, once said, "In your headlines, you should think promise." What is the biggest promise that you can put in your headlines?

There are key words that have been tested that you can use in your headlines. I am going to go through them right now. When I sit down to write a piece of copy, I will start with these words and write as many headlines as possible per word. You might want to write these down. One of the most powerful words in advertising is "you". The words are: your, how, new, who, money, now, people, want, why, announcing, or any word with announcing quality like, introducing, amazing, revolutionary, miracle, magic, offer, quick, easy-we like quick and easy, wanted, at last, finally, discover, free-free is the most powerful word in advertising, how to, what, secret, exclusive, success, science, scientific, this, and warning. There are many more words, but that will give you a good start.



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There is another book that you might want to get. It's titled "How to Make Your Advertising Make Money" by John Caples. He is no longer alive, but he was one of the best guys ever to live. In my opinion, this is the copywriter's bible. Everyone should own this. In this book, he gives three hundred and three words and phrases that sell. If I am stumped when writing my headlines, I will go to that book to read even more. The greatest scientific study ever done on headline advertising was by a publisher by the name of Emanuel Holdeman Julius. Emanuel Julius published these little booklets. Did anybody ever hear of these little blue books? They were in the early nineteen hundreds. He sold them for a nickel apiece. These are condensed versions of books or classics or public domain books. He would run an ad or ads which were nothing but headlines. There are three hundred and five titles of books, which are nothing but headlines. The title of the book is a headline. If the book did not sell a minimum of five thousand copies in a year, then he sent it through a system in his office that he called, "the hospital". There, they would change the title, which was controversial back then, because these books were classics. His argument was, and I believe him, "I am putting classics into the hands of everyday people, so, whatever it takes to get it to them." Three hundred and fifty headlines. If it didn't pull, he would change it. Then he tested four cent books at one time with a deadline of November thirtieth. "Amazing Sale - Five Cents per Book!"

He published the information in a book, "The First Hundred Million." If you ever find it, get it. I will make it available to you at the end of my presentation. This is the best book ever written on the science of headline writing, and it really reveals a lot. If he took it to the "hospital" and tried to revive it, but it didn't work, then it would go to the "morgue" to die. Occasionally,



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he was able to bring some back from the dead, but not very often. You need to understand the power of the headline. For example, a book would sell three thousand copies, then, would shoot up to fifty thousand just by changing the title. That is the power of the headline. Ted Nicholas has a presentation on testing tonight, and I am going. I think that everybody should go. The big mistake that people make in advertising is they try to guess, in advance, what the market will respond to. It is not up to you to determine what people will respond to. The market will tell you what they will respond to. Most of the time, we are wrong. Here is an example. Two ads, virtually the same body copy except for the opening. The one on the left: "Popular Secretary Caught Red Handed" and "Hundreds are Changing to Fragrant Prostilla. How many think that "Popular Secretary" was more powerful? How many think that "Hundreds" was more powerful? Hundreds was eighty-nine percent more powerful. Do you see the difference? A few more examples: Two ads with the same body copy but different headlines. "Good News for Men Who Want Attractive, Well Groomed, Hair" and "Can Your Scalp Stand the Fingernail Test?" Which is more powerful? B was two hundred percent more powerful. Here's another one: "What Would Become of Her if Something Happened to You?" or "Retirement Income Plan". Which is more powerful? B was five hundred percent more powerful. These are tested results. Here is another one: "The Old Fashioned Metal Hook and Eye Slicker at an Old Fashioned Price" or "You Can't Lose This Rain Coat Because It Has Your Name On It". Which was more powerful? B was a thousand percent more powerful. A: "Push Button Shave Cream" or B: "Moisturizing Shave Cream?" Which was more powerful? "A" was two times more effective. A: "This is the Ad that We Had to Cancel Three Months Ago Because We Sold Them So Fast". B: "All Leather Handbags for Only Twenty-Eight Dollars, The Last Time We Ran this Ad, We Sold Out In Forty-Eight Hours". Which was more powerful? "A" was three hundred percent more powerful.

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How are you guys doing? Are you starting to see why it is not up to you to determine what will work and what won't.

AUDIENCE MEMBER

Where did you get these?

MIKE ROTH

I got them out of an old book a long time ago. I don't remember what it was. I believe that it was "Which Ad Pulled Best", but I am not sure. John Caples has a couple of these in his book. Here are a few more: A) "Announcing A New Course for Men Seeking Independence In the Next Three Years" or B) "An Up To The Minute Course To Meet Today's Problems." Which was more powerful? "A" was three hundred seventy percent more effective. A) "How to Turn Your Careful Driving Into Money" or B) "Auto Insurance at Lower Rates If You Are a Careful Driver". Which was more powerful? "B" was twelve hundred percent more effective. Does that make sense? Are you starting to see why headlines are extremely powerful? A headline can make or break an ad. That is why you have to work on them and test them and find out which one works. Mike Enlow is a private investigator in Mississippi that is now doing a lot of marketing on electronic bulletin boards. He was supposed to speak in this slot, but he's not here. He posted this ad on an electronic bulletin board: "P.I. Text." He got five thousand requests. Then he posted: "P.I. Secrets Text". This brought in one hundred forty-eight thousand seven hundred and ten requests. Do you see the difference? I would have guessed 'secrets' to begin with, because in "The First Hundred Million", it talks about how you almost always raise response by adding 'secrets' to the headline. I also agree with it, in that a longer headline usually out pulls a shorter headline.

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Here is some more information about headlines. It is very important you spend most of your time on headlines. Your headline should also be specific. In order to be terrific, you've got to be specific, and here are two examples: "Make More Money in a Week Than You Are Used To", or, "Make Five Thousand Dollars A Week Working Only Three Hours A Day". It is more specific. You might want to put testimonials in your headline. The first ad I ever ran for my products was a testimonial. "In just one week, Mike Roth got me ten new customers working less than two hours a day." A testimonial headline will raise response. Make your headlines "newsy". Why do people read the papers? Is it for the ads? Not unless they're like me. It's for the news. Put news value into your headlines. Ben Suarez did one that says "Ohio Man Discovers the Secret of How to Escape the Rat Race". It has newsy value to it. Here is another one: (I believe that it's by the same company) "Ex Factory Worker Gets Two Hundred Forty-Two Thousand From A Product You Can Get Free." Put news value in your headlines. One of my favorite newsy headlines is "Fishing Breakthrough Catches Too Many Fish - Banned in Some States" That ad ran for about three years, so it definitely works. Another one of my favorites is: "Local Cemetery Owner Reveals How You Can Cash in on Your Own Funeral". It is a great ad. This ad ran for a long time. One of the hardest things to do is sell cemetery plots, isn't it?

Put a sense of urgency in your headline. Use words like now, finally, and, at last. Use the word "free" in your headline. Avoid negative headlines. Use a large font for your headline. The larger the headline the more attention grabbing the impact. You have just got to write, write, write, and keep writing. Eventually that genius headline will pop out at you. Write, write, write, and overwrite. What I like to do is write and put it down for a while and go back to it and edit out the weak ones and build on the

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strong ones that I kept in there and keep rewriting until I come up with the headline that I think will work. I come up with what I think will work, but the market will tell us. Ted Nicholas talks about when he wrote the ad for his first book, "How to Form Your Own Corporation Without a Lawyer for Under Fifty Dollars." He wrote over two hundred headlines before he went with that one. Spend a lot of time on your headlines.

