

# KILLER AD BOOT CAMP



**The One Thing All Businesses Have in  
Common is Advertising!**

**Now, You Can Do It Right!**

**“12 Step Advertising  
Creation System Which  
Practically Forces  
People to Line Up And  
Beg You To Take Their  
Money!”**



# **Business Systems 2000**

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# Introduction

## Overview of This Course

This Advertising course was created with one main purpose in mind...Helping you learn how to write effective Advertising pieces as soon as possible. Take a moment to stop and look at the materials you receive in the mail, read on the Internet, or see in your magazines. When you do, you will find that more than 95% of it is just plain junk.

The average business owner has absolutely no idea whatsoever how to motivate people to purchase their products or services. They write ads about themselves, send them to mailing lists or magazines, and hope that they do something. Then, once they have received one too many discouraging campaigns, they give up in disgust claiming that advertising just doesn't work.

Hopefully, the person I just described isn't you...But even if it is, I want to let you know that there is hope. There are **PROVEN** advertising methods which can and will work if you put them into practice. Thousands of advertisers throughout this century have tested one method of advertising after another and have proven which types of marketing works and which types bomb big time.

You don't have to go through the millions of dollars that have been spent by these pioneers in testing different advertising strategies. You just have to learn from their mistakes and from their successes. Many businesses go blindly along making mistake after mistake without learning from the history of advertising and the fact that someone has almost always made the same mistake before.

Knowing this factor and the fact that my own advertising was doing extremely poorly, I started collecting everything I

## NOTES

could find about advertising and mail order marketing. After spending thousands of dollars on these books and courses, I finally started finding the tools and techniques I needed to start producing “Killer Advertising” materials for my business, and my orders started soaring!

Then, many people that I work with and counsel with in my business started begging me to rewrite their ads and teach them these advertising techniques. I would recommend books and courses to them, but that never seemed to do any good for a lot of them.

See, it had taken a lot of different courses to teach me most of these techniques, and people weren't willing or able to spend \$1,000 or more on all of the materials that they would need to get started writing effective advertising. Plus, even if they did purchase all of those materials, they would have 1,000's of pages to read and then create some type of system to write their own ads.

Or they could pay a professional copywriter to write their ads for them, but that costs between \$1,000 to \$10,000 for each advertisement in most cases. For most people that is way too expensive to get started out in advertising. Their whole advertising budget would be spent just on getting the ad created.

So, after a little while of constant requests coming into my office, I decided to take on this project of creating a simple step-by-step course for beginners (Professionals might even find many tools in here for them also) to start creating effective advertising materials for their business...

I knew that this course would have to be simple to understand and easy to get started with. The basic premise that this entire course is based is that “Anyone can get started writing effective advertising using this simple step-by-step plan.” Too many advertising books seem to be written for

the people out there with master's degrees in business...

This course is intended to be different. It is for you, the beginner, or the person who is just trying to add more money making ideas to their business. Read through each section thoroughly. Then, go back to the beginning and read through each section step-by-step while you create your first ad. Then, do it again the next time you create an ad.

The layout of this course is extremely simple. There are 14 different sections...Number 1, this one, and Number 14 are for the introduction and the conclusion. Section number 2 through number 13 is the step-by-step system I now use to create my sales letters and other types of advertising.

In each section, there is a short training session about a specific aspect of your sales letter. Then, after each lesson, I have included worksheets for you to use for a basic outline of what you need to do to create your advertising materials. Take each of those worksheets out of this notebook and photocopy them, because you will want to use them again and again for each new ad that you write.

These 12 sets of worksheets are probably what I consider the most important aspect of this course. They will take you step-by-step through writing your first ads and sales letters and I think that this is the only course in existence which offers these types of materials for you to use to help you get started writing effective ads fast!

Another thing that you will notice in this notebook is that we have left the right margin open for you to write and record your notes in. I want you to take this as YOUR course for you to write in and record your thoughts from each section and/or page. This is your Boot Camp of learning how to write effective sales letters and other types of advertising. Take it as such and treat this as one of the most important training courses in your business career.

The one thing that EVERY business on earth has in common is that effective advertising materials (sales letters, display ads, classified ads, billboards, signs, etc.) are essential to their very survival. EVERY business person needs to learn how to create more effective advertising.

For example, even a slight change in a headline (With no change at all in the entire rest of the sales letter) can change a response rate by as much as 1800%...That means that an ad that brought in \$1,000 worth of orders could have possibly brought in \$18,000 worth of orders by JUST changing the headline.

It becomes much more serious to you once I show the example where it hurts...the pocketbook. The same advertising materials which you are currently spending your money on can be made MUCH more profitable without spending even a penny more than what you are currently already spending on them...Just make them more effective!

The twelve step system introduced to you through this Boot Camp is in NO way the TOTAL package on advertising. After you have learned these 12 basics, you will find that over the course of your advertising, you will learn 100's of other tips or techniques which can increase your response rates dramatically. This is Boot Camp. This is BASIC training. This will get you started fast. These are the basics, not the total picture.

The Twelve Basics You will be introduced to are:

### **1) How Research and Get to Know Your Target Market!**

How can you write targeted ads which will make your readers jump up and take notice if you haven't gotten to know them...And the only way to get to know them, their feelings, their desires, and their fears is to contact them and ask them.

A major reason for many failed advertisements is the lack of research. They assume they know what their prospects are looking for...They assume they know what their customers are afraid of losing...Assuming these kinds of things will spell for failure for your business advertising EVERY time.

We will show you a simple and easy way to find out what your customers are really looking for and how you can give it to them in this lesson!

## **2) How to List Your Product's Benefits, Not Just Features!**

The reason people will buy your product or service is because of what it will do for them...You always need to look at all advertising with that principle in mind. Every prospect will be saying "What do I get out of it." Don't make them figure it out...Tell them exactly what they get out of it.

I even give you a worksheet in this section to help you turn all of your features of your product into benefits so that you will be ready for the upcoming steps!

## **3) How to Find Your Unique Selling Point in Your Business to blow the doors off your profits!**

Too many businesses are just imitations of others. They have nothing unique about them. Their products are the same. Their advertising is the same. Everything is the same.

You need to break away from the crowd and find a unique selling point for your products or services. This will salt your advertising and make it exciting for people to read. This lesson shows you how to do this in a few simple steps.

#### **4) How to Create an Offer SO Powerful that People Can't Resist it no matter what!**

As you can see, we are giving a step-by-step outline to effective advertising and in it, you do quite a few steps before you ever start actually writing your advertisement. You HAVE to go in order through this course to get the whole picture, so don't even think of trying to skip around.

In this step, you write an offer...Why should someone order from you NOW? If you don't give people a reason to order now (Within 5, 7, or 10 days in most cases), then most people will put it off and NEVER order from you. This lesson will show you how to create an offer they can't refuse!

#### **5) How to Create an Order Form that forces people to order!**

When getting to work on your sales letter itself, the VERY first place I recommend you start is on the order form..."WHAT?" I will say that again. The order form is the most important place to start on the actual ad.

Many people see an order form as almost an extra thing they will have to do when they get their advertisement done. They give it their leftovers, but think about it. Your order form is the tool that has to CLOSE your prospect.

You make a great presentation. The prospect says "YES" I will order. He throws away the letter and places the order form on his desk to fill out tomorrow after his paycheck comes. Then, they pick up the order form (They threw away the letter) and they read over it again. If your order form doesn't close the prospect, then you lost the sale. You almost had it, but you lost it. Don't let that happen to you again. And it won't after you read this section!



## **6) How to Create Killer Headlines that Prospects Have No Chance of Missing!**

The next step is to create a “KILLER” headline. The success or failure of many campaigns can rest on a few simple words in the headline. A change in headlines with NO change at all in body copy can result in an increase in sales of up to 1800%!

Learn how the masters come up with the winning headlines that line their pockets with cash. They do it everyday of the week, and so can you now with our few simple headline techniques!

## **7) How to Create a List of Bullets Which are Irresistible to Mere Mortals!**

If you have ever taken a look at really effective advertising, I mean advertising that literally forces people to open up their checkbooks or pull out their credit cards...Then you will notice that almost without fail they use LOTS of bullets.

These are lists of benefits all lined up often with a “\*” or some other character. The power of these bullets is the fact that if your prospect sees just ONE of them which applies directly to them, then you have made the sale. Of all the techniques in this course, this is MY personal favorite.

## **8) How to Create an Emotional, Exciting Sales Letter!**

In this section, I will show you how to put your sales letter together with the offer, guarantee, order form, headline, testimonies, and bullets all in place. This section will show you how to put it all together in one powerful money making cash generating sales letter.

Again, each section is based upon the ALL of the ones before it...In this section you will take the separate worksheets

and put them together in YOUR power packed sales letter...

### **9) How to Make your Prospects Take Action Now!**

When training any salesman, they spend a major amount of time teaching how to close prospects. What makes you think your sales letter is any different. Once you have Sold your prospect, you have to close them now...Have them pick up the phone and call, get out their checkbook, etc.

You have to make your prospects take action now. Without the "Now," there will be no sales. In your sales letter, you have to end with a powerful closing technique. Simple techniques for doing this are given to you in this section.

### **10) How to Find and Place Winning Testimonials in your Advertising for Increased Sales!**

Too often, the incredible power of testimonials is forgotten by people when creating their ads and sales letters. If you watch a TV infomercial, take notice that around 80% or more of the show will be testimonials. They have learned the power of testimonials. Have you?

We will show you what a powerful testimonial is and also show you how to place them in your advertising pieces. This is an exciting section and it will train you on how to use testimonials appropriately!

### **11) How to put it ALL together for a winning presentation!**

Here is where you will go down your sales letter checklist and make sure that you have every element in place...If something is missing, you will put it in now. You will have a friend go over the checklist with you to make sure you didn't miss anything.

The complete checklist I use personally is given to you in this section that you can photocopy and use for every one of your marketing materials to make sure you aren't leaving out anything that will pull sales into your business now!

## **12) How to Test Thoroughly and Then Revise for Even Better Results Next Time!**

You probably thought you were done when you finished the sales letter, didn't you? Well, you're not. Most of the BEST sales letter of all time were letters which were sent, then improved. Then, they were mailed again and improved.

Testing is NEVER over in your business. You will send out your letter or place your ad. Then, you will check it's results. A worksheet to help you gauge the results of your advertising is given to you in this section so that you can make more money every time you advertise...

### **TO Infinity and Beyond:**

Lastly, we end this Boot Camp of Advertising with the fourteenth lesson which is a conclusion and a listing of extra techniques you can place in your sales letter to make sure you are getting the best results possible out of every one of your ads.

I want to make sure to encourage you again - **YOU MUST READ THIS COURSE IN ORDER.** I know it is tempting to jump ahead to your favorite section, but each lesson builds upon the ones before it. You will get yourself confused if you don't take it in order.

If you would like to schedule critiques, we have extremely low rates on contracts of 1, 3, or 12 critiques. Ordering a set of them may do wonders for your business and your advertising. (On future ones, you could include both your ad and your testing worksheet so that we could edit the ad for im-

proved results).

**NOTE:** While this manual is copyrighted, we give you full rights to duplicate the worksheets as often as you need for *YOUR Ads only*. You are **NOT** allowed to copy them and give them out to friends or business associates. If they want these worksheets or any of the information presented to you here, they must purchase this course from us or one of our registered dealers. We recommend that you refer every one of your business contacts to this program if you really care about their success in their advertising ventures!

# Step One

## Research Your Target Market

### NOTES

Have you ever spent your time and money preparing what you thought was an AWESOME mailing piece, classified ad, full page ad, or website? Then, once you put it to use, it was a total and complete bomb!

Well, I have done that before along with dozens of other people which I have consulted with. You created a wonderful advertising piece (At least that was what you thought) and then it stunk big time and produced little or NO sales for your chosen product or service.

Too often, the reason that you have run into this problem is that you neglected the 1st RULE of advertising....Find Out What Your Customers Want and then Give It to Them.

Finding out what your target market's wants, needs, and fears are is the FIRST step to writing effective ads and creating effective money making products or services!

"If you don't know what your prospects are looking for, how in the world do you plan on actually giving it to them?"

That is an extremely good question which 98% of businesses continually fail to ever ask. Yet, if they were to just ask themselves and others a few simple questions, they could have saved \$100's or \$1,000's of dollars of advertising expenses by targeting the right prospects with the right message.

Because if you don't know what your prospects wants in his life, how do you plan on creating something he would want to purchase. How do you plan on selling somebody something if you don't have any idea of what they are looking for?

Most companies advertising is just a shot in the dark...They are randomly trying to hit something even while they go through the whole advertising process with their eyes shut! Then, when they lose money (Surprise! Surprise!), they blame the advertising methods that they were using as the culprit...

You have heard these comments before, haven't you? "Those classifieds don't work. The Internet is a waste of time. I tried magazine ads and nothing happened."

The reason they have had such bad results is because they didn't focus on what the Right Prospects were looking for OR they might not of even had an idea of who their prospects even were.

Any good copywriter worth his weight will spend a major amount of time **FIRST** researching the target market to find out who they are, what they want, what will cause them to buy it. This is before they ever write a single word of the upcoming killer advertising materials.

Yet, 98% of businesses **NEVER** do this...They skip right along through one failure after another only to quit in disgust with the idea that advertising doesn't work. No wonder you see such much garbage put off as Advertising!

Once I teach you this simple principle, you will be ahead of 98% of the businesses out there. You will know what your customers are looking for and how you can give it to them while the others grope around the dark because they refuse to simply turn on the light switch of research.

Think about this for a while...What do your prospects really want? Don't just assume about what they want. You will have to ask them!

With a question like that, most businesses will give such a pat answer...For example, if you were advertising a business opportunity, what do your prospects desire? (I am using this as an example because most business opportunity advertisers often miss it by a long shot!)

You probably will answer "Money" to the above question...BUT is that ALL your prospects are looking for...A Bunch of green paper?

Maybe what they really want is freedom from the stress of their job and always wondering if today might be their turn to be let go...

Maybe what they want is to have children who grow up knowing who their father or mother is instead of just knowing that they are people who have to work 60 hours a week to pay the bills...

Maybe they just want a few extra hundred dollars a month to pay the bills that always seem to be behind...

Maybe they are afraid of growing old and gray and being broke...

Do you know the answers to what your prospects *REALLY* want or are afraid of losing? You probably don't until you start asking some questions of them. Most businesses only have a very shallow view of what their customers really want in their business?

What motivates your prospects to buy your products or services instead of the competition's?

What makes them NOT want to buy your products or services? This may be an even better question in some cases.

What do they like about your products?  
What don't they like about your products?  
Which part of your advertisement sold them if they purchased it?

If you are like the 98% of businesses I spoke of above, then you have probably *NEVER* stopped and asked your customers these types of questions. Yes, and you probably have started the same kind of opinion about advertising...that it doesn't work.

Well, advertising is just like anything else in life...If you don't do your work, it CAN'T do it's work!

To start asking these kinds of questions, you may want to create a short one page worksheet with some of these questions on it like the below. You could send this out with your products or services OR you can make a special mailing to anyone who has purchased from you before right now for them to fill it out.

You could write a short note saying thank you for their business and that you want to make sure to provide even better service to them in the future. Because of this, you need their opinions and ideas on creating the best service possible. Then, you would also offer to give them something Free for returning the questionnaire like a 10% off coupon, a Free contest, a Free report, etc.

Your simple form could look something like this (Along with spaces and/or lines for them to write in):

- 1) Were there any other companies that you considered purchasing similar products or services from?
- 2) What Made You Decide to Purchase from Us?
- 3) What do you like best about our products or services?



4) What would you like us to add to this product to make it even better?

5) Tell me your overall opinion of this product or service?

Then, put in a return envelope made out to your company so that it is quick and easy to return your forms...These forms will be a GOLD MINE to you and your business. Don't take them lightly.

Then, send your customers a "Thank You" letter with whatever Free benefit you promised promptly, because you will find these people will become your longest term customers in many cases.

This information is what you will use to create the dream business that you have desired to have for so long. You can find out some extremely valuable information through these worksheets. Many times you may even find out that the reason people were purchasing from you was completely different than what you thought.

Then, you will be able to change your advertising focus as well to where most of your customers are currently coming from and your profits will go through the roof! Many of the BEST business people have found out after years of selling a certain product, that the reason people were buying it was something completely different then they thought.

Once they changed their advertising strategy and materials to focus on the right DESIRES or FEARS of their prospects, then that is when they became wealthy in their businesses.

They knew which buttons to push to bring the results that they wanted because they did their homework and re-researched their market to find out what their prospects were looking for.

This type of information can be an absolute gold mine to you and your business. The best ads are always the ones that sound like they were written JUST for you....Where the prospect can step into the ad and say “They are talking about me and my problems...I have to get the answer NOW!”

Whenever you see an advertisement that pulls with that much influence, you know that they have spent time targeting their market correctly and doing their research. Those two steps are extremely important and will mean the success or failure of your business. Most businesses, 98% of advertisers, fail in their advertising because they didn't do those two steps **FIRST**.

If you don't do your homework though, you will NEVER create killer advertising materials that make people jump and scream that they have to have your products or services.

You might say to me, “Terry, I don't have any current customers to ask...My business hasn't even started yet!” Well, go to where your future customers will be. Make a short form asking important questions like:

What are you looking for in a \_\_\_\_\_ company?

What type of problems or frustrations are you having with \_\_\_\_\_ right now?

What are you looking for to solve your \_\_\_\_\_ problem?

If I had a product to bring an answer to your problems...What type of materials would you like? (Check One)

- a) Videos
- b) Audio's
- c) Workbook
- d) Other/Explain

Find out where your customers are, and then get this type of questionnaire in their hands. Offer a Free Report similar to your products that would have a lot of value to your specific customers, but they would be low cost to you.

This Free Report Bonus will give people an incentive to send their information back to you.

The Internet is perfect for this type of research. You can go to a few newsgroups or online forums which contain your targeted prospects and ask some of the above questions. Then, give away a Free Report which will be exciting to your specific prospects.

This is one of the places that the Internet can beat traditional marketing methods hands down...If you have an Internet connection you can go to a relevant newsgroup. Post your short questionnaire offering a FREE report. Then, you will begin receiving responses without spending a single penny.

If you don't have the Internet available to you, a good way to do your research is through a classified ad in a targeted magazine. Then, you send your questionnaire out to those who respond offering your FREE Report for those who return it.

Don't neglect this powerful principle. If you can find just the right buttons to push for each of your products or services, then you will know exactly how to write more effective advertising as we progress through this course. You will become a KILLER ad writer in no time.

## **PROCESSING THIS INFORMATION**

Once you begin to get the questionnaires back, you will need to develop a system of processing this valuable information. I actually know some people who go through the process of getting these questionnaires out and then back. Then, they

NEVER do anything with them. That is CRAZY! They are walking right past the success of their business day in and day out.

Those customer worksheets or prospect worksheets are one of your most valuable assets in your business. They tell you exactly what you need to do to make more sales every day of the week. You just need to start listening to your new business consultants - your customers.

## **CUSTOMER WORKSHEETS**

If you are using the customer worksheets, you need to go through them and read everyone's answers. Sometimes, this might be hard especially if your product or service needs a little improving, but it is better for your customers to tell you what you need to improve rather than experience hundreds of refund requests for your products.

First of all, how did they answer the first two questions? If they looked at a different company before yours, who was it. If you notice a specific company occurring over and over again throughout your forms, you will need to go examine this company. Using these questions can help you develop an even stronger Unique Selling Position against your competition.

If they chose you for a specific reason over the competition and you notice this same reason is occurring regularly throughout the questionnaires, you can add an even bigger mention of this specific advantage in your advertising to take even more of the market share. You can possibly even test a Headline for your ads using it!

Question Number 3 shows what they like most about your products or services. Again, if a specific thing keeps coming up, you will want to make sure that this item is given a lot of attention in your advertising. PLUS, this is a good question

which can begin to help you find more testimonies to use in your advertising pieces. You really can't have too many testimonies. Many direct mail experts recommend 2 testimonies for every page your salesletter has. This would be 16 testimonies for just an eight page salesletter!

Question number 4 can give you a good idea of what you will need to improve in your product to make it better. Every successful business is continually trying to improve their products or services. You need to do so as well.

Questions Number 5 is where MOST Of your testimonies will come from. It will also be where most of your criticism will come from. Take an honest look at this section and decide what you will need to do to improve your service if complaints are coming in.

If you are receiving testimonies in this section, make sure to save every one of them. Testimonies are one of the most powerful advertising secrets ever invented. Use them to your full advantage in all of your sales materials.

### **Prospect Worksheets**

With the prospect worksheets, I recommend that you tailor them specifically to your business. Most of the time, prospects do not want to fill out a long form even if they are receiving some type of FREE report.

On your worksheet for prospects, you have some basic questions. I recommend that you expand these questions to be specific about your product or service. Then, make them multiple choice if possible. Having 2 multiple choice questions and 2 open-ended questions makes a good number.

On the last example of questions for your prospects, I gave a multiple choice question of which way you would like this material packaged...videos, audio's, workbooks, or other.

On these prospect worksheets I do not want you to bind yourself to my format. You have to tailor these questions to your business. I am just giving you an example.

What do you need to know from your prospects to meet their needs with your product or service? These worksheets are for you to learn how to push the right buttons on your prospects to sell them your products and services.

Once you have created an effective questionnaire and have started receiving some of them back in your hands, you also will need to analyze them just like we did for the customer questionnaires. What specific problems are they trying to answer? How can you meet their needs?

These types of questions will give you a pulse on what your prospect's buying decisions will be based upon. Make sure to include ALL of these types of statements in your advertising if possible (They make good bullets which you will learn about in section eight). Save each of these worksheets that come into your office for the advertising materials you will soon create.

**NOTE:** The next two pages are SAMPLE worksheets for you to use in obtaining the research information. The first page is for Customers to fill out and send back in. The second one is for prospects to fill out and send back. With both of them you need to offer something free for returning the application - a 10% discount coupon or free report seems to work best.

These worksheets are *ONLY Samples*. You will need to create ones that are more specific to your market. What do you need to know about your prospects to sell them on your products or services? **ASK THEM!** Edit these worksheets as you see fit so that they will target your market and give you information that you need to write effective advertising and produce better products or services.

# CUSTOMER QUESTIONNAIRE

Your opinions about our products and services are extremely important to us...We use them to create better future products and to help us make sure that we are providing the best service possible at all times.

For filling out this questionnaire and mailing or faxing it into our office, we will give you a **FREE Disk** full of 34 Special Reports written on how to develop a million dollar network marketing business, mailed out to you (Or emailed to you) immediately upon our receipt of this form.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address (If applicable) \_\_\_\_\_

Which Product or Service did you buy? \_\_\_\_\_

1) Were there any other companies that you considered purchasing similar products or services from? \_\_\_\_\_  
\_\_\_\_\_

2) What Made You Decide to Purchase from Us? \_\_\_\_\_  
\_\_\_\_\_

3) What do you like best about our products or services? \_\_\_\_\_  
\_\_\_\_\_

4) What would you like us to add to this product to make it even better? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5) Tell me your overall opinion of this product or service? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail to: Business Systems 2000  
PO Box 128  
Richmond, IN 47375

Or Fax to: 312-803-0771

# Receive a FREE Set of 34 Special Reports on Making Money at Home Just For Filling Out this simple form!

Your opinions about our products and services are extremely important to us...We use them to create better future products and to help us make sure that we are providing the best service possible at all times.

For filling out this questionnaire and mailing or faxing it into our office, we will give you a **FREE Disk** full of 34 Special Reports written on how to develop a million dollar network marketing business, mailed out to you (Or emailed to you) immediately upon our receipt of this form.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address (If applicable) \_\_\_\_\_

What are you looking for in a \_\_\_\_\_ company? (Please check one)

a.                              b.                              c.                              d.

Have you ever purchased a \_\_\_\_\_ before? Yes/No

What did you think of it? \_\_\_\_\_

What type of problems or frustrations are you having with \_\_\_\_\_ right now?

What are you looking for to solve your \_\_\_\_\_ problem? \_\_\_\_\_

If I had a product to bring an answer to your problems...What type of materials would you like?  
(Check One)

a) Videos\_\_    b) Audio's\_\_    c) Workbook\_\_ d) Other/Explain \_\_\_\_\_

Please mail these form to:

Business Systems 2000  
PO Box 128  
Richmond, IN 47375

Or fax to:

312-803-0771



## Step Two

### Transforming Your Features into Power-Packed Benefits

The basic building blocks of all advertising are your product's benefits (In this section we will say product, but all of these statements are true of services also)...What does your prospect get out of it? This is the foundation to your advertising, your meat & potatoes so to speak!

The first lesson in almost every study of advertising starts (And often ends) with this point...You must list your product's benefits, not it's features. And you **MUST** know the difference.

Every copywriter worth anything has been plugging away on you for decades on this one principle. Now, it is my turn to do as well. I am honestly shocked that more than 90% of businesses still haven't figured this simple step out; but they haven't.

I have looked at hundreds of ads where the writer still hasn't figured out this simple principle, whether it was in the mail, in a magazine, or on the Internet. If you don't know the difference between the two, you might as well quit now while you are ahead.

While they have told you to list all of the benefits, not the features, I expect that you may never had anyone tell you exactly how to do it. Well, you are in for a lesson then.

Changing Features into benefits is one of the simplest parts of writing your ads, but if you have never been shown the key it can be a downright disaster.

Simply, A feature is it's basic qualities: how many pages, the color, the financing, the durability, the warrantee, the size,

## NOTES

the pay plan, the products, etc.

A benefit is whatever a Prospect will receive from each of the product's features. In other words, the easiest way to transform a feature into a benefit is to ask "What's in it for me?" If you ask that of each feature, the benefit will come flying out at you.

For example, if you were selling an air conditioner, a feature may be it's high output cooling system...BUT nobody really cares about this. What they do care about is that it will keep them at a nice cool 70 degrees even when their thermometer is melting in the 112 degree heat outside...

If you are selling a car that gets 55 miles per gallon, that is a feature. The benefit is that you will only have to stop to get gas 1/2 the time everyone else does PLUS you save double on all of your gasoline bills!

See, that wasn't too difficult. All you have to do is go down a list of features and ask yourself 2 simple questions:

- What's In this For Me?
- What do I get out of it?

Once you get those two questions down, you have half of the art of ad writing down pat. Every time a prospect looks at your advertising, they ARE ASKING those questions! If all you tell them are the product's features or about yourself, you can kiss the sale goodbye.

You're better off asking those questions FIRST! Then, your advertising will be ready to answer them when the prospects ask the same questions. Your prospects couldn't care less who you are or what you are selling, Unless there is something in it for them.

Don't make people search through your advertising to find out what's in it for them. Put it right up front...In the headline, in the opening paragraph, in the offer, throughout the bullets, and all the way to the P.S. Make sure your sales letter is chalk-full of benefits your prospects want and need.

That is why I call the benefits your "Basic Building Blocks" to advertising. You will use these benefits as you create your Headlines, offers, bullets, etc. **THEY ARE YOUR SALES LETTER!**

### **MAKE A LIST OF ALL OF YOUR FEATURES**

Sit down with your product now and make a list of all of it's features. Use the worksheet provided to you at the end of this section...Write down everything you can think of about your product. Write down it's color, it's weight, what it does, etc.

**NOTE:** For information products, which are my favorite products, this is a neat little trick for this exercise. Go through your product starting on page one, and write down something from EVERY page that your prospects will learn as they go through that section. When you are finished, you will have a LARGE list of features (Many will already be benefits) to use for ammunition in your advertising...

Then, when you write your ad, you will be able to say, for example:

How to Double Your Paycheck in 30 days or less (*page 20*)

How to Decrease your Expenses by 43.4% in 1 week (*Page 28*)

How to Develop a \$55,000 Income your First Year (*Page 47*)

*AND MORE....*

I know that you have seen this done before! It is powerful and I use it on EVERY ONE of my info products. I don't think there is ANY strategy out there that can beat it for the sheer results it gives. Including the page numbers after every benefit causes believability to your advertising. Your

prospect will say “I am turning to page 47 the moment I get my package. Where is my credit card?” Give them that privilege by spelling out exactly what they will get on each page of your product.

If you are not selling an info product, then you will have to write down each of your product features as they come to you. Don't worry about figuring out if it is a feature or a benefit when you first write it down. Write it all down...You may need even more than the two pages I provide. Make as many copies as you need. These are your advertising building blocks, and I don't want you to run out of materials when your building is only half done!

## **Be Specific**

Another rule I want to teach you right now while you are writing down your product's features is to be specific in all of your advertising. This rule is true throughout all of your advertising, not just for this section.

Specific results will beat general statements every day of the week...And every minute of the day! It is better to say “Increase sales by 49.8%” than to say “50%.” It is better to use 9.8% than to use 10%. Don't round the results off...Keep them very specific.

