

Secret #1

Marketing is Everything!

When you first went into business or sales, whether working for yourself or someone else, you probably thought "technical" knowledge about your product or service was all you really needed to be successful.

That expertise and "professionalism" would be the keys to your success.

That clients/customers/patients would seek you out when they heard how "good" you were.

"Training" was probably related, not to your profession, but to getting financial and legal advice about starting and operating your business or selling in your particular product or service.

Perhaps you set up an office or place of business of your own. You had phone lines and equipment installed. You learned to make coffee, your way. Then, you sat down and used the phone book to start making cold calls, or get the Yellow Pages rep in to see you.

You may have had ideas in mind about "personal promotion," or other image-building techniques.

Most certainly, you had all kinds of information about your product or service and how to be "the best" in your field.

You believed you or your company really *had* built a better mousetrap. That, with a few phone calls and some publicity, the world would pay attention and, indeed, beat a path to your door!

Am I right?

Let's speak candidly.

As you read through this system, you'll see I'm very blunt. I don't pull punches. I believe in being honest, which means I'm not going to tell you just what you want to hear. I'll only say what I know to be the truth.

When I speak of truth, I don't mean my *opinions*. They're only as valuable as anyone else's.

No, truth is information. And, not just any information, but information based on years of *experience and results*. That's what I'll be sharing. In marketing, it's the only

thing that counts.

You see, I'm not in love with all the secrets I'm revealing because I made them up, or because I think I'm smart...or anything based on ego.

In fact, I'm only interested in winning and seeing others win. Basing my suggestions on anything other than proven winners just isn't going to happen. It's a waste of time and money. I wanted to share that up-front, so you know where I'm coming from. I *enjoy* helping people. And I Want to help you make more money, to enjoy your business more, to feel the power that comes from success and a high level of self-esteem.

It's true! I *really feel good* when you not only make more money...but gain the inner peace that comes from feeling great about yourself and your life!

And though this may sound crass...***getting business clients/customers/patients without suffering the tortures of cold-calling, knocking on doors or wasting money on useless and non-responsive marketing is the best way I know to help you feel great!***

Which brings me to my first, and possibly most important, point:

Knowing how to get clients/customers/patients is infinitely more important than any other knowledge you may attain!

That's it. I've never known any way to make my business (and thus, my personal life) better unless I have a constant, never-ending flow of prospects and clients/customers/patients who *come to me!*

I know this statement upsets some people. That's really not my intent. But the fact is – and it's a very important fact that every business person must grasp – you're not in the business you think you're in, whether self-employed or working for someone else...you're in the business of

MARKETING PRODUCTS AND SERVICES!

That's the bottom line.

It's true. No matter what business you're in, no matter what you sell, you're not really in that business! You're in the ***marketing*** of that business!

So, what does this mean?

Well, it means you must change your thinking. You must accept the fact that you are a marketer first and a contractor, or salesperson, or tradesperson, or planner, or consultant, or physician or whatever, second. Until you do this, you'll never make the kind of money you want to make.

The acceptance of your role as *marketer* is paramount. It's the only way to change the size of your bankbook and gain success otherwise unattainable.

Let's face it, in any business...and yours is no different...**the best marketer wins!**

Period.

Is this rule breakable or flexible in any way? No! Why not? Because it's true. It's always been true and always will be true. **He or she who markets best, makes more money.**

Now, beware. This doesn't mean you can market better and deliver substandard products or services.

No way. You must not only work to be best marketer; you must also work to be the best plumber, or printer, or doctor, or salesperson, as well. People want and deserve the best.

But...and this is a BIG but...it doesn't matter if you're "the best" if you have no one to talk to except co-workers and family. They're nice enough people, I'm sure, but they're not substitutes for paying clients/customers/patients.

Getting clients/customers/patients is the name of the game, and marketing is the way to get them!

Now, as you move along in this course, keep in mind that the kind of marketing we teach here is different from anything you may have seen or heard before.

We teach you how to get responses and clients/customers/patients...without feeling nauseous or spending money on promotional items like refrigerator magnets, calendars, wasted advertising that "gets your name out there", pre-approach letters, etc., etc. No more "hope and pray" marketing or prospecting.