I have some more tips on writing copy. You should clear your desk. Those of you who write at a computer should get rid of all the garbage on it, because it is a distraction. You want to write on an empty stomach. Never write on a full stomach because the food in your system takes energy from your brain. Write on an empty stomach. Write sober. A lot of people think that you have to be half looped to be creative, and that is not true. I think Einstein said, "Genius is ninety-nine percent perspiration, and one percent inspiration." Write sober. Start now. Dan Kennedy talks about writers block in his book. This is a great way to start the book. "Writing is easy. You just sit down at the typewriter, slit your wrist, and give blood." The way to get started, is just to start.

One copywriter said that he would write the word "the" over and over until he started writing. I notice that most of my writing doesn't start until I'm about a page into it. That's when I really start. Just start writing and don't worry about being perfect from the beginning. The opening paragraph of the ad should be an extension of the headline. You want to use "you" copy instead of "we" copy. The biggest mistake people make in writing ads, is to talk about how great they are. We do this, we do that. You should tell them what they will get. Here is how you will benefit from that. Does that make sense?

You should tell the reader why they should buy from you. If

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you don't give them a reason, they will never buy. Ask for action. You should always ask for the sale. It is called closing the sale. I have seen a lot of good letters start off fine. They have great headlines, but they never ask for the sale. You have to ask for the order. Give them more than one way to respond. Nowadays, it's easy. They can fax it in, mail it in, Fed-Ex it, or whatever. You can give them an 800 number to phone in their order. They could even EMail it in if you are set up for it. Give them more than one way to respond.

Some other tidbits: Use a serif font for the body copy instead of sans serif font. Serif font has "little feet" or "curly ques" at the bottom of the letters. Sans serif font (sans is a Latin word meaning "without") is all chopped off and blocky. Many tests have proven that sans serif drops response. You can use sans serif in your headline, but, don't use it for your body copy. A lot of people or graphic designers who don't know, will use sans serif font in body copy and that's a big mistake. Also, a lot of our school text books are written in sans serif font. Do we have an illiteracy problem in our country? We have a forty-one percent illiteracy rate in this country. Most of our textbooks are written in sans serif font and they are extremely hard to read. If we would get rid of that, I will bet that our illiteracy rate would drop.

Use subheads. Has anyone ever seen the ad that was a takeoff from one of John Caples' ad? "They All Laughed." It's full of subheads. In his book, Dan Kennedy talks about the dual readership path. Not everybody is going to read all of the copy, but you want to get the skimmer to do a readership. Your subheads should tell the story in itself. If you are reading the subheads alone, you could tell: "Cash by Mail - One Hundred Thousand - Proof - The Secrets - Start Now - Free Book." Do you see how that is working? It just greases the eyeball along.

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Here is another one: "Be Your Own Boss With Your Own Small Engine Repair." They do their subheads well. "Learn At Home - In Spare Time - Includes Five Horsepower Engine and Power Generator - Choice of Two Courses." Then it pulls you right down to: "Send Coupon Today For Free NRI Catalog." The most important thing is the headline. Use subheads. Avoid too much underlining, bolding, and italicizing. It is a distraction. Distractions kill sales. Use them sparingly. A big mistake that people make is italicizing big blocks of copy. They are extremely hard to read. If they stop reading, they don't buy.

You want to write at an eighth grade level. A lot of people think that in order to be good at writing advertising copy you have to sound more intelligent, but the opposite is what works. No matter how intelligent your customers are, whether they all have PhD's, they to read at an eighth grade level. When USA Today came out, they were criticized as being a tabloid newspaper. It was written at an eighth grade level much like the National Enquirer. The National Enquirer is one of the most successful papers on earth because it's extremely easy to read. Does anyone read the Reader's Digest? Reader's Digest is written at an eighth grade level. Then there's the over fifty magazine by the name of Modern Maturity. Modern Maturity is written at an eighth grade level. You want to write to be understood, so, write at an eighth grade level. Write it like you talk.

AUDIENCE MEMBER

Should you be careful about using "secret" in an ad? Could that be copyrighted?

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No. You can't copyright a word. You can almost always make it a secret. If they don't know about it, then it's a secret. Don't lie, because what works in advertising is the truth. You can almost always make it a secret.

Always have a guarantee. I will get back to that in a moment. Always use contractions. You will becomes you'll. Do not becomes don't. Use contractions, because that is how you talk. You want to write like you talk. Use bonuses. Give away free stuff. Does you know what the most powerful premium in direct marketing is? The calculator. Information is another premium that you can use. Newsletter publishers do that extremely well. Use free stuff. I occasionally put on three day marketing seminars. I am doing the best that I can with the period of time that we have. Here is a twenty-four page sales letter that I wrote for a sales letter. I have three full pages of bonuses - free stuff. Tag Powell was talking about that. Give away as much free stuff as possible. You can have a low cost, but you build a high perceived value. Information products have a high perceived value.

I want to talk about testing real quick. A lot of people think that they can run an ad and be rich and that is all that they have to do. Have you ever heard of an ad that Joe Carbo did - "The Lazy Mans Way To Riches?" Did you know that before that one, he had to run this one - "How a Failure At Forty Can Retire A Millionaire Before Fifty?" Have you ever heard of Mark Parrelson: "How to Wake Up The Financial Genius Inside of You." I believe this was his best pull, yet. Before that, he ran, "How to Achieve Total Financial Freedom In 1978" with two different layouts. The exact same ad. One has a picture of him smiling at you. The other is a picture of him on the phone. I don't know the numbers, but, I bet the smiling picture outpulled. Have you ever seen this ad?



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"You Make These Mistakes In English". This ad ran for forty years. It's still being run, but in a little different way. Before that, they did, "Ten Mistakes In English." Before that, they did, "What Are Your Mistakes In English?" Have you ever heard of Charles Atlas? "The Insult That Made A Man Out Of Mac". Before that, he ran this ad for the longest time: "How Joe's Body Brought Him Fame Instead Of Shame." Before that, it was: "How I Made This Fellow A New Man. I Will Make You A New Man Too." It says, "I will prove in only seven days, that I can make you a new man." "Will you give me seven days to prove that I can make you a new man?" These are all of the ads that he ran before he got the one that stuck forever. "Lend me fifteen minutes a day, and I will prove that I can make you a new man." "Yes, I Turn Weaklings Into He-Men." I believe this is the very first ad that Charles Atlas ever ran. It was in the 1920's. "Do You Want A Forty-Eight Inch Chest? Well, You Can Have It." It goes into talking about Charles Atlas. It was the first ad of Charles Atlas. Do you see how many ads he had to go through before he got to that one? When it comes to advertising the first time might not be the winner, but you keep trying.

Another thing that is very important, and a lot of people don't know this, if you are advertising, you will want to use an insertion order. I learned all that I know about this stuff from Ted Nicholas. Basically, this is a contract. If they make a mistake, and you didn't use an insertion order, you are losing money. Advertisers make mistakes about ten to twenty percent of the time. If they make a mistake, then you get what's known as a "make good". It's a free ad. It's kind of neat because you're getting some response from it. It's free money, and they make mistakes about ten percent of the time. You never want to place an ad without an insertion order. You never, never, never pay rate card rates. I learned all that I know about buying media from Ted Nicholas. He has been a big influence in my life. Paying rate card is like paying full boat

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at a automobile dealership. Would pay full sticker price for a car? You don't. You negotiate. The same thing works in advertising. But because their rate card says that it's five thousand dollars, and it's in print, people believe that's what it is. Fifty percent discounts are common. If you advertise like this along with direct mail, you're going to get rich. Direct mail is one of the greatest ways that you can get rich. I believe that it is one of the few ways that anyone can use to get rich. Do you know what kind of response is normal in direct mail? There is no average or rule of thumb. The people who teach that are academic dweebs who have not had any real world experience. I have seen people get rich on one percent, and I have seen people go broke on five percent. There is no rule of thumb in direct marketing. It's whatever works.