That is the reason writing down the page numbers for your information products can work wonders...It then becomes VERY specific. Which is more believable:

- *How to Increase Your income by 49.8% on page 25*
- *How to Increase your income by 50%*

The first one sounds MUCH more believable, doesn't it? It is specific, while the second one is being very general. Before I ever learned this, I didn't know why I would often jump at certain products and leave other ads off to the side for weeks. It was because one promised me very specific

results, even specific page numbers to read about them. The other one just claimed it was there. You may have just had a revelation as well as to why you may have purchased certain things.

Be very specific as you write your product's features and especially when you write down it's benefits! The more specific your ad is the better.

A Killer Ad is one that has been created with specific benefits for a specific audience with a specific limited time offer...Make sure your advertising always has ALL of this.

Most advertising is made in a general way...Then, it is mailed to a general audience with a general offer...You can guess what the results usually are, can't you?

### **Use Your Research**

Next, go over the research sheets you have collected from the previous section...Look for features or benefits you may have missed mentioning! If your customers or prospects have mentioned something, YOU will want to make sure that you write that down...If they say they received a specific result from the product, make sure not to miss that.

If they give you a general statement, give them a call and help them make it more specific. This is powerful! If your prospects have mentioned something they are looking for a product, and your's qualifies, make sure to put that down. If one person is looking for it in your targeted market, you can be sure that others are as well.

See, your research is already paying off...You did your research, didn't you?

## **Check Out Your Competition**

Next, check out your competition. It is an extremely rare occasion where you don't have specific competitors in your market. I dare to say that this never happens, because even if you invented a brand new product the world has never seen before, you will still be competing against the earlier products for this problem.

Go to your competition's advertising (If you don't know who they are, look at your customer questionnaires)...Do they list features or benefits which are also true about your product? Write them down...Don't copy their ad, but learn from it (If it is worth learning from)! Write down any features they have listed which you may have forgotten about or not even thought of.

Now is also a good time to write down some features or benefits about your product which your competition doesn't have...This info will be used in the next session on developing your Unique Selling Point...Or USP for short.

## **How to Change a Feature Into A Benefit**

The next step to this section is for you to change everyone of your features you have listed into specific benefits that answer the prospect's question "What's in it for me?"

Remember, a feature is a quality or description of the product...It's size, weight, miles per gallon, chrome wheels, processor speed, hard drive capacity, your 20 years of experience, the fact that you graduated from Harvard, the largest plant in the Midwest, etc.

A Benefit is what you get out of each of the features...What does it do for me? Don't assume your prospect will figure it out...They won't take the time. You have to tell them point blank in no uncertain terms, "You GET \_\_\_\_\_."

Go down your list one by one...Ask yourself, “What do I get out of it?” If you can’t answer one of them, leave it, and come back later. If you never think of an answer for one of them, then just put it aside and don’t use it. This shouldn’t happen too often though.

The power benefits is that it puts the focus on your prospect and off of you and your product. People do not buy products...They buy solutions to their problems.

Let me say that again. “People Do Not Buy Products...They buy Solutions to their problems!” People do not care who you are or what you are selling at first. They want to know what you can do to help them!

DON’T ASSUME that they will figure it out...That is a guaranteed recipe for disaster. Don’t assume anything in advertising. You have to tell them exactly what benefits your product will give to them! Spell it out...

### **Add Passion to Your Benefits!**

Passion sales...If you begin to add enthusiasm and energy to your advertising, you will make more sales. People buy based on emotion and then justify it with logic.

The biggest problem I have seen advertisers make is that they try to logically persuade people to purchase their products. It doesn’t work that way at all. People make purchases based on emotion!

Your advertising copy has to be full of emotion...If you think of any salesperson you know who is extremely successful at selling anything, I will bet you they are enthusiastic and emotional about their product or service. Aren’t they? Go into any store, car lot, real estate agency, and you will find that the most successful people there are the most enthusiastic about their products or services.

Writing successful sales letter is simply making a sales presentation to your prospect, only you are using words on paper instead of spoken words. The most successful ad writers are those who become the most conversational, the most exciting, and the most emotional in their sales letters.

So for all these benefits which you are listing, you must make them emotional and exciting...Use the POWER words if possible:

- Announcing
- Discovery
- Easy
- Guarantee
- Health
- Introducing
- Love
- Magic
- Miracle
- Money
- New
- Power
- Proven
- Quick
- Results
- Revolutionary
- Safety
- Save
- Secrets
- Special Offer
- Startling
- Sure-Fire
- Surprising
- YOU

That was just a short list of power words that you should sprinkle throughout your ads and especially throughout your benefits. This helps you become more exciting and emotional in your advertising materials.



## **Using Figures of Speech**

Another important technique is to use figures of speech throughout your ads. Figures of speech can help your advertising piece seem more friendly and conversational.

Expressions such as:

- ⇒ Higher than a kite
- ⇒ It's as easy as falling out a chair
- ⇒ Flat as a board
- ⇒ Flat busted
- ⇒ Dead broke
- ⇒ Get on the fast-track
- ⇒ I hate to bust your bubble

If you make sure to add a couple of these types of expressions to your advertising pieces you will find that it will become more warm and down to earth for people to read. They will feel like you are talking to them in person. That is a major key to making serious sales with your advertising!

Don't overdo this method in your advertising. If you use more than 2 or 3 of these types of expressions in your piece, it can cause it to lose its effectiveness. Just get used to using these expressions and fix up a few of your benefits with them.

## **Tape Recording a Sales Presentation**

A technique for adding excitement and emotion into your sales pieces which you may be interested in is to record a sales presentation by your top salesman. If you run a company with salespeople, have your #1 salesperson give you a presentation and record it.

This one recording will give you more ammunition for writing an effective sales letter than hours of studying. how to do it in most cases.

If you don't have salespeople (I don't), then you can pretend to be selling your product or service to a friend or family member. Then, record your entire presentation and play it back for yourself to hear. I have done this, and it works.

It will help give you dozens of ideas about what needs to be in your salesletter or other features and benefits you may have forgotten.

### **What Have You Learned In This Section**

We have covered a LOT of information in just a few pages, so I want to make sure you got the major points down:

- Write down ALL of your product's features first.
- A Benefit is what your prospects receive from each of your features.
- If selling an information product, write down page numbers for each of your features and benefits.
- Reread your customer's or prospect's questionnaires to find features you may have missed.
- Examine your competition for features or benefits you may have missed.
- Specific numbers and results will always beat generalities in every aspect of your advertising.
- Change every one of your features into a Benefit which answers the question "What's in it for me?"
- Be passionate in all of your advertising!!!
- Use Figures of Speech to be more friendly!
- Try tape recording a Sales Presentation!

## **Step 2: Transforming All of Your Features Into Benefits The Basic Building Blocks of Good Advertising**

On this form, you will need to list everyone of your product's features on the left side...Please make a Nice List as you will Need A Large Number of them as your building blocks for your advertising piece!

Then, on the right side, ask the question "What's In it for Me?" about every one of your product's features...Write down your answer. In some cases (Especially after you become good at this exercise, you will find that some of your features you write down may already be benefits).

<b>FEATURES</b>	<b>BENEFITS</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
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## **Step Three**

### **How to Find Your Unique Selling Position**

The next step in writing irresistible advertising pieces is to develop a Unique Selling Position...This is a major key to serious advertising results that most people just skip right over year after year.

Most businesses are me-too businesses...They all look alike, talk alike, and act alike. If you ever want to receive massive results in your business and through your advertising, you have to have something that separates you from the rest. You need to develop your Unique Selling Position for your advertising.

What makes you different from everyone else in your industry...Do you have the best service, the lowest prices, the simplest system, or the longest guarantee? Do you offer free consultations, the most powerful engines, Free updates, etc.?

What makes you different from everyone else? If you don't know, then this chapter will help you figure it out. Your Unique Selling Position is what answers the question of why your prospects should buy from you *INSTEAD* of your competition. If you are all alike, there is no reason for them to purchase from you instead of them.

Almost without fail the advertising that generates the most money is always based upon a USP. Whatever product or service you are selling right now, you need to develop a USP for it to have the best results through this course.

If you look at TV commercials, the ones which are the best are based on a USP. Each company shows you their Unique Selling Position. I don't usually have a lot of respect for their

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advertising, because most of their ads are based on getting their names on your mind instead of direct response advertising (Which is advertising for the single purpose of selling products or services directly from the ad). Often, the commercials are very entertaining, but they would not produce immediate results which we are looking for in our advertising.

The one thing that TV commercials do extremely well at is showing off the company's Unique Competitive Advantage. To see USP's in action watch your TV commercials today.. You will see USP after USP, but not many of the other tools you will see in this course.

For example,. a good USP is the one that VISA uses which is "*It is everywhere you want to be.*" VISA goes into detail about different stores, vacations, and products. Then, they tell you that they don't take American Express there. VISA is showing off their USP. ONLY they are accepted in those places.

American Express is using the same type of strategy. They show you a person on vacation who loses their luggage, their traveler's checks, their credit cards, and everything. Then, they tell you how American Express is the only one that came to his help to overnight him new cards, checks, etc. That is their USP.

Domino's Pizza's USP was that they guaranteed delivery in 30 minutes or less. For years, that is all they needed to put in their ads - The picture of Nice, Hot, Fresh Pizzas and the guarantee to deliver it to you in 30 minutes or less. This caused them to dominate the pizza delivery business for years.

I could go on and on showing you these types of examples of how TV commercials take advantage of their USP. Watch TV for just a while, and you will start noticing this

throughout the commercials.

No matter what you are selling, you need to develop a USP for your business. Most people in business who you would ask what their USP don't even know what in the world that is. You do now, so you are miles ahead of others in your industry.

The best way to make money in a business is to find a need and fill it. Don't be just a carbon copy of everyone else's businesses. Be Unique. Be Needed. Be Successful.

What are the specific problems in your industry? Think about that question for a while. What did your customers tell you during your research that the problems were? What did your prospects tell you?

This is another place that your research you did in Section 2 comes into serious play. Why did your customers choose you over the competition? What do they like about your products? What do they think you need to improve on your products?

This type of information can be the key to producing a million dollar business. You can find the problems people have and meet them. Just developing a USP in your business can double or triple your advertising response rate, because you show your prospects WHY they should do business with you instead of the competition.

### **Creating Your Own Unique Selling Position**

Now that I have convinced you that you have to have a USP let's get down to the nitty-gritty and tell you how to do it. I originally learned this technique from Brian Keith Voiles and I want to show it to you...Pull out and copy this section's worksheet.

At the top of the page, you will notice that it has the statement “You Know How...” already typed in for you after the number one. Then, you will notice down further on the page, it has the number 2 with “Well, what I do is...” typed in.

I want you to fill those two sections out. In the top statement you will write about how most of the businesses in your specific industry operate or what the major problem in the industry is. **“You Know How...*Most office supply stores NEVER seem to have what you need when you need it.*”**

In the bottom section, you will write how you are different from that. **“Well, what I do is...*Make sure to keep the largest selection in stock of every office supply you could think of. And if we don’t have it we will overnight it just for you at no extra charge.*”**

## **HERE ARE A FEW EXAMPLES**

If you sell automobiles, you can say:

**“You know how...*Most used car lots are out to rip you off for every single dollar they can get. They hide the problems, tell you lies, sell you pieces of junk , and call it a great deal.*”**

**“Well What I do is...*Personally guarantee every car I sell you. You purchase any car on my lot and take it to any mechanic during the first 30 days and I will PAY to have any problems fixed with it out of my own pocket. Not only that, but If you purchase any car off of my lot and decide that you made a bad decision, then I will give you 3 Full days to bring it back for a 100% refund...No Questions Asked!*”**

I’ll bet you wish that car salesman was around last time you bought a used car. You would have been there, wouldn’t you?



Another example of a USP if you sell information products:

*“**You know how...**People write an information product for the average person telling you how it will help you in your business. Then, you get a hold of it, and it will take a degree from Harvard to even understand the words that they use in it, let alone put it to use for anything other than a dust collector for your shelf.”*

*“**Well, what I do is...**create down to earth information products that the average person can use. I don't include hundreds of \$10 words that you need a dictionary to figure out. I lay it all on the line in simple step-by-step instructions and you can start using my product the day you get it in the mail.”*

Look at the power of these USP's. It makes you want to purchase from these companies, doesn't it? Here is another one for the business opportunity people out there:

*“**You know how...**Most people sign you up in a business opportunity, make a quick buck, and then disappear out to find another recruit never to be heard from again.”*

*“**Well what I do is...**Personally get into the trenches with you and help you every step along the way. If you need help getting going, Give me a call. If you need advice on advertising, give me a call. If you need to 3 way a prospect, let me close them. I understand how hard it is to get started and I am willing to do whatever it takes to see you succeed.”*

### **Different Types of USP's**

There are a lot of ways to develop a USP...Here are some different ideas for developing a USP:

1) Some company's USP is to have the Biggest selection of products on hand.

2) Some company's USP is to have the lowest prices or lowest markup in the industry.

3) Some company's USP is to have the most personal one-on-one hands on service available.

4) Some company's USP is to have the BEST Guarantee available in the industry.

There are a lot of different ideas on developing your USP. Now, is the time to check your products or services, and create one for your business.

You **MUST** have a Unique Selling Position. If you don't have one already, you must use the worksheet I have provided you with to create one as soon as possible. It can mean the difference between success and failure in your business.

Once you have a USP in place, it can become almost a knockout blow to your competition. Most of them will probably have never even heard of a USP, let alone have created one. Use this to your advantage. Become a trendsetter instead of a carbon copy.

If you look at your product over and over and you can't think of any way to create a USP for it, you probably need to get a new product ASAP. The old one won't cut it in today's market. Without a reason for people to buy from you instead of your competition, your business can never reach it's true potential.

Go to the worksheet now, and develop your USP for your business. Once you have this done, you will be ready for section Five!

# DEVELOPING YOUR UNIQUE SELLING POSITION

What sets your business apart? Why should someone buy from you instead of the competition? Here's your chance to show us plainly what the reason is. In the top section...start with the words "You know how..." and write how most people in your specific industry operate. Then, use the second statement, "Well, what I do is..." and write down what sets you apart from the rest.

If you need help with ideas, refer back to your research sheets and your Features to Benefits worksheet to find out what sets you apart. That is the reason we do the worksheets in this order!

1) You know how....\_\_\_\_\_

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2) Well, what I do is...\_\_\_\_\_

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## **Step Four**

### **Creating An Irresistible Offer That Forces People to Take Action**

Now, you will learn how to create irresistible no-risk offers so strong that people are literally forced to pull out their wallets and checkbooks to order your package. Many times people try to sell products without a **SPECIAL** offer.

You should **NEVER** run a mail campaign, Internet campaign, etc. without a specific free offer with deadlines that cause people to take action now. If you don't make sure to have a special offer with everything you sell, you will **LOSE** your shirt advertising!

It is a proven fact that if you add Free Bonus offers to your advertising, you can increase your sales income by 300% or more! That means if your ad would have brought in \$1,000, then it could bring in \$3,000 or more with the right free offer to go along with it! Is that worth the few extra bucks it costs to include these free bonuses?

How many times have you seen someone have 5 Free Bonuses attached to their item that are worth **MORE** than the actual product you are purchasing? It is used constantly, because it works! This lesson will show you how to make these same kind of offers that practically force people to respond immediately!

The elements to a successful Offer are:

- 1 FREE - Add Some type of Free Bonus
- 2 Deadline - Make this offer for a limited time only..7 days, 10 days, till 50 order, until April 15th, etc.
- 3 Specific Benefits your Prospects receive from this bonus
- 4 Value of the object or item
- 5 No-Risk Guarantee

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## **FREE BONUSES**

In all advertising, “**FREE**” is the magic word. You will want to make sure to be able to include it by offering some type of Free bonus to go along with all of your products or services.

What makes a good Free Bonus? There are a couple of things to remember with Free Bonuses:

- ⇒ It should go along with and complement the main product you are selling!
- ⇒ It should be of low cost and easy to reproduce!
- ⇒ It should have a **HIGH** perceived value such as Audio Tapes, Free Reports, etc.!

These type of things should always be included if possible in all of your offers. An audio tape, for example, can be reproduced for under \$1 each, but has a value of \$25 - \$200!

A Free Report is of the same level. It is very cheap to reproduce and can have an extremely high value because of the information contained on it.

Another good idea is Free Consultations...If you are good at what you do (Which you should be if you are selling it), you can offer a **FREE** Consultation along with your packages at a cost of anywhere between \$100 - \$1000 an hour or more depending on your expertise and your industry.

Some companies prefer to offer advertising specialties as free bonuses. These are pens, hats, coffee mugs, shirts, etc. with the companies name and logos on it. I personally prefer free reports and audio's, because they have a higher perceived value. Advertising specialties are extremely popular though, and thousands of businesses are using them very successfully as **FREE** bonuses.

Whatever it is you offer, you need to offer something!

## **Deadline For Ordering**

If you want to be successful in your offers, they must ALWAYS have some type of deadline to them to get people to take action now. If they don't act now, they will NEVER act.

Some different types of deadlines are:

- 1 Specific Deadline** - Offer is Only Good till April 15th
- 2 Time Deadline** - This offer is only for the next 10 days
- 3 Scarcity Deadline** - I only have 50 packages which will probably be sold before the end of the week!

The Specific Deadline is ONLY good if you have complete control over your mailings, printing, website, etc. to make sure to give the people enough time before the deadline to take action. You need to mail it out around 14 days early so they can all receive it 7 - 10 days before the deadline (This is if you are mailing first class). If anyone receives it after the deadline, FORGET it! They will not call to find out if the offer is still good! If you have the control though, this is the most powerful form of deadline available.

Another good method is to give them 10 days to order to get the Free Bonuses. This is for those who don't have 100% control over the deadline date or might be mailing the offer out every week or month. You will still do well with a deadline of this format.

The last deadline I want to speak of is the Scarcity Deadline. This can be used extremely well if you only have 10, 20, 50, or a 100 of a certain product and have to sell it now. What you do is be honest and tell them "I only have 47 of these left in stock at this price." Or you could say "I only have time to give my full attention to and work with 10

people personally! If you are not one of the first ten, then I am sorry, but I will just have to send your order back uncashed!”

These are three different examples of headlines you can use in your offers to cause immediate responses. Whichever one you choose, you **MUST** chose one. If you don't force your prospects to take action **NOW**, then you might as well go out of business **NOW** and save everyone some time.

### **The Bonus Must Have Exciting Benefits**

Just like we told you in step two, you must show benefits, not features. This is true of your **FREE** bonuses as well. They must each show at **LEAST** one specific benefit your prospect will receive out of them, not just a feature.

Like we talked about in that section, you find the benefit of the product by asking, “What do I get out of it?” For each of your **Free** bonuses you will have to ask yourself that question. What do I get out of it?

Just because something is **FREE** doesn't mean that everybody will want it. You have show them in minute detail what each **BONUS** will do for them if you want them to give you their money.

### **Value of the Object**

You are “**SELLING**” this **Free** bonus to your prospects. You are making their mouth water to receive it. They have to have it now.

The way that you do this is by showing them how **VALUABLE** it is to them...You will first show them by the **Benefits** it offers. Plus, you will tell them the **Cash Value** of the **Object**. For example, a lot of advertisers like to do it in this format:

*The Free Bonus, The Benefits (\$253 Value)*

## **Bonus Overload**

My favorite technique for my Offers is to use what is called Bonus Overload. This is where you offer them **FREE** Bonuses which have a **HIGHER** value then the main item along with a risk-free guarantee plus keep all the bonuses!

For example:

If you order within 10 days, Not only will you receive the “GUARANTEED CASH MANUAL” but you will also receive these 3 FREE BONUSES just for giving it a try:

\* A POWERFUL New Booklet on how you can start making up to \$345.73 everyday in your pajamas by using the Internet as a cash funnel for you and your business!  
(\$100 Value)

\* The Audio Tape entitled “Insider’s Secrets to Network Marketing” detailing the step-by-step methods millionaires in network marketing are using to build their business with No personal selling involved! (\$200 Value)

\* FREE Consultation with ME Personally...You get a FREE Half Hour of my precious time to ask me every low down question you can think of on making money FAST in mail order! (\$250 Value)

That means you get \$550 in FREE Bonuses!!! To get this incredible once in a lifetime offer, you must act within 10 days! Remember you have NO risk and a 100% Lifetime guarantee of your money back...no questions asked! If you are ever dissatisfied with this product for ANY reason, then simply return it in resalable condition and YOU will get 100% of your money back , PLUS YOU KEEP the \$550 in FREE Bonuses just for giving it a try.



Don't gamble with your future by putting this aside. Do it NOW! How can I offer such a once in a lifetime opportunity you may ask? I will tell you how...

That was a powerful offer wasn't it...You are ready to order and you don't even know what I am selling. This type of offer is being used thousands of times daily...And it works every time! It will increase both your sales and the actual order price you can ask for on the main item. It is like money in the bank to you.

***Use A Bonus Overload on Your Packages Whenever Possible!***

### **The Power of a Risk-Free Guarantee**

In all advertising, credibility is a Number One concern. People are afraid to make purchases from you because they don't know you yet. For all they know, what you are selling could be completely different then the way you are describing it. One of the ways to overcome this is by Using a No-Risk Guarantee.

Guarantees will increase your response rates by 200% to 300% on whatever you are selling in most cases. People go through your letter. Then, they are undecided whether they should buy or not...The No-Risk guarantee will push them over the edge.

People buy because of emotion, but they will back up their decision with logic. How many times have you purchased something saying to yourself, "If I don't like it, then I will be able to return it for my money back?" I have done that hundreds of times!

Remember that if you are selling through the mail, the Postal Service already requires a 30 day money back guarantee. This means that if someone returns your product in resalable

condition within 30 days, you **WILL** return their money minus shipping. Why not let everyone know that you guarantee your product for at **LEAST** 30 days?

Also, if you guarantee your product longer...60 days, 90 days, 6 months, 1 year, or lifetime, your refund requests will drop. Don't ask me why. People are forgetful and eventually lose parts of your package if they don't use it (I guess). Anyway, your sales will go up and your refunds will go down with a longer guarantee.

Don't be afraid of refunds. No matter what you are selling or how good it is, some people will want to return it at times. Just make sure to have a quality product, and your refund percentage will always be extremely low. The increased sales from highlighting your guarantee will more than make up for it unless you have an incredibly lousy product.

Your guarantee should be listed on everything...Your sign, your salesletter, your website, your postcards, your magazine ads, etc. Don't keep it a secret. Shout it from the rooftops!

### **The Four Parts of a Powerful Guarantee**

There are four parts to a powerful guarantee. They are:

- 1 Risk-Free** - You must tell your prospects that your offer is risk-free...Not only can they return the package, but they get to keep **ALL** of the bonuses.
- 2 No Questions Asked** - You should always state that you have a no hassle, no questions asked guarantee policy.
- 3 Time Period** - State how long the guarantee is for...Always us 60 days or more!
- 4 Why?** - It is always a good idea to tell them exactly why you are offering such a good Free bonus Offer and guarantee.

Each of those steps is extremely important and I will put some guarantees together for you which use ALL 4 elements so you can see what they look like:

“Try out my product Risk-Free for a FULL year! If at any time, you are dissatisfied with it or can’t make a profit with it, then simply package it up and mail it back to our office. The moment we receive it, we will fully refund your money No Questions Asked...Plus, you get to keep All \$575 worth of FREE Bonuses as a thank you.

How Can I offer such a Powerful No-Risk Guarantee? It’s simple really...Once someone gets this product into their hands and understands it’s full potential, I couldn’t pry it loose if I used a crowbar.”

“Not only that, but you will also receive our Complete Better than Risk-Free, Lifetime Guarantee! If at any future time you decide that this isn’t the product for you and that it isn’t the absolute BEST purchase you have ever made, then package it all up and send it back to me and I will issue you a complete No Hassles, No Questions Asked Refund. Plus, you get to keep all \$1,230 worth of bonuses just for giving me a chance!

The way I see it is that if My package isn’t the best investment you have ever made, then I don’t want to take your money. You deserve your money back!”

Those are some powerful guarantee examples. These kinds of guarantees can open the floodgates or orders into your office if you don’t be careful.

Here is a list of words you may want to use in your guarantees to increase their effect:

- Unconditional Money-Back Guarantee
- Life-Time Guarantee

- No-Risk
- Risk-Free Trial Offer
- No Hassles
- 30 Day Trial Offer
- Cancel at Any Time
- Double Your Money Back
- Send No Money
- Order by Credit Card for 3 Easy Monthly Installments
- Postdate your check for 30 days from now

Those are some of the words that get people excited about your guarantee, because they remove the risks of ordering away from your prospects. A powerful guarantee can mean the success or failure of any ad campaign, especially for those which include a lot of risk (over \$100).

## **POWERFUL OFFERS**

Powerful No-Risk offers with Bonuses worth more than the main item for a limited time and lifetime guarantees are extremely effective tools to use in all ads. That is the reason I have you do this part of your sales letter **FIRST**.

You will be able to take your worksheet from this section and plug it right into your sales letter and start receiving results almost immediately. **DO NOT** skip over this section or take these techniques lightly.

Although most of the time people place their offers and guarantees near the back of the sales letter, I want to recommend you try them right up front sometimes. Placing the offer or the guarantee in the opening paragraph or first page can work wonders. Sometimes you may even want to put the offer or guarantee in the headline.

A headline that ends with "...100% guaranteed" can sometimes immediately increase results. Mentioning the \$1,250 in Free Bonuses in the opening paragraph can often do the

same. Just because people usually put the offer and guarantee in the back of the sales letter doesn't mean that you have to.

This is one of the places that testing which we talk about in Step 12 comes so much into play...Which offer is working better? Which place does the guarantee bring more results? Things like that are not as cut and dried as other rules to advertising. They come by testing....

Now, do your worksheet and create yourself a killer offer, deadline, and guarantee...

# Your Risk-Free Guaranteed Bonus Offer for a Limited Time Only!

On each of these lines, you can write what you will include as a Free Bonus, then the benefit of it (*Not the Feature*), and the value of the item. There are 5 sets provided on this page in case you provide up to 5 Free Bonuses, although you don't have to have that many! Then, please fill in a deadline for this offer...The bottom of the page is for you to write your No-Risk Money back guarantee as instructed in this section.

Free Bonus #1: \_\_\_\_\_

Benefit: \_\_\_\_\_

Value: \_\_\_\_\_

Free Bonus #2: \_\_\_\_\_

Benefit: \_\_\_\_\_

Value: \_\_\_\_\_

Free Bonus #3: \_\_\_\_\_

Benefit: \_\_\_\_\_

Value: \_\_\_\_\_

Free Bonus #4: \_\_\_\_\_

Benefit: \_\_\_\_\_

Value: \_\_\_\_\_

Free Bonus #5: \_\_\_\_\_

Benefit: \_\_\_\_\_

Value: \_\_\_\_\_

Deadline: \_\_\_\_\_

Guarantee: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Step Five

### Creating An Order Form That Closes Sales All By Itself

So far in this course, I have made you do your homework and get ready to write your sales letter. We haven't really done any of the actual writing yet. We just have created your Building Blocks (the previous lesson's worksheets).

Now, we will start on the actual sales letter. Although this will probably surprise **MOST** of you, we need to start on the order form **FIRST**. Too often people spend hours writing their sales letter and headlines, then they give a 5 minute quick type of their order form.

I want you to think about this. If I get a sales letter about a product which I plan on purchasing, I throw away the letter and then lay the order form on my desk. When I do my business expenses the next day or so, I will pick up that order form and reread it. I can't tell you how many times I have done this and then reconsidered my order after looking over it again. It has happened too many times to count.

The person almost sold me their product, **BUT** their order form couldn't close me. I am not the only one who does this either. **MOST** of your prospects will do something similar. If your order form is just the leftovers you threw together when you got done, you will lose **HUNDRED'S** of sales this way that you **ALMOST** had. Don't let that happen to you.

Plus, did you know that many of your prospects look at the order form whenever they open a letter? It is second most read part after the Headline. If it isn't exciting, then the entire salesletter will be in the garbage immediately.

## NOTES

What a shame...You create a winning sales letter, but then you lose MOST of your orders from a shabby order form. This section is here to stop that outrage. You will learn how to create a winning order form that can close sales all by itself. It is my opinion that just a winning order form along with the right offer to the right prospects will outsell the average sales letter out there by a long shot.

The formula for a Winning Order Form is:

- 1) Headline
- 2) No-Risk Offer & Guarantee
- 3) Action
- 4) Information Block
- 5) Contact Information
- 6) Extras

Each of those eight things MUST be on every order form you create. It is the “secret recipe” for a successful order form. Now ,we will go into a step-by-step overview of each of these items.

## **Headline**

Every order form must have a headline...Remember, the goal of your order form is to be able to make sales from it all by itself as it is the first thing and last thing most people look at when they see your advertisement.