We show you how marketing can be fun! Fun because it's easy, and fun because it works!

As you read through the system and learn our marketing techniques, you'll quickly recognize the difference between two ways to market:

1. Traditional, wasteful, pushy ways that leave you feeling stressed, and
2. Inexpensive, response-oriented ways that leave you feeling great – and your bank account feeling greater!

We'll focus on # 2, if that's okay with you.

We all know there are too many traveling sideshow seminar people, or countless

books and tapes willing to teach you how to create press releases, make cold calls or how to buy a Jaguar and look more "powerful." You can learn Type #1 stuff anywhere.

What's not available anywhere are the marketing techniques you're about to embrace. We teach them because they work, they're fun, and they're legal (see "Important Notice" in the front of this book). Our secrets are direct response-oriented. They're never sleazy or obnoxious. They're simply ways to market products and services so people are touched emotionally and respond accordingly. In short, they're ways that WORK! But, they are admittedly "different."

Unfortunately, many people think "different" means "bad" or "unprofessional". That's fine, because we're not trying to impress anyone.

We're trying to be successful in our field, not look a certain way to our peers.

The same is true for you, right?

So, it's time! Fasten your seat belt, and open your mind; we're taking a marketing drive!

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Secret #2

Doing What You've Always Done Only Gets You What You've Always Got!

Marketing authority Tony Robbins says that the definition of insanity is to do the same things you've always done and expect to get different results.

Pretty profound, wouldn't you say?

Let's think about this some more.

Are you wondering how to get different results in your business, while continuing to do what you've always done? If so, we need to talk.

You see, for results to change, the steps leading to them must change. In other words, you must change what you do!

I know that sounds inane. (Like you don't know that already.)

Well, it may sound inane, but I have to tell you, my experience teaching thousands of professionals from many specialties has shown me this is big problem. How can people reach new levels of success and self-esteem without changing their behavior?

I'm being very honest. Convincing people to change how they think about their business is the greatest challenge I face!

Why? Because we've all been taught to think that being "good" is good enough.

That knowing how to handle clients/customers/patients is all it takes.

That "image" and "personal promotion" will catapult us to levels of income most people only dream about.

Well, it's time for the bucket of ice water!

Remember, I'm speaking from experience here. I've been there just like you. And, I can assure you now, that as soon as you change your thinking, you'll not only change your income, you'll change your life!

What kind of thinking am I talking about?

Well, the kind that says things will improve as soon as you get "your name out there," as soon as you establish a "reputation."

Please understand. I'm not saying name recognition and a positive reputation won't help. They will...a little. And they certainly can't hurt!

But, the time and money spent getting such so-called "ingredients of success" in place puts many people out of business, or at best, provides them with a meager income.

You know, if all it took was name recognition, most of us would be rich. And, since so many business and sales people offer ads with names and pictures on them, their phones must be ringing off of the hook, right?

Now, you and I both know that the theory of name recognition and image is far different from reality.

Reality is, the phones don't ring, at least not often enough. There's a long, long wait between calls, sometimes years and years, before recognition and image bring in big money. If you've got lots of time and money, just keep doing what you're doing.

The same holds true for people coming into your place of business. Recognition and image will also not fill your place of business with wall to wall people. Sure word of mouth will help, but it generally takes years of people talking for the word to get around.

But, if you want to speed the process up, stop doing what you're doing now and start marketing in a different, direct way. People will call. Not only that, they'll call or come in because they're really interested in your product or service.

And, as I said earlier, getting clients/customers/patients to respond is the bottom line.

When *you* recognize that having other people recognize *you* doesn't pay bills, you'll be on your way. When you accept that your mind has to become a marketer's mind, you'll begin the process of a new life. When you realize that top-producing business and sales people don't do what everyone else does...and that behaving differently is the reason they're top-producing, you'll make a big breakthrough!

It's true. How you see the world determines how the world sees you.

In other words, if you think the world is full of people who are interested in what you have to sell, and that your job is to find those people through marketing, you *will find them!*

If, on the other hand, you feel your "professionalism" and "good name" are enough to make people beg for your products or services, but you're not making sales, it's time for a new view.