Return on investment. I like direct mail because, number one, you get fast response. You can be in the mail, and you can know within a week or two if your piece works. It takes a couple of months in a magazine. 2) It's personal. It's from me to you. When they have your direct mail piece, it's the only promotion they have. It's easy for them to turn the page in a magazine. Short life in newspapers also, turn the page, next day, you're done. 3) It's private. You can test many different things without your competition knowing. 4) There is more room to tell your story. It's definitely proven that long copy outpulls shorter copy. Several tests have proven that a two page sales letter will outpull a one page. A four page will out pull a two. An eight will outpull a four. A sixteen will outpull an eight. You just can't have a sales letter that's too long. You can only have a sales letter that's too boring.

Write your envelope copy first. There is two different schools on advertising copy on the outside envelope. Ted Nicholas

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talked about his ad: "How You Can Prevent and Cure Cancer Simply by Eating Two Foods." I think they started with a one hundred thousand piece test, and they're rolling out with a million piece mailing that is heavy on teaser copy. When you two step advertise, you don't have to do heavy teaser copy. Have you seen the ad that says: "Four Thousand Dollars A Month With Your Computer." All they do is send out a big window envelope with two cassettes inside. Another thing, I believe this in life as well as in advertising: The more you give, the more you get. The more information that you give them, the more you get as far as a response. They got two cassettes and the printed material. I bet they got ten to fifteen dollars per lead in each and every one of these. They've been running this ad a long time. Have you heard of Ken Roberts? "Like Me, You Can Make Big Money At Home Watching TV." They send you a report for your request. You don't have to do a lot of teaser copy when you two step. I've proven this with my "Free" ad. I'd write on the outside envelope, "Here is the free marketing information that you requested." That's all I had to do. Have you heard of a company called Daytimers? They do a lot of mailings and they send out a sample of their booklet. They put on the outside, "Free Gift For You." This piece has been pulling for a long time, and there's no teaser copy. They send a sample of a pen. Have you ever gotten their little pen in the mail? I've gotten about ten of them. That was an example of a "cold mailout." The most successful direct mail piece that has pulled in the most orders was the Wall Street Journal piece.

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Three years ago almost four years ago I was almost completely broke because of a couple of bad business decisions. I lost everything. I had bought a house when I was twenty-one years old. I had made my house payments religiously. Virtually overnight I had lost everything. Now a few short years later I work from my home. I am earning about two hundred and fifty thousand dollars a year, and most days I work in my underwear. How many of you work from home and earn two hundred and fifth thousand dollars a year? How many of you would like to work from home and earn two hundred and fifty thousand dollars a year? How many of you would just like to work in your underwear? How many of you don't wear any underwear? That is your new joke.

Some of you might be wondering why you should listen to this guy. I am a high school droop out, but that doesn't bother me. I hope that it doesn't bother you, because fifty percent of the millionaires are either high school or college drop outs. It is a proven fact that you don't need formal education to be successful in this country. Look at Bill Gates. He is a college drop out and he is worth nine point three billion dollars. Can anybody live on nine billion dollars? Anybody here? About the time that I dropped out of school I bought a book entitled Think and Grow Rich. Did anybody read here read Think and Grow Rich? One idea in that book has been a driving force in my life sense I read it. There is one idea out of that book that has been driving forward ever since, and it was to create your own mastermind group. You should seek out people who are more successful than you are or who are successful and you want to be like them or who are smarter than you and pick their brains.

That is exactly what I have done. Since then I have worked with some of the greatest marketing people alive today. Some of

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you may know these people. Does anybody know Jay Abraham? For those of you that don't he is a marketing consultant in southern California. He charges three thousand dollars an hour for his time. He puts on five thousand dollar marketing seminars and he is the guy that got me all started and focused on direct marketing. I also worked with Dan Kennedy. Does anybody know Dan Kennedy? Dan Kennedy is really one of the best marketing people alive today. I believe that he is one of the top five advertising and marketing guys alive today. He is the author of several books one of his books is the Ultimate Sales Letter and some of you may have bought that. Does anybody know Bob Morrison? Bob Morrison is a marketing guy. He has made as much as eight million bucks in one year. Then he decided to sail the world. I have also worked and done things with Ted Nicholas. Did anyone hear Ted Nicholas's information? Ted Nicholas is one of the greatest author teacher people right now. I have also studied from all of the people's books. I have studied the best marketers over the past hundred years. I have studied people like Claude Hopkins, Robert Collier, David Ogilvy, John Caples, Ross Reeves, Rudolph Flesh, and Holderman Julius. Those have been the biggest influences in my life initially.

The way that I have learned marketing is by going out and doing it. That is how you learn to get to do some of the things that I have done. I will tell you about my business. I am in the publishing business. I teach entrepreneurs how to make their ads, sales letters, and any promotion more successful. I can help virtually anybody make their ads more successful unless they have something that I can't beat, and that happens every now and then. For the past three years I have focused on a very specific niche market. Jerry mentioned it when he was introducing me. He called it the recharging market. Rechargers recycle toner cartridges that go in laser printers. How many people here own laser printers?

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Keep your hands up. How many of you recycle your toner cartridges? About half of you and that is where it is nationally. The recharging industry as they call themselves has been around for about ten years. They kind of shot themselves in the foot for the first five years. They didn't share information freely, their quality wasn't up to speed, they didn't know what they were doing, they didn't do any marketing, and for the past five years their quality is now in most cases better than new toner cartridges and cheaper. It is a great little niche market.

You have heard it I think throughout the seminar about niche marketing. Have you guys heard anything about niche marketing? You should do niche marketing. How many of you have heard this - if i could get one dollar from every person in America I would be riche today that is two hundred and fifty million dollars, but the product would have to be three million or more to get that. It is not focused. It is not focused. The market that I ma in there is only about thirty-five hundred people world-wide. The reason that I am able to do this is because I am marketing something specific. Niches to riches. Focus on nice tight markets that you can communicate their language, that you can talk their language, and you will do extremely well. I am making a nice living now. I am working out of my home. My business is growing like crazy. I am hoping that I can continue working out of my home for another year or so, but I really expect to do about a million dollars in business in the next twelve months or so. I might even do two million dollars. That is who I am and what I have been doing for the past few years after I got my correct education.

Along the way I have picked up a skill that all of you should. That is copyrighting. Copyrighting. I am not talking about patented copyrighting or anything like that. This has nothing to

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do with inventions. Copyrighting is putting words on paper. For those of you that don't know it has been mentioned quite a bit here, so you should know by now. If I were a newspaper writer I would be a newspaper copy writer. Since I am in the advertising business I am an advertising copywriter. Does that make sense? Is everybody clear on that? We are going to be talking about copyrighting. Are there any English majors in the audience? All of the rules of grammar that you were taught in school doesn't necessarily apply to advertising? Throw it out the window. My girlfriend is an english major and she had to relearn everything.

I am going to be talking about copyrighting. Copyrighting is both an art and a science. I am to be giving you the science side of it today. The art side takes practice. I am going to be giving you techniques today that you can use to get better at copyrighting. Why is copyrighting important? Does anybody here believe that copyrighting is important to the marketing of your business? That is good. We have quite a few here. Here is why copyrighting is important to you and the success of your business or to your life. Historians think in the fourteen hundreds a guy by the name of Johann Gutenberg invented the printing press. For the first time in history the average person was able to get access to the printed work. Prior to that a book had to be written by hand. Only the extremely wealthy people had access to the printed word or information. A book was worth the price of a small farm. Books in the old days were chained together in libraries similar to how computers are chained together in business today. To prove my point every since then the printed word has been extremely powerful and effective for people.