The next section of this course deals directly with writing headlines so you may want to refer to it when writing your headline for some of your order forms as well. Since it may be put off by itself and the rest of your sales letter thrown away, a lot of times your order form’s headline has to grab the reader’s attention to get them to buy.



Here are some examples of Winning Headlines For Order Forms:

FREE 30 Day Trial Certificate  
No-Risk Trial Certificate  
Return This Form Today to Get \_\_\_\_\_  
\$1,250 in Free Gifts When You Order Today!  
Free Trial Offer - No Obligation!  
Don't Send Money!  
FREE Trial Certificate - Respond By April 15th!  
100% Guaranteed Way to \_\_\_\_\_

Each of those headlines can be a very successful headline for an Order form...More information on headlines is contained in the next chapter.

### **No-Risk Offer & Guarantee**

In your order form, you must restate your offer which we created in the last section. That offer you made up on the worksheet for Step 4 will be used both in the sales letter and a smaller version in the order form.

Remember, the best way to increase your sales (Many times doubling or tripling them) is to create a NO-Risk offer for your prospects. I consider this no-risk offer the **MOST POWERFUL** part your order form.

When I place my no-risk offer and guarantee on the order form I will restate it as a one paragraph statement beside of a checkbox. Plus, I will do it in the first person as the person doing the ordering. For example:

YES!!! I want to start receiving cash orders in MY mailbox using your incredible new money making mail order system! Your offer is irresistible! Also, your \$347.00 in FREE bonuses is so darned attractive that it's impossible to refuse. But with your 100% money-back, 365 solid day

guarantee, keep all-the-bonuses, better than risk free proposition is the real reason I am ordering Now!!!  
Here's my \$102!

YES!!! I can't resist your No-Risk offer to let me try your incredible new money system of making up to \$1749.95 daily in my own home business for 90 days. Plus, Don't Forget My \$347.00 in FREE Bonuses just for trying your course. If I don't receive every single benefit you promised or am not satisfied for any reason, I can send it back anytime during the entire FULL year for a complete refund, No questions asked!

Those are a couple of incredible offers...In your statement you make in your order form, it needs to be similar to the above. It needs to include:

- The Prospect's Point of View
- At Least One of Your Main Benefits
- Your Free Bonus Offer
- Your Guarantee
- The Words "No-Risk"
- Emotion

Make sure each of the above things is in your restated offer on your order form. You have one paragraph of information. Make it a good one...

### **Action**

Your order form needs to call your prospects to action NOW...You need to tell them exactly how to order your product or service now. If you offer more than one option for ordering (Mail, Fax, or Phone), then you need to cover exactly how to order using each of those options.

If there is any confusion at all on your prospect's part, you will lose the sale. Make sure you spell it all out in detail. Don't take your prospects all the way to getting their money,

and then lose them because they aren't sure about how to order.

Here are some examples of action statements:

“To Start Making Up to \$349.95 Everyday at home in Your Pajamas, simply push these 10 little digits now on your telephone keypad... 903-233-2332 and have your Visa or Mastercard ready. The phone lines are open and ready for your call 24 hours a day 7 days a week.”

“To start Writing Killer Advertising That Practically Forces People to Respond, please choose one of our three ordering options Below:

1) For Fastest Service, Order Now By Secure Server with your Visa Or Mastercard...Just fill out the online form, press submit and you will receive confirmation by email of your order ASAP.

2) Order With a Check By Fax...Fill Out this form - and fax it along with a check made out to Business Systems 2000 to 312-803-0771 Now.

3) Order By Mail with Your Credit Card, Check, Or Money Order, please mail to Business Systems 2000, PO Box 128, Richmond, IN 47375”

It is worth taking up extra space if necessary to make sure everybody understands all of the options you have for ordering. You want your prospects to take action now, and to do that they need to know exactly what to do.

### **Information Block**

Now, you will want to include the information you need to process the order. This includes their choice of ordering option, their credit card information (If you accept credit cards), their name, address, phone, and fax numbers.

You need to get their phone number on the order, because if there are any problems with the order, you will need to contact them to get that worked out. I also sometimes ask for email address if applicable on my information blocks because I like to do so much of my business from the Internet.

**NOTE:** If you don't accept credit cards currently, I strongly recommend that you start doing so immediately. Having the ability to accept credit cards can increase your sales from 30% up to over 300%. That could mean making up to 3 times as much as you do now just because you accept credit cards. I have contracted with a Merchant Account Company which can help you start accepting credit cards immediately even if you are a brand new start-up or have bad credit. Anyone can accept credit cards in your business. Go to my website at <http://www.bizpromo.com> and fill out the online information request form and a representative will contact you immediately.

When asking for your ordering options, I usually like to use check boxes for them to checkmark which ever option they choose because it helps repeat to them the options again. My total information block looks like the below:

On that basis, here is my order. I would like to pay with (Please Check One): Make checks payable to Business Systems 2000

- VISA     Mastercard     Check-By-Fax
- Check     Money Order

Credit Card #: \_\_\_\_\_ Expires: \_\_\_/\_\_\_

Signature of Cardholder: \_\_\_\_\_

Full Name: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email Address (If applicable): \_\_\_\_\_

Please rush my order via:

- Priority Mail - \$5 Already Included in Cost
- Overnight Express - Please Add \$15 (Total \$117)

That is a short and simple information block. It let's them know exactly how to order, give you their info, and which shipping options are available. (Overnight shipping can actually increase your orders in many cases because people are always in a rush).

### **Contact Information**

You also need to clearly state your information on the order form. They need to know your company name, address, AND phone number. If you don't list a phone number to call for questions, you will lose sales as you now become less believable in your presentation.

Even if you don't accept orders by phone, you NEED to have your phone number on the order form for questions. It just being there will increase your response rate, because people will believe that you are a real person alive out there.

For the phone number, give the hours someone will be there that they can call for questions about the product or the order form. No matter how good you explain it all, some people will still have questions or just want to confirm you are actually there.

As for your mailing address, you should have your STREET address listed, not just a PO Box. If you use a PO Box for your mail, put both addresses (PO Box and Street Address) on the ad so people won't think you are a fly by night operation who will take their money and run.

These two tips (A street address and a phone number) will increase your response rates....Don't even try your ad without it.

Your Contact Information may be included as:

Business Systems 2000  
PO Box 128  
809 NW C Street  
Richmond, IN 47375

Please call our office at 765-966-7367 from 10 a.m. to 6 p.m. Monday through Friday with any questions you may have.

### **All the Extras**

In this section, read through carefully as I plan to give you a lot of short tips and each paragraph will be on another element of your order form...So don't get lost.

When putting together your order form, avoid using cutesy art. Fancy art and layouts can often detract from the message of your order form. Don't distract your prospects. For art on a sales letter, the purpose of it is to bring attention to the copy itself...Not to distract from it.

The best type of paper to use is either a yellow or pink card type paper with black ink on it. Regular colored paper of those types will work as well. Plain black ink on white paper will also.

It often works well if you have room to include one of your best testimonials on your order form. This will increase response rates because it might be all the person has left once they throw away the rest of the sales letter.

A box with a promise from the seller with their signature on it on the order form can also increase response rates. You would only use this technique if you have the room on a full page order form. An example of this can be seen in this section's example order form.

Make sure the type isn't too small for people to be able to write down their information in. If you don't leave enough space some people will be frustrated and quit when trying to order your product.

When choosing a size for your order form, a lot of it depends on your space available. If you are mailing a sales letter and are going to stay under 32 cents, you get five pages. If you have room for it, I would use a full page order form. If not, go for the 1/2 or 1/3 page. On a full page ad, fax broadcast, etc. you are not going to have nearly as much space so you will have to really force some of this info in as small as possible. Don't leave out elements though.

### **Worksheets for this Section**

The first page from this section is your worksheet to use in creating your order form. It is a checklist. Go right down the list making sure every one of the elements is included. If you can't check something, then put it in NOW before you forget. Make copies of this worksheet just like the rest of them so that you will be able to use it on every order form you create.

Then, I have included a full page order form that I have used so that you can see all of the elements included...It is one of my sample order forms for this course that I have tested. You can go down the checklist and see that every element is included.

Next, you will see a full page ad for one of my other products and a small order form attached...On it, it would probably work a little better if I would give it a little more space so that people would have more room on it for sending it back in and I should have included my phone number. You can bet that when I used it the next time, I did both.



# KILLER ORDER FORM CHECKLIST

Every time you create an order form, go down this checklist and make sure that you have included everyone of these elements in it...No matter how small the order form is!

- 1) Does it have a Killer Headline?
- 2) Does it restate your offer from the prospect's point of view?
- 3) Does it list the guarantee over again?
- 4) Does it restate at least one of the main BENEFITS?
- 5) Does it use the words No-Risk?
- 6) Does it state in simple terms how to order?
- 7) Do you include the Credit Card Information (If Applicable)
- 8) Are the questions in the information block large enough to write in?
- 9) Did you include your street address in the contact information?
- 10) Did you write your phone number in Contact information?
- 11) Did you tell prospects when to contact you?
- 12) Do your graphics bring attention to the copy?

## “Here’s How to Start Filling Your Mailbox With Cash Orders Within 24 - 72 Hours of Receiving This Package!”

YES Terry! I Agree!!! I want to start receiving cash orders in MY mailbox using your incredible new money making mail order system! Your offer is irresistible! Also, your bonuses are so darned attractive that it’s hard to refuse. But with your 100% money-back, 365 solid day guarantee, keep all-the-bonuses, better than risk-free proposition is the real reason I am ordering Now!!! Here’s my \$102!

To start making up to \$1749.97 a Day using our complete money making system, simply fill out the below information and tuck it in an envelope with your credit card information or a check/money order made out for \$102.00 and send it all to:

Business Systems 2000  
PO Box 128  
809 NW C Street  
Richmond, IN 47375

If you have any questions, Please call Me  
Mon. - Fri. 10 a.m. to 6 p.m. at 765-966-7367

**“I PERSONALLY GUARANTEE  
YOUR SATISFACTION”**  
*A Note From the Founder of Business  
Systems 2000*

Dear Friend,  
Please remember that you have absolutely no risks involved with this offer. If you are not personally pleased with this complete package, then please call me at 765-966-7367 and I will see to it personally that you get your money back ASAP! There is nothing to lose and everything to gain. Make sure to get your order in before the deadline expires!

Yours in Success,

On that basis, here’s my order...  
I would like to pay with: *(Please check One)*  
 Mastercard                       Money Order  
 Visa                                       Personal Check

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_  
Signature of Cardholder: \_\_\_\_\_

Full Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email Address (If Applicable): \_\_\_\_\_

Please Rush My Order to Me Via:  
 Priority Mail - (\$5 already included in Price)  
 Overnight Express - (Please Add \$15)  
 International Order - (Please Add \$30)

**HERE’S HOW SOME PEOPLE ARE  
MAKING MONEY WITHIN 24 HOURS  
OF ORDERING OUR PACKAGE!**

Some people can’t wait to start making money from this incredible package, so they have actually taken this sales letter and started handing it out EVEN BEFORE they had received the package in the mail. If that’s you and you just can’t wait to get our Money Making Package into your hands, follow these steps:  
 1) Order the Package (One Day Mail If you Can Hardly Stand the Wait)  
 2) Use a Printer or Typewriter and cover up the ordering information with Your Own Info  
 3) Make 100 copies or so of this entire letter and start handing them out to everyone you know!

FOR FASTEST SERVICE - Complete This Order Form Along with Your Credit Card Info Or Tape a Check to this page made out to Business Systems 2000 For \$102.00 and fax this entire order form to 312-803-0771 Now!

*“I have made up to \$1,750 in ONE day using This incredible marketing system and have made over \$1,000 a week for months! I have never been able to succeed in my own home business before, although I had tried for 5 years or more with dozens of different programs! Thanks Terry!” Sean Page from Richmond, IN (765- 962-2741)*

If You Have Ever Wondered If There Was a Way to Earn An Extra \$300 A Day  
Without a Second Job...Here's

## “How to Earn Up to \$1749.85 in a Single Day in Our Complete Turn-Key Mail Order System That Creates Wealth Quickly & Easily Even While You Sleep...100% Guaranteed!”



Are you sick and tired of being involved in one business opportunity after another without ever seeing the results you so desperately are seeking? Have you joined dozens of different companies hoping that this one just might be the one that will help you create a long term residual income?

I know what you are going through. I have done the exact same thing time and time again. I know what it is like to hunt for any little secret to help me make just a few hundred dollars extra in my life...That extra couple of hundred weekly or monthly would make all of the difference for you, wouldn't it?

Well, Now You can do it! Announcing Our New Breakthrough Secret Course “It's Your Turn Now: The Average Person's Guide to Creating a Full-Time Income At Home With NO Personal Selling Required!”

This Course will Turn Your Mailbox into a Cash Cow Almost overnight...People who have NEVER made money before with any type of business are finally making money NOW!

See, the problem hasn't been that these people weren't intelligent or weren't willing to work. The problem has been that NO ONE has ever been willing to step forward and give them a step-by-step road map to making money quickly and easily in their own home business.

### YOU Are Missing the Secret “Recipe” For Mail Order Money!

#### This Exciting Course Will Show You:

- ◆ How to guarantee your success in Any Business Opportunity (page 3)
- ◆ How YOU can make a Profit your Very First month in our system (page 5)
- ◆ How To create a Marketing System with NO Personal Selling (page 6)
- ◆ How Millionaires Use Leverage to produce a 1,000 hour work week (page 7)
- ◆ How To Break the Vicious Cycle of a 60 Hour Work Week (page 7)
- ◆ How to Recruit 1,000's of people into ANY MLM At NO cost (page 9)

- ◆ How YOU Could be Wasting \$1,000's of dollars monthly on sales letter that don't have a chance in the world of actually working! (page 10)
- ◆ How to Double Your Profits Overnight NO Matter What you are selling! (page 11)
- ◆ How to Fully Automate Your Business So that Machines are doing 99.1% of Your Work For You! (page 14)
- ◆ Step-By-Step Instructions to Receiving \$1,000's in MLM (page 16)
- ◆ How to Create 1,000s of prospects monthly for ANY Business Opportunity For FREE! (page 20)
- ◆ How to Find the Right Electronic Marketing Tools to guarantee success in your Wealth Building! (page 22)
- ◆ How to QUADRUPLE Your Sales! (page 24)
- ◆ Receive 3 Times Your Investment Back Every Single Time! (page 26)
- ◆ How to Create a Recruiting Machine that Attracts Heavy Hitters Like Flies! (page 28)
- ◆ How to Cut Attrition Rates by 97% to multiply your company EVERY single Month! (page 30)
- ◆ How to Make Money from EVERY prospect whether they ever Buy anything from you or not (page 31)

Plus, If You Order Within the Next 7 Days I will Include Over \$347.00 in FREE BONUSES Just to Help You Get Started in Your Business Immediately!

#### FREE Bonus #1 (\$99 Value)

FREE Dealership to this entire course...I will let you duplicate my sales letter, my advertising, my web pages exactly word for word.

Whenever you sell this course, YOU take the money \$97 plus \$5 shipping and handling and then you fax me a check for \$30 total including shipping and I ship out the course. You POCKET the other \$72!

#### FREE Bonus #2 (\$25 Value)

You Will Receive Our Report “Quick Start Gold Guide: Your Guide To Making Money Your First 30 Days in Mail Order” absolutely Free.

#### FREE Bonus #3 (\$25 Value)

You get Our “12 KILLER ADVERTISING SECRETS” special report FREE!

#### FREE Bonus #4 (\$99 Value)

You will receive Our 10 How-To Report Set of Basic Mail Order Lessons with FULL REPRINT rights...

#### FREE Bonus #5 (\$99 Value)

You will receive Our New AudioTape “How to Create a Turn-Key Marketing System That Causes Massive Growth In Absolutely Any Network Marketing Company.”

#### PLUS, You get a Complete 365 Solid Day Money Back No Questions Asked Guarantee.

*“I have made up to \$1,750 in ONE day using This incredible marketing system and have made over \$1,000 a week for months! I have never been able to succeed in my own home business before, although I had tried for 5 years or more with dozens of different programs! Thanks Terry!”*  
Sean Page from Richmond, IN

**CALL OUR FOD AT 1-716-720-6668  
Now For A full Information Package!**

YES! I want to start receiving cash orders in MY mailbox using your incredible new money making mail order system! I understand I have a Complete FULL Year to try out your system and can return it for a FULL refund anytime I like, No Questions Asked...On that basis, here is my order for \$97.00 Plus \$5.00 Shipping for a total of \$102.00!

I would like to pay with: (Please check One)

Mastercard       Check By Fax  
 Visa                 Check/Money Order

Card #: \_\_\_\_\_

Exp: \_\_\_/\_\_\_ Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Mail To: Business Systems 2000  
PO Box 128 (809 NW C Street)  
Richmond, IN 47375

Or Fax Your Order to 312-803-0771

## Step Six

# How to Create Killer Headlines

This section you could call the make-it or break-it section. Of all parts of your advertising, the Headline is absolutely the most important piece to the puzzle.

If you don't write a good headline, you might as well get out of advertising right now. The bad news is that you cannot make money in business without good headlines. The good news is anyone can write KILLER headlines...Yes, I said anyone. That means **YOU!**

Some copywriters would like you to think that you have to have some kind of special skill or creativity to writing killer headlines. Guess what, there is not. You don't have to have a special gene for creative headline writing.

What those same copywriters don't tell you is that they wrote 10, 20, 50, 100, or more headlines for that specific piece BEFORE they chose the KILLER headline. It isn't massive creativity that creates winning headlines. It is the right knowledge and hard work.

This section will give you the KNOWLEDGE you need to write killer headlines, but the WORK is up to you. I have NEVER heard of anyone coming up with the BEST headline on the first try. It takes Brainstorming dozens of headline ideas until you come up with the WINNER!

It is worth the work of writing KILLER headlines, because one headline has been known to out produce another headline by as much as 1800%. That is with no change in the body of the letter at all! That means that a promotion which made \$1,000 could have made as much as \$18,000 just by changing the headline! Suddenly, a promotion which could

## NOTES

have been unsuccessful NOW is a MEGA MONEY Maker!

I don't think that I could emphasize the importance of writing WINNING headlines enough. Without a headline, your sales letter is doomed to failure even before it starts...If you are not willing to put forth the effort of doing an effective one, then you might as well quit your business now and go work at McDonald's. You will never make more than minimum wage anyhow without good headlines!

If I was going to give you a schedule for writing your sales letter, it would look like this. Spend 10% of your time doing research. Spend 40% of your time on the offer, benefits, bullets, and order form. Spend 50% of your time on the headline. That is how important the headline is to your success in marketing.

Over 5 times as many people will read your headline as will read your sales letter. It has to catch the attention of your targeted prospect and make them read the rest of the letter. If your headline is weak, hardly anyone will ever even SEE your sales letter, much less purchase from it.

If you are going to spend time and money on advertising, you need to make sure that people are at least going to READ your sales letter. The key to this is an effective headline. Without it, you will not get 99% of the people who see your ad to even read it.

Writing headlines is not a magical art for the select few. It is a skill that you will learn as you practice and do your work on each advertising piece you create. Here are a few of the basic rules of writing KILLER headlines:

- It has to absolutely stop your target prospect in their tracks and force them to read the ad!
- It must answer the question "What's In It for Me" by giving your #1 Benefit Right Up Front!

- It Has to set the tone for the whole rest of the ad and your offer!

It is the leader for your entire ad and it will set the tone and direction for your ad. You could easily say that it is 50% of your ad all by itself. Let's talk about each of those aspects in detail:

### **#1 - It has to Grab Your Targeted Prospect's Attention**

Too many ads are written for any old reader. By that, I mean that they aren't trying to focus on anyone specifically. They are trying to sell anyone their product. When writing ads, you have to **TARGET** your prospects.

You have to decide exactly who your #1 customer will be. That is part of the reason for the research that you did in Step One. You had to find out who and why people were buying your product. Your sales letter needs to be written as though it was for ONE specific person.

The best ads and sales letter are always the ones which seem as though they were written **JUST** for you. When you read them, you feel as though they wrote it knowing your every thought and plan. It is your letter!

When a sales letter is written like that, it will sell like wild-fire when introduced to it's specific target audience. For example, if you are selling a book about child care, you may start a headline like this:

*“Attention All Frustrated and Worn Out Parents...”*

Or

*“PARENTS...”*

You could sell a weight loss product with a headline that starts with:

*“If You Want to Lose 30 pounds in 30 days...”*

If you are selling computers, you might start with:

*“Are You Looking for a Computer At Half the Cost?...”*

With those kinds of examples, we call out the audience right there and then. Those who are looking for computers will continue to read on. Those who don't want a computer won't. You have captured your target market's attention.

Examples of this method can be seen in our sales letter in the back of this course....What I like to do is to put this type of message on the top of the sales letter in smaller letters with the main headline underneath of it. This has worked best for me in the past. You will notice EVERY ONE of my sales letter is done in this format in the back of this course.

This way I can grab my target market's attention upfront and then blast them with the offer in larger letters. I advise you to do the same in your advertising.

## **#2 - “What's In It For Me”**

All of your advertising is based on those 5 little words. The headline is no exception. Your prospect will ask this question of your headline, your letter, your offer, and your order form. You have to give it to them throughout the letter, especially in the headline. If they don't receive it here, they will NEVER read the rest of your letter.

When you made your list of benefits in step two, which one stands out to your prospects the most by your research? This should become a part of your headline along with your USP (Unique Selling Position) if possible.

Using this type of headline is the beginning of a KILLER ad copy. You want to overwhelm your prospects with benefits. There is no better place to start than in the headlines.

### **#3 - It Should Set the Tone of the Ad and the Offer!**

Your headline is a type of introduction of your upcoming killer copy. It needs to both grab the attention of your prospects and then get them ready to read the ad. You could say that the headline is the “Ad for the Ad.”

The headline’s main purpose is to SELL the prospect on the idea of reading the entire sales letter. Whenever you write a headline, keep that in mind. People’s time is precious and if you want them to take time out of their day to read your sales piece, then you better have something good to say in the very beginning. Otherwise, you have lost them forever!

### **Eight Types of Headlines**

Next I would like to introduce to you the 8 Main types of headlines. Each of these headline “Recipes” will give you ideas for your headlines. There are other formulas for winning headlines, but these 8 are the basics. Each of them has been used successfully for YEARS in sales letter writing!

When you are brainstorming your 50 - 100 headlines, try to write a few of each of these types. Plus your targeted market and benefits into each of these headlines. When you make an effort to include a few of each, that will help you get the idea of KILLER ad writing much faster than if you are only using one or two ideas all of the time.

### **#1 - Simple Headline**

This headline is the simplest one of all...All you do is write your #1 benefit right up front. Tell your prospects exactly



what is in it for them in no uncertain terms...A few examples of this one are:

*“50% Off ALL Store Items Until April 15th!”*

*“Increase Sales By 837% Or More Next Month!”*

Both of those headlines were simple, but effective. They told you exactly what is in it for you by listing the number one benefit of their product. These headlines are the easiest to write because it is just your best product benefit.

## **#2 - How-To Headline**

Of all of the headline formulas, this one is probably my favorite, and it is extremely easy to create as well. This headline is used for information products a lot, because it gets right to the point. Here are a few examples:

*“How to Earn Up To \$1749.95 in a Single Day Quickly and Easily using our Simple Wealth Creation System that creates Wealth even while you sleep”*

*“How to Quickly and Easily Write Killer Advertising Materials that Practically Force Your Prospects to Whip Out Their Pocketbooks and Beg You to Take their Money”*

As I said before, this is my all-time favorite type of headline and you can see it used throughout my sales letter in the back of the course. It is also a great way to get over the hump in your headline writing if you are having trouble getting started.

## **#3 - Discount Headline**

This headline is exactly what it sounds like...It is an announcement of a Sales Discount...People love sales and this is where you give it to them. Whenever you write one

of these, also include WHY you are offering such an awesome deal. Be honest, and tell the people. Tell them that you bought too much inventory and you have to get rid of it or else you will have to pay to store it. Tell them that you are selling the product 50% off because you have to pay a \$10,000 tax bill next week.

Telling your prospects why you are offering such a discount can often work like crazy, because you are becoming more personal and friendly in your writing by using it. You are telling them WHY you have to have a sale. You are telling them WHY your prices are so low.

Here are a few examples of this type of headline at work:

*“50% off Everything in Stock...We need to clear out our 1997 inventory to make room for 1998’s stuff which is coming in 2 weeks...Our Loss is your gain...Save Money On Everything you buy From Us anyway if you act now!”*

*“You Can Get Our Entire \$2495 Step-By-Step Internet Training Seminar For Only \$295 if you are one of the first 20 people to call now! We understand that many people can’t afford our regular \$2495 fee for Our Complete Course, so We are offering the total package to 20 Individuals as a National Marketing Test!”*

Each of those examples listed the discount price and WHY they were giving such a great discount. Give it a try...Honestly this is one of the funniest headlines to sit down and play with ideas on.

#### **#4 - News Headline**

This type of headline is best used for a brand new product or a revolutionary new system of doing things. I also like it for advertising in newspapers specifically because it features a NEWS feel to it.

Here are some examples of News Headlines:

*“Announcing New Sure-Fire 12 Step Secret System to Writing Sales Letters That Practically Force People to Pull Out their Pocketbooks and Beg You To Take Their Money!”*

*“Revolutionary New Product Helps You Lose Up to 15 Pounds of Fat While Gaining Up to 10 Pounds of Muscle in Less Than 30 days!”*

These are examples of Newsworthy headlines. They are announcing new products while still focusing on the #1 Benefit of the products. Don't ever let ANY of your headlines lose that customer focus!

### **#5 - Guarantee Headline**

I use an element of this type of headline in almost every headline I use. (Note: Many of these headlines can make an awesome combination when placed together) By putting your guarantee, or your offer, right up front, it can often increase your response rate dramatically.

Here are some examples of Guarantee Headlines:

*“100% Guaranteed Way to Relieve Your Stress By 232% In 7 Days or Less or Your Money Back, No Questions Asked!”*

*“Earn Up To \$345 Daily Before Lunch or Your Money Back, No Questions Asked!”*

What I usually do with this method is to add a “...100% Guaranteed!” at the end of my headlines. By adding that to the end of MOST of the other headlines, you can often give them a major improvement. Take a look at the sales letter at the end of the course and you will find that I do this quite often. It adds a LOT of power to your headline with just this little improvement. Try it!

## **#6 - Testimonial Headline**

This type of headline is used when you have an extremely powerful testimony for your product or service. Then, you can use that for your headline. When you can get a testimony from a respected authority, you have to do this type of headline....

Personally, I like to use this one also in combination with some of the other types of headlines. After you have practiced writing a few of each of the headline types, try combining them. MOST of my headlines are combinations of two or more of the headline types.

I have used this testimony as part of my headline for one of my products:

*“I have made up to \$1,750 in ONE day using This incredible marketing system and have made over \$1,000 a week for months! I have never been able to succeed in my own home business before, although I had tried for 5 years or more with dozens of different programs! Thanks Terry!”*  
Sean Page from Richmond, IN

If you have powerful testimonies that are specific and full of benefits, you can use those as your headlines or part of your headlines.

## **#7 - Question Headline**

One of the best ways to target your market and pull out your prospects thoughts is to ask a very targeted question. Examples of this abound in advertising...

*“Are you Sick and Tired of Barely Making Ends Meat Week After Week and Year After Year....”*

*“Have you joined dozens of MLM opportunities, but Have NEVER received a check...Well, I will 100% Absolutely Guarantee You will receive a check in 90 days or less in my opportunity or your Money Back, No Questions Asked!”*

If you are a member of that targeted market, these kinds of headlines can hit you like a ton of bricks. They WILL stop you in your tracks and you will read the rest of the ad.

If you know your target market like the back of your hand, then I recommend you try using this type of headline in your ads. It can work wonders, BUT only if you know exactly what your prospects are thinking. Give it a try!

### **#8 - Problem & Solution Headline**

This type of headline can be EXTREMELY powerful...You use it to shake your prospects out of their comfort zone and make them feel the pain of their situation. Then, you give them your answer.

Sometimes people refer to these types of headlines as negative headlines, but whatever you want to call them, they work. FEAR is the most powerful motivation you can use if you use it correctly.

Show them their painful situation...Then, show them how easy it is to receive your solution to the problems. Below is a list of some of people’s major fears. They are afraid of losing: Sex appeal, friends, youth, money, health, jobs, family, or their home. Plus, your targeted market might even have other fears to work on.

If your product or service is the answer to what your prospects really need, then you will sometimes have to jar them out of their complacency by using fear as a motivation. Below are some examples of this type of headline:

*“If you were to lose your job next week...Where will your family be in a month from now? Here is a 100% Guaranteed Way to Develop a Second Income in Only 5 Hours a Week!”*

*“If you were forced to retire tomorrow for whatever reason, how would you survive? Announcing a Sure-Fire Way of Developing a Full-Time Residual Income At Home In Your Spare Time!”*

When you really understand your prospects, I don't know if there is a more powerful type of headline than the problem-solution headline. This one works great when combined with some of the other headline types.