We always, always get what we want – if we have the psychological strength to focus on it, filtering out all the noise and meaningless static that surrounds us. I firmly believe that.

And I know, if you're paying attention to "image" and "professionalism," you're letting meaningless noise drown out what's really important!

Which is...? **Getting interested people to respond to you!**

I hope this makes sense, because you'll need to adopt a new attitude to make our system work for you, year after year.

Think carefully.

Open yourself to new realities.

When you do, you can experience all kinds of new successes!

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Secret #3

Image Advertising and Personal Name Recognition Do Not Make People Respond!

Have you ever asked associates in your field what the response rates are to their advertising dollar?

If so, I can guess a common answer. How about, "I have no idea, most of my business comes from referrals and recommendations"? (More on that later.)

Now, if you've read carefully what I've said up to now, you realize what's most important to your success as a business or sales professional:

1. Attracting a constant flow of clients/customers/patients who contact you, and
2. Knowing as much as possible about selling your product or service.

The problem? We're too often taught the wrong things about business, in the wrong order!

Various courses teach rules and regulations, but they fail to help people attract clients/customers/patients. Company sales training programs focus on training and staffing, but not on effective marketing. "Getting your name out there" messages identify businesses, but they don't call for client/customer/patient response. "Professional" ads enhance "image," while failing to make people respond. Cold marketing is taught and suffers miserable failures time and time again.

Is it any wonder that 75% of new businesses and salespeople fail within five years? Is it any mystery why over 95% of all small business owners and salespeople who manage to stick around make less than \$75K a year...and less than 1% of these make more than \$125K a year? That salespeople nationwide average less than \$35K?

Most businesses and sales people are skilled professionals who struggle for each and every client/customer/patient. Why? Because they've never had the kind of "real world" training in marketing, psychology and advertising needed to make people respond and bring in business. Instead, there's a myth floating in business minds that says, "Once you get your name out there, people will seek you out."

Pardon me, but that's a pile of garbage!

Yes, I'll admit – as I already did – having your name recognized never hurts. But I must ask – as I also did – does it really help?

In the previous secret, we talked about how name recognition can get business, but only after long periods of time and incredible amounts of money are spent. **Your time and, especially if you're in business for yourself, your money.**

If you want image marketing to be your primary source for attracting business, be prepared to spend thousands of dollars each year. (A back-up source of income from another job or a spouse will come in handy...for three, four, even five years or more!)

Why? Because that's how it works. To get name recognition, you have to pour money

into advertising and personal promotion. **Big money.** Then, you sit and wait for the people to respond. And sit. And sit. And sit some more.

Ask yourself where income enters while you're building this name recognition. How do you pay your bills? Will you make mortgage payments in the meantime?

And, if you've been around a while and already *have* name recognition, shouldn't you realize some immediate return on every dollar spent on ads?

These are important questions. If you learn nothing else from us, I hope you come to realize that every dollar spent on marketing or advertising – regardless of form or medium – should be immediately returned to you with a profit added to it. If not, it's a waste of money...your hard-earned money!

So, unless you have a thick bankroll and all the time in the world, you need to know how to generate responses and get clients/customers/patients immediately!

(By the way, "immediate" in marketing terms means within a month or two, not the next day! Now, you can, and should, get responses the next day, but it takes more time for a follow-up system to get underway. And, people need time to think about things, even when they're interested in what you're offering.)

The key, then, is to generate responses immediately. Doing so will dramatically improve business (and, hopefully, your life). I'm serious...it's like nothing you've ever experienced. Having new clients/customers/patients roll in, day after day...well, your business will never be the same.

So, can you, or should you, spend money on image or personal promotion? That's entirely up to you. But I can honestly say, we have members who have been in business for years, who completely abandoned old image ads when their first prospects came in from an ad you'll be seeing later on. They never looked back.

Never again will they spend \$\$\$ on an image ad that generates no response. Why

should they? They're spending the same money running direct response ads and receiving a dependable, predictable, reliable stream of responses...who turn into paying customers/clients/patients all of their own volition!

No cold prospecting, no image building, no waste, no time delays measured in years.