About a hundred years after that a guy by the name of Martin Luther wrote his novel story ninety-five theses. Has anybody heard



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of that? Martin Luther challenged the most powerful religion in the world - the Catholic religion with the printed word. He put it in print and he created a whole new religion because of the printed word. Every since then the printed word has been influencing people. Remember this, and you might want to write this down. People believe what they read. People believe what they read. It is proved in the newspaper stories today and a lot of newspapers are slanted and not always accurate or true. A lot of the textbooks in school are theory and not reality. It has been printed, and people believe what they read. This is what advertising and direct mail is so powerful. You have got to learn to master how to do this effectively. Words are powerful especially the printed word. Not long ago advertising was pretty simple. We had space advertising, magazines, direct mail, and we had newspapers. Now we have television which includes infomercials. We have tele-marketing, yellow pages, card decks, fax marketing, video marketing, and marketing via cyber space or on line with computers. Has anyone here ever paid for an ad and was disappointed with the results? Raise your hands if you have paid

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one step ad and two step ad. There three four and five, but we will just talk one and two steps for these. The one step ad is the ad that says, "Here is my product, send me twenty-nine bucks and I will send you my book or whatever." The two step ad is the ad that gets them to say that I am interested send me some free information and tell me more about it. That is the two step ad. I believe that dollar for dollar especially in today's economy - I say that because we live in an extremely skeptical society where people are very skeptical about buying things from you - that the two step ad I believe is more powerful. You can do more time to sell your story to people. I believe this not just because I have personal reasons. My personal reasons are that the most successful marketers are using two step advertising.

Has anybody ever seen this company? Nordic Track. Nordic Track - has anybody not seen Nordic Track? You can't not see Nordic Track. Nordic Track has a two step ad where they have you call for a free video and brochure. Here is another company. Did anybody ever see this company? Earn four thousand dollars a month from home on your computer. See this add it is everywhere call the eight hundred number. How about this company? Did anybody ever hear of Mellinger? They have been around for years and years and years. They send you a sample import free. Did anybody ever hear of this guy - Ken Roberts? Did anybody ever subscribe or get his information? It is the two step ad. He sends you a free cassette and a special report. I tested this myself with my own advertising - here is an ad that I ran with the testimonial headline. Every time that I ran this ad I got five times return on my investment for every thousand dollars I spent I got five thousand dollars in business back. Those are pretty good numbers, and I am happy with that but I always try to beat it. I two stepped it with this offer for a free marketing system. It doubled by response. Every time

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that I ran this ad I got ten times return on my investment. For every thousand that I spent I got ten thousand in business back. I have proven it myself, and I also look at what the most successful marketers are doing to prove it.

Look at these ads. What do everyone of these ads have - those of you that were here yesterday already know this. What does Nordic Track have? What does this ad have? Does anybody know the answer? Free information for one thing. What else? Headline - they all have a headline. The headline is the key to your ad. The headline is the ad for the ad. It is ninety percent of the ad. I am going to do something different here. The headline is ninety-percent of the ad. I don't want you to screen, but I don't want to turn it off. Close your eyes. I knew that I would get it eventually. Isn't testing great? The headline is the ad for the ad. It is the most powerful part, and it is what you should focus all of you attention on. When it comes to headlines I feel that most people don't spend enough time on their headlines.

It is definitely proven that there are key words that you can use in your headline that will boost response. I am going to give you those key words, and you might want to write these down. When you write out headlines you want to write out as many as you can before you go with the one that you want. I am going to give you some key words. I am going to tell you how to use these. Number one is you. You is one of the most powerful words in advertising. Your, who, new, who, money, now, people, want, and why are powerful. Announcing or any word that has an announcing quality like introducing. Amazing, revolutionary, miracle, magic, offer, quick or easy - we like the quick and easy, wanted, hurry, at last, finally, and discover are important. Does anybody know what the most powerful word in advertising is? Free. The second most

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powerful is how to. It is almost impossible to fail using how to. It forces you to think of a benefit. Some more key words are: what, secret - secret is another powerful word, exclusive, success, complete, science, scientific, this, and warning. There is thirty five words that will give you a start. Start with those words.

There is also another book that everybody should get written by John Caples. It is called How to Make Your Advertising Make Money. Does anybody own this book? How to Make Your Advertising Make Money by John Caples. John Caples was one of the greatest ad men to ever live. In this book he has three hundred and fifty words and phrases that sell. If you get stumped with the word that I just gave you go in here and this will get you going. Every time that I write, and I am in a slump with my headlines I go to this book. It is the copywriters bible. Headlines are the most powerful part of advertising. The most scientific study every done on headlines is by a publisher by the name of E. Holderman Julius. This publisher would run ads. He wrote ads like this and sold these little blue books. They were sixty-four page books. His ads were nothing but headlines. The title of a book should be good enough to make headlines in an ad. He would run these three hundred and fifty headlines. To pull for him and ad had to sell five thousand books a year. If he didn't sell five thousand books a year he would take his little booklet and he would take it to a different part of his company called the hospital. In the hospital they would try to fix the title to the book. This was highly controversial back then, because all he published were old classic books that were in the public domain. It was controversial, because people said, "You can't change the title to Shakespeare's work." He disagreed, and I disagree too. He was putting great information in people's hands whatever it takes to get it to them.

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He would use these little ads with nothing but three hundred and fifty headlines. Here is another one that he was testing in the early days on a four cent book. Here is another one amazing sale. He didn't have any big outrageous headlines, because every single title in here was the title to the book. Amazing findings that he found in this book that he published *The First Hundred Million*. If anybody can ever get that I am going to give you an offer at the end of my presentation on how you can get this. If you can ever find it in an old bookstore buy it. I haven't been able to find it. I found one in three years of looking, so there are some excellent things in here on how he was able to raise response. It is the most scientific study ever done on headlines. I am the only guy that I know that gets really excited about headlines. This book I read from front to back non stop. It is an amazing book if you are interested in making money in advertising. Do you have any questions on headlines at this point?

I am going to go through a little exercise with you quickly, because one of the biggest mistakes that people make in marketing is they try to judge what people will respond to in advance. That is a big huge mistake. Remember this - you can not tell what your market is going to respond to. Your market can tell you what they can respond to. Here is two ads with the same body copy except for the opening headlines. I want to play a little game with you guys here. I want you to tell me which ad you think pulled better. Which one - popular secretary caught red handed or hundreds are changing to fragrant fruste. Who thinks popular secretary was more powerful? Who thinks hundreds was more powerful? Hundreds was eighty-nine percent more powerful. It was eighty-nine percent more powerful. Here are some more examples - good news for men who want attractive well groomed hair or can you scalp stand the fingernail test. Who thinks A was more powerful? Who thinks B was more

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powerful? B was two hundred percent more powerful. Here is another one - what would become of her if something happened to you or retirement income plan. Who thinks A was more powerful? Who thinks B was more powerful? B was five hundred times percent more powerful. B was five times more successful. I know these guys that were here yesterday aren't doing it because they knew there numbers. The old fashioned metal hook and eye slicker at an old fashioned price or can't lost this raincoat because it has your name on it. Who thinks A was more powerful? Who thinks B was more powerful? B was ten times more powerful. It was a thousand percent. Here is another one - push button shave cream or moisturized shave cream. Who thinks A was more powerful? Who thinks B was more powerful? A was two hundred percent more powerful. Here is another one - this is the ad that we had to cancel three months ago, because we sold them so fast or all leather handbags for twenty-eight dollars the last time that we ran this ad we sold out in forty-eight hours. Who thinks A is more powerful? Who thinks B is more powerful? A was three times more powerful. The ad pulled three hundred percent. How are you guys doing? Here is another one. Announcing a new course for men seeking independence in the next three years or an up to the minute course to meet today's problems. Who thinks A was more powerful? Who thinks B was more powerful? B was three hundred and seventy percent. How to turn your careful driving into money or auto insurance at low rates if you are a careful driver. Who thinks that A was more powerful? Who thinks B was more powerful? How many of you are just not going to raise your hand no matter which question that I ask? Who thinks A? Who thinks B? B was twelve times more powerful. Don said he got one and he is more advance in marketing. He is more advanced than anybody. You just can't determine in advance what your market is going to respond to. That is why you have got to run different ads and why you have got to do

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testing and things like that. Did you listen to Ted Nicholas last night? His information is very solid.