I really honestly have to say that most of the very best headlines are combinations of the above. They use 2, 3, or 4 elements of the above headlines all in one major combo. So keep in mind that the above are the basics that you will use in all of your headlines, but don't feel limited by them. Use them as your tools to creating Sure-Fire Winning Headlines every time.

### **Other Tricks to Creating Awesome Headlines**

In this section, I am going to reveal to you a bunch of more MONEY producing techniques for you to use in your headlines, so don't take any of them lightly even though I am giving them a small space. I am not really going to get into WHY each of these elements work, because for some of them I honestly don't know why they work. They just do and have been proven to do so over time and testing. So, you should take everyone else's experiences to your use by applying the below techniques.

**DO** use Quotation Marks around the headline which will increase your response rate by 20%....So you should surround the main headline EVERY time with quotation

marks. I always use quotation marks now, because those two little marks are worth the 20% or more increase in response.

**DON'T** use reverse type in your headlines...This is using white letters on black background. It is hard to read this format, so your main headline should NEVER do this. You may use it in other places in your ad, but your attention getting headline cannot afford to take the chance of losing readership.

**DON'T** Use All Capital Letters...Use both uppercase and lowercase, because the upper case letters are too hard to read when the entire line is made up of them. Only Capitalize the letters you really want to stand out in your headline.

**DO** use your picture to right of the headline. It has been proven that a picture of the author/creator or of the object in actual use can produce more sales when placed to the RIGHT of the headline. It then becomes more personalized and increases the letter's believability.

**DO** use the words "Quickly and Easily" in your headlines when possible. MOST headlines can be improved or at least should be tested by adding these words whenever they apply. They are POWER words to use in your headlines.

**DO** place a guarantee in your headline whenever possible...Just the words "...100% Guaranteed" at the end of many headlines have been known to increase response rates. Try it on your headlines!

**DON'T** Focus the headline on yourself. This goes for your entire letter. IN most cases whenever you see "I" statements, except for when introducing yourself in the letter, you should make an effort to switch it to a "YOU" statement. Your prospects want to know what's in it for them, not for

you.

**DO** your work every time by producing 50 - 100 headlines every time you write an ad. Then, save those headlines for future use when creating other sales letter. They will give you more ideas until you become the **KILLER** headline writing expert.

**DON'T** Quit writing headlines just because one of the ones you write jumps out at you after writing only 10 or so. If you continue to write more headlines, then you will likely better that one before the letter is done. Plus, the first thing you will change in testing will be the headline.

### **Using Your Worksheets**

Two pages of headline worksheets are included for you to write a major headline of each type...If you are going to use these worksheets, you will want to make a lot of copies of them since you will be writing so many headlines in the future...

For this section though, I personally use a notebook separately just for writing my headlines and don't actually use the worksheets. This makes it easier for saving them for future use. You can take your pick of how you want to do it.

Remember though, you must write 50 - 100 headlines for **EVERY** salesletter you write to make sure you get the **KILLER** headline every time. Do whichever is more comfortable for you, the worksheets or a notebook. Just make sure to do some of each type of headline in your writing.

The last worksheet in this section is a **KILLER** headline checklist. After you have written and chosen your headline, go over the steps listed on the checklist and make sure that you have done each one of them before you are ready to use your new sales letter.



# Headline Writing Worksheet

On your first couple of tries writing headlines, I ask that you make at least 5 copies of these sheets....Then, write headlines until all 5 sets are full to make sure you are really putting your brain to work on these headlines. Headlines are not the result of magic. They are the result of hard work....Get to work. Write a headline in each section, and then in the Combinations section write 2 headlines that combine many of the elements together.

## SIMPLE HEADLINE

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## HOW-TO HEADLINE

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## DISCOUNT HEADLINE

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## NEWS HEADLINE

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GUARANTEE HEADLINE

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TESTIMONIAL HEADLINE

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QUESTION HEADLINE

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PROBLEM & SOLUTION HEADLINE

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COMBINATIONS

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#2 Combination Headline

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# HEADLINE CHECKLIST

- 1) Did you write 50 or more headlines?
- 2) Does it draw your targeted audience to attention?
- 3) Does it list your biggest benefit?
- 4) Does it answer the “What’s In It For Me” Question?
- 5) Is it believable?
- 6) Does it make you want to read the entire message now?
- 7) Did you add quotation marks around it?
- 8) Did you check to make sure it was “YOU” focused?
- 9) Did you use both upper and lower case letters?
- 10) Did you consider using a picture to the right of the headline?
- 11) Have you tried “Quickly and Easily” in it?
- 12) Have you tried “...100% Guaranteed” on the end of it?

## Step Seven

# The Almost Magical Power of Bullets

Take a look at absolutely ANY successful sales letter and you will notice that every single one of them is chalk full of bullets. These are the lists of benefits with a dot, star, or box, etc. They are done in this type of format:

- How to Write Bullets that Absolute Get Your Prospects Drooling For Your Products or services!
- How to Make Money Even When No One Buys From You!
- How to Set Your Business On Auto-Pilot so that it becomes a cash hose even when you are on vacation!

That is a quick list of bullets. I call the bullets of the sales letter the backbone of your ad. It is the strength behind the sales letter. It is the meat and potatoes of the package. They are SO powerful that you could write a sales letter with a headline, offer, close, order form, and then 90% bullets, and it could be a 100% KILLER letter.

Bullets are where most of your sales will be made from the sales letter. The headline gets people interested enough to read the rest of the ad. The BULLETS get them hungry and thirsty for your products. The offer and close finishes them off and gets their checkbook out. The bullets are the ones doing the actual selling of your product!

Bullets are so powerful that you only need to have a few which stand out to a particular prospect to get them to order. If you have 30 bullets in your sales letter, they are there for different prospects needs, fears, or desires. No Prospect is going to get excited over every bullet in your letter most likely. The bullets are there to get multiple people excited about what they specifically want or need.

## NOTES

ONLY a few awesome bullets can do the selling process. Because of this factor, I highly recommend that MUCH of the body of your sales letter be jam packed full of bullets to get multitudes of people excited about buying your products or services now.

Once you get to this point in this course (We are on step 7) it is pretty simple to write your lists of bullets. I say lists because I usually like to have 2 to 3 different lists of bullets in my sales letter to make sure to list MOST of the benefits my products or services have. (If I am doing a 1 page ad though, I will usually stick to one list)

Take a look at my sales letter at the back of this course and see how much I LOVE bullets in them. Sometimes you even see 1 - 2 pages that are ONLY bullets. This is because this is where your product is sold...In the bullet lists.

The reason that I say it is so simple to create bulleted lists is because we will use the LIST of benefits you made back in step 2 for your product or service. Plus, we will use some of your unused headlines we created in step 6 as extra bullets. Most of your bullet work is already done for you once you get to this section.

There are honestly only two steps for creating WINNING Bullet Sections in your sales letter:

- 1) Making Lists of Benefits of your Product
- 2) Adding Passion to Them

### **#1 - Making Benefit Lists**

You did this back in step 2. Everyone of these benefits can be used in your bulleted list. Since a bullet is simply a passionate benefit, you are mostly done already. Remember, a Benefit answers the question “What Do I get Out of it?”

Each of your benefits have got to answer that question to be effective. What are you getting out of it? **DON'T** List Features. You must list benefits. I have said it before, but it bares repeating over and over again. A Benefit is what you get out of the feature.

Use everyone of your list of benefits from step 2, PLUS use many of your discarded headlines from step 6. Run down the entire lists of what your prospects will get out of every aspect of your product.

If selling an information product, list the page numbers they will find each benefit on. This makes your prospect's start slobbering with excitement to get their hands on your product and rip it open to that page to get what they want or need for their business. This tip was given to you back in step 2 as well for info products. Refer there for more information on it.

Some good words to start your benefits with are:

- Insider Secrets to....
- 12 Simple Steps to....
- How to...
- How You...
- 3 Proven Ways to...

Those are just a few samples of how you can start each bullet out. Your training on headlines will help you create these bullets as well as many of them making great bullets.

## **#2 - Add Passion to The Benefits**

The first step of listing the bullets is a little easier than this part. Now, you have to add PASSION to your lists of bullets. We went over this back in section 2, but it is SO important.

Your entire sales letter must be full of PASSION for your product. If you aren't excited about your product, why should anyone else be? If you are not excited about it, they won't be!

Plus, you need to be SPECIFIC also. Put down 49.7% instead of 50% and so on. Be so specific it hurts. What exactly can they achieve with your product? Give it to them straight in the bullets...

Which bullet sounds better:

- \* Learn how to Make Money on the Internet!
- \* 7 Proven Ways to Making \$349 everyday before Lunch at home in your pajamas with your computer! (page 27)

Which product would you be more excited about? The second bullet is MUCH More Passionate and Specific. Make sure your bullets look like that. Here are some more examples:

- \* How to Write Effective Advertising Materials
- \* How to Write KILLER sales letter that get your prospects Slobbering Wanting More and Reaching For their Pocket-books to Send you their Money NOW!

How about this one:

- \* How to Write Classified Ads
- \* Insider Secrets to Writing Classified Ads That Produce Avalanches of Orders in Your mailbox Every Single Day!

If you add passion and be specific, your bullets effectiveness will increase 100 fold. Passion is everything when writing your sales letter. If your product is good enough for you to

be selling it, you need to get excited about it. Let that excitement show in your letters. Let it show in your bullets.

### **Quick Bullet Tips**

When using bullets, you can list them as any of the below:

- 
- ◆
- ⇒
- ◇
- \*

Plus, there are other options as well. You could use numbered lists sometimes. Don't be limited on how to list the bullets. Just make sure that the bullets themselves don't distract from the body copy.

You can list bullets single spaced or double spaced. If you use a double spaced bullets, they are much easier to read, but that depends on your space you have for your ad. I personally like double spaced for most sales letter, and then I use single spaced for 1 page ads because of the space requirements.

You should use a bold print on every other bullet so that they are easier to read quickly. Something this simple can increase your response rate so don't take it lightly!

### **Using Your Worksheets:**

Go to page one of your worksheets and then go right down the list and list EVERY Bullet for your sales letter. Then, list another set of bullets for your sales letter to make it easier to read. Try to classify the bullets in order of importance with the most important ones first!

Make sure to be SPECIFIC and PASSIONATE in ALL of your bullets for the absolute best results. This sheet will be plugged right into your sales letter once you are finished with it.







## **Step Eight**

# **Writing Killer Sales Copy**

Now, it is time for us to get down to the nitty-gritty and actually start writing your sales letter. See, I have a complete step-by-step system that I go through every time before I start writing the actual letter. If you have never had any copywriting experience before, you probably just started right up writing your sales letter without any of the steps before this.

This is MY system for writing sales letter. I go through this process everytime I write my ads. I use the worksheets that I have given you. This is how you write effective sales letter every single time. You use these techniques. Then you test your ad. Then you refine your ad. Then you test it again. This is the Process for Advertising Success.

Now that we are into the main element of the actual writing, I want to show you the Myths about your sales letter that we need to blow out the window before you even start writing. Any one of these myths could completely destroy your advertising effectiveness.

### **Myth #1 - People Don't Read Long Sales Letters**

That is totally false. A sales letter cannot be too long. It can only be too boring. People will NOT read a boring sales letter. I have seen 4 page, 8 page, 12 page, 18 page, and 24 page sales letters that all pulled in orders like crazy. As a matter of fact, I know of an entire book of 100 pages which was an entire sales letter in itself and sold it's product like hotcakes. It was a 100 page sales letter and it worked!

Don't even try to tell me that people don't read long copy. They do. They DON'T read boring copy. Don't worry

## **NOTES**

about size when writing your sales letter (Except for when considering postage - generally a regular first class envelope can hold 5 sheets of paper). Make sure that include all of the elements we teach you in this course and make an awesome presentation of them.

The reason people often don't read those long letters is because the letters are self-centered and dry. They are all about the company and who they are. Your letter has to show what you can do for the prospect (Your benefits) and it has to be filled with passion. This will make an effective letter, no matter what size that it is.

### **Myth #2 - You need to Write Like an English Professor for Good Ad Writing.**

Yuck! Are you kidding? The absolute worst way to write your sales letter is by using an English professor's format. This is not college. This isn't a novel. This is direct response marketing. When you write a successful sales letter, you will find you break MOST of the rules of English!

Use short words. Use short sentences. Use short paragraphs.

A one sentence paragraph like this is OK in sales letter writing although in writing literature it is a No-No.

If your paragraphs start taking up more than 5 lines of text, you need to cut them off into two separate paragraphs. They are easier to read this way.

Your sales letter should be written at 6th grade level or lower for comprehension. If you have a 6th grader around, put them to work. Have them read your sales letter and mark anything they don't understand. Then, you can make it simpler for your prospects.

Simple wins! Remember the **KISS Principle** “Keep It Simple Stupid.” If your letter is at all confusing, you will lose the sale. Make sure that your letter is SO Simple that it is next to impossible to misunderstand it (I say next to impossible because no matter how well you do this someone still accomplishes not understanding it).

It is your job to make sure everyone understands what you write and knows what you are emphasizing. This means that it is OK to Underline, CAPITALIZE, or *Italicize* wherever you think you need to emphasize. It is up to you. This isn't an English Assignment and you are not being graded. Your grade for your ad is your bank account full of cash!

This means anyone can write good advertising. I don't care if you don't have a high school education. If you don't, that's fine. Your reading & writing level is PERFECT for writing sales letter. It isn't your education that produces effective sales letter. It is your information! Use the system.

### **Myth #3 - You Should Say Right Up Front Who You Are.**

That is a bunch of baloney. You need to lead with benefits. Your headline, your offer, and your opening paragraph should be jam packed full of benefits for your prospect. Writing who you are in the sales letter is a good idea, after you have grabbed their attention and held it with benefits.

Who you are has no place in the opening paragraph. Nobody cares who you are. In fact, when I have you check your ad in section 11, I have you get rid of as many of the “I” statements in your ad as possible. Then, you replace them with “You” statements.

After your opening paragraph & offer (Never in your opening paragraph), it is OK to mention who you are and why you are offering this. Even then, you need to keep in mind that you have to show benefits to it. If you are saying who you are, what benefits are they getting out of this statement.

Don't tell me that you are Ron Jackson and have 20 years of experience. Tell me what that will do for me. What will your 20 years of experience give to me? It may mean that you have learned exactly what works or doesn't work in this industry. It may mean something else. Tell me the benefits not the features.

Think of that principle throughout your sales letter. Pound one benefit after another. Tell me exactly how this will benefit me. Give me lists of benefits (Bullets). Put benefits in the headline, in the close, and in the P.S. at the end. You cannot give too many benefits. Keep that in mind!

### **How to Get Started Writing**

Many times people want to write a sales letter, but they never do the first step. They don't sit down and simply start writing. You have all of the foundational materials you need in front of you through all of our previous steps. You have to make the choice to start writing them down though.

A good way to get started that seems to work for a lot of people is to record yourself selling this product to a friend. Make a full presentation of your product and its benefits to a friend or family member. Then, take that recording and transcribe it. This can often be a basic foundation of your advertisement.

The reason I say you should do the presentation like you would for a friend is because that is how your letter should be written. It needs to be written in a warm, friendly, conversational tone. You want to take the place of a friend

letting the secret of this amazing product out.

For example, Every sales letter should start out with Dear Friend or be personalized if possible which is much better. Write in Dear John Smith or whatever their name is using your mail merge capabilities of your computer software. Personalizing your letters can double your response rate or more. Place their name all over the letter. I especially like to put their name in the headline itself. Take your headline on your sales letter and using a mail merger have their name added to it in the place of “You” or at the beginning of the headline followed by a comma as if you were speaking to them personally.

When you personalize your sales letter, your prospects don't actually believe that you sat down and wrote that letter just for them. They just like to see their names in print! Make it personalized and you will increase readership (And response rates) drastically. Try it on your next venture. Even though it is extra trouble, we now personalize almost all of our sales letter when mailing them because of the increased profits by doing so! If you have the capabilities, which you do if you own a computer, do this and watch your response rates really soar!

### **How a Salesletter is Set Up**

When writing your sales letter it is a good idea to know the process advertising flows in. It is called AIDA:

- ◆ Attention
- ◆ Interest
- ◆ Desire
- ◆ Action

Your sales letter first has to grab your targeted prospect's attention. This is done by the headline and the opening paragraph. After someone has read the first 50 words of

your sales letter, generally they will read the entire letter. So, you have to make at least the first 50 words attractive and attention getting. This will be comprised of your headline and your first paragraph in most cases.

To grab their attention you will need to either move on their desires or on their fears. Both desire and fear are great motivators and you will have to grab their attention with one or the other. Fear is the stronger of the two. If you use fear though as your motivation you will also have to provide the solution to keep their attention.

Whichever you choose, suffice it to say that you must grab their attention and shock them out of the complacency that there is something better for them. You have that solution and you are prepared to give it to them. Let them know this in the first paragraph of your letter. Once you have them hooked, you will be able to hold them the rest of the letter all the way to the close.

The next step is to inspire interest for your products or services. In this section, you should make your offer clear and start describing your product or service. Your most important benefits should be announced. You should tell them the benefit of your Unique Selling Position. Tell them why you are making such an awesome offer to them. Tell them why you are doing it and then they will buy it. People like to know you are being open and honest with them, so do it.

Then, you want them to start slobbering with desire for your products. This is when you pour on the Benefits...Whole Rows of Bullets should be here. If you have a lot of bullets, which I hope you do, separate them up into two groups divided by a short phrase such as "You will also learn:" or a short paragraph reviewing the benefits.



Then, go into detail on the offer and if possible LOAD on the Bonuses for Bonus Overload. Give the number 1 Benefit for each bonus, value, etc. which we taught to you in the offer section. Give an entire paragraph on your guarantee using your KILLER guarantee.

Then, lastly you want to get them to take action. In the next step I will show you different ways to close your prospects. The basics of closing though is to show the scarcity of the item or the Free bonuses, tell them how to order, tell them what their life would be like without the product, and then tell them to act now. Then, every sales letter should have 1 or more P.S. as many people jump right to that section first. The close will be covered in the next chapter all by itself because of it's importance.

So for now, we have these items we want in our sales letter:

- 1 Headline
- 2 Opening Paragraph with #1 Benefit Contained and the Offer
- 3 Cover Your Most Important Benefit in Detail
- 4 Cover the Benefit of your Unique Selling Position
- 5 Tell Them Why You are Making this Offer
- 6 Bullets
- 7 Overload the Bonuses
- 8 Cover the Guarantee in Detail

Start writing your sales letter NOW using these items and layout as a basic guide. You may want to test some things later on by moving the order around a little, BUT they should ALL always be included.

If you have trouble getting started, use your tape recording and start selling your product to a friend with the above selling system. Use emotion and excitement. Use figures of speech. Be friendly.

Here are the Rules of Sales Letter Writing:

- Short Words
- Short Sentences
- Short Paragraphs
- 6th Grade Reader Level
- Tape Record Yourself Selling the Product to Start
- Use the AIDA Principle
- Emotional
- Conversational
- Friendly
- Use Figures of Speech
- Use Lots of Adjectives and Adverbs to Describe
- Paint a Picture in Your Prospect's Mind of your Item
- Benefits, Benefits, More Benefits
- Type Style should be in Times Roman or Courier
- Headlines should be in Times Roman, Arial, or Sans Serif
- Bold every other bullet for easier reading
- Split up the the Bullets if Necessary for a Break
- Make Your Guarantee No-Risk and Air Tight

This type of sales letter writing will absolutely blow your prospects away with excitement! And it can blow the door off of your mailbox as well.

## **Worksheet**

The worksheet for this section is simply a checklist to go through your sales letter and make sure that you have included every element up to this point. Even the best of us once in a while leave out one of the killer elements, and this checklist will help you make sure that this never happens to you.

# ROUGH DRAFT CHECKLIST

- 1) Is your headline a Killer?
- 2) Does your opening paragraph draw attention?
- 3) Is your #1 Benefit in your opening paragraph?
- 4) Did you present your offer in the beginning of the letter?
- 5) Did you cover your most important benefit in detail?
- 6) Did you show the Benefit of your USP?
- 7) Did you tell them how or why you are making this offer?
- 8) Did you include Dozens of Mouthwatering Bullets?
- 9) Did you overload the Bonuses?
- 10) Did you make your guarantee Risk-Free and Air Tight?
- 11) Can a 6th grader understand your letter?
- 12) Did you make sure none of your paragraphs are longer than 5 lines?
- 13) Do you have Dozens of adjectives and adverbs?
- 14) Did you make your copy conversational and friendly?
- 15) Does the entire sales letter paint a picture of your prospect both with and without your product?

# Step Nine

## Closing Your Prospect

### NOTES

If you have ever been a salesperson or worked in any type of sales field, the session they spend the LONGEST time on is how to close your prospects. You can lead them all the way up to the sale where they are ready to sign, but you have to get them to sign the dotted line. You have to be an effective closer if you are ever going to be good at sales.

Some sales classes will devote 90% of their time to teaching you how to close the prospects. I have read books with 100's of different types of closes for selling. Yet, in printed advertising, most advertising books and 90% of advertisers don't do anything to close their prospects.

If you can't close, you can't sell. If you can't close your prospect through your sales letter, then you can write sales letter. That is the reason we have devoted an entire section to showing you how to close your prospects in printed advertising. If you can't close your prospects, it doesn't matter how excited you got them through the rest of the letter.

The close I generally use consists of 5 major elements:

- 1 Scarcity Or the Take-Away
- 2 Action
- 3 Warning
- 4 Take Action Now
- 5 P.S.

Every single sales letter I write contains those 5 elements to close my prospects. They are so important, I want to make sure we cover each one in detail.

## #1 - Scarcity

This is where you tell your prospect how this offer is scarce. You only have a few of them left, the offer is only good for seven days, etc. The purpose of it is to get your prospects to act now.

How many times have you received something in the mail and said, 'I want this...After I speak to my wife or friend about it.' Then, you file it away on or in your desk never to be heard from again. You plain forget about it.

Unless you add an element of scarcity to your products or services, this is what will happen to ALL of your sales letter. They will end up forgotten in the heap of junk mail everyone receives every day, even if they wanted your product.

You have to give your prospects a reason to order now. Here are some scarcity techniques or examples you can adapt and use for your sales letter:

- Is available only for a limited time
- Is available only for the next 7 days
- Is available only till April 15th (Any date could be here)
- Is available at the discount price for a limited time
- Is available with the Free Bonuses for a limited time
- Is almost out of stock..."We only have 50 left!"
- You will be out by the end of the week

There are more ideas you could come up with to make them take action now as long as they do two things. #1 - They have to be honest...You cant say you will raise your prices on April 15th if you are not going to do it. #2 - They make your prospects have to take action now or lose out on something (Fear of Loss).

The absolute best option is the actual date the offer is good till. Listing a literal date such as April 15th, May 1st,

December 31st, etc. will cause the best reaction of all. The disadvantage of this avenue is that you have to do it right! If you don't get the sales letter mailed 2 weeks in advance (14 - 21 days in advance), your offer will bomb BIG TIME. You have to have complete control over your mailing (And printing) to be able to use that type of scarcity tactic. If you do have that control though, go for it!

## **#2 - Action**

You now want your prospects to take action. To do this, you will want to make it as simple as possible and tell them EXACTLY what to do to order. We discussed this somewhat in the order form section, but it bears repeating here. You need to tell them every option for ordering in detail. Tell them what to do.

*“In order for you to start getting \_\_\_\_\_(List 2 or three of your benefits here separated by commas), pick up the phone and dial these 11 numbers: 1-800-000-0000”*

*“Or Simply fill out the Enclosed Trial Certificate to begin your 90 day evaluation of \_\_\_\_\_(Name the product here)”*

Don't ever assume your prospects know how to order. As a matter of fact, never assume anything. Your prospects want you to tell them what to do so they don't have to think about it. Make it easy and keep it simple.

## **#3 - Warn**

Now that you have told them how to order your product, you must make them come to the realization of what life is like without your product. People like comfort and they dislike change. Since your product represents some kind of change to them, you are going to have to do something to overcome this problem.

You MUST warn them what their life will be like without your product. Warn them what it is like to stay in the status quo. How will their life be in 10 years if they don't get your product? What will happen to their business if they don't get your product? What are they giving up if they ignore your sales letter?

You are going to have to answer these questions yourself. Then warn your prospects. You told them what they would get and how to order. Now, tell them WHY they shouldn't put it off in no uncertain terms. Use desire and/or fear to make sure your prospects realize that the status quo is no good and that they have no other choice but to order your product.

People don't buy products. They buy solutions. What will happen to them if they don't get your solution? You must tell them every little detail about this to get the sale.

Here is an example:

*“Look, if you don't order my course...It won't hurt my feelings at all, BUT you will be making a choice to live in the status quo for the rest of your life. If living paycheck to paycheck is your idea of life, then go right ahead and stay in that place until you become too old to work at your job. I only ask “What will you do then?”*

*Don't you think you owe it to yourself to shift gears and move past where you have been for your entire life! Think about that. Don't You Want to start living your dreams that you have put off forever?*

*One failed business opportunity can cost you \$1,000's of dollars or more...My course will only cost you \$97! Aren't you willing to save yourself years of Time & Money and learn from our experiences? Just one of the hundreds of secrets revealed in our course can mean the success or failure of your business and your life! Can you afford not to*

*own my course?"*

That is one simple example. If you really get into it and think about what benefits your prospect will be missing out on from your products, then you will come up with something even better for your package.

Warn your prospects!

#### **# 4 - Take Action Now!**

Now you will repeat how to order and why they must order right now or else miss out on the chance of their lives. Tell them that this is the chance of their lifetime and that they can't miss out on \_\_\_\_\_ (Insert Benefits Here) or they will regret it for the rest of their lives. If they don't take action now, they will never have any of those \_\_\_\_\_(Benefits here).

Once you have this combined set of closing techniques, people can barely stand to turn down your amazing offer. This is their last chance to order and let them know that they have to do it now.

Finish this off with a salutation and with your signature. There are many ways to end your letter...Sincerely, Sincerely Yours, Yours in Success, etc. Then, sign your sales letter.

Wait. You are not done yet. You still have to add your P.S.

#### **#5 - P.S.**

Having a P.S. is vital in every sales letter you create. This is often one of the first things your prospects look at...because it is an overview of the sales letter.



There are a couple of techniques for creating your P.S. My favorite one is to use the first P.S. To repeat the offer and the deadline for ordering. Then, I will go on to a P.P.S. in which I will state an overview of the FREE Bonuses they get for ordering.

You could also use 3 or more P.S.'s. The first one would name the #1 benefit of your product again and maybe the warning. The P.P.S. would include the offer and deadline. The P.P.P.S. would include the Free Bonuses or mention the most powerful of the Free Bonuses.

Whichever type of P.S. or combo you use, you must use one. I always repeat the offer and deadline in at least one of the P.S. so if you only have space for one, do that.

### **Worksheet**

Your worksheet is just a checklist of items for your closing. Your close is vital to the success of your sales letter and it is worth some time doing it right. Salesmen work and train for hours on closing to succeed. You need to do the same.

**Become a closer!**

# CLOSING CHECKLIST

- 1) Did you tell your prospects how scarce your product is?
- 2) Did you explain to them why they have to order now?
- 3) Did you tell them every way they could order?
- 4) Did you give them instructions for phone ordering?
- 5) Did you give them instructions for fax ordering?
- 6) Did you give them instructions for mail ordering?
- 7) Did you warn them about not ordering your course?
- 8) Did you tell them what benefits they will miss out on?
- 9) Did you make it more painful to them to stay in the status quo then to pull out their checkbooks?
- 10) Did you tell them they have to order now?
- 11) Did you tell them the benefit of ordering now?
- 12) Did you restate the offer and deadline in the P.S.?

## **Step Ten**

# **Winning Testimonial Formulas**

Testimonials are SO powerful you will want to make sure that you add many of them to your sales pieces. They add credibility, overcome objections, and close sales. You cannot afford to do without them in your mailing pieces.

If you ever watch a TV infomercial like Don Lapre, you will notice that 80% to 90% of their program is testimonials! Plus, they have been running those commercials for years now, so you know that they are working. Their winning formula for success is 90% testimonials.

That should tell you something about how badly you need to have testimonials in all of your sales letter. That are absolutely essential to the success of your sales letter. The number of testimonials that most Successful mail order professionals agree upon is 2 testimonials per full page sales letter. That is a LOT of testimonials.

That means that you should have 8 testimonials in a 4 page sales letter. You should have 16 in an 8 page sales letter. You should have 32 if you have a 16 page sales letter. Are you beginning to see the number of testimonials that you need to start acquiring.

Since testimonials are worth gold in advertising profits, you need to start a system for collecting them as soon as possible. Then, store all of them for future use in your sales materials. You should have an entire file made up just for storing your testimonials.

