

Are you tired of advertising that doesn't work?

## "The Diary Of A Frustrated Business Owner!"

**J**anuary 17- Just had another prospect tell me they "wanted to think about" buying our product." This is the third time this year that a prospect blew me off on what I thought was a lay-down. I expect to lose some, but it kills me when I only have a handful of prospects to begin with. **What am I doing wrong?**

**February 21-** When I called my ad agency and talked to the account rep, he told me our advertising was doing well, because it was "getting our name out there". I'm dead. Their advertising stuff truly sucks, and they say it's good because it's supposedly getting us "name recognition".

**March 2-** Sent a bunch of sales letters for our new program. The mailing cost me \$134. So far, I've had two calls. One from my neighbor who happened to be on my list, who said, "Can you pick up the kids from practice tonight?", and one from a prospect who said, "I've been thinking about trying one of these for a while. Are there any you have for a couple hundred dollars or so?"

**April 16-** Our newspaper ad rep said my concerns about the ads not pulling responses or new customers weren't valid. She said, "If you run ads long enough, you'll eventually get new customers."

**May 11-** The guy who owns the store next to me, Jerry, shut his store down. After sending out 10,000 mailers he got a handful of lousy leads, and only one new customer. He just gave up.

**July 21-** Over half of the year has gone by, and I'm no better off than I was last

year. My wife is tired of listening to me complain about how frustrated I am. I know I've got the best prices, the best products, the best service, and we really do care about our customers. Why don't more people come in here to buy?

**August 9-** My agency rep came across with a "hot list" of prospects. Plus, the new mailer they designed to send out looks really good.

**August 22-** Final results are in from the new mailer. 5000 mailed out. 24 responses. Not bad. We followed up with the leads, and made two sales for starter packages that totaled \$400.

**September 14-** My wife wants to go to Disney World. I told her that was out of our league right now, but I had a big sale coming up, and when it hit, we'd go to Orlando for sure. (She wasn't happy, but, hey, what can I say? She'll have to wait.)

**October 3-** The sale hits. We get some business, but NOTHING like I hoped for. That *really* irritates me. (My wife is not pleased. It took me a week to get enough courage to tell her the sale was a bomb.)

**October 4-** Read ad in trade journal that says the reason we struggle is we have been given "marketing tools" by ad agencies and ad reps that simply don't work. Says that we all push what we think people should be interested in, when no one responds to anything except what THEY are interested in. Said that we need to stimulate curiosity, by stirring their emotions. To use compassion and empathy, instead of image and "best prices". Ordered FREE report he offers.

**November 5-** Got report. He had success stories from business owners all over the country who are no longer listening to the garbage from ad agencies and reps. Business owners who are actually *getting people to buy stuff as a result of their advertising!*

**November 14-** Became a member of this marketing program. I'm amazed! It's like a whole new world has been opened up to me. It's such a relief that someone has finally shown me how to never again use worthless advertising to get business!

**December 12-** Ran an ad from this guy's kit for \$69, and got 37 leads, of whom 14 bought nice, profitable packages. Made over 15 times the cost of the ad within two weeks! I've never been busier. I am so glad I now know how to:

- Run ads that attract interested buyers!
- Get started with little cash!
- Have 5-10% responses to mailings become commonplace!
- End the frustration of "traditional" advertising!
- Get dozens of responses to cheap little emotional ads! **And much more!** If you want to see exactly why 13,465 business owners have finally found a "better way", you can get a **FREE REPORT** that explains this all in much more detail. You can get your copy by **calling 800-xxx-xxxx, 24 Hrs., for a free recorded message!**