AUDIENCE MEMBER

When a person is writing headlines how do you know which one is going to be better or how do you reduce risk for writing a better one?

MIKE ROTH

You can only deal with what you think is best, and you have to test. Would you ask that question for the panel discussion? I asked Ted to answer that last night. I don't know if you were there. You have to go with what you feel best, because you know your market. You have to have a real knowledge of your market. You can test. That is all that you can do. It is not up to you to decide that your market will respond to. Your market will tell you.

AUDIENCE MEMBER

I think the ones that were less cutesy worked better.

MIKE ROTH

I never studied it from that angle, and I will look at it now. Usually cutesy copy is when you are trying to be too creative, and it drops sales. A famous advertising man, I believe that it was David Ogilvy, said, "I lost money every time that I get creative. Stick to basics and make more money."



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Let's more on. We went through the sample headlines and their examples. Does anybody know a guy by the name of Mike Enlow? He was supposed to be here, but he couldn't make it. He did some bulletin board advertising and all he did was he went on a bulletin board and he went P.I. Text, and it drew five thousand leads. He went in and went P.I. Secrets Text, and it pulled a hundred and forty-eight thousand seven hundred and ten leads. I would have ben on secrets, because in The First Hundred Million he said that you almost always raise response by using the word secret. If you can build secret into your headline somehow he feels that it will always raise response. That is the power of headline. If you added the word secret to it.

Let's talk about some headlines some more. If you don't have your headline, or if you don't understand headlines you are not going to make money in marketing. Marketing is the most powerful part of the ad, and it is a big part of a sales letter too. To be terrific you have got to be specific. Specific headlines out pull vague headlines. Here is an example - make more money in a week than you are used to or make five thousand dollars a week working only three hours a day. Do you see the difference? This is more specific. If I were testing the headline I would go with this one. Here are some more examples on headlines.

Make your headline newsy. Here are some examples of newsy headlines - some of you guys will know this guy. Do any of you know Benjamin Schuarez? Do you know the ad that he ran a long time ago that made him a bunch of money? This is a newsy headline - Ohio man discovers the secret of how to escape the American rat race. He also ran this headline which is newsy, I believe that this is his company - ex-factory worker gets two hundred and forty-two thousand four hundred and fifty six from a product that you can

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get free. This ad ran for the longest time. Here is one of my personal favorites newsy type headlines - fishing breakthrough catches too many fish banned in some states. It is true the product is banned in some states. Here is another one - local cemetery owner reveals who you can cash in on your own funeral. Newsy headlines. Put news in your headlines. Why do people read the magazines? Why do people read the newspapers? Is it for the ads? For the most part no, it is for the news. When you disguise your ad to look like news piece it will get read more. The whole goal is to get their attention and to get them to start reading your ad.

Put a sense of urgency in your headline. Use words like now, finally, and last. Put urgency in your headline. Use the word free in your headline. I don't think that enough people use free in their headlines. Avoid negative headlines. A lot of people go to the negative. I had a friend who is now the marketing director for a health products company, when he first started with me a year ago his headline was how to not die before your time or something like that. That is not benefit enough. Turn it into the positive instead of the negative. Use a large font for your headline. The bigger the font the more attention grabbing impact that it has. Sometimes when you are writing these direct response you are limited by space, so do what you can to raise your response. You have to write, write, write, and keep on writing. The more that you write eventually that genius headline will just spill out. Ted Nicholas talks about when he wrote his book *How to Form Your Own Corporation Without an Attorney For Under Fifty Dollars* he wrote over two hundred headlines before he came up with the one that he wanted to use. Write as many headlines as possible. Here is what I do when I write headlines. I write out as many headlines as possible. I will write a hundred or two hundred. I will write for

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a day or an afternoon on headlines. I will put it down and I will go back and I look at it later. I cross out the weak ones. I then go back and I build up from the strong ones again. I just go back and keep writing over and over again. Write, write, write, and you will make your headlines a lot better.

Here are some tips on writing copy. If you are like me you probably have a desk with papers all over the place. The first thing that you should do before writing copy is clear your desk. It clears your mind of distractions. Clear your desk. Write on an empty stomach. Ted mentioned this yesterday food takes energy to be processed. It takes the energy from your mind, so write on an empty stomach. Write sober. A lot of people think that to be creative you have to be half looped, but nothing could be further from the truth. I think that was Edison or some of other genius that said, "Genius is ninety-nine percent perspiration and one percent inspiration." It is a lot of work in making your company. Start now. It is the most important thing. A lot of people have writers block. Dan Kennedy the author of *The Ultimate Sales Letter* says in the very beginning of his book, "Writing is easy. You just sit down at they typewriter slit your risk and give blood." It isn't that hard, but a lot of people make it feel like it is. Another writer said in order to get started what he would do is write the word the, the, the, the, until he came up with something. I know when I write copy that my opening paragraphs usually don't start until four or five paragraphs per page down. Just start writing. You are not perfect on the first time around.

The opening paragraph of an ad should be an extension of the headline. That is a common technique to get them to keep reading your ad. If you have a good benefit rich headline make the opening paragraph or opening sentence an extension of the headline. You

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want to make you copy instead of me copy. Me copy is where you will say, "Here is what we do, here is what we sell, and here is how long we have been in business." People don't care. What you want to do is say, "Here is who you will benefit from this, here is what you get when you do business with us, and here is why you will want to do business with us." Write you copy instead of me copy. You want to overwrite and edit down. Overwrite and then edit down. John Caples says to make a really strong batch of chicken broth you just broil it down. You just keep boiling it, and that is the same thing with copy. If you have to write an eight page sales letter. I would write sixteen first, and then I would edit out the weak stuff and keep the powerful stuff. Over write and edit down.

You have to tell the reader why they should buy from you. If you don't tell them why they will never buy. There is a whole movement by a guy named Albert Lassiter in the early part of the century. It was part of this whole movement reason why advertising. It is very effective. You should tell people why they should buy. You have got to ask for action. I have seen great headlines. I have seen great offers, but when it comes to the close they don't do anything. If you don't ask for the order you are not going to get it. Just because you have a great offer doesn't mean that they are going to buy. If you don't ask for the order they are never going to buy. Give the reader more than one way to respond that is a lot easier way to do now days. How many different ways can we respond from direct mail advertising? Give me some examples. Phone, fax, mail, federal express, E-Mail. You can do all kinds of things now, so give them more than one way to respond. I have a friend that sells software internationally. A lot of people internet him orders. It is just easier.