A good way to start collecting them is with the Customer Questionnaire we provided you with back in Step 1 - Research. This type of questionnaire/evaluation form

## **NOTES**

should be included with all of your product sales. You need to know if you have some good potential testimonials out there. If you aren't getting any from this type of form, maybe you need to improve your product.

If you don't have a lot of customers because you are just starting up, consider giving your product away to a few people if they will write you a winning testimonial for it. The cost of the packages you give away will be offset by the increased number of orders you will start receiving from having such awesome testimonials. It is definitely worth the cost.

When you do start getting some testimonials coming back into your office or find some people who are extremely excited about your products, you can then make sure to get a winning testimonial out of them.

### **What does a Winning Testimonial Look Like?**

When I speak of winning testimonials, I am not talking about any old testimony. I am talking about testimonials which are Packed with....You guessed it Benefits. If you want a testimony which will drive your prospects to action, then it needs to be packed with benefits.

Testimonials such as the ones below are **NOT** winning testimonials:

*"I really like your product..."*

*"You have good service..."*

*"We enjoyed your product...."*

Everything that we have talked about so far in this course goes for testimonials also. You want them loaded with benefits, very specific, and believable. They need to be

winning advertisements by themselves....

**Here is an outline for a winning testimonial:**

- 1) My circumstance is similar to yours...
- 2) I had the same problems as you and was looking for a specific solution.
- 3) I gave \_\_\_\_\_ a try, and he provided me with this benefit, and this benefit, and this benefit.
- 4) It should be signed with their full name (Not Initials), their city/state, and possibly their phone number.

You will want your testimonials to tell exactly what kind of circumstance they were in, what they were looking for, and what you did for them. All of this needs to be very specific. Let me show you an example of what I mean:

*“I have been trying to succeed in my own home business for 5 years...I have tried mail order, network marketing, envelope stuffing, you name it - I tried it.*

*All I really wanted was something that would help me make a nice little part-time income at home without having to resort to being a super salesman. I decided to give Business Systems 2000 a shot...why not I mean I have tried everyone else...and I was incredibly shocked, because they taught me a simple step-by-step system for building an extra income at home that is growing for me every month.*

*Now, I work full-time in my own home business and it is the lifestyle that I always dreamed of having. If you really want to learn a step-by-step system that anyone can do without personal selling, then I highly recommend that you take this opportunity now and do what I did!”*

Sean Page - Richmond, Indiana

That testimonial includes all of the steps needed to create a winner. You need to start collecting testimonials like that. They will produce more orders for you every time. The way to get your customers to write testimonials like that is to **ASK** for them.

When you find someone returning one of your questionnaires and is really excited about your products, you need to **ASK** for a specific testimonial. As a matter of fact, I have included a worksheet in this section for you to fax or mail to them that includes the elements you need for a winning testimonial.

Give it to them and then offer them some kind of Free bonus for filling it out and returning it to you. These testimonials are GOLD to you. They tell everything your prospects need to order now. They are little sales letter in and of themselves.

### **Inserting them in your Sales Letter**

Now, you need to go through and insert them throughout your sales letter. Remember an average of 2 per page is what you want. That doesn't mean you need to put two on EACH page. It means you should have 2 compared to each page. You may have one page with 5 testimonials on them and another one with none (Testimonials don't look right on a page packed only with bullets).

Find places in your letter where it looks like one of your testimonials can really add emphasis to a point. Then, you can fill up another section with mostly testimonials which you will see done on a lot of sales letter you receive in the mail. You could have 10 on one page and then only 2 throughout the rest of the letter. You may decide to put one or two on the order form. How and where you place them is mostly up to testing.

# TESTIMONIAL

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Please fill out the 3 questions below...Then put all three of your answers together for the testimony in a format so that you are speaking to someone who is thinking about ordering this same package as you did.

**Tell Me About Your Circumstances before you ordered this Package.**

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**What problem did you want to solve ordering my package?**

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**Why did you order my package?**

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**What did you get out of my package? (BE VERY SPECIFIC)**

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**WRITE YOUR FULL TESTIMONIAL HERE**

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# Step Eleven

## Checking Your Sales Letter

Now, we are coming down to the final stretch. This section is about how you can make sure your sales letter is ready to go. This is a checklist of items to look for in your sales letter to make sure that you have included everything necessary to have a winner.

If you have me do a critique of your ad, I will use this worksheet on it. I will go right down the list and see what you did, and what you missed. Then, I may give you suggestions on what you need to change. This list is what you can use when checking other people's ads as well. It does a thorough job of making sure the necessary information is included in all of your materials.

This is the longest section in the course, so Lets Get Started:

### **1) Check every sentence in the sales letter to see if it highlights the benefits...."The what's in it for me!"**

This key has come through in every section of this course or inside of any other advertising course you have purchased. You must focus on the product's benefits, not it's features. Apply the "What's In It For Me?" test.

### **2) Does every paragraph work on a desire or a fear?**

Are you working on your prospect's desires or making use of his fears in every section of your advertisement?  
Remember, people do not buy because of logic. They buy because of emotion and then justify it with logic. Make sure all of your copy is emotional.

## NOTES



### **3) Change “I” statements into “You” statements whenever possible.**

Whenever you see the word “I” throughout your sales letter, check to see if you could turn it around into a “You” statement to highlight another benefit. Make sure your sales letter is for the prospect, not for yourself.

### **4) Talk to “You” the individual not “All of You” as a group.**

Speak to an individual. Your sales letter should be written as though you are speaking to one specific person, not a group of people. Talk to that person as you...

### **5) Does your headline target the appropriate audience?**

Does your headline target a specific audience or could it be for just anyone out there? It needs to qualify and call your specific audience to attention so they will say, “Hey, they’re speaking to me!” Grab their attention.

### **6) Does your headline highlight the #1 Benefit?**

Your headline has to show your most important benefit of your product. Even if you are using the Problem Headline, make sure it gives the solution as your benefit. If it is a testimonial, make sure it gives a major benefit. You need to give them your most powerful benefit right up front.

### **7) Is your headline Exciting and Attention Getting?**

Is your headline exciting? Or is it boring? If it is boring, you can rest assured people will not read your advertising. You have to make sure it excites your targeted prospect.

### **8) Does your headline set the tone for the offer and the ad?**

Your headline has to set the tone for the offer and the ad. Your headline is your “Ad for the Ad.” It has to flow together with the entire sales letter.

### **9) Will adding “Quickly and Easily” Improve your Headline?**

Many times, the words “Quickly and Easily” can be added to your headline and give you an extra improvement. This doesn’t happen all of the time, but it is worth testing on some of your ads where it makes sense to use.

### **10) Will adding “...100% Guaranteed” on the end of your Headline improve it?**

Sometimes adding “...100% Guaranteed” to the end of your headlines can create a marked improvement. This can give your headline a little more power to it by placing the guarantee right inside of it. Test it just like the “Quickly and Easily” technique above.

### **11) Is it possible to add a picture of the creator or of the product in action on the RIGHT side of the headline?**

Don’t add just an illustration, but a picture of the creator or of the product being used can make a great credibility builder. It makes your ad more personal and believable to the average reader. I like putting a picture of myself or of the product in all of my ads when possible.

### **12) Does your opening paragraph build upon the Headline and enforce it?**

Does your opening paragraph build upon the headline and become almost a headline in and of itself. Your opening

paragraph has to be exciting and benefit rich. Use it to build upon the #1 Benefit of your product or service.

**13) Are your first 50 words exciting and full of passionate benefits for your prospects?**

If you can get your prospect to read your first 50 words, they will read the entire sales letter. So make sure that it is nothing but passionate benefits.

**14) Find Any complicated words throughout the sales letter and shorten them into easier to understand words.**

Don't allow yourself to get caught up in the idea that you have to sound like a genius to write the letter. Be personal and friendly. This isn't a term paper. It is a friendly letter. Shorten phrases and words whenever possible.

**15) Cut off long sentences and make multiple sentences out of them.**

Don't allow yourself to include long sentences which are boring to read. Make your sentences short and snappy. Get to the point in each sentence as quick as possible.

**16) Cut paragraphs which are longer than 5 lines by dividing them into two separate paragraphs.**

If your paragraphs become too long, your copy will become hard to read. Shorten any paragraph that is longer than 5 lines by cutting it into two different paragraphs.

**17) Did you include your Unique Selling Position?**

Is it easy to see what your uniqueness is when reading your sales letter? Your USP is essential to your success in business, so don't leave it out of your sales letter. Let them know point blank what makes you different.

**18) Are there testimonials all throughout your ad...An average of 2 per page?**

Make sure to have a sales letter full of testimonials. Place them throughout the letter, in their own section, and even on the order form. Make sure your copy is full of testimonials.

**19) Are your testimonials benefit rich and specific?**

Are your testimonials full of benefits or are they just the boring “*I like their products*” testimonials. Make sure that the testimonials are as specific and benefit rich as possible.

**20) Find anything in your ad that is general and make it specific.**

Whenever you see something that is general...change it into a specific. Instead of saying increase sales by 100%, say increase sales by 98.7%! Take the numbers down instead of up so that you stay totally honest.

**21) Is your sales letter friendly and personal?**

Does it have that personal feel to it like you know your prospects? Does it seem like they are your friends? If not, you will need to make some changes.

**22) Is there passion in every line of your ad?**

If you have ever been a salesperson, you would learn that enthusiasm sells. If you want to be a salesperson through your ads, you will have to become excited and enthusiastic about your products. It will show through your ads!

**23) Did you use a few figures of speech?**

Using a few figures of speech can do wonders for making

your advertising more down to earth and personal. Try it, but don't overdo it. Using 2 - 4 figures of speech per sales letter is a good number.

#### **24) Did you tell them your offer near the front of the Sales Letter?**

You need to let them know your offer as soon as possible in the sales letter to grab and keep their interest. Sometimes, you will want to even place it in your headline or your opening paragraph.

#### **25) Did you tell them WHY you are offering such a wonderful offer?**

Tell your prospects WHY you are offering them such a special deal. You want to keep the friendly atmosphere and part of it is letting them know exactly why or how you can make this offer...Honesty can go a long way!

#### **26) Do you have dozens of bullets?**

Remember, those bullets are so important to your sales letter that only a few of them has to hit each prospect to make them buy. You need to include as many of them as possible in your sales letter.

#### **27) Check every bullet and make sure it is a benefit, not a feature.**

We have went over this before. You must make sure that the benefits that are listed are not features. What does your prospect get out of each one of your bullets.

#### **28) Did you include Free Bonuses?**

**FREE** is the most powerful word in advertising and you need to make sure that you always include free bonuses. I

have heard from other mail order dealers and it is a given rule that you should always include something FREE on anything that you sell that has a price of over \$20.

**29) Did you make sure to include at least one major benefit for each Bonus?**

Don't just tell them it's free. Tell them why they want it. What will that Free Bonus do for them. Benefits...Not Features!

**30) Did you include the Value of every Free Bonus?**

Let people know what the value of what you are giving away really is. I personally like giving away Free Reports, audio tapes, or my time. All of these items have a HIGH value , but aren't expensive to produce.

**31) Did you highlight your guarantee?**

Did you make sure to make a big deal over your guarantee. Your guarantee is extremely important to establishing trust with your prospects, so never leave it out or make lightly of it.

**32) Does your guarantee include the words "No Risk"?**

Your guarantee paragraph should always include the words "No-Risk" or "Risk-Free." Just adding those simple words can help relieve your prospects fears about your product because you are taking the risk instead of them.

**33) Did you give a deadline and make it clear?**

You have to give them a specific reason to order now or they may never do so. If you let them put off ordering, they will forget and you will lose the sale.

**34) Did you tell them how to order in very specific words even telling them to push 11 digits for your phone number?**

Tell them exactly **EVERYTHING** they need to do to order your package. Be specific. People like it when you tell them exactly what to do so they don't have to figure it out.

**35) Did you warn them about what will happen if they don't order your package?**

Give them a warning of exactly what will happen if they don't order your package. Tell them that they will miss out on this Benefit, this Benefit, and this Benefit.

**36) Did you include at least one P.S.?**

Always include a P.S. and most of the time a P.P.S. as many people skip right to that section so you need to include benefits here as well.

**37) Is there a headline on your order form?**

Even order forms must have headlines. Some of the best order form headlines were given back to you in the steps on creating order forms. Make sure that there is a headline here.

**38) Did you restate the offer and guarantee from the prospect's point of view on the order form?**

Many of your prospects will decide to order your package and they will throw away your sales letter. So your order form will often have to close sales all by itself.

**39) Did you give your address information completely on the order form (*Always include a Street address also if using a PO Box*)?**

If you are using a PO Box, always include your street address as well. If you just use a PO Box, you are going to be looked at as a fly by night company that may be there just to take their money and run. Always put your street address in the ads whether that is where they mail to or not.

**40) Is the ordering information extremely clear on the order form?**

If your prospects get confused about how to order, they won't order. Make sure that noone will be confused about exactly how to order.

**41) Is there enough space on the order form to fill out the customer information and order information?**

If it is too hard to fill in the information, some people will quit out of frustration. Plus, you will want to be able to read their information when you receive their order.

**42) Make sure to include your personal phone number on the order form in case anyone has questions.**

Most people won't call you if you have done your job right, but a few will call with some questions or just to make sure you are really there. Having that phone number there will help people to believe you are for real.

**43) Go through your sales letter and underline things you would like to emphasize.**

Underline things that you would like to stand out. In marketing, don't assume anything. Tell them where the emphasize is in your letter by underlining those sections.



**44) Use marks like “ - ” or like “ ... ” to help break up the copy a little bit to become more conversational.**

These types of marks will help you break up the copy somewhat. Use it whenever a sentence seems a little long or boring. Again this helps you add more emphasis.

**45) Check the type size of your writing...Is it easy to read throughout the letter?**

Your type style and size needs to be easy to read throughout your letter. Keep in mind that it loses quality if you fax the letter or place it on a fax-on-demand. It has to be readable at all times. In the type style, keep that in mind.

**46) Is the sales letter the size you would like it to be...If not increase or decrease the size of the margins first (.5 to 1 is a good setting in most cases).**

The margins are the first thing you should edit when you want to resize your letter. If you are trying to stay under First Class Postage, you can have 5 full size 8 1/2 x 11 sheets of paper in one envelope.

**47) Add page numbers to it at the top or bottom of each page.**

Add the page numbers to your sales letter as sometimes it will come apart and you don't want your prospects to become confused at any time.

**48) Have a 6th grader read your sales letter to find words or sentences they may not understand.**

If you have a 6th grader lying around, put them to work reading your sales letter. Have them mark out anything they don't understand. Then, edit all of those parts into easier to read materials.

**49) Read your sales letter out-loud to find most of the problems and places it doesn't make sense.**

Go through it and make sure that it makes for easy reading. You will find spelling mistakes, writing mistakes, punctuation mistakes, and more. This can be your final checkup for your letter as you will often find anything that is left over still wrong with your letter.

**50) TEST**

Your letter is finally done...For Now! Now, you will put it to the test with your target market. Actually, sales letter are NEVER done. You will always be editing it, testing it, and improving it. Go on to the next section to find out how to put it to the test and how to edit it.

# FINAL SALES LETTER CHECKLIST

- 1) Check every sentence in the sales letter to see if it highlights the Benefits....”The what’s in it for me!”
- 2) Does every paragraph work on a Desire or a Fear?
- 3) Change “I” statements into “You” statements whenever possible.
- 4) Talk to “You” the individual not “All of You” as a group.
- 5) Does your headline target the appropriate audience?
- 6) Does your headline highlight the #1 Benefit?
- 7) Is your headline exciting and attention getting?
- 8) Does your headline set the tone for the offer and the ad?
- 9) Will adding “Quickly and Easily” Improve your headline?
- 10) Will adding “...100% Guaranteed” on the end of your headline improve it?
- 11) Is it possible to add a picture of the creator or of the product in action on the RIGHT side of the headline?
- 12) Does your opening paragraph build upon the headline and enforce it?
- 13) Are you first 50 words exciting and full of passionate benefits for your prospects?
- 14) Find Any complicated words throughout the sales letter and shorten them to easier to understand words.
- 15) Cut off long sentences and make multiple sentences out of them.
- 16) Cut paragraphs which are longer than 5 lines by dividing them into two separate paragraphs.

- 17) Did you include your Unique Selling Position?
- 18) Are there testimonials all throughout your ad...  
An average of 2 per page?
- 19) Are your testimonials benefit rich and specific?
- 20) Find anything in your ad that is general and make it specific.
- 21) Is your sales letter friendly and personal?
- 22) Is there passion in every line of your ad?
- 23) Did you use a few figures of speech?
- 24) Did you tell them your offer near the front of the sales letter?
- 25) Did you tell them WHY you are offering such a wonderful offer?
- 26) Do you have dozens of bullets?
- 27) Check every bullet and make sure it is a benefit, not a feature.
- 28) Did you include Free Bonuses?
- 29) Did you make sure to include at least one major  
benefit for each Bonus?
- 30) Did you include the value of every Free Bonus?
- 31) Did you highlight your guarantee?
- 32) Does your guarantee include the words “No-Risk”?
- 33) Did you give a deadline and make it clear?
- 34) Did you tell them how to order in very specific words  
even telling them to push 11 digits for your phone number?
- 35) Did you warn them about what will happen if they  
don't order your package?

- 36) Did you include at least one P.S.?
- 37) Is there a headline on your order form?
- 38) Did you restate the offer and guarantee from the prospect's point of view on the order form?
- 39) Did you give your address information completely on the order form (Always include a Street address also if using a PO Box)?
- 40) Is the ordering information extremely clear on the order form?
- 41) Is there enough space on the order form to fill out the customer information and order information?
- 42) Make sure to include your personal phone number on the order form in case anyone has questions.
- 43) Go through your sales letter and underline things you would like to emphasize.
- 44) Use marks like "-" or like "..." to help break up the copy a little bit to become more conversational.
- 45) Check the type size of your writing...Is it easy to read throughout the letter?
- 46) Is the sales letter the size you would like it to be...If not increase or decrease the size of the margins first.
- 47) Add page numbers to it at the top or bottom of each page.
- 48) Have a 6th grader read your sales letter to find words or sentences they may not understand.
- 49) Read your sales letter out loud to find most of the problems and places it doesn't make sense.
- 50) TEST

# Step Twelve

## Testing, Testing, Testing

### NOTES

You may think that you are done now that your sales letter is completed...But you are not! In fact, your sales letter will probably NEVER be done. It will always need improvement. All good sales people know that no matter how good they are, there is always room for improvement.

Your sales letter and ad materials will also always have room for improvement. You will need to TEST it. Then, when you get done, test it again. Then, improve on it. Then, test it. Then, improve it. Then, test it. You get the idea.

Testing is NEVER completed. You will test your headlines. You will test your ads. You will test your order forms. You will test your targeted market. Learning in mail order has always come about by testing. Someone had to test it first. So, don't ever think that you have arrived. Even the multi-millionaire mail order pros still test everything!

### **Importance of a Targeted List Or Market**

We spoke about this somewhat during the section on research, but I want to get into it in depth now. You have to have a Quality mailing list to mail your sales letter to. The best sales letter in the world mailed to a cold list will be a complete failure.

If fact, I would prefer to have a poor sales letter sent to the right list than a Killer sales letter to the wrong one. The better list will out-pull the poor list time and time again. Aren't you glad you don't have make a choice like that though. You can have a Killer sales letter (Which you should have by now) and you can target your perfect audience. This is where you will find perfect success in your

business.

Don't buy refried mailing lists...These are lists from a mailing list broker who sells you thousands of names of people who have inquired about a specific subject sometime in the past. In many cases, you don't know how old their list is, but in my opinion that is not the biggest problem.

The biggest problem with these lists is that they are in most cases **INQUIRIES, NOT BUYERS**. These are suspects, not prospects. You want people who have purchased a product similar to yours, not people who just wanted some free information about it.

### **Here are Some Rules To Remember About Purchasing A Mailing List:**

#### ***1) Avoid Low Cost Lists Like the Plague***

Don't buy a mailing list because it looks like a good deal. You won't save money by buying a cheap list. The postage is the most expensive part of your mailing - If you have to waste it on a poor list, then you LOST! Decent mailing lists are going to have some cost to them.

#### ***2) Ask the Company how, where, and when they received the lists.***

How were the lists generated? Was it a card deck, a magazine, or the Internet? What did the ad say? Does it apply to your mailing? Or is it a refried mailing list they purchased from another company at a significant discount? If they don't know where the names came from, then don't buy the list.

When did they do this advertisement? Many times the company will exaggerate how recent their names are. To avoid this, ask them point blank..."Where and in what month

did you place the ad?"

### 3) *TEST the List!*

You have to TEST your list. If your list broker gives you all of the correct answers, purchase a small number of the list. Test 1,000 to 5,000 names at first. DO NOT Buy their whole list at one time. Understand that even with the perfect offer and sales letter it will die with the wrong list.

What kind of results can you expect from your mailing list? Well, if you are making a sale right from the sales letter, then you can expect a 0.5% to 4% response rate with a good offer, sales letter, and list. I know this a far cry from what you may have heard. People do not get a sales response rate of 10% from a list like this. If someone is getting that high of a response (Which people do by the way under these two conditions), then this has happened:

- 1 It is their customer list. It is possible to get a 35% or more response rate from your own customer list...people who have purchased from you before. If you have treated them right the first time, they are GOLD to your business.
- 2 They are giving away something free, not making a sale. It is a RESPONSE for more info, not a sale rate. I get response rates of up to 10% from a mailing list by mailing out a postcard offering Free Information. Then, you can follow up with a more expensive package for the sale itself.

You need to plan your price, expenses, etc. to at least break even at 1% response rate or lower. Any higher, and it will be next to impossible to make a decent profit ever! Don't believe the hype of 10% response rates!



## **Targeted Magazine Advertising**

Another way of advertising is Magazine and Newspaper advertising. When using these, you need to find a perfectly targeted source for your business. Don't just use the one with the highest circulation at the lowest cost. Use the one who targets your market the most.

This is often a place people get into trouble with newspaper advertising. Usually newspaper advertising is for people who are advertising **LOCALLY**. It also appears to do well for some book offers also though. Too many people have become deceived into thinking newspapers are always the way to go. You have to do a lot of testing in this area and make sure to have your ad in a section your readers will be focused on. Never market generally. Always target your market.

With magazine advertising, it is easier to target your market than it is with newspapers. Pick one which contains articles about your subject. Pick the one your market will be reading, not always the lowest cost one.

## **Keying Your Ads**

No matter whether you are advertising by magazines or by a mailing list, you **MUST ALWAYS** key all of your ads. By this I mean, you need to mark your ad so that you know where it is coming from. If you don't do this, you will never know which ad is bringing in the responses and which one is dying out there.

You have to have this type of information to succeed in your business. You need to know who is buying and why they are buying your products if you want to stay in business. Then, you will be able to focus your attention in the right direction. Without this info, you are doing business blindly.

The best way to key your ads is usually by adding a dept. # in your address or an extension on your phone number. Both of these can be done simply and easily on all of your advertising. On order forms, you can place a Dept.# for that ad. For example, if your display ad is in Entrepreneur of April, you could put Dept. E4 on the address. So it would look like this:

Business Systems 2000  
Dept. # E4  
PO Box 128  
Richmond, IN 47375

If you have a classified ad where people call your phone number, you can place an ext # after the phone number. Then, you would ask for that extension in the message to assure that you are sending the correct information. It would look like this...FREE Info 1-800-000-0000 ext 5. This will give you a note of where your leads are coming from.

On a mailing list, you could key the order form here also with the Dept. # for mail orders and the Extension # for phone orders. This is the key to finding out which ad is raking in the dough and which one is just there.

### **Editing Your Sales Letter**

The goal in mail order advertising is often to make 3 times your investment on each campaign. Many times you will be making money, but not making that kind of money on an ad. This is the time that you want to go under the hood and do a few adjustments.

The very first thing you need to do with your advertising is test a different headline. Even if an ad is doing well, you will still want to compare it to a different headline because this can mean such a big difference in results.

When you wrote your 50 - 100 headlines, I am sure that you came up with more than one winning headline. Now, is the time to test one of the others. Don't change anything else on the ad (Except for your key Dept.# or ext #0 for testing). This should be the exact same ad copy with a completely different headline. You want to compare headlines only.

This is a principle to remember when testing...You need to change one thing at a time to keep good test results and to see what is really working. This is especially true with headlines since they can mean a difference of up to 1800% all by themselves.

### **Redoing Your Sales Letter**

If your results are coming back pitiful, maybe you need to rethink your marketing strategy and advertising materials. After a headline change, if your ad is failing still...then maybe you need to rethink:

- 1 Your Research
- 2 Your Product
- 3 Your Offer
- 4 Your Targeted Market

Marketing works if you are marketing right. The problem is that 90% of people fail on their first try or two. It takes time to find the right "recipe." If someone is going to quit after one failure, they will NEVER succeed at anything in life (Not just marketing). People learn more from their failures than from their successes.

Every time you mess up, you have found one more thing which doesn't work. You are one step closer to your success. Don't give up. The cruel irony of life is that most people quit right before their breakthrough, no matter what it is in. Don't quit before you reach your advertising breakthrough.

If things are failing miserably, consider rewriting your entire ad or rethinking your target market. You probably should do both. Many times you might not have targeted your market enough. We always have a problem of being too general in our advertising. You want to be specific in your advertising -extremely specific in targeting your market. Exactly who is buying your product and WHY?

### **Worksheets for Testing**

Your worksheets for this section are for testing your advertising. I have included these sections on your worksheet:

- Description (Describe the Ad)
- Key Code (Write your code in this section)
- Cost of Ad
- Gross Sales
- Expenses (Mailing Sales letter, Price of product, etc.)
- Net Profit (Subtract the Cost of the Ad and the Expenses from the Gross Profit)

You honestly have to use a worksheet like this for your advertising. If you don't write real numbers, then you won't know for sure what is working and what is not working.

Have FUN!



# **Copies Of Some Sales Letter which Have Been Created By Using This System**

The last section of this course is a few of the sales letter which have been created using this twelve step system...They may not be the most recent sales letter being used, but they were the original one used when it was first created. You can use them for ideas or examples for your own sales letter. Just don't copy the entire letter for yourself.

[Click Here Now To Sign Up  
for the Instant Internet  
Cashflow System...](#)

[Current Members Can Login to the Membership Site By  
Clicking Here...](#)

*Please Print Out and Read the Below Information Very Carefully...*

## Instant Internet Cashflow System



### *Double Your Money Back Guarantee...*

**Do You Know How to Turn Any Web Site Or Business Into a 24 Hour A Day Non-Stop Cash Generator?**

**You Can Discover the Insider Secrets to Quickly and Easily Making Money Online Using Our Turn-Key Remote Control System!**

**"everything INCLUDING the kitchen sink"**

Anthony Blake - Entrepreneurial Success Forum

From: Terry Dean - publisher of "Web Gold"  
Friday, 12:30 p.m.

Dear Friend,

Would you like to learn the simple formula I stumbled across which can turn the Internet into a Automatic Cash Machine which you can operate practically by remote control?

If you would like to learn:

- How to Turn Any Web Site into an Instant Cash Machine which Automatically produces it's own hits, makes it's own sales, processes it's own orders, and practically takes care of itself...All while you are sleeping!
- How to Skyrocket your response rates online by using one of my crazy web site systems which actually improves many companies sales rates by 1100% or more! That's right, you could actually be selling 11 times as many products the week after you start using this wild marketing plan.
- How to Setup Your Own Dealer or Affiliate Program for FREE...without having to learn a lick of programming or having to keep a single dealer record yourself...Find out how you can have it all done for you and be setup in 24 - 72 hours with thousands of people selling your products!
- How an age old marketing tactic when used today can double or triple your profits within the next 7 days...

- How I added over 7,150 new subscribers to my Opt-In List in only 30 days without spending a single penny of my own money...And How **YOU** can profit from it!
- Where you can Find FREE scripts which will become automatic 24 hour a day traffic generators for your web site...And why some companies are trying to sell them for \$5,99 or more!

If you have been trying to market your business on the Internet lately, you will probably notice that there is an overwhelming amount of information available on the subject.

**98% of the Information You Read About Marketing On The Internet is either Completely Outdated and Ineffective...Or It is Simply Too Complicated and Confusing For the Average Person to Use!**

Have you ever purchased an Internet Marketing course before? Most of us have...

Although there are some good ones out there, almost every one of them has **two common flaws**. They either are outdated and are still trying to promote techniques that don't work anymore or they are so complicated the average individual can't use them!

What I have done with the "**Instant Internet Cashflow System**" is actually get into the inner workings of the most successful Internet businesses, including my own, and find out what really makes them tick. Why does one business fail online while another similar one sells their web site for 73 million dollars...especially when both businesses appear to have the exact same marketing plan and advertising system?