You know, it's hard to feel good about spending money with no hope of receiving qualified responses. It's even harder to feel good about it once you've experienced the joy of getting responses every time you run an ad! That rush of excitement – it's hard to describe. But it's there each and every time the leads start flowing in. Like other members, you'll have a problem going back to "wish-and-pray" marketing!

Now, if you're different from me, and you want to continue with image ads and personal promotion, fine. It really is your dime. When you spend it, however, please realize that the only people making money off image advertising are printers and agency people. Enough said? It's time to move on to the next secret about what's on your clients/customers/patients 's mind!

Secret #4

The Three Things on Your Client/Customer/Patient's Mind

In your role as a businessperson providing goods and services, there are only three reasons for clients/customers/patients to do business with you:

1. To help identify or clarify their need for your product or service (so they'll buy);
2. To become more knowledgeable about your offering (so they'll be clients/customers/patients who return again);
3. To feel inspired by your service (so they'll refer others to you).

That's it. Period.

Everything you do and say, everything clients/customers/patients see, perceive, and read about, should be focused on one or more of these things.

Why? Because there's nothing else you want from clients/customers/patients.

Am I right?

Do you care if your clients/customers/patients are impressed with you?

Do you care if they think your Lexus is a nice car?

Do you care if they like your picture in an ad?

If you do, I've got bad news, because you're concerned with the wrong things! Impressions and cars and attractive photographs are non-income producing concerns.

Let's try again.

Does *Sports Illustrated* or *House Beautiful* on your office coffee table help you further any of the three points above?

Does revealing your latest sales award accomplish any of this?

Do note pads with your name imprinted lend themselves to your goals?

I'm afraid not. These things only interfere with your focus on the game. They make you lose sight of what you're trying to win. As harsh as this may sound, there are only three good pitches: sales, return on investment, and referrals or recommendations. Don't strike out swinging at the wrong balls!

You want people to seek you out for the product or service you offer...both now and in the future.

And, you want them to refer others to you freely and continuously.

That's it!

Marketing guru Dan Kennedy often speaks of the Disney philosophy. It's one that's hammered into every Disney employee's brain: the only thing that should be on guests' minds when they leave Disneyland or Disney World is that

You've Done What You Do So Well That People Can't Resist Telling Others About You!

Have you ever heard someone talk about a visit to a Disney park?

Of course you have, because everyone talks about their trip!

They talk about the incredible cleanliness. They talk about the incredible rides. They talk about the incredible exhibits; the courtesy; the efficiency of hosts. (Employees are "hosts," by the way; visitors are "guests.") People go on and on about parking lots, lines, flowers and flow. They talk and talk and talk about...well, everything!

And, they do this without inducement, solicitation or provocation. Everyone says how great *their* vacation was, how you *must plan* to go to Disneyworld, too.

Now, tell me, is everyone talking about your business like that? Is everyone so amazed, so filled with satisfaction, that they speak of doing business with you, even when no one asks?

Are you so focused on the three things that are on clients/customers/patients' minds that everything you do and say furthers your objectives or gets discarded for not contributing to your goals?

You see, if you're writing, or speaking, or publishing, or promoting, you must keep income-producing concerns in mind.

Why waste time, money, and energy on marketing that's not effective, that doesn't move you up the road?

Why work on anything that doesn't lead you to the "top-of-mind consciousness" that Disney enjoys?

You can achieve it if you try. How? By analyzing everything you do in your business. Ask yourself each and every time, "*Will this action meet any or all of the three*

things on prospects' or clients/customers/patients' minds – so they can respond accordingly?"

Be honest with yourself. If the action you're considering moves you forward, do it! If it doesn't, forget it. Yes, even if it is what you're "supposed" to do or say. Everyone gets caught up in what everyone else in your category of business does and how they promote. So you too, promote like them. And they promote like you. None of it works, but it's "what everyone else does". None of it, in most cases, leads to these three critical elements of success.

Remember: this is your life, your business. Take control of it. And do only those things that lead you to your goals.

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Secret #5

If You Hate Cold Prospecting, Create Advertising That Compels People to Respond To You!

Do you hate to cold prospect for new business? (Good, you're not alone!) Most business professionals hate prospecting.