Other tidbits are you want to use serif font instead of san

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serif font for you body copy. Does everyone know what serif and san serif is? Serif font is advertising that has the little hooks or the curly q's at the bottom of the letter. We call them little feet. It keeps you moving. The little feet keep you moving. San serif font is like a helvetica. It is chopped off and blocky. Many test have proven that san serif font reduces the readership. That is definitely proven in marketing. The sad truth is a lot of out text books are written in san serif font. Do you think that we have an illiteracy problem in this country? Yes. I think that one of the big reasons why is that there is a major study that is done, and I just read an article recently. It is why Johnny can't read. The reason why Johnny can't read is because it is extremely hard to read, and he is turned off. If you do your whole sales letter in sans serif font if won't get read as much. I think that we can increase readership just by changing fonts.

AUDIENCE MEMBER

What about courier?

MIKE ROTH

I do agree that courier is good. I don't know if it the best, but I use it when I can.

AUDIENCE MEMBER

Do you use it in a space ad?

MIKE ROTH

No, in a space ad you are limited by space, and you should use

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the new times roman. Courier is the most used serif font. I would use it whenever possible. When I don't use it is when I am trying to save space. You are always trying to fight the battle in direct mailing, and we will talk about this in a little bit. If I have an eight page sales letter which will get me under twenty-nine cents and I have ten pages of copy I will go to a different font that will get me down under eight pages. Times will easily put me down underneath that, but I prefer serif font.

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AUDIENCE MEMBER

Do you agree that courier is the best font?

MIKE ROTH

I don't know if it's the best, but I use it whenever possible. I don't use it when I am trying to save space. You are always trying to fight the battle in direct mail of getting under the postage and weight issue. If I have an eight page sales letter which will get me under twenty-nine cents, but I have ten pages of copy, I will go to a different font that will get me down under eight pages. Times will easily put me below that, but I prefer courier. The headline should be in upper and lower case. That is the way I do it, and I've seen other people do it that way. The headline can be in serif font, especially if it is large enough. I use it, but I try not to. I believe that serif font gets them read.

AUDIENCE MEMBER

Should you write on the back side of the pages or use separate pages?

MIKE ROTH

That is worth testing. We are getting into weight. If you are writing on one side your postage is going up. Ted Nicholas said if he were selling leer jets, he would probably go single sided



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and mail it Fed-Ex. It's not an issue at that point.

Use subheads. For those of you who don't know here is an excellent example of the power of subheads. Did anybody ever see this ad? This ad SSS 0 //To/To/ DC / 1 >>no/J/J/ <</B EMC-U aer >> 1/J

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talking about it. Dan Kennedy has a product right now that everybody should get. The ad reads: "How I went from completely broke to making four thousand dollars a day working in my underwear". It has a sub-headline that says, "Why would any sane person reveal his secrets to you? Read my message and find out why". If you space for that, then do it. The headline is the most important part of the ad.

Another thing about writing copy is that you want to avoid too much underlining, bolding, and italicizing because it's a distraction. Distractions will kill your sale. I see people write full blocks of copy in nothing but italics. You can't read it. You have to force yourself to read it. Use it sparingly.

Write at an eighth grade level. A lot of people believe that their customers are more intelligent than they really are. People are basically the same all over. Even if all of your customers are PhD's, they like to read at an eighth level because it's easier. U.S.A. Today is written at an eighth grade level. When they first came out, they were ridiculed as being a tabloid newspaper. The National Inquirer is a tabloid with four or five million subscribers and twenty million readers every month. Have you ever read Reader's Digest? It's written at an eighth grade level. You may think that my customers are older so they're more intelligent, and they won't want to read that. Let's go to the over fifty market to a magazine called Modern Maturity. Have you heard about Modern Maturity? It's written at an eighth grade level. Write at that level. It has always been easy for me to write at an eighth grade level, because I am a high school drop out. I didn't learn much in school. You want to write to be understood. You want to write your letters the way you talk. A good technique is to turn on a tape recorder. When I'm working with a client, I'll sit and turn on a tape recorder and just start

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recording them. You want to write like you talk.

Use contractions. Words like you will become you'll. People talk like that. Do not becomes don't. A lot of people say that they will never use the word ain't. I would use the word ain't, because people use it. You ain't going to get a better offer than this. People will talk like that. Always have a guarantee. Always have a guarantee. I am going to talk about guarantees in a moment. Use bonuses. Give away free stuff. I was having lunch last night with a couple people and we were talking about small businesses. They said, "I'll never give away anything free, because I work too hard for my money." People who give away free stuff usually are wealthy. Occasionally I put on three day marketing seminars. I have a twenty-four page sales letter for one of my seminars. You should make or buy products that have a low cost, but have a high perceived value. Newsletter publishers give you free "special" reports. Many people subscribe to the newsletters just to get those free "special" reports because they have a high perceived value.

Does anybody know what the most powerful premium in direct marketing is? The most successful, most used premium is the calculator. My friend Jeff Rhodes sells software. He sells a product called BREW which is a backup utility software for UNIX users, who have to be the most technical people on earth. He gives away a little seventy-five cent brew mug. People will call him up to buy thousands of dollars in software and say, "Can I still get one of those mugs?" He will say, "Let me check with my sales department and we'll see." Use premiums. Use bonuses.

Another thing is you always want to use an insertion order.

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Here is an example of an insertion order. Everything that I know about insertion orders I learned from Ted Nicholas. If you don't have an insertion order you are losing money. This is a contract with you and the publisher. If you aren't using an insertion order you are losing money. Here is why - Magazines and newspapers make mistakes about ten to twenty percent of the time. If you don't have an insertion order, you don't have any recourse. If you have an insertion order that states specifically where you want the ad, you get what's known as a "make good". Which means they'll make good on their promise to do it right. Ten to twenty percent of the time, you are getting free advertising. You are getting some type of benefit from that ad.

You never pay rate card rates. Magazines will send out media kits with their rate cards. I honestly believe that because it's printed, and people read it, they believe that's the way it is. They will pay rate card rates. You would never go to a new car dealer and pay sticker price, would you? Well, maybe for a Saturn. Saturn is probably the best marketer of all the automobile manufacturers right now. Toyota is very close. You don't want to pay rate card for advertising. I've consistently gotten fifty percent discounts. I learned everything about buying media from Ted Nicholas. Ted says that he has spent over one hundred million dollars in advertising. Do you think that he knows how to buy space? He probably saved one hundred million dollars. We are going to talk about testing.

AUDIENCE MEMBER

What about negotiating ads?

MIKE ROTH

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People have this belief that they need that magazine to make money. The opposite is true. Most magazines are advertising driven. They are ninety percent advertising driven, so they need your money. Half of something is better than nothing in my opinion. Magazines and newspapers are advertising driven, so that's your edge. You go in there and say, "I'm willing to buy, but, I'm not going to pay this. I'll pay ..." That's the short version.

I'm quickly going to go through testing. Have you ever heard of Joe Carbo? He ran an ad - "The lazy mans way to riches". A lot of people think that when you advertise all you do is run an ad and you should be making money. Sometimes it takes two or three times before you get an ad that is going to make money. He ran another ad that I'd be willing to bet was successful - "How a Failure at Forty Can Retire a Millionaire Before Fifty." Mark Harelson wrote, "How to Wake Up the Financial Genius Inside You." Before that, he did "How to Achieve Total Financial Freedom in 1978." He was testing different ads. Have you ever heard of this ad? "Do you make these mistakes in English?" That ad ran for forty years. Before that, they tested: "What are your mistakes in English? They may offend others as much as they offend you." Then they tried; "The ten mistakes in English - How many will you make?" Did you ever hear of Charles Atlas? In his offer, he made a man out of mac. I believe that ran the longest out of all of them. Before that, they tested: "How Joe's body brought fame instead of shame." "How I made these fellows new men. I will make you a new man too." "I will prove in only seven days, that I can make you a new man." And, "Will you give me seven days to prove that I can make you a new man." Do you understand that he is trying different approaches? How about, "Lend me fifteen minutes a day, and I will prove that I can make you a new man." "I turn weaklings into he-men." I believe this is the very first ad that Charles Atlas ever ran in the early twenties: "Do you want a forty-eight inch chest? Well, you can have it." That's probably where it all started.