What usually makes the difference is the strategy that is going on behind the scenes. For the first time, an Internet training package will actually go behind the scenes and teach you step-by-step in laymen's terms how to develop a Winning Web Site Strategy...and show you how to outmaneuver your competition every time!

So many marketing courses only deal with the techniques of marketing online...such as search engine positioning, classified advertising, affiliate programs, email marketing, etc. We are going to show you how to use these techniques to the utmost degree by combining all of them together in one powerful marketing strategy.

Wait till you see how our turn-key and exclusive strategy will teach you how to get 754% more responses from achieving the exact same position on the search engines.

Wait till you see how our email marketing strategy makes everything 100% turn-key so that not only are the emails sent for you automatically, but your orders are automatically processed, delivered, and deposited right into your bank account without you ever lifting a finger.

Wait till you see how we design web sites that automatically generate traffic for themselves and achieve response rates of 1% - 10%...instead of the Internet industry average of ONLY 0.1%! We even include a complete sample web site for you to use to take out all of the guesswork of designing a web site.



It has taken us 3 years of full-time Internet study to learn the strategy that we are going to show you in our course. It is what the major Internet sites that are selling for millions of dollars this year were founded on. It is also the "Recipe" we use to design each and every one of our own very profitable web sites.

Just because you set up a web site doesn't automatically mean you're going to make money. **That's because success online is kind of like baking a cake.** To bake a cake, you use a recipe, put in all the ingredients in the right order, pop it in the oven, and you end up with a cake. But try to make that same cake without a recipe, and chances are you're not going to end up with a cake at all. In fact, you're probably going to end up with one heck of a mess!

And it's the same way with Internet projects.

If you try to make money on the Internet, and don't know or don't use the "**Recipe for Success**" (the recipe revealed by the Instant Internet Cashflow System) you're probably going to have the same kind of success rate you'd have if you tried to bake a cake without a recipe. Just about zero (and you'd still end up with a big mess on your hands).

But if you know, and use, the amazingly simple, straightforward "Recipe for Success" (as revealed in the Instant Internet Cashflow System), you're going to discover it is easy to make money with Internet ventures. And it's easy to pursue a lifestyle where all you do is come up with, and follow through on, online projects. It's a real adventure, and an adventure that can make you rich, if you know the "recipe for success!"

And that is the purpose of the Instant Internet Cashflow System...to teach the "Recipe for Success" that I have studied and found out to others who want to create their own successful Internet businesses.

### **You Can Receive Brand New Cutting Edge Marketing Techniques and Concepts for Making Money Quickly and Easily Online...**

Would you like to gain an Unfair Advantage over your competition?

You can if you are using up-to-the-minute fresh information while they try to use the same old worn out information everybody else is using.

Below is a partial list of the information we cover:

- How Simplicity is the Key to Making Money Online and why the most Intelligent People are missing it...
- How to Get Others To Advertise Your Web Site For You!
- How to track all of your visitors and know exactly which ads, prices, and sales letters are working for you...and which ones aren't.
- How to write ad copy for the Internet which sucks in money like a Texas twister.
- Why hiring a web design firm may be the most dangerous thing you have ever done.

- Why some web sites sell for \$10 a month and others sell for \$6,000 a year...And How To save yourself from a \$10,000 mistake!
- How some companies lose money on every product they sell and still go laughing all the way to the bank every month!
- How to generate thousands of hits every day by using automated traffic tools!
- How You can treat Your Web Site like a monopoly game and come out the winner every time
- How several clients of mine took their Opt-In Lists from 0 to over 2,000 subscribers in only 7 days.
- Where you can get 1,000 - 5,000 hits per month for ONLY \$10.00 to \$50.00.
- How to fool the search engines such as Yahoo, Webcrawler, and Infoseek to get the top twenty rankings.
- How to promote Your Network marketing or consulting business online.
- How to Develop back-end offers which skyrocket your profits by 78% or more!
- How to choose the hottest products on the Internet today.
- Where you should never advertise if you don't want to end up losing your shirt.
- How to get FREE publicity worth thousands of dollars by following a simple system.
- How to NEVER pay for advertising again.

This isn't all by a long shot. For example, we will also teach you:

- What one web site does to get 500,000 hits a month automatically without ever spending one red cent in advertising.
- Why bulk email is a thing of the past...and how to generate more email leads than you could ever need.
- How one ad was so powerful that I actually had to discontinue it's use because the responses were too overwhelming to handle.
- How to turn affiliate programs into automatic money machines for you and your business.
- 1 Simple Change on Your Web Site Can Increase Your Profits by 4 times or more!
- How to create a profitable business instantly by simply giving away FREE stuff.

- How to create information products in 4 hours or less.
- Simple and Easy ways to get 100s of leads every week.
- Insider Secrets to sales letters which have sold hundreds of thousands of dollars of products or services.

Plus, we will teach you how to create the "Perfect" business:

- Have thousands of people visiting your web site every day without you ever lifting a finger.
- Your sales letters automatically complete the selling process for you.
- A secure order form takes the orders and processes them.
- The processing center either automatically deposits the money in your bank account or spits you out a check every 2 weeks.
- The order is automatically fulfilled online for instant downloads...OR a fulfillment house ships it out for you.
- An automatic follow-up message is automatically sent out for you 7 days later to sell your "back-end" package.
- All of this is done without you ever lifting a finger. You could be at home in your bed or relaxing under the sun on a warm beach in the Bahamas.

In our complete "Instant Internet Cashflow System" you will receive 6 separate Internet training manuals to show you step-by-step directions for each of the most important Internet Marketing methods:

- **How You Can Create a \$100,000 Yearly Internet Marketing Strategy!**
- **Search Engines: How to Achieve a Top 20 Position For a Constant Stream of Traffic to Your Site!**
- **Banner Advertising: The Insider's Secrets to Unlimited Internet Profits!**
- **Classified Ads: How to Earn Big Profits With Little Ads!**
- **Remote Control Marketing Manual: How to Sell More of Your Products and Services Every Month By Remote Control!**
- **Instant Products: How to Create Your Own Hot Internet Products In 4 Hours or Less for Fun and Profit!**

Many of these techniques can be implemented into your site within 48 hours of learning them...and they can dramatically change the results you are receiving the same day you use

them!

Just one simple proprietary technique can put thousands of new found dollars into your pockets.

Wouldn't you like to be one of the first people to spot an Internet Trend this time...instead of having to follow 2 year old techniques that everyone else is using.

Basically, you will be receiving 6 separate cutting edge courses on Internet Marketing for less than the cost many web sites are asking for ONE outdated course!

Plus, you will receive 11 Special bonuses when you take action today...

### **Manual #1- "How You Can Create a \$100,000 Yearly Internet Marketing Strategy!"**

It doesn't have to take 3 years to build a profitable web site. It can be done in as little as 3 days...depending on your strategy and plan.

I am not promising you to make a million dollars online this month, but I am giving you a step-by-step plan to get a web site up and making money immediately.

The biggest reason for failure on the Internet is that everyone is trying to make doing business online complicated. It really doesn't have to be all that complicated.

By following a simple strategy and step-by-step plan you can build a profitable web site quicker than anyone could ever imagine.

In this short 50 page electronic book I will show what you will need to do first. Then, we go to step two. Then, we explain step three. It is the ONLY Internet marketing manual I have seen which actually takes you step-by-step from day one of coming up with an Internet idea till the day your site has been finished.

Everything is spelled out for you. Every "i" is dotted and every "t" is crossed. This is the exact same system I follow when I am creating a profit making machine for myself or my clients.

Forget about those 500 page manuals that contain more theory than action. Follow my simple daily plan telling you exactly what to do step-by-step to start building your business online.

Some of the ideas I share with you in this report are:

- How to Develop a **Winning** Concept and Strategy for Success so that you can come up with a brand new business idea anytime you want.
- **11 Insider Techniques** or Rules You Must Follow if You Want Your Web Site to Become an Order Pulling Machine.
- How to Find "Hot" Prospects that will consistently **hunt you down** to Buy Anything You

Have for Sale.

- How to Set-Up **Multiple Streams of Income** from any Web Site or Market.
- 3 Keys that **Every** Successful Web site have in common that can practically guarantee your success.
- How to Pick the Right Web Host for you and how to **save hundreds of dollars** while doing it!
- How to choose a domain name and the dangers you could be running into if you don't have my **inside information** on the subject.
- **FREE BONUS:** A Sample of a winning web site template is included that you can use to help you design and get your site running in only a couple of hours.

Can you afford not to have this information in your hands today?

Would you prefer to know how to build a web site using our copyrighted quicker and easier methods instead of the regular hum-drum everyone is putting off as Internet Marketing Secrets?

We are breaking all of the rules and showing you the exact same step-by-step system we have developed for our own personal clients who pay us \$1,995 or more to design their sites for them!

## **Manual #2 - "Search Engines: How to Achieve a Top 20 Position for A Constant Stream of Traffic To Your Site"**

Even with all of the other traffic generating tools we have at our disposal, Search Engines still account for over 70% of the traffic that is received at most web sites.

The problem is that just being listed is not enough. Millions of sites are now listed in every conceivable category by these traffic monsters, and you can't be coming up at position 125,231 if you want to receive an ounce of traffic from them.

Most web surfers only visit the first 10 or 20 sites that come up under a specific keyword search. If you're not listed in the Top 20, you might as well forget about getting any traffic from them. You have to be listed on top.

Our Search Engine Manual will reveal to you:

- How Being Listed in the Yahoo directory can give you 50% or more of your traffic...and how you can get listed quicker using the Yahoo backdoor!
- How to Come up with the Most Targeted Keywords for your site...Hint: If you don't pick the right keywords, you have lost the battle before you even get started.
- HTML and meta tags made simple. Learn how to design killer meta tags for the search

engines and step-by-step instructions to what everything means and does for your web pages.

- 10 Insider Secrets for Top 20 Search Engine Positioning...This is the kind of information the search engines don't want you to know!
- 4 Secret Weapons I use that do the whole search engine positioning job for me...Use these low cost tools to get Top 20 positions automatically.

Get this report...and the search engines will never stand a chance. By learning the Insider Secrets to top search engine positioning, you will be able to gain an unfair advantage over all of your competitors.

While they slave away trying to figure out why their sites aren't coming up on top, you will be sitting back relaxing while the secret "weapons" I show you in the report do your search engine positioning work for You!

### **Manual #3 - "Banner Advertising: The Insider's Secrets to Unlimited Internet Profits"**

Banner Advertising is the most popular form on Internet advertising, but is also one of the most difficult. Every few months you hear new reports about how much the clickthrough rates are declining for the average banner advertiser. At last report, the average clickthrough rate on banner advertising was 0.5% or 1 out of every 200 impressions. If that is all you are getting, then your banner advertising campaign is guaranteed to fail.

What happens when you learn how to get the clickthrough rates up to 5% - 15% and combine that with our high closing rates (up to 10% or higher)?

I will tell you what happens. You instantly will have created an automatic money machine that will be almost like a license to print money. While email marketing and search engines are limited in how many ads you can buy and positions you can create, banner advertising space is virtually unlimited. There are thousands of targeted places to advertise in every conceivable market.

Once you have a profitable banner advertising system in place, you can basically choose how much money you want to make each week. All you have to do is buy more ads...and then bring in more profits!

In our exclusive "**Banner Advertising: Insider's Secrets to Unlimited Internet Profits,**" you will learn:

- Where and When to Buy Banner Advertising for the **lowest costs and the highest returns**...(And we lay out all of our personal rules we never break for you to follow).
- What is a Good Click through rate...and how to test your banner ads to find the one that is earning you **maximum profits!**
- How to create **Entry pages to your web site for the best response rates**...and why you should **NEVER** link your banners to your main site!

- How to **triple your response rate overnight** by implementing an instant and automatic follow-up system using banner advertising!
- How to create banner ads in **5 minutes or less** using a **FREE** software program...even if you have no artistic or design experience!
- **10 Insider Secrets** to creating Killer Banner Ads that pull in the hits...and make the sales!
- One little change that you can apply to any banner and instantly get **20% - 40%** more hits...I have never seen this secret revealed anywhere else.
- How to find places to advertise at one tenth the cost...How I only pay **\$1.00 per 1,000 impressions** (the industry average is \$20.00 per 1,000).
- **4 Different places anyone can advertise** no matter what you are selling and start receiving immediate profits if you follow our system!
- How to search for the **guaranteed best places to advertise** for your product or service...and know the results even before you place your ad!

Using the right techniques and killer banner ads, you will be able to advertise in an almost unlimited number of places...and instantly know which ads are bringing in the bucks and which ones aren't!

If you want to build a business where you basically choose your weekly income, then you have to get this report today!

#### **Manual #4 - "Classified Ads: How to Earn Big Profits With Little Ads"**

For years you have heard about how people have been placing little classified ads and earning big profits. Once you find an ad that is making money, all you have to do is pyramid your profits and keep placing that ad in more and more publications across the country. Within months you could have a full-time income being earned for you in minutes a day...while you spend the rest of your time doing the things you enjoy.

Although this system could work for you with the right product and system offline, it never reached it's full potential until it moved onto the Internet. With the advent of the Internet, this system really becomes a universal marketing system and plan.

Using the Internet, you can create a classified advertising system where ads are placed, leads are collected, sales letters are sent, products are ordered, orders are processed, and products are delivered...all done automatically. It can be a dream business for you!

In our "**Classified Ads: How to Earn Big Profits with Little Ads**" you will learn:

- 5 Ways that Internet Classified Advertising is **light years ahead** of offline classified advertising.

- How to test your product ideas and ads and know if your product is a winner or not **before you ever spend a penny** on advertising.
- Complete **step-by-step guide to writing killer classified ads** that bring in tens of thousands of responses to your business.
- 20 Words and Phrases that will **increase the response rates** on any ads that you place.
- How to setup a completely automated system where **99% of the work is done for you!**
- Thousands of places where you can place your classified ad for **FREE**.
- How to place ads that reach millions of people for only **\$10.00 - \$20.00 each!**
- The **absolute best place to advertise with classifieds** and how to pyramid your profits into hundreds of classified ads for your products or services!

YES, you could quickly be earning big profits with little classified ads...but only if you take action today and get this system (it will be delivered to you online instantly when you place your order).

### **Manual #5 - "Remote Control Marketing Manual: How to Sell More of Your Products and Services Every Month By Remote Control"**

There are web sites out there which get tens of thousands of hits daily, but can't seem to figure out how to make a penny in profits online. I know it's true, because they complain to me about it all the time. As a matter of fact, 99% of businesses out there are currently earning only one tenth of what they could be earning if they would just put the information that is in this manual to work for them.

No report out there teaches a simpler and easier system for creating a guaranteed monthly income. That is why we refer to this as our "Remote Control Marketing System." All you have to do is follow our techniques and push a few buttons each week. It is a virtually automatic money making system.

Our report, "**Remote Control Marketing Manual: How to Sell More of Your Products and Services Every Month By Remote Control,**" will teach you:

- **2 Insider Secrets to all Internet Wealth**...Once you learn these two "Secrets," you will be ahead of 99% of your competitors.
- Why you should never bulk email...and how you can earn **huge profits** through creating your own subscriber list.
- How to Set-Up a complete automated email follow-up system **within minutes** of reading this report!



- **Step-by-step directions** for creating your follow-up emails. All of the guesswork is removed as I **spell out each email** exactly!
- How to get **thousands of people** to hit your autoresponder weekly!
- How to **double or triple the profits** of your business by correctly executing Joint Ventures whenever you want.
- 7 Insider Secrets to adding **thousands of new subscribers** to your Opt-In List every single month!
- How to add 500 new subscribers to your Opt-In list within **24 - 48 hours**.
- How to reach **1,000,000 targeted prospects** with your advertising message for **FREE** whenever you like.
- 3 Ways to increase your Opt-In List profits this week.
- Complete 8 Step **paint-by-numbers system** for creating your own remote control money making system this week.

Just follow our simple 8 step system to building your own automatic remote control money machine. Set-up automatic delivery of your product. Have an automatic follow-up system in place. Use our "secret weapons" to create automatic prospects and leads for your system. Let the orders roll in.

If you don't want to create your own system, we also reveal to you and give you all the tools you need to start partnering with us in ours...which you can start making money from tonight!

### **Manual #6 - "Instant Products: How to Create Your Own Hot Internet Products In 4 Hours or Less for Fun and Profit"**

No Internet marketing course could be complete without providing you with a complete step-by-step system for developing **HOT** Internet Products. Around 90% of the people I know making \$100,000 or more online own their own unique product which they developed.

Using our system, you will be able to create your own unique information products in 4 hours or less. Then, instead of being an affiliate for other people's sites and products, you can be the one who owns the affiliate program...with thousands of affiliates selling for you!

In our turn-key "**Instant Products: How to Create Your Own Hot Internet Products In 4 Hours or Less for Fun and Profit**," you will learn:

- How Being an Affiliate for another site should be looked at as a **stepping stone** to owning your own product or service.
- How to set-up your own discussion group, classified site, search engine, auction house, mall, postcard site, mailing list, and more...all using **free or low cost** CGI programs.

- How to Spot Internet trends and pick out a **guaranteed product winner every time**...by doing your research before you develop the product!
- How to create **high quality audio tapes** by yourself or with experts that sell for \$10 - \$100 each!
- How to **create products in any market** even if you aren't an expert. Hint: Use our techniques to locate and convince an expert to do one for you...for FREE.
- How to **create reports and electronic books** which people can download from your site...without you having to spend a penny on shipping.
- How to **create your own CD-ROM's**...beginning from the idea to the completion of the project.
- **14 Secret Resource sites** where you can download thousands of free public domain materials which you can distribute in any of your own products.
- How to **create your own software tutorials**...Complete directions are given for you to create your own software instructional videos.
- How to create your first product **this week**...

You can be creating your own hot Internet products every month by following the simple system revealed in this manual. All you have to do is just follow the product development "recipe" we reveal in the manual.

### **You Will Receive 11 Extra Special Bonuses If You Take Action Today...**

Not only will you receive the 6 manuals, but you will also receive 11 special bonuses if you take action ASAP.

#### **FREE BONUS #1: (\$495 Value)**

You will receive full reprint rights to 3 extremely hot selling completely digital products. This is the most incredible bonus you could receive with any product purchase. You will receive full reprint rights to sell all three of the below products with no royalty fees...ever.

Plus, every one of these products comes with the full ad copy used to sell them (the sales letter for "Info Income" has achieved a 27% response rate when mailed to a highly targeted list)...

1. **"BizVal Business Valuation System"** - This piece of software will help any business compute and figure out exactly how much their business is worth (this is one of the top desires of business owners).
2. **"Business Edge Pack"** - Includes 'How to Give Your Business An Edge Over Your Competitors' and will show you step-by-step how to increase the profits of your business.
3. **"Info Income"** - This will show you customers how to create and sell their own high

quality in-demand information products.

You could use the above products as a bonus with other things you are selling...OR you could set them up with a complete auto-pilot digital selling system which credit cards are accepted, the product is downloaded by your customer, and you receive the checks without ever having to lift a finger (we reveal all of the secrets in the Remote Control Selling Manual).

### **FREE BONUS #2: (\$49 Value)**

You will receive the "**Press Release 7,000**" software program absolutely free. This database contact system contains the names, telephone numbers, addresses, fax numbers, and email addresses of the media in hundreds of different already organized categories. You can send out press releases immediately using postal mail, fax machines, or direct personalized email.

This type of database is being sold online for between \$49 and \$200 around the Internet. It is a free bonus that comes with the Cashflow program, because press releases are one of the best Internet marketing techniques.

Please note that the media contacts listed change their email addresses constantly, so you will receive undeliverables when you mail out to this list. *It only takes one good contact though to give your web site more traffic than a year's worth of expensive advertising.*

### **FREE BONUS #3: (Value \$97.00)**

You will receive our manual "Email Marketing Secrets" absolutely free. We have been selling this manual for \$97.00, but the information in it is so vital that we have decided that every one of our Cashflow customers must have it.

It will teach you step-by-step how to sell more of your products and services every day online using email marketing and ezine marketing. Our Opt-In newsletter has over **36,000 subscribers** and we will teach you how **you can do the same**. Having such a list of loyal contacts and customers will absolutely change the way you do business online.

### **FREE BONUS #4: (Value \$44.95)**

I have spent years studying how to write really effective ad copy, yet I have never found a resource or manual that gave a simple paint-by-numbers approach to writing good ads. So, I created my own.

This 150 page manual gives a specific **12 step system** for writing killer ad copy. Not only does it teach you how to write the ads, but it also contains 12 worksheets for you to fill out as you are going along. Your killer sales letter will be ready to go once you have finished each of the sections and have prepared your worksheets.

It has never been any easier to write killer ad copy.

### **FREE BONUS #5: (\$97.00 Value)**

Ken Silver has earned \$14,251.00 in a single month from the sales of one ebook alone (and

that is without taking orders, printing manuals, or shipping out orders).

Now, you can get his 420 page "**eBook Secrets**" manual to show you step-by-step how you can create and sell your own money-making ebooks using free & nearly free programs...and selling on complete auto-pilot. This \$97 ebook is the best resource available on the Internet to show you how to create your own information products.

#### **FREE BONUS #6: (\$59.00 Value)**

You've surely heard of eBay...the online auction site. Over 1.5 billion people visit eBay each month. They pay very good money for the most amazing things...things that most people wouldn't think twice about throwing in the trash.

You might have also heard the stories about people who turn their trash into gold on eBay. It happens every day to people just like you and me. In fact, Scot Dantzer has done it...And Now You Can Get His New electronic book...

"**Dimes-2-Dollars: 8 Simple Steps to Immediate eBay Profits**" will show you step-by-step how you could be earning money every day through online auctions...starting within 7 days of today! There is no easier business online than this...

#### **FREE BONUS #7: (\$49.00 Value)**

This is the manual which was created at the great Internet Marketing Bootcamp seminar. Some of the greatest minds in direct marketing attended this Bootcamp and they taught how to get started online, how to create your own web site, and how to use freebies to drive almost unlimited traffic to your site.

Now, you can get this "**Internet Marketing Bootcamp**" manual, which to my knowledge is not available any where else at any price, as a free bonus for becoming a member of our Cashflow program...

#### **FREE BONUS #8: (\$97.00 Value)**

**Bill Myers, Ted Nicholas, and Gary Halbert** are the names everyone knows when speaking about Direct mail and Direct mail profits. Well, they all got together ONE time and they put on a seminar no one will ever forget.

The "**Insider's Guide to Direct Mail Profits**" is the manual which came out of this exciting event. In it, you will learn: how to start your own business, set up a corporation, create your own products, and begin bringing in profits immediately. This is the original Bible of direct marketing information.

#### **FREE BONUS #9: (\$200 Value)**

You get FULL access to over 3 hours of direct marketing and Internet marketing seminars offered in Real Audio by Guru's such as Gary Halbert, Ted Nicholas, Bill Myers, Mark Victor Hansen, and Robert Allen.

We have collected the rights to 10 seminar presentations which we have included in our "secret site"

- Bill Myers shares his "**Insider Information on Product Creation**" and how he creates projects in 45 minutes which earn him thousands of dollars monthly.
- Gary Halbert teaches his "**Selling Formulas**" that he uses to sell products and services for **\$15,000 or more**...and how to deliver more than a customer expects to keep them coming back for more.
- Ted Nicholas will explain, "**How to Make Money With Information Products!**" In this presentation, Ted reveals how he gets thousands of **prospects** to purchase all of his information products by direct mail and other means. His International publishing company has sold over 200 million dollars worth of products!
- Marty Chénard will show the "**7 Key Strategies to Turn Any Product or Marketing Campaign into a winner.**" Outposition your competition using your Unique Competitive Advantage to gain an Unfair Advantage every single time!
- Mark Victor Hansen proclaims "**How to Use Your Mind to Make a Million Dollars.**" Mark is the co-author of "Chicken Soup for the Soul" and he is thoroughly qualified to tell you how to make millions of dollars with Information products.
- Plus **5 other 20 minute presentations** by some of the top marketing minds in our generation!

These products cost hundreds of dollars all by themselves. Now, you can enjoy them online in Real Audio format for FREE as a member of the Instant Internet Cashflow System.

### **FREE BONUS #10: (\$200 Value)**

Even with all of the other tools and information that are being provided to you, I know that some of you are still going to have questions. So, to make sure all of my techniques work for you I am going to offer **personalized one-on-one** assistance with your Internet marketing.

I charged \$200 an hour back when I still did consulting, although now I just don't do it anymore. My own personal businesses earn more than enough income in one third of the time it takes to be involved in consulting work. I am going to provide myself to you in a special way through the Cashflow Program.

Inside the secret site you will find a contact form where you can submit any questions you have about Internet marketing, ad writing, etc. I will examine these questions and I will answer every one of them by email personally. In this way, I will be able to provide personal one-on-one assistance wherever you need it most. **If your site needs more traffic...just ask. If you have questions on your banners...just ask. If you need help choosing a headline...just ask.**

Please be considerate of my time. This offer is for questions which are submitted by the form and does not include phone consulting of any kind (if enough Cashflow members

request it we may allow the \$200 per hour consultations for members only again). It may take me a few days to answer your questions, but rest assured you will be receiving **one-on-one** assistance with all of your Internet marketing needs from Terry Dean personally.

### **FREE BONUS #11: (\$200 Value)**

#### **If You Join Today, You Get A FREE Web Site and 50% Commissions - The Highest Available on the Internet!**

I understand that many people don't want to think up or even deal with their own products or web site, so I decided to take my "Remote Control" marketing system one step further.

I am also going to give you a product, a web site, banners, endorsement letters, a follow-up system, and your own dealer program. Plus, I will take care of all of the processing of orders and send you checks every month.

As a registered dealer and affiliate for the Instant Internet Cashflow System you will be able to represent the best and most up-to-the-minute Internet training program on the planet to your prospects and customers.

Everything is taken care of for you and you will receive **a monthly check for 50%** of all of the sales you make with this program. Forget those pitiful little 5%, 10%, or 20% payouts affiliate programs are now offering you. You can now get a full 50% from every sale you make using our turn-key sales materials.

To help build you a very profitable business on the Web, we have created these turn-key tools which you can start using only moments after you join our program:

- You get your own web site just like this one to submit to search engines, bring prospects leads to, and to make sales from.
- You get a secure order form to take orders over the Internet for you 24 hours a day 7 days a week.
- You get access to our instant credit card processing and thank you email which is sent out only moments after your new customers order.
- You get a complete email follow-up system which you can take and set up on a free multi-responder we give you to sell this program automatically.
- You get our banners with extremely high click-through rates to lead your prospects right into your money making system.
- You get a professional endorsement letter which you can use to place on your web site or send out to any Opt-In list you may own to bring in immediate profits (NOTE: No type of Spam bulk email is allowed at any time or you will lose access to our program instantly).
- You get a complete online tracking system to keep an eye on your commissions and

the commissions you have earned from all of your referral agents.

- You get a check mailed out to you every month for all of the profits you have earned with no check processing fees whatsoever!

So, you get an instant way to start earning immediate profits using our turn-key remote control system with our complete set-up and support.

**Note:** We can't promise you how much money you can make following our system, but I can promise you one thing. If you don't follow our system, nothing will happen. You won't earn a dime if you don't join **and** get started following the plan we lay out for you.

If you intend to just sit on your laurels, don't waste your time or mine. Quit now and go some place else. Even though my system will automate 95% of the work, there are still some steps you need to take to become successful. If you are not willing to put forth a little effort, then there isn't anything I can do for you.

If you are ready and willing to get started on the road to Internet wealth, then...

**You Can't Lose With Our Guilt-Free NO Risk DOUBLE YOUR MONEY BACK Guarantee and Access to The Entire Program and Every One of the Bonuses...ALL For ONLY \$97.00!**

**Double Guarantee:** If you are willing to put forth some effort and use the tools in our system to build your own Internet business, I am absolutely positive my system will work for you. So, I am willing to take all of the risk.

Put my system to the test. If you aren't completely thrilled with your results anytime within the first 365 days, I'm going to **double** your money back.

All I ask is that you try out my simple to use system. Put a little effort into it. If you aren't very satisfied with your results, I don't want your money. Just show me that you actually put my system to work, and I'm going to give you double your money back, which is \$194!

So, you have absolutely nothing to lose and possibly everything to gain.

For **ONLY \$97.00** you get full access to everything...