They find it difficult and distasteful. And, frankly, the traditional ways we've been taught not only make it unpleasant, but oftentimes, they waste time and money, as well!

You know what I mean:

- Running "slogan happy" ads that look and sound like everyone else's.
- Mailing logo-imprinted magnets, pens, pumpkin seeds, sports cards and calendars.
- Printing your photograph on business cards, banners, stationary, notepads and posters.
- Creating a Me too, web site.

Do I hear a collective groan, "*There must be a better way...*"?

Good News: There is!

The secret is creating low-cost advertising that compels clients/customers/patients to come to you instead! Using a simple system of direct mail letters, emails, postcards and low-cost newspaper ads, as well as cable TV and radio spots – all of which I'll show you shortly – you can get qualified clients/customers/patients to call you or stop buy your place of business every month.

That's right. You won't have to call prospects or clients/customers/patients. **THEY WILL COME TO YOU!** Why? Because your marketing efforts will do the two things that marketing's supposed to do:

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

Does your current advertising do this? Are your messages exciting to read? What do your business cards, marketing letters, and brochures look like? Are you saying or doing anything unique?

In business, we have heard over and over again that people make buying decisions *emotionally*, then rationalize their choices *intellectually*. Yet, most advertising fails to stimulate either way.

It all looks and sounds the same – same approaches, same promises, same predictability. The only things that change are the jingles, slogans, and logos. Almost all of it's "dead advertising," and "dead advertising" fails to make people respond.

If you want prospects and clients/customers/patients to COME TO YOU, you must spur them into action through emotional appeals.

Keep reading to learn more...because I'm talking about marketing that prompts people to respond! Understand, as with any new skill, you must open your mind in order to learn. This is a chance to explore ways that will change your business forever!

You see, a process is taking shape – a kind of "marketing metamorphosis." You're studying new concepts and materials, and you're gaining powerful insight and skills. They're all presented here so you can practice marketing that really stimulates curiosity and response. Now, this is not a religious experience. It's nothing of the sort! What it is, is an opening of the mind. You're learning real, marketing, in which psychology comes into play. It's a "counseling" approach instead of "selling." It means seeing the world and your prospects differently.

What happens in emotional advertising is you look at people's needs. Your ads, regardless of product or service, are written so people feel you're tuned into them as individuals. They're emotion-based ads, tapping into commonly-held desires for things like acceptance, independence, status, security and pure personal enjoyment. These are things people want. Things they feel *compelled* to respond to.

Emotional, marketing won't worry you sick every morning, wondering where you'll find a new client/customer/patient today. It won't keep you awake nights, either, because you'll know people who really want your product or service will be responding to you tomorrow. They'll be responding to the emotional content of your ads.

You won't waste time, money, and energy on marketing that offers only the prospect of no return. You'll feel relief and excitement knowing you can stimulate curiosity through genuine, emotional appeals. It's a great way to make the people respond!

And, the pressure...it just disappears when you meet with potential clients/customers/patients. You'll be that rare professional who actually *counsels* people about their needs and your products and services. They'll feel you're really trying to help them – which you are! And, if you have a retail business, they will respond to you in droves. They are happy to give you their money. They are happy to do business with you.

Will you worry if you lose a prospect? Not any more...because you will always have more responses! For the first time, you can honestly and comfortably say, "*Why don't you think about what you want to buy, and see me if you change your mind. I'm sure you'll make the best decision with information I've given you about my product (or*

service). If you need something more, I'm here. Now, if you'll excuse me, I have another client/customer/patient to service. Thanks so much for thinking of us."

When was the last time you let a prospect go like that? You see, emotional marketing is so powerful, you can be indifferent to "the sale." Why? Because attention-getting ads get responses, and you'll be seeing more people than ever.

By the way, this type of real emotional direct response marketing works in any field, any business, any service, any profession, business to business, consumer products...ANYTHING!

You'll discover that marketing is marketing is marketing. There isn't a field or business category where we haven't seen this work. I don't care if you sell military equipment or lingerie or anything in between, marketing that gets to people's deep seated emotions, and touches what's in their hearts...gets them to CALL YOU! And if you do what we're suggesting in this course, you'll see just how awesome it really is to have a 100% CALL In BUSINESS!