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They're still in business today. That book was only a dime back then.

You have got to do different things. You advertise like this along with direct mail, and you make yourself a lot of money. There are proven techniques that raise response. Direct mail is one of the greatest ways for you to build wealth. It's one of the easiest ways for a common person to make a large amount of money. There are low entry fees, and you can test a piece for a couple of hundred bucks to see if it works. What is the average response in direct mail? There is no average, no rule of thumb. The people who teach that are academic dweebs who have never made any money in marketing. I have read textbooks that say you can expect one percent. I have known people that have gone broke at one percent. I know people that have gotten wealthy at one percent, then went broke at five percent. There is no rule of thumb. What works is what works. It's return on investment. If you spend five thousand dollars on a mailing, how much do you want to make? At least five thousand. Breaking even is good at times if you have a good back end. Never fall into the trap of thinking, "If I can get one percent, which is average,.....", because it's just not true.

There are several reasons why I like direct mail. Number one is fast response. You can know within a week or two - especially if you go first class mail - whether or not you are making money. With magazine advertising, it takes you a couple of months before you know whether or not you're making anything. Also, you have to pay up front unless you have credit with the publication. Secondly, it's personal. It is you to me. When someone has a magazine or a newspaper, it's easy for them to turn the page. Especially in a newspaper. If they turn the page, you're done. In direct mail they have your ad, and your ad is the only ad that they have in their hands at that time. It is private. You can test different

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offers without your competitors knowing. You have more room to tell your story. That is important. Remember this, etch this into your brain - the more you tell, the more you sell. It's definitely proven that long copy out pulls short copy. A two page will out pull a one page. A four page will out pull a two page. An eight page will out pull a four page and a sixteen can out pull an eight. Jeff Paul in Chicago now has a fifty-four page sales letter up from thirty-two pages and it upped his response. He sells marketing information to a niche industry of financial planners.

AUDIENCE MEMBER

Does he close at certain intervals?

MIKE ROTH

He is closing all the way through with his copy. He's not asking for the sale right then and there, but he's closing all the way through. You close all the way with your information. The more you give, the more you get. That's why I like direct mail. You can give more information, and you can give them more stuff for them to believe you. If you give more in your mailing, I believe that you'll get more in response. It's a fine balance of how much postage can you afford. That's why it's important that you do two step advertising, because people have already raised their hand and said, "I'm interested." You can spend more on them because they are already open to your information.

They're not getting it cold. Does that make sense? The more you give, the more you get. The more you tell, the more you sell.



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Here's an example. Do you remember the ad that said, "Four thousand dollars per month at home with your computer," When they send out their package, I'll bet they have ten to fifteen bucks in it. They give you two cassettes, and their envelopes aren't cheap. They've personalized the outside, and they give a person for you to contact. Here's another example, remember we spoke of Ken Roberts - "Like me, you can make really big money at home watching TV or just reading your daily newspaper." He sends out an audio tape and a special report that gives a lot of information. It's a little booklet.

When I ran my two step ad, I would mail them this piece that said, "Here is the free marketing information that you requested." I would personalize it, and they got a lot of stuff in here. I met Jerry, the guy who introduced me, through the industry that I was marketing to. I mailed out a little booklet, "The Five Biggest Laser Printer Mistakes That People Are Making and How To Avoid Them." I had a little booklet, "Why Using a Free Report is a Great Marketing System." I had a sales letter. It's very important to always include a cover letter when you mail out a package like this. Before they read my sales letter, I told them in my cover letter to look at my booklet and read my report. That's the free marketing system that I advertise. I had fifty cents into the booklet, and maybe a dime in printing the papers. When I initially ran this, I had maybe five dollars per lead in each one of these. Many people believe that five dollars per lead is crazy, but I converted a large percentage of them. Once you opened my package, there would be another ten pages of information. By the way, when your piece is opened, you want all the contents to basically fall or spill out. You want that to happen in all your direct mail pieces. That way they have to pick it up and start reading somewhere to find out what all this stuff is. Then they get to the ten page sales letter, and I close a large percentage of them. A lot of people will be tight about it and say, "I can't spend that much on it." If they

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don't want it, then they can go pound sand or something, because it's a big mistake. You want to give a lot to get a lot. Does that make sense?

You want to develop your offer first in your direct mail. Think about your offer. You want to make an offer so good that it hurts. One mistake that a lot of people make in marketing is thinking of their offer from their point of view. The offer should be made from the customer's point of view. When you start thinking about the customer, you shouldn't be thinking, "How much can I get away with sending them?" You should be thinking, "How much can I afford to give them without going broke?"

Teaser copy - to tease or not to tease. I think it's a matter of testing. If you are going out to a list that you're mailing cold, I would use teaser copy. Teaser copy is one-sixth of your promotion. When you are doing two step advertising, they've already expressed interest, so you don't have to do a lot of teaser copy, they're ready to accept. All you should do is something like: "Here's the Free Information You Requested." That's all you need to do for teaser copy. Daytimers uses teaser copy. The Wall Street Journal has the most powerful direct mail letter ever. It pulls in about a billion dollars in sales every time it goes out. If you haven't gotten their letter, get on their list to receive it. I believe that piece has been running for about twenty years. It has no teaser copy. Benjamin Suarez uses "Personal" as his teaser copy for "Why You Won't Need Bypass Surgery, Ever." You open it up and he breaks the rules. He makes it personal with no headlines. He personalizes it with your name and stuff like that. If I were testing, I would not do it the way he did it. I'm sure that he tested this piece a lot before he rolled it out.

Another reason I believe he got away with no headlines is because

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he is selling to computer type people who are a little more technical. He personalizes it at the top with numbers, and an approval code, and it talks about technical stuff. Another teaser copy says, "Important, Do Not Fold, Confidential" selling a three thousand dollar product. To tease or not to tease? I believe that you should if you are going cold. If you are two stepping, you don't have to do a lot of stuff like that. That is why I believe in two step marketing. Do you think that you can use this information for your business?

AUDIENCE MEMBER

Have you had any experience with double postcards?

MIKE ROTH

I have not done a lot with double postcards. Publications use it. It has been very good for them. They use them because it's a risk free offer. They just send in a card and figure how to convert for payment later.

AUDIENCE MEMBER

What about photographs?

MIKE ROTH

I have not tested it, but I know people that have. A lot of people will say they need a logo. Your best logo would be a picture of you. A picture of a person is the best logo that you could ever have. People like to buy from people. I would use a photograph. In fact, I'm going to be doing that soon.

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AUDIENCE MEMBER

What about having a sentence as a teaser?

MIKE ROTH

What do you mean? Oh, you mean the teaser on the envelope. I haven't done it, but I have seen it used. I would believe it probably works. "See Inside" is another common technique. See if that works for you.

Has everybody got this order form? Does everybody have it? I want to ask you, do you believe that this information can help you? Do you think that you can take this information and make money with it? I will offer to anybody who is willing to learn, I will give one full year of unlimited consultation to anybody that wants help in marketing or business or consulting on an ad. You can fax me you can mail me. You can do whatever it takes to get some advice. I can almost always raise response on an ad or direct mail piece. I will tell you - I'd run with it. I will give one full year of consultation. I know many people who charge at least five hundred bucks a month for services similar to this, and you don't even get to talk to the person. I answer my own phone most of the time. I will also give you, on top of this, Ted Nicholas's video. I met Ted Nicholas at his seventy-five hundred dollar direct marketing seminar in Florida. Get all of his videos, if you can.