1. "How to Create a \$100,000 Yearly Internet Marketing Strategy"
2. "Search Engines: How to Achieve a Top 20 Position For a Constant Stream of Traffic to Your Site"
3. "Banner Advertising: The Insider's Secrets to Unlimited Internet Profits"
4. "Classified Ads: How to Earn Big Profits With Little Ads"
5. "Remote Control Marketing Manual: How to Sell More of Your Products and Services Every Month By Remote Control"

6. "Instant Products: How to Create Your Own Hot Internet Products In 4 Hours or Less for Fun & Profit"
7. Reprint Rights to Three Hot Selling Digital Products: "BizVal," "Business Edge," and "Info Income"
8. The "Press Release 7,000" Media Contact Database
9. "Email Marketing Secrets" downloadable course
10. "Killer Ad Bootcamp" - 12 step system to writing ads
11. "eBook Secrets"
12. "Dimes-2-Dollars: 8 Simple Steps to Immediate eBay Profits"
13. "Internet Marketing Bootcamp"
14. "Insider's Guide to Direct Mail Profits"
15. Full Access to over 3 Hours of the Best Direct Marketing Seminars in Real Audio Format
16. Personalized one-on-one Assistance
17. Reseller Program with Incredible 50% commissions

**SPECIAL TEST BONUS OFFER:** For the next 100 purchasers of this system we will be offering another extra special bonus offer. We have compiled a CD with over 500 MB of information on it including 40 hours of Real Audio Training taken directly from the \$1,500 Internet Marketing Bootcamp Seminar and the \$5,000 Direct Mail Bootcamp seminar.

These recordings include Ted Nicholas, Gary Halbert, Bill Myers, Karen Anderson, and many more of the top marketing experts of all time...teaching you both how to profit on the Internet and through direct mail promotions. I am also including digital copies of the "Unfair Advantage Letter Book I" and the "Unfair Advantage Letter Book II" containing over 400 pages of sales letters, press releases, classified ads, display ads and more...all with full rights so that you can copy and use them as your models in creating your own sales materials.

Most of the materials from the Cashflow Site will also be included so that you if you are a new Internet user and have any problems downloading products...you will also have a copy of them on the CD-ROM which you should receive in your hands within 72 to 96 hours of ordering (if in the US).

This CD is a very valuable bonus and contains \$888.00 worth of hard copy materials on it. If sold separately, it would sell for \$200 by itself, but you can receive it for FREE if you are one of the next 100 people to take action!



**Please take action today** . Both my best friend and my wife are strongly urging me to raise the price of this package to \$197 and I am seriously considering this option. Plus, I cannot be positive just how long I will be able to offer the Real Audio recordings and some of the bonus downloads online as they could put a major strain on my server once I add hundreds of new customers to this program.

The material that I reveal to you is the exact same system I am using to make huge profits every month...with no old worn out methods being promoted. It is the cutting edge Internet marketing information you must have to succeed in your business every month.

[Click here now to take action today and receive access to the "Instant Internet Cashflow Systems" Secret Site within 10 minutes or less...](#)

Or You Can Also Order Now By Calling Our 24 Hour-A-Day Toll-Free Ordering Line at: 1-888-729-9601 and tell them you want to order the Instant Internet Cashflow System, offer # a100z

[Take Action Now!](#)

Sincerely,



Terry Dean

P.S. Listen to what some of my clients have to say about how cutting edge and successful many of my Internet marketing methods really are...

*"...I almost couldn't believe it...I had received over **\$1,750 in ONE day** in my business. That might not seem like a high number to you, but to me it was a fortune, especially since I had NEVER made a profit in my business before. For 6 years I have tried to create my own home business...and for over a year I have been trying to do it online, but nothing. Then, I put your system in place, and I started making money. It was a little at first, then I did a couple of changes to what I was doing and BAM...\$1,750. Plus, now I know how to do it again. Thanks Terry"*

Sean Page, Page Financial Systems, Richmond, IN

*"Just a note to tell you that since early Sunday am when I purchased your materials, I have done nothing but read, read, read...and study! And, my final thoughts as I was dozing off around 3:45am this morning!, was that: rarely have I ever ran across an individual so completely willing to share so much, with so much care, concern, detail, mastery and obvious skill as yourself. What a gift you are! At my core, this is what I want to pass along to others."*  
Dar St. Clair, Seattle, Washington

*"Terry Dean has given me more for my money with this program than any other 2 combined. I've known Terry for just about a year now. He helped me get off to a fast start on the Internet, and now that I'm making a Six figure income Online, he's helping me even more! Don't even think twice on this one, folks, at \$97 - this is a steal!"*

Frank Garon, Webmaster, <http://www.internetcashplanet.com>

*"I just finished reading your Manual...and I just wanted to tell you how pleased I am with the marketing information you shared! Your manual and resources are the best I've found on Internet Marketing, and believe me, I've read plenty of manuals!"*

Tammy Frankel

*"What an amazing course you are marketing. I have increased my web site hits by 8% in just three days. The 8% increase came from just reading one report, Banner Ads. I look forward to putting the remaining courses to work. Thanks for creating a great course."*

Ronny Brodbeck

*"I just read through your course, and it is EXCELLENT. It does exactly what you said it would do--give simple but powerful, step-by-step instructions for designing killer advertising. I've spent thousands of dollars and many years myself on direct marketing courses and seminars, and I know a LOT about the field. This course is the most clearly laid out course for beginners I've read. And for us pros--well, I learned new ideas from every section.*

*Bravo, Terry!!"*

Sheldon Nix, Ph.D.

Director, The Successful Practice Institute at Eastern College

*"Terry Dean has helped me in my business online every step of the way. His paint-by-numbers approach to internet marketing and email marketing sounded almost too good to be true. I wanted to increase my profits though, so I gave it a try. Once I took a look at it, I was hooked. It was almost foolproof....and I am glad to tell you, my profits have increase by over 123% in the last 3 months."*

John Burroughs, New York, NY

*"Hi Terry,*

*Wow! I love your manuals. They're exactly what I was looking for.*

*Step-by-step, paint-by-numbers guide books on starting my online business. And they're so easily readable. I'm confident to REALLY start my Internet business."*

Joel C.R.

**ORDER NOW FOR ONLY \$97.00**  
**Remember, You have absolutely No Risk With Our Double**  
**Your Money Back Guarantee!**

**Business Systems 2000**

**PO Box 128**

**Richmond, IN 47375**

**Phone: (765) 489-3839**

**Fax: (312) 803-0771**

**E-Mail: [webmaster@allthesecrets.com](mailto:webmaster@allthesecrets.com)**

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W  
**"Internet Publishing: The Ultimate Guide  
 Creating, Publishing, and Selling  
 Information Online..."**

Thursday, March 01, 2001



[Click Here Now to  
 Contact Terry Dean](#)

[Click Here Now to Order  
 This Package...](#)

**Would You Like to  
 Promote This Site and  
 Earn 30% Commissions  
 for Doing It? If so...Click  
 Here Now!**

## "Picture Yourself Living the Life of A Successful Internet Writer Or Digital Publisher"

Picture yourself on the deck of your beautiful summer home on the beach. You've taken a refreshing dip in your pool after a leisurely breakfast and a look at the newspaper. It's almost noon.

You step into your home office and switch on the computer. You log onto the Internet and check your email. You quickly scan through it...answer a couple of customer inquiries...and print out the orders for the day. You turn on the fax machine and send the orders over to a fulfillment company who will handle it from there.

Next, you check on the orders for your "downloadable" products (these are the orders which are processed and delivered instantly to your customers in an online digital format). You see there were 15 orders for your \$29.95 product yesterday for a total of \$449.25. These don't require any of your attention at all. So, you smile a bit and then switch off your computer.

The "required" work for the day is now done. You may post to a few discussion boards, place some classified ads, or do some other type of advertising later on in the day, but you don't have to. Your web site works for you 24 hours a day 7 days a week whether you are in your office working or not.

The greatest benefit of owning a successful Internet business is not the money. It is the freedom that you have to enjoy life.

If you want to live on a beach in Florida, that's fine. If you enjoy the Rocky Mountains and want to own a cabin in the woods, that's your choice. It doesn't even matter if you decide to travel to another country.

The Internet is worldwide and you can live anywhere you want to live...and your Internet business will just keep chugging away bringing in sales and profits every minute of every day.

One of my Internet associates has been traveling the world for the last six months. This week he may be in Australia or New Zealand. He



might show up in Europe or Tahiti the next. He checks his email and orders with a laptop computer which he carries with him around the world. The money just keeps rolling in no matter where he is or what he is doing.

Another friend works on their business two or three days a week. The rest of his time is spent in the saddle of a 1998 Harley cruising the country and enjoying the scenery.

Becoming involved in an Internet information business will give you freedom to live a lifestyle that you enjoy...

When you run your business on the Internet, you can live and work from wherever you want. It is just as easy to run your business when on vacation in the Bahamas as it is to work from your own home.

It's your choice...

### **A Digital Publishing Business is the Ultimate Internet Business...**

The mark-ups and profits are huge! People aren't buying the paper and ink of a report or the hard materials of a video series. The value is in the information. You could sell a written report for \$50 when it costs \$2.50 to produce. A video series which costs \$30 to create can sell for \$500!

That's not the best part. Now, through technology, you can also create a digital information product which has ZERO cost to produce...with NO WORK to fulfill!

You can set your business on complete auto-pilot. You create the product and turn it into a digital format (this is extremely easy to do I can show someone how to do it in under 5 minutes). You upload the product and a sales letter to your web site. Then, you sign-up with one of the Internet merchant companies which offer real-time credit card processing and online delivery. Whenever an order comes in, they process the card and give the download instructions for your product...and send you a check.

Let's explain this from another viewpoint. When a visitor shows up at your web site and decides to order your product, they click on the ORDER button on your site. Then, they are taken to a secure order page which takes every form of payment known to man. They input their credit card number and the merchant company instantly processes their credit card. Then, they are given directions and full access to download your product from the web. You are sent a check for the order and the whole transaction is complete.

Notice how little involvement you had in the process? The whole

system can be set on auto-pilot. All you have to do is check on how much money you made today...especially if you choose the affiliate option. I forgot to mention it above, but some of these companies also run a complete affiliate program for you and allow thousands of people to sell your product for you for a share in the profits. What do you care if you have to share some of the money? You aren't doing anything since the whole system is on auto-pilot!

You can make more money on your day off...than most people make in a 40 hour work week!

All you need to do is create a hot product...and that's not as tough as what most people think. You can pick out and create a hot product quicker than ever before now that you have the full capabilities of the Internet at your fingertips...if you know how to use it.

Some people have said that the Internet would end the need for information products. Nothing could have been further from the truth. The Internet hasn't ended the need for information. It has only enhanced it. The Internet has given birth to a whole new breed of infopreneur.

Instead of major publishing houses doing all of the selling, the home based publishing business has finally come of age. Instead of being limited to a US market, we now have a worldwide audience and customer base.

With the information overload that the Internet has created, people are desperately searching for specific, concisely written information that they can instantly use. If you have it, they are willing to pay for it!

They are a starving market that just can't get enough...and if you know how to provide the information that people want, you could become a millionaire feeding their desires.

### **Don't Just Do What the Internet "Gurus" Tell You... Do What They are Actually Doing!**

What do most individuals who are considered Internet marketing "gurus" sell online? That's right...information.

They have researched, learned, and tested what methods are working online. Then, they package it up into an information product and sell it.

Don't get me wrong. The products produced by these top Internet marketers are awesome products! They give you good information. They teach you how to design web sites and start generating traffic. They teach you the good stuff...

BUT...the real key to the kind of wealth they are producing is to sell

information. That is the product they have chosen to sell, and that the product that you should choose to sell...if you want the same results they have had.

They chose a HOT topic...Internet marketing. Then they produced product which the market was hungry for. The next step was to raise the profits.

### **You Can Build Your Business The Exact Same Way the "Gurus" Do...**

I started my Internet business on less than a shoestring. I was a college dropout and delivered pizzas for a living. My total budget for the Internet before I would become flat broke was \$200.

That was over 3 years ago. To make a long story short...I was full-in just over 3 months...and have never looked back since. I did it selling information products.

You can do it too...

To help you get started ASAP...and to make sure you don't make a the same mistakes I have made along the way, I have created a brand new video series, "**Internet Publishing: The Ultimate Guide to Creating, Publishing, and Selling Digital Information Online.**"

This video series was taped in our office and shows you step-by-step how to start from scratch and build your own Internet Information empire. Here are just a few of the techniques which are presented in the videos:

#### **Video #1: "Introduction to Information Publishing in the 21st Century"**

Publishing information products has been the primary method that home based entrepreneurs have created millions of dollars in wealth throughout the 20th century. This isn't going to change now that we are moving into the 21st century. Being in control of and selling information is still going to be the easiest and most lucrative business that you could be in.

The only thing that will change are the methods of delivery. Instead of creating a printed manual, most publishers will opt for a digital product which requires no inventory and no product delivery. Instead of people looking for large manuals full of fluff, they are looking for targeted, concise, specific information they can use right now.

This first video talks about the advantages of an information business and the changes that are taking place right this minute:

- Find out why information products are the "**Ultimate**" product sell online...and why 90% of the web sites are failing because they don't understand the online marketplace.
- How to know beyond a shadow of a doubt that your new product is a **winner** or not within 1 to 3 days...no more guessing ever again!
- The truth behind the success of most Internet marketing gurus...and why owning your own product is the real key to Internet profits!
- How to create different types of products such as audio tapes, video tapes, manuals, books, CD-ROMs, and online digital products...and what are the advantages and disadvantages to each.
- 7 Reasons You Should Be using our fool proof "Internet Infopreneur" system to create your own Internet empire.
- How to create a selling process that works like a Texas "Twist" to suck up profits everywhere it turns.
- The **Biggest Mistake** that New Internet marketers make...and why marketing information products can give you a "dream" lifestyle.
- How to use the Internet to come up with one **Hot** product idea after another.
- The 3 Web Sites that will supply you with Unlimited product ideas for the rest of your life.

**Warning:** Several people have commented that they haven't been to sleep for days after watching this video...Their minds became too alive to the ideas and possibilities presented on this video, because they knew there would never be another day in their life where they didn't have a hot product idea.

#### Video #2: "**How to Create Your Own Digital Information Product**"

The hot keyword online is "digital" information...and is there any wonder why? Once you have created a digital information product you can set the whole selling process on complete auto-pilot.

The customer reads your online sales letter. Then, they order it online. Their credit card is processed in real time online and the money is deposited in your bank account. Then, they are emailed receipt and complete download instructions for your digital process.

You don't have to take an order, process it, or ship it out. As a matter of fact, if you set the system up right, you don't even have to be involved at all...Yet you get to keep most of the money (*minus the credit card processing fees*)!

On this video, you will learn:

- How to follow my quick and easy 3 step system for finding out exactly what product Internet users want to buy...every time!
- How to use technology to create your information products 5 to 10 times faster than people ever dreamed of 10 years ago.
- Exactly which voice recognition software to use and how to use it to write your products for you (*We have spent over \$1,000 testing several brands and only one worked for our purposes*).
- How to know when digital products are superior to hard products...and how to know when you should use another for a different product for your market...
- How to turn any printed file into a downloadable digital information product which can be read on **Any** computer (including Macintosh) within 5 minutes or less.
- The "coveted" insider secret of how to have your computer take the orders, process the orders, and deliver the online products...even if you don't have a merchant account!

This video contains enough information by itself that you could build an entire Internet information empire without watching any of the other videos. It shows you step-by-step how to pick a product, create a digital format, and how to set the selling process on complete auto-pilot. You can get started marketing online immediately after watching this video.

### Video #3: "**How to Create Your Own CD-ROMs In 4 Hours or Less**"

Digital download just isn't practical for many products...because of their size or their nature. The next option that many knowledge information publishers use is to create a CD-ROM. CD-ROMs are easy to create and low cost to produce. They only cost \$2 to \$3 each and they can be produced in small quantities on your home computer with a CD burner (which costs under \$200).

A CD-ROM can hold 640 MB of information which is equal to well over 100,000 pages of written information (or they can also be used to hold audio and video). So, they are a very good tool to use to provide a wealth of information with an extremely low production cost.



On this video, we will show you:

- How to create a multimedia CD containing text, audio, and video
- How to choose the right CD-ROM writer for your business plan and products to create (all CD writers are not created equal).
- 4 Simple Steps to quickly and easily organize, display, and prepare a CD-ROM full of text documents (great for collector letters, reports, training materials, press releases, etc.)
- Our "**Secret Weapons**" to creating full multimedia CD-ROMS with audio, text, video, software, and more.
- How to Create a CD-ROM which will immediately start and play in your customer's computers.
- The "**Ultimate Tool**" for creating multimedia software training programs...It can even video your computer screen while you speak into a microphone recording both audio and video of your screen.
- How to create "Killer" labels and inserts for your CD-ROMs, Disks, Audio Tapes, and Videos using a low cost software program (many customers have commented to us that our products are the nicest looking they have ever seen and now will know why)...

By following the techniques on this video, you could easily create a whole collection of CD-ROMs to sell in your online business. It will only cost you \$2 to \$3 for each CD-ROM and they sell for \$29.95 to \$395 each depending on the content and the subject (the more specialized the higher the price).

#### Video #4: "**How to Create Audio and Video for the Internet**"

The Internet is currently a written medium, but in the next few years you are going to see quite a difference in the way people view the Internet. As bandwidth and modem speeds increase, you will see a lot more audio and video being used online. If you don't begin to use it and it now, then you will find yourself at a major disadvantage within the next couple of years.

On this video, you will learn:

- The changes which are already occurring online and how to make sure you are profiting from everyone of them...
- What tools to use to input audio and video into your computer...It's much easier than you think!

- How to quickly and easily edit audio on your computer for audiotapes, for videos, or for the Internet...Including how to equalize the audio for a good online sound.
- How to create **Real Audio** or **Real Video** content for your website and how to put it online!
- How to use audio and video to increase your response rates and your sales rates at your web site...

Audio and video content is coming to the Internet whether you are ready or not. If you have this video, you will be ready. If you don't have it, you won't be ready. It's your choice.

#### Video #5: "**How to Quickly and Easily Design Your Own Web Site**"

The biggest expense for most Internet start-ups is the cost of web design. A good web site design will generally cost between \$2,000 and \$50,000 depending upon the complexity and the designers you are dealing with. People always ask me to design their sites for the but I just can't stomach it.

I would charge a minimum of \$2,000 to design the site, and I know they could do it themselves if they would just spend a few minutes learning how to use design software. The software today is nothing like it was in the early 1990's. Back then it was difficult to use and pages all had to be designed in the programming language HTML.

Today you can pick up one of the "What's You See Is What You Get" design programs and design a site in 30 minutes or less...and that for the complete site!

On this video, you will see:

- My best recommendations for web site design software...for beginners and advanced Internet users.
- A software program so easy to use that your 6 year old son (or your 70 year old grandma) could design your web site in 30 minutes or less...
- How to use web site templates, graphics, links, and more in a **step-by-step** fashion.
- How to design a web site for maximum profits...and what type design will cost you thousands of dollars in sales!
- Advanced users will also see how to create new layouts, frames, image maps, forms, and more...

You could be designing web sites for your business by the time you finish watching this video...even if you have never created a site before. You aren't going to have to rely on others for your web site sales anymore. It is now up to you...and No misinformed designer be able to stop your online profits.

#### Video #6: "**How to Drive Unlimited Traffic to Your Web Site**"

It is easy to generate 1,000 hits a day to a web site if you know what you are doing, but the average webmaster only receives **100 hits a year!** If you have enough targeted traffic, you will be able to make money selling virtually anything. If you don't have any traffic, then doesn't matter if your product is the best in the world. You would fail.

This video will show you exactly how to drive thousands of hits daily to your web site using dozens of different techniques. Traffic is one of the keys to Internet success, and now you can have as much as you want.

You will learn:

- How to leverage traffic from 100s or even 1,000s of different sources to create an unstoppable traffic machine!
- What all of the Internet terms means including hits, impressions and unique visitors (and how to track each).
- How to create electronic books that you can give away from your site for free...and make tens of thousands doing it!
- "**Viral Marketing**" and how it has been used by major companies to create billion dollar Internet empires in less than 2 years...
- How to use CGI programs to create interactive elements on your web site such as discussion boards, banner exchanges, search engines, and more...
- Step-by-Step directions on installing a free referral script at your site...as you watch us install it on ours!
- How to use hundreds of free CGI programs we will show you online as traffic plug-ins which work 24 hours a day bringing traffic to your site.

You have never seen an Internet traffic strategy like this one. Instead of talking about free classifieds, expensive advertising, and things like that, we spend our time showing you how to use software (both free and paid) which you can plug into your site to attract traffic to you 24 hours a day 7 days a week!

### Video #7: "How to Install, Use, and Profit From Your Own Affiliate Program"

How does it sound to have ten thousand affiliates out there selling your products and services for you? It doesn't just have to be a dream. It can be a reality when you own your own information products. The affiliate programs sell information products...and now that you are going to have your own product, you can be the next one!

Information products have high mark-ups and low costs to produce they work great in unison with affiliate programs. You can easily get 25% or more commission and still keep most of the money because of the profits involved!

On this video, you will see:

- What makes a successful affiliate member...You will learn the **One** Insider Secret to earning profits from dozens of different affiliate programs at the same time.
- Which affiliate software is the best and how you can purchase it for under \$200 (*this one recommendation can save you \$500 or more!*)
- How to track down and sign-up the affiliates which will earn you thousands of dollars a year in profits
- How to avoid the affiliate "*leeches*"...which never make you a penny and only seek to waste your precious time.
- How to support your affiliates with banners, links, letters, and other tools they need to get started fast and earn you money.
- A Complete install of the affiliate software...from step one to the last step of cleaning up on your server. Knowing how to install affiliate software will save you a minimum of \$200...

You could have an affiliate program up and running selling your products or services by the time you are done watching this video. There is no greater feeling than to know you have one thousand or more people out there selling your products or services for you...whether you do any promotional work this week or not!

### Video #8: "Email Marketing Secrets"

Successful marketers will tell you that you need to contact a prospect a minimum of 7 times to make the maximum number of sales. Yet, most Internet marketers try to succeed by only selling through their website. That only gives you one shot at a prospect and you will miss out on at least 70% of your sales this way.

Smart businesses are collecting the email addresses of those who interested in their products and services. Then, they can send out newsletter to them every week or every month to keep their names...and their products in front of them continually. Email marketing has been and continues to be the secret of our online success in all of our businesses.

"Email Marketing Secrets" will reveal:

- How to send out personalized emails to opt-in lists of 75,000 members or more (*personalized letters receive at least 3 time the response rates*).
- How to send emails which look exactly like a web page in full HTML format.
- Insider Secrets to adding **thousands of subscribers** to your in lists every single month.
- Step-by-Step directions to preparing a 7 step automatic follow system on all of your prospects (creating the maximum number of sales).
- Quick and easy tips for creating your weekly newsletter and making sure that 90% or more of your subscribers are reading it...

Once you watch this video, you will be able to build a list of 10,000 more targeted subscribers which will earn you an income for years come...You build it once and it will pay you forever!

**You Are Going to Receive the Top-Secret Formula  
to Creating Wealth On the Internet in a Complete  
Step-By-Step Video Format...**

You could read dozens of courses about Internet marketing and never walk away with as many down to earth, easy to use REAL techniques to creating Internet wealth as what you will view within a few hours these videos.

How much would it cost for you to have an Internet expert show up your home or apartment and take you through all the steps to Internet profits for over 8 hours?

And now let's add in the fact that he would have to be able to go over and over again on the same subject to make sure you got it (you can't rewind the tapes and play them as many times as you need until you get it).

You would pay a minimum of \$10,000 for this type of service. What

would you expect? By the time he left your house, you would have complete formula and recipe for success on the Internet...Just how much is that worth?

Well, I am not going to charge you \$10,000, because through the magic of video I can show the formula to hundreds of people at one time. These eight videos are only going to cost you **\$197.00**.

**Please Note:** This is a 'Guerilla' video production and doesn't contain any awesome special effects. Eighty percent of the videos are spe with a direct video output from the computer and step-by-step instructions telling you what to do to succeed online. So, if you are wanting an entertaining "Hollywood" production, this isn't it. If you want to know how to make money online, then this is what you are looking for.

And if you are one of the first 50 people to respond to this offer you also receive three extra special CD-ROM bonuses. We had 50 copies of each of these CD-ROMs duplicated just for this offer, so if you want in on them, you have to take action now.

#### Bonus CD #1: **"How to Design Killer Web Graphics Using Paint Shop Pro"**

Everyone wants to have nice looking graphics to give their web pages a professional appearance...and now you can with this new bonus

This multimedia CD was created with full video of my computer screen along with me giving step-by-step audio instructions on how to design graphics.

We cover:

- How to Design Fancy Text for Use on Your Web Sites to give yourself the professional look...
- How to Scan and Edit Pictures to improve their quality and decrease the load times for online distribution.
- How to Design Animated Gif files in 2 to 3 minutes.
- How to Create Banner Ads and Animated Banner Ads in 5 minutes or less.
- The "Secret" technique to creating banner advertising which generates click through rates of 5 times the normal web average.

This CD-ROM will show you exactly how to create, edit, and use professional web graphics on the Internet. If sold separately, it would retail for \$97.00, but it is yours free with this limited time offer.

### Bonus CD #2: "**Secret Weapons to Top 20 Search Engine Positioning**"

The primary traffic building method for new web sites are the search engines, but if you don't get in the top 20 you might as well not be listed at all. With millions of sites listed under every possible category you don't stand a chance of receiving a single hit unless you come on top under your targeted keywords.

Now, you can be one of the Top 20 on the search engines through new CD. On it, we cover:

- How to Choose the Right Keywords to use for your web site that guarantee hundreds of hits daily.
- How to Create Properly Formatted Meta Tags for your web site
- Exactly what a doorway page is and how you can create them using technology to assure top positioning
- How to use a software program to study the top 20 ranked pages and spit you out an exact report of what you need to do to rank there also.
- How to Analyze the traffic you are receiving from the search engines and see exactly which keywords you should be working on for greater traffic.
- How to generate **10,000 or more hits a month** using the search engines only.

This CD includes over 60 minutes of video showing you exactly how to create meta tags, doorway pages, and more...PLUS a fully working demo of my favorite search engine software...and the "Search Engine Magic" Special Report.

The "Search Engine Magic" report has been sold for \$59.00 by itself...and the CD-ROM would sell for at least \$149.00, but it is yours free if you are one of the first 50 to take action today.

### Bonus CD #3: "**Million Dollar Publishing Company In-A-Box**"

You will receive full **Master Rights** to the "Million Dollar Publishing Company In-A-Box" which has sold for \$97.00 to \$149.00 all over the Internet. This product contains 2,000 books, manuals, and reports which you can sell individually, package as bonuses, or give away free. You can even sell the entire CD itself for up to \$149.00.

This bonus will give you a complete product which you can sell right out of the box. It has been one of our top selling products for

entire year!

### **You Also Get Our Better Than Risk-Free Full Year Guarantee**

Here's how it works. Order your copies of these videos, and use them for up to 365 days. If, for any reason or for no reason at all, you are completely satisfied during that full year trial (by which time I had already earned over six figures in my Internet business) - just send back the videos, and I'll personally guarantee you a complete refund of your purchase price. No questions asked. No hassles or forms to fill out. No problems at all.

And...You get to keep the 3 Bonus CD-ROMs as my free gift to you just for trying us out. So, there you have it. You have No Risk whatsoever and a free bribe of \$395.00 just for trying us out...

How can I afford to be so generous? Easy - so far, every single person I know who has experienced the thrill of an Internet Information business has continued in it...with results that almost defy belief!

So, I am pretty darn confident that these videos will work magic for you as well, too. Think about it: Picture Yourself Living the Life of a Successful Internet Writer or Digital Publisher.

You have absolutely nothing to lose with this super-generous money back guarantee!

[So, click here now to order "Internet Publishing: The Ultimate Guide to Creating, Publishing, and Selling Digital Information Online"](#)

Or You Can Also Order Now By Calling Our 24 Hour-A-Day Toll-Free Ordering Line at: 1-888-729-9601 and tell them you want to order the Internet Publishing video course, offer # i100p

Sincerely,

*Terry Dean*

Terry Dean

P.S. [Please click here now to go to the secure trial order form](#), while you are still reading. There's no risk, no reason at all not to try this amazing package for yourself...and yet the CD-ROMS will soon run out! So, don't let this chance to change your lifestyle forever slip you by! [Click here now...](#)

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*E-zine Editors... Authors... Information  
Publishers...*

**\*\* NEVER BEFORE SEEN**

**\*\***

## **Techniques For Turning an Electronic Newsletter Into a \$20,000+ a Month Profit Stream!**

**If you thought publishing ebooks was the next big money making revolution, think again.**

I've recently developed an electronic newsletter publishing formula that's so powerful, I can stop marketing today - not get another paying customer for the next 6 months - and **STILL** pull anywhere from \$10,000-\$20,000 a month.

This formula:

- ✓ **DOESN'T require you to get advertisers.**
- ✓ **DOESN'T require you to have any extraordinary writing skills.** In fact, if you can write a 1-2 paragraph description, you can make it work for you.
- ✓ **DOESN'T require a huge investment.** I started off with an \$18.95 a month Web site, and a 15-hour weekly commitment.
- ✓ **Is HARDLY being used online.** So your competition is practically zero. (Right now, I don't have ANY competitors.)

*Dear Information Publisher,*

Publishing, promoting, and teaching others how to sell their information products online is my life. (And has been since 1996.) My list of credits include...