The main reason I wanted to go was to learn how to effectively negotiate space. I wanted to know how he bought his media. He reveals on this video, how he saved up to eighty percent on advertising. This is a guy who has spent over one hundred million dollars on advertising, so he knows how to do it. I will also give you Dan Kennedy's book, "The

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Ultimate Sales Letter." Dan Kennedy just said that his copy and sales letters are responsible for over one million dollars in sales a year just on his own products. That is not taking into account his customers. I will also give you, "How to Make Your Advertising Make Money" by John Caples, which is the copywriting Bible. I will also give you "My Life in Advertising and Scientific Advertising" by Claude Hopkins, which is the marketing Bible. Ask any top marketing person if they have this book in their library, and if you don't, you need to get it. I will also give you a sample ads archive. One of my hobbies is to collect old ads. I believe you can learn from the past, that history is an important teacher. If we don't learn from our past, we're bound to repeat it.

These are some examples of weight loss ads: "Drink Your Fat Away". Is that a big benefit or what? How about this one? "Flushes Fat Right Out of Your Body or Pay Nothing". Memory products have been selling for aeons. "Give Me One Evening and I Will Give You a Pushbutton Memory". Have you heard of La Salle Extension University? You can't pick up the paper without seeing this ad. This ad ran in 1929, and they're still in business today. Have you ever seen the classic Metropolitan Life Insurance ad, "Wanted: Junior Safety Volunteers." This ad has been working for years. There was an ad in 1926 that talked about getting rich in real estate. They were doing the real estate stuff in 1926. Have you heard of Tony Robbins? Back in the early 1900's there was a guy by the name of Pelmin. Pelmin did, "Awake the Giant Within You." The more it changes, the more it stays the same.

The greatest ads are the ones with medical claims. "Reduce Tooth Decay by Fifty-Seven Percent with Orange Juice and Lemon Juice." There are some great "medical type" ads that everybody did. We need to know what they were doing back then, because you'll see it today. You'll see the same things today. What about this headline:

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"At last - The Truth About Dandruff - A Method That Cures" Do you know what the product is? Listerine. Put a little Listerine in your hair, and you'll get rid of dandruff. About thirty years before that, do you know what they did for dandruff? Cocaine. Cocaine was everything to everybody back then. I'll give you over two hundred classic ads that you can learn from and use to make yourself more successful. I'll give you a special report by Jeff Probst. Jeff speaks at my three day marketing seminars. He wrote a little special report titled: "How To

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steal to get to your seminar." He really did. He called me on the phone and said that he couldn't make it. I told him that my seminar was worth walking to. He did what he could to get to this seminar. He was doing fifteen hundred dollars a month before the seminar and about a month after, his business shot up to six thousand dollars a month. His business quadrupled just on my marketing information. There was another guy a month after his business his shot up to six thousand dollars. That quadrupled his business just on my marketing information. Another guy that has a laser recharging business normally got a couple of customers each week. He got thirty-five new customers in three weeks. I made him this offer six months before he bought. He said, "I wish that I had bought your information sooner. I remember you told me about this in your newsletter six months ago, but I didn't take you up on your offer because I thought I couldn't afford it." Now he realizes that if he had six more months, he would have probably made another fifty thousand dollars. You might want to get this now. This one was faxed to me on August twenty-second saying, "This is absolutely unbelievable! I have gotten forty-five new customers and counting in less than a month from the first letter of your direct mail." Before my seminar, if someone would have told her this was possible, she would have said I was crazy. I asked her if I could quote her on forty five in less than one month. She said, "No, because I lied." By the time that I called her that day it was up to forty-eight. She's probably up to seventy new customers now.

If anyone ever tells you that your stuff doesn't work, you have two choices. You can, A: Call them a liar, or, B: Call me. If you want to talk to other people that have worked with me, there are some people in the room right now. You can talk to Jerry. There is a guy in the room, I don't know if he wants to raise his hand or not, but he is a successful marketer. His name is Darryl Martin. He writes: "I (Mike Roth) said that I would get some direct marketing for him.



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Without question, it is working tremendously well. I know more about direct marketing than most people twice my age. (That made me feel good.) He recommends me without qualification." This is a gentleman that has made a lot of money in marketing and I am not going to go any further with that right now. Here's a guy, fresh out of college, and the first time I met him, I said, "You need to understand marketing if you are going to survive in business." He didn't believe me. He fought me every step of the way. He says, "Mike Roth changed my life. One year ago I was fresh out of college, and I thought I was well armed to take on the business world. Now I am working with you and seeing how important marketing is. I know that my education has only begun." When I get college educated people to say that, I know I'm doing my job. "You show me by example what works and what doesn't. If I hadn't discovered your marketing information, I would surely be struggling. Your advice just helped me land a job with a major company and my sole responsibility is to go into business and make them more money. Without your advice, I would have never had this opportunity. Thanks a million. If you were a girl, I'd marry you." That just came before the seminar. This company wanted to hire me, but I didn't want a job. So, I taught him how to go in there and do this.

I can help you. This comes with a lifetime guarantee. If you ever feel that my information is not what you paid for, return everything in good, resalable condition, and I will refund your money promptly. No questions asked, no quibbling, and no hard feelings. All I want to do is be able to help you. I do it for the testimonials. There is another reason why I do it, and it is a selfish reason. Chuck Abbot said yesterday that he learns just as much from doing this as you do. I learn just as much from you as you do from me. I learn what is happening and what people are doing. That is the reason that I do this. How many of you would

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like to save money? Raise your hand if you like to save money. I want you to take your pen out. Cross out on option A the four thousand one hundred and forty-seven dollars and put seven ninety-seven. Under option B where it is eight hundred and seven put four ninety-seven.

How many of you would like to save even more money? How many people would really like to save even more money than that? Occasionally I put on three day marketing seminars. Ted Nicholas has spoken at two of my seminars. I have some of the greatest direct marketers coming to speak at my presentation. I have given you the best amount of information that I could in the time that we had, but if we had three days I could give you a marketing brain transplant. How many of you would be interested in possibly learning more? Here is what I will do. Yesterday you heard autographs were important. I got twenty-five one dollar bills with my autograph on it. These one dollar bills are worth either one hundred or two hundred dollars. The first twenty-five people who do this, right now, I will take this seven ninety-seven and go down here, and go first twenty-five, so that I will know, and cross out this seven ninety-seven and put five ninety-seven. That is worth two hundred dollars if you get one of these dollar bills with my autograph on it. If you do option B, it is three ninety-seven, so you just save a hundred dollars. That is five ninety-seven or three ninety-seven. Make sure that you completely fill out your name, address, and method of payment - cash, check, credit card, or C.O.D. If you want to have it mailed C.O.D., it is five dollars more plus the shipping charges.

I will do one more thing. I will not only do this for one full year for those of you that are interested, but I will do it for three full years. You can pick up the phone and call me anytime for three

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years and ask me any questions without any extra charge and no obligation. How many of you want to get in this for free? Here is how you can get this for free. Occasionally, I put on the three day marketing seminars. Those of you who invest in my information, I will allow you to deduct what you have invested today, right off the top, so this is all free to you. You can come to my seminar. I give out workbooks of information at my seminars. I have testimonials from people that said they have never seen as much as in my seminars. Any seminar in the future, you can deduct it right from the top. You basically could come for free if I did it for five ninety-seven. Thank you, you guys have been great.