- **Make Your Knowledge Sell**  
Which I co-authored with bestselling author of Make Your Site Sell, Dr. Ken Evoy. Just released March 2000, This 1,143 page ebook is sold on hundreds of sites across the Net. (Just look it up in any search engine, and you'll see first hand for yourself.) It's now considered to be the information publishers bible.
- **How to Successfully Sell Information Products Online**  
In 1999, hundreds of people invested \$269 to receive this 7-manual set.
- **The Online Infosellers Jump Start Kit**  
The only workbook set for infopreneurs that features a complete set of checklists, templates and submission guides, for total Internet success.
- **The Information Marketers Internet Mastery Program**  
My latest 12 video set. It includes all the sessions from my 3-day, \$1,495 workshop in October 1999.
- **How to Make Your Business Famous in 6 Months or Less**  
This print manual has been featured in magazines like *Spare Time*, *Business 97*, *Upline*, and several others.
- **How to Make \$100,000 a Year Promoting and Selling Market Research Reports Online**
- **Successful Schmoozing on the Net**

And 9 other titles, in the form of ebooks, video tapes, booklets, special reports and manuals. Read what others have said about my work...

**"More than DOUBLED my sales"**

I made the changes and so far here are the results: 3-4 books a day instead of 2/week

Double the signups to EDI virtual seminar and free teleclass.

Phyllis Davis-Minik

<http://www.edi-barcoding.com/>

Author, *EDI Basics Workshop*

**"I'm absolutely sure that without this extremely valuable advice I received from you, I wouldn't have achieved even one-quarter of my report sales."**

I have absolutely no hesitation in saying you are one of the best online marketing counsellors I've come across in my one thousand-plus hours online, and greatly appreciate your sharing your experience and knowledge with others on the web.

Thank you again from the bottom of my heart!

Dr. Mani Sivasubramanian, M.D.

<http://www.drmani.com/report/fontanreport.htm>

Author, *After the Fontan: How Fontan survivors fare in the long run*

**"Before you get online, get Monique"**

...Marketing 'experts' are plentiful as grains of sand on a beach. Read their material; study what they are saying to you. Is it convincing? Is the material realistic or puffery? Do they preach a 'get-rich-quick' mentality, or do they convey a persistent, stick-with-it attitude to achieve success? Internet-hype is cheap and pervasive. Credibility and sincerity are the elements for a strong foundation for e-commerce.

Monique is that rare grain of sand that has transformed her knowledge into pearls of wisdom for anyone wanting to be a successful marketer on the Internet. Before you get online, get Monique.

Bill West, CRS

<http://www.garagenouszone.com/>

Author, *The Garagenous Zone - The Complete Garage Organizer Guide*

**"Every page reveals something new and interesting"**

In my opinion, these manuals are a fantastic resource. My only regret is not getting them sooner! Monique Harris delivers a non-stop flow of solid marketing advice that's actually based on her own online experiences, rather than theory.

Robert D. Boduch

<http://www.bizprofitbuilder.com/>

Author, *Great Headlines Instantly!*

So as you can see, clearly I'm no novice at the game of creating and selling information over the Internet.

**"Well recently I put my years of information marketing knowledge to a huge test..."**

**You see everybody's always saying that it's impossible to get people to pay for access to an electronic publication.** Online marketing guru's swear that you should only use an e-zine - (*short for electronic newsletter*) - to promote another product. They say you should NEVER charge your subscribers.

I imagine that many of you reading this letter have blindly followed this oft given advice. (*I know that I have!*) And sure... perhaps you've made a couple of extra dollars selling ad's in your publication. Or you generate a few product sales because of your e-zine.

**But I bet in the back of your mind, you've thought to yourself that this whole promotional e-zine development thing was DAMN hard work!**

For the amount of time and labor you invest in creating a free e-zine, you rarely get back a sizable return of revenue. (*And by 'sizable,' I mean \$10,000 a month, or more.*)

Yeah - I've been on this roller coaster ride too!

However, in January 2000 I decided that enough was enough. I was going to see first hand whether or not people were as apprehensive about paying for electronic newsletters over the Net, as I'd heard so many times.

I'm now 10+ months into this venture. So what did I learn?

## **"Dear friends... we've all been SUCKERED!"**

**People ARE willing to pay for subscriptions to electronic newsletters** - (just like they're willing to pay for everything else online).

I started getting paying subscribers to my electronic newsletter, ***Digital Publishing & Promotion***, less than 6 days after I launched it. Back then I was charging \$67 a year for access. Today the subscription rate is up to \$249 a year - (an increase of \$182, in less than six months). And **STILL** 1 out of every 25-30 of my Web site visitors subscribe.

## **"But you want to know what really amazes the heck out of me?"**

**Right now I make more money each month promoting my fee-based, electronic newsletter, than I do selling ANY of my other ebooks, manuals or video tapes COMBINED. And that's after only 6 months of on-and-off marketing!**

Yes... I said on-and-off marketing. I don't sit at the computer all day trying to get people to subscribe to my newsletter.

The formula I've discovered is so powerful, that I can stop promoting my newsletter at any given time, and still pull

anywhere from **\$10,000-\$20,000** a month. And mind you, that's with less than 1,000 subscribers.

There's no other information product out there that'll give you a **\*constant revenue stream\***, from such a small number of customers. Not ebooks... not booklets... not audio tapes... nor special interest videos - **NOTHING** else costs so little to deliver, while giving residual income month after month, year after year, except electronic newsletters.

**"And with my new manual in your hands, you'll learn exactly how I got nearly 800 people to pay \$19.95 a month for access to my own electronic newsletter"**

If you want to make a full-time income publishing an e-newsletter, there are certain strategies you must follow. You can very well discover these tactics on your own, by going through months of trial and error.

**But before you do, remember this** -- my entire business is centered around selling information online. And I STILL spent dozens of work hours, as well as thousands of dollars, attempting to figure out what works, publishing my own electronic newsletter.

So why subject yourself to similar tortures?!? *(Unless you get some sort of insane thrill from wasting time and money unnecessarily.)*

You can beat the learning curve, and take advantage of all the hard work I've already done. A small investment in my manual, ***The Paperless Newsletter Publishers Guide***, will give you...

- **The critical tools you'll need to develop a \$250,000 a year newsletter idea, in 48-hours or less.** My Mix-and-Match Newsletter Niche Formula will have you coming up with new ideas in just minutes.



- **3 Undercover techniques for discovering what your readers REALLY want in a newsletter.** Don't guess, when you can hear it directly from their mouths.
- **A straightforward newsletter format that people are ALWAYS willing to pay for.** *(And it won't require you to have any serious writing skills.)*
- **What to put on your Web site so that you'll gather subscribers faster than Michael Johnson runs the 100-yard dash!**
- **A RARELY used subscription payment plan that'll capture freebie seekers like crazy.** Most Internet marketers say you can't make money from freebie seekers. I'm going to show you a simple way to grab hold of this gigantic market, and make anywhere from \$10-\$240 per subscriber.
- **A complete step-by-step road map for researching and writing the content in your newsletter.** I'll show you how to decrease your research time from days to hours.
- **10 sure-fire recipes for securing at least 100 cash paying subscribers in 30-days.** Implement these techniques on a regular basis, and you'll be making \$20,000 a month - (or more) - in less than a year.
- **The resources to help you completely automate the order-taking process.** Forget about processing credit cards, adding new subscribers, delivering passwords, and all those other time-consuming administrative tasks. When you get finished reading this manual, the only thing you'll have to worry about is writing the actual newsletter.
- **5 elements you can add to your offer, that'll draw new subscribers like bees to honey.**

***The Paperless Newsletter Publishers Guide*** is a quick, yet comprehensive, read. There's no fluff. You'll find the exact formula I've been quietly using to earn \$500+ EVERYDAY with my own electronic newsletter. I don't know of anybody else who's doing what I'm doing, to this degree.

Buy it today, and you'll want to start implementing the suggestions almost immediately. (I'm telling you, it's not hard!)

And best of all...

## You Also Get Terry Dean's New Manual "**Digital Newsletter Publishing: Step-By-Step Guide to Creating Your Own Highly Profitable Online Membership Site**"

This **brand new** manual from Terry Dean is the perfect companion course to get your "digital publication" started quickly and easily.



Terry is well-known Internetwide for his ability to take complicated subjects and boil them down into simple step-by-step systems. This new manual is no exception. **He will take you by the hand and lead you straight through the entire setup process** and your very profitable membership launch.

- Find out the 7 Step System You can use to make sure you have the **Perfect membership site topic** to generate thousands of new subscribers.
- How to Get Professional Writers to Write 95% of the content for your product exclusively for you only...**For FREE!**
- Printed Text is only the beginning...Find out the **10 types of in-demand information** you can produce and supply to your members at little or no cost.
- Learn About the membership site mistake Terry made which has cost him a **minimum of \$1,000,000**...and how almost everyone starting a membership site is making the **exact same mistake** he did!
- **10 Surefire Recipes** for Generating thousands of paying subscribers to your publication with **Little or NO Money**...



- **How to Set Up the Complete System on Auto-Pilot** including order taking, credit card processing, digital delivery, and more...Your own membership site is the perfect Internet business.

"**Digital Newsletter Publishing**" will guide you **step-by-step** through the creation of the site topic, setting up the automatic ordering systems, password protection, having others produce your content for you, and promoting your site for the first several thousand members.

## **"You'll get 4 additional training bonuses to help improve your operation"**

### **TRAINING MODULE #1 - "eBook Secrets: How to Create And Sell Your Own Profitable eBooks on the Web" (\$39 Value)**

This 420 page best selling book by Ken Silver will reveal to you even more ideas about how to create your own profitable digital information publishing business.

This ebook will teach you how to set up your web site, how to write successful sales copy, and how to write your own profitable materials. It is the perfect compliment to the two training manuals above...

### **TRAINING MODULE #2 - 8 More Ways to Profit From Your Electronic Newsletter (\$47 Value)**

Wanna make another \$10,000-\$500,000 from your publication? This special report will give you eight easy-to-implement ideas that'll turbo boost your profits.

I personally made \$4,000 in a single day, using just one of these powerful techniques. I guarantee you'll be amazed to learn how simple it is to create additional revenue streams from your publication.

### **TRAINING MODULE #3 - A 6-Month Subscription to The Paperless Newsletter Profit Report (\$72 Value)**

Hey, I know how quickly things change online. What works today, may not work tomorrow. New and improved money-making tactics are being discovered all the time.

That's why this six-month subscription is **SO VITALLY**

**IMPORTANT** to your overall success.

***The Paperless Newsletter Profit Report***, will keep you up-to-date with all the latest and greatest tactics for improving the quality and salability of your publication. And again - NO untested, unproven theories here.

Each issue features several, easy-to-digest nuggets of bank account building strategies. Strategies that have been tested by myself, as well as your fellow colleagues, for maximum success. Things like...

- ✓ **Low cost ways to get others to WRITE your electronic newsletter;**
- ✓ Sales letters that deliver anywhere from 2-20 new subscribers EVERY single day;
- ✓ **How to hit the \$250,000+ payday! Selling your newsletter for big bucks;**
- ✓ How to get almost 100% of your current readers to renew their subscriptions;
- ✓ **How to use your newsletter to create a flurry of back-end sales;**
- ✓ Offline publicity techniques that'll help you create a domineering presence off the Net;
- ✓ **And much, much more.**

The more I work at this business, the more I realize how incredibly easy it is to make money with an electronic newsletter. Just one idea from ***The Paperless Newsletter Profit Report*** could bring in tens of thousands of dollars, for you.

No other publication will you keep you on the cutting-edge of this budding billion dollar industry.

**TRAINING MODULE #4 - Promotional, Profit and Power Strategies For Online Newsletter Publishers (\$47 Value)**

This 43-page special report offers a virtual recipe book of techniques to keep your campaign going strong. Lots of great ideas whether you're just getting started, or you need something to jump start your sales.

## **"There's NO REASON for you to miss out on this one-of-a-kind package"**

If you want the luxury of earning a steady income month after month - without having to spend every waking moment promoting your publication - you'll immediately click on over to the [Secure Order Page](#), and purchase ***The Paperless Newsletter Publishers Guide*** right now.

I've made it incredibly easy for you to learn the art and craft of producing a fee-based, electronic newsletter. Plus...

**1) I'm so confident that you'll be able to develop a highly profitable, fee-based electronic newsletter, that I'm willing to back up my offer with a bold guarantee.**

Within the next 12 months if you don't make at least \$10,000 using my strategies, or if for any reason you're unsatisfied with the package, simply return the materials to me. You'll receive a complete refund. No questions asked.

You see I'm a no-nonsense business person. And I'm 100% sure that you're going to gain a wealth of information from this set. So I don't mind putting my butt on the line to prove that point.

**2) Your investment for this powerful information is only \$97.**

When I first started my electronic newsletter in January 2000, it cost me wa-a-a-ay more than \$97 to determine what worked, and what didn't. (In addition to all the time I had to spend perfecting this formula.) You don't have to make the same mistakes that I did.

Granted, this package isn't some 1,000 page mega-set. For \$97 I'm giving you the power to cut out all the guesswork, and get my secrets in a quick, easy-to-follow format. If you don't think your time - (*at least 10 months worth*) - is worth \$97, then there's no need for you to

order.

But if you want to start building your newsletter publishing empire TODAY - for the least amount of money... using techniques that have been PROVEN to work - you'll confidently order this set.

**3) Order today, and you'll have access to this ebook instantly.**

Please note that these manuals are in Free Acrobat PDF format so they will work on IBM compatibles and Macintosh computers, but will not work on Web TV at this current time.

**"Look around the Net - hardly any other infopreneurs are publishing fee-based electronic newsletters!"**

So there's practically **NO COMPETITION** right now.

Learn these powerful strategies today, and you'll be well on your way to creating a revenue stream that will pay you for years to come. You can't lose - *(unless you delay on this offer)*.

**["Click Here to order on my secure server right now"](#)**

If you would prefer to pay by check or money order, then please make it out to "Business Systems 2000" and send it to the address below:

Business Systems 2000  
13083 Olive Branch Road  
Hagerstown, IN 47346

I look forward to helping **YOU** produce a profitable electronic newsletter!

Warmest regards,

**Monique Harris & [Terry Dean](#)**

**Authors, The Paperless Newsletter Publishers Guide  
& Digital Newsletter Publishing**

P.S. Please take note that we can't guarantee how long we will be offering both Monique Harris' ***The Paperless Newsletter Publishers Guide*** and Terry Dean's ***Digital Newsletter Publishing*** together for one low price...You need to get yours before the competition does, without any risk at all...[Click here now to order...](#)

**WARNING! Don't even think of following any so-called "Internet Expert's" Advice Until You Read This...**

## **Why Almost Everyone Is Dead Wrong About Internet Marketing Including How to Design Web Sites, Generate Traffic, and Sell To Visitors!**



**"I'll Take You By The Hand and Show You Exact Results of All the Internet Marketing Techniques I Test and Use Every Single Month"**

*By Terry Dean*

In just a moment, I hope to make you so angry you'll want to throw your computer right out the window.

What I have to tell you involves the **scandal** that's going on in the Internet world today. It's a scandal that - if you are like most people I know - is cheating you out of good money and **robbing you of the serious results** you should be getting from your web business.

It's a mess. **If you are using any type of Internet advertising now** - or even thinking about using any - then you have to hear everything I'm going to share with you. It's that important.

You can't afford to waste money on ineffective or nonproductive advertising. Every dollar you spend has to do the work of ten. Every visitor to your site has to be productive and profit producing.

You can't afford to be basing your decisions on **misinformation** provided to you by those so-called Internet experts...

**Forget the HYPE**...Internet marketing isn't as easy as some people claim it to be. If you have been online for any time at all, you already know this. You can't just put up a \$10 web site and wait for millions of people to show up and buy from you.

Most Internet marketing courses tell you what to do, but they never reveal to you how to do it profitably without **wasting thousands of dollars in unnecessary and expensive experimentation**.

You don't need Internet marketing theories...You need **concrete steps and specific directions** to take to build and market your business for maximum profits with minimum time and money.

You need to know what is working online in the **year 2001**, not what worked last year or the year before. Forget free classified ads, Free-For-All Links pages, and spamming the Search Engines. This crap may have worked three years ago, but all you will get for your trouble today is an **email box full of spam**.

The Internet grows and changes so fast most industry insiders consider every two months to be a full Internet year...the book you just bought on Internet marketing went **out-of-date** one month before it hit the bookshelves!

"Terry is so far ahead of the rest, it's not even funny. He offers VERY informative and

easy to follow instructions on how to make your website produce more income. And he gives you twice the usable information of his competition at HALF the price. I have always found him to be friendly, honest, and helpful. He has absolutely put a ton of money in our pocket following his advice, and we've only **applied about 10% of what he teaches**."

Frank & Marie Garon - <http://www.internetcashplanet.com>

## **"Enter My "Inner Sanctum" Where Internet Marketing Breakthroughs Occur...And Receive Well Over \$3,850 Worth Of Free Consulting and Coaching Every Single Month"**

What if you could immediately find out when every new Internet Marketing Breakthrough occurred...instead of having to wait 6 months for the news to roll around to you?

Well, now you can with the new "NetBreakthroughs" member site. No hype. No promises you can earn \$1,000,000 tomorrow. **No outdated marketing techniques** .

You do get **exact stats** on all of my **marketing tests every single week**. You get instant updates when new marketing techniques are discovered. You get online **coaching and consulting** help to apply the techniques to your business.

You get video demonstrations. You get to sit on my board of directors to suggest what I should be researching, testing, and teaching.

Below are the seven sections we have the member site divided into:

### **Section #1: "No B.S. Internet Ad Results Diary"**

You can see **exact results of my ad tests along with the ad tests of other top experts every single week**.

Which ad sources earn me money and which ones bomb? Which ezine should you advertise in? How do you get maximum value from pay-per-click search engines? Which type of web site pulls in the most orders per visitor?

All of these questions and more are answered every week with at least one brand new test ad.

### **Section #2: "Twice Monthly Web Marketing Updates"**

Find out the hottest new Internet Breakthroughs as they occur, not six months later.

Learn how to rank on search engines, generate publicity, create profitable joint ventures, and more.

These **5 to 10 page concise reports cover step-by-step instructions** to immediately apply what you have learned without all the fluff and filler you get handed in those 100 page books.

### **Section #3: "Internet Marketing Rolodex"**

I subscribe to 500 email publications, have 200 Internet related articles sent to me every day, and spend a bare minimum of 2 hours a day doing online research.

The Rolodex section contains my favorite and **most profitable Internet resources** and is **updated every month** with brand new web site links. Find the best places to advertise your site, get merchant accounts, write sales copy, and more.

### **Section #4: "Free Online Coaching & Consulting"**

Get Online Coaching and Consulting for all of your most pressing problems through this private **members-only discussion board**.

Normally, **one-on-one consulting** for your web business would cost you a bare minimum of \$250 per hour, but you can get my best advice for free through this online tool.

Need ideas or way to apply what you have learned in your web business...just ask!

### **Section #5: "The Video Training Room"**

You will be able to **download videos** to see and hear how to market online...Learn how to design web sites, handle email, design banners, create joint ventures, install CGI scripts, and more.

Sometimes things are a little hard to understand when only words are available. Now you will be able to learn by hearing me narrate and **watch my on-screen actions** through the magic of video.

### **Section #6: "Consulting Chat Days"**

I schedule open chat days every single week. I will be available in the chat room around **2 hours per week** and we will change the scheduled times regularly so everyone is able to participate no matter what your schedule is.

The online chat room will list when these chats will be held every week so you can make sure to get in on them as often as possible.

Consulting with me costs a bare minimum of **\$250 per hour**, but this will make **live available for around 8 hours per month**.

### **Section #7: "Interviews With Real Experts"**

Every month I will be interviewing an expert earning a minimum of \$100,000 per year online. **The easiest way to succeed in any endeavor is to model (or copy) someone who is already successful.**

We will be cutting through the bull and giving you their exact strategies and instructions for earning money online. If they can do it, you can do it too.

### **Plus Bonus Contests, Consulting, Reviews, and More...**

This is an interactive member site and to get you involved in the learning process we will



also be having contests, testing your brain with marketing challenges, with us putting up prizes for all of the winners.

**Win cash, consulting, books, tapes, online courses, and more by participating with us.** This is an active learning group, not just one where you sit on your butt and read. We will make every effort to get you out there **applying the information!**

You will also be encouraged to use the online contact form to send me over questions or subjects you would like us to cover in the training. Would you like me to test a certain type of advertising? Want to learn how to earn more money from your web site? Is there something you would like to see done on video?

**You basically get to serve on my editorial board and let me know the topics we should be covering for your maximum profit...**

"...I forked over my \$29.95 and \$39.95 and even \$249.95 for all of the courses that were going to make me the big money. So, I all but gave up on my dream of working from my computer at home...until I saw your internet marketing course.

I'll admit, when I first read the details about your course I figured that you were just another guy out there wanting my money. I almost didn't purchase it, but you offered a "no questions asked" money back return, so I figured "What the heck?" I read your course and put into practice what I learned from you.

I didn't make \$10,000 the next week. I didn't buy my first yacht in a month. And I didn't retire at age 30. However, I **DID quit my job within just a few short weeks** of getting your course and now I work from my home, earning a very nice living online. I bet you're not surprised.

All those years I spent dabbling and experimenting...I knew there was a way to earn a substantial income doing something that I love, and you showed me how to do it. And so, even though you may not know me all that well, there are thousands of customers all around the world who do."

Jimmy Brown - <http://www.profitvault.com>

## **"I'm Going to Bribe You So Silly Your Legs'll Wobble, You'll Be Bumping Into Furniture, Your Head'll Spin, And You'll Yell "I Can't Handle Anymore!"**

If the interactive member site, weekly ad updates, twice monthly training letters, and online consulting isn't enough... **You will also receive so much Internet marketing training bonus information the moment you join that your head'll spin...**

All of the below information is available immediately the moment you join our member site through our **11 special reports (created within the last 30 days):**

- **10 Ways to Advertise Your Site in the Year 2001** (forget the crap everyone else is preaching...this is the final report on building traffic to any web site today).
- How to recruit thousands of **super-affiliates** and have them selling your products and services for you with absolutely **ZERO risk** on your part.

- Easy **3 step press release system** that generates millions of visitors to web sites every single day (and why you don't want to hire any of those online PR firms to send out press releases for you).
- Why one of our favorite advertising methods includes using banners...and how **we pay 1/30 of what most companies pay for online advertising**.
- How to Increase Your Traffic by **50 to 1,000 Visitors a Day** By Guaranteeing Yourself a Top Ranking on Yahoo.
- Learn how to succeed and build an **instant online business** with **no product and no contacts** using only the information provided to you in one 9 page report.
- **Create Your Own High Profit Products in 10 Hours or Less**...even if you are not an expert in the subject!
- **Simple Step-By-Step Search Engine Strategy** Which Worked Last Year, Works This Year, and Will Work Next Year...Without having to learn programming or spend hours every day watching the search engines.
- How to Setup Your Own Web Site including Brand Name Products, \$10,000 worth of free site design, credit card processing...and **earn a profit from it in 72 Hours or Less**.
- Are you Internet-bound? Find out about the **50 year old advertising method** that works wonders for building web site traffic today.
- Why you're probably working too hard online...and learn my step-by-step answer to the question of how to **generate \$10,000 in under 10 days online** without using any of my existing contacts or products!
- One of our advertising methods **NEVER loses money!** Find out why and how you can apply it to 90% of your Internet advertising.
- Learn the secret affiliate managers don't want you to know which **guarantees your success as an affiliate** (plus find out why it is against the affiliate managers best interests to reveal this success secret to you).
- **7 Plug-In Profit Enhancers** to immediately increase your web site profits by **300% in 72 hours or less**.
- Learn the **10 things to never do when dealing with the media**...and how most PR guys will get you in hot water if you listen to their advice.
- **And so much more...**

Plus, you will also receive these five bonus eBooks for immediate download the moment you login:



#### Special Free eBook Bonus #1

Terry Dean's "The Magical Formula For Increasing Web Site Profits" will

Ken Silver's "**eBook Secrets: How to Create and Sell Your Own Profitable eBooks**" will show you the 5 Pillars of Internet wisdom, how to reduce your eBook returns to almost zero, credibility boosting tricks, and more...all designed to get your information business started immediately.

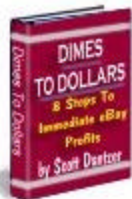


### Special Free eBook Bonus #3

Peter Sun's "**Maximum Profits in Minimum Time**" will cover how to turn \$200 into \$16,000 using classified ads, how a 19 year old earns \$1,000 a week, 15 ways to keep customers coming back, the 6 top selling products on the Internet, and an ad technique which brings in \$40,000 a month for home businesses.

### Special Free eBook Bonus #4

Terry Dean's "**Scientific Internet Advertising**" reveals how to find the best headline or title for your product in 24 hours or less, why testing is the key to Internet profits, a three step method for spotting Internet trends, and the one technique which is 1,000 times more valuable than your Internet ad writing skills.



### Special Free eBook Bonus #5

Scot Dantzer's "**Dimes-To-Dollars: 8 Steps to Immediate eBay Profits**" will show you how to turn household clutter into quick cash, how to start an Internet business with zero cash, 3 popular sites you should never buy from, and how to get money in your hands in under 7 days.

These five ebooks equal a \$194.90 value if purchased separately, but they are all yours **absolutely free** the moment you sign-up to be a member of the NetBreakthroughs site.

"Recently I've been working on a major project which required the assistance of **ALL the top Internet marketers**. During the creation of this new software, I had to do a TON of research. In the process, I visited many sites, tried out lots of different programs and read way too many articles.

But I have to tell you one thing... your articles at your site and in your newsletter have been one of the **best by far** !... And I'll tell you why. They aren't the usual, "Try this marketing tactic or promotional technique...".

They went much deeper than that because you discussed the importance of the **PSYCHOLOGY** of making money. Without the mental aspect of business, no tool, software or marketing "secret" will ever work. Keep up the great work!"

Sam Robbins - <http://cashflowmarketing.com>

## "Everything Is Backed By a 100% ZERO Risk Guarantee...Plus You Keep All Bonuses"

Our NetBreakthroughs membership site gives you **Terry Dean's greatest secrets**, including weekly and monthly updates, the ad diary, the video training, the rolodex, online consulting and coaching, the 11 special reports, the 5 ebooks, and more.

Outdated and ineffective Internet courses cost \$30 to \$200. Consulting with an expert costs you a minimum of \$250. Going to an Internet seminar will cost around \$2,000.

**None of those options even come close to the value you will receive out of this membership site.** You will receive more **cutting edge** Internet marketing information in one month from the NetBreakthroughs site than all of the possibilities above.

Setting the price at \$495 per year for this program would be too cheap, yet it would also limit the people who could take advantage of it. The people who need it most may not be able to afford it at that price.

So, I am going to go out on a limb and set the **launch price** at an astonishing low price of only **\$19.95 per month**. Any of the individual sections inside of the site is worth way more than this by themselves... you get the whole package for only **\$19.95 a month**.

**This is less than the cost of placing a single Internet ad...** which may or may not work for you. Unlike Internet Advertising, the NetBreakthroughs site comes with a complete **100% money back guarantee**.

Receive **instant access** to the membership site. Try out the breakthrough techniques for a full 30 days... If you are dissatisfied with the information, then you get a full refund of your \$19.95... **No Questions Asked...**

If you don't feel everything provided for you inside the site can help you earn a minimum of \$1,000 more from your Internet business, then I don't want your money... No Hard Feelings... and No Problems.

**Please understand that we also don't require long term commitments and you can cancel your monthly subscription at any time.**

[Please act now, because... We are Only Accepting a Limited Number of Members at This Price...](#)

I'm not going to tell you any stories about cutting off this offer on Wednesday at midnight or any tricks like that. Hopefully you are smart enough to see through these kinds of tricks.

The out and out truth is this is a brand new program and I have no idea how many people will sign up or just how high the demand may be. If too many people sign up, then the price is going to go way up (**current members will get their sign-up price for as long as they are a member no matter how high the price may go in the future**).

**If you want to be guaranteed the lock-in the price of \$19.95, then you must take action today.** [Click here to go to our online sign-up page.](#)

Yours in Success,

*Terry Dean*

Terry Dean

P.S. Stop and think how much this breakthrough insider information could be worth to you. **How much is it worth to you to know in detail which advertising sources work...and which ones don't?** The \$19.95 is only a tiny drop in the bucket compared to the amount of real value you will take out on your very first day as a member. [Click here now to become a member...](#)

"I had to email you and let you know that I owe you a great debt. I ordered your Business 2000 package. It's the BEST money that I have spent on the net! Without your course, I still would not be online and would be pulling out my hair!"

Jane Fulton - <http://www.janes-place.com>

**[Click Here Now to Join Us...](#)**