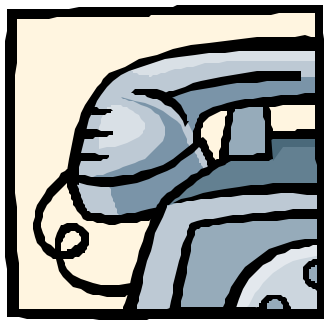


The Miracle of Recorded Messages!

The Best Kept Advertising
Secret That Can Increase
Responses By 10 To 20
Times...or More!



Compliments of: AMS



IMPORTANT NOTICE:

In many professions, there's confusion about what people should put in advertisements for their firm, what can and can't be said, and whether or not it's okay for others to pay, or split, advertising or other marketing expenses, and so on.

We want to stress clearly that the suggestions and ad copy we're providing are not intended to cover every legal and regulatory possibility for every profession in all fifty states, as well as rules for numerous associations and organizations you may belong to.

Always, we do our best to provide direct response marketing materials and suggestions that are not only effective, but that also comply with laws and ethics requirements *in a general way*. For example, in some states, all advertising materials for real estate brokers must have the broker's name on ads, regardless of content. In other states, the broker's name need not appear under certain circumstances. Because of such differences, many ads found here provide a place to put your name. This will serve as a reminder for you to check whether name requirements apply to advertising in your field.

Likewise, business association and national organization requirements sometimes conflict with federal agency requirements. If you think marketing/advertising for your business may be subject to conflicting rules, you must obtain competent counsel to advise you about what activities and/or language are acceptable for your use.

As you know, working professionally in any field means you must be aware of, or check out, rules that might apply to your business and specific marketing efforts. Yes, we know, rules can be ambiguous and confusing. That's why you should hire competent counsel to advise you. Attorneys are trained to wade through legal options and duties. Let them contact the appropriate regulators and get opinions for you.

So, if something we offer conflicts with rules or regulations that apply to you, simply adjust the material and/or suggestions, according to your counsel's advice. **Please understand, we *always* advocate following regulatory requirements in any business dealing!** While we do our best to provide materials and suggestions that comply, we cannot guarantee that, for every circumstance and location, our copy and ideas will follow your particular professions' requirements. We're happy to assist you in any way we can, but keep in mind, we're not attorneys. We cannot practice law or give legal advice.

Remember, too, that some businesses are more highly regulated than others...and that changes are made to rules all the time. You must stay current. Does that mean you should abandon the approaches we teach? No! It just means that you should NEVER ASSUME that anything is exempt from some new regulation. Again, check things out with competent counsel BEFORE following our suggestions.

Because it bears repeating, we stress again that we are not attorneys; we cannot provide you with legal advice. We are experienced business consultants and trainers. We have operated successfully for many years in direct response marketing, and we've worked in specialties that have many watchdogs. We are confident we're giving you suggestions that *generally comply*. As long as you do your homework, obtain competent counsel, and stay up-to-date, you shouldn't experience problems.

Remember: You are ultimately responsible for your actions. We cannot assume liability for any marketing activity you pursue. Forewarned is forearmed!

Chapter #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 customers would seek you out when they heard how "good" you were.

Perhaps you set up an office of your own. You had phone lines and equipment installed. You learned to make coffee, your way. Then, you sat down and perused 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 ads, some phone calls and publicity, the world would pay attention and, indeed, beat a path to your door!

But something happened that you didn't expect.

Even though you have a great business, and DO have the best products or services...people haven't beaten a path to your door! In fact, the hardest thing about being in business IS getting people to buy from you!

Am I right?

Let's speak candidly.

I know what's wrong. I know why you don't sell as much as you could. I know why you don't make the kind of money you deserve to make.

By the way, my answers are based on years of *experience and results*. That's what I'll be sharing. In direct response 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!

See, showing you how to get customers and clients without wasting money on useless, non-responsive advertising or pushy, cold 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 customers to buy now and forever...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 customers who *all 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 business owner, salesperson, tradesperson, professional, consultant, 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 services.

No way. You must not only work to be best marketer; you must also work to be the best retailer, financial planner, printer, 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 clients and customers.

Getting clients and customers is the name of the game, and direct marketing is the way to get clients and customers!

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 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.

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 "heretical."

That's fine, because we're not trying to impress anyone.

We're trying to be successful and make our customers happy, 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!

Chapter #2: Image Advertising and Name Recognition Do Not Make Telephones Ring Or Get People Into Your Establishment!

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"?

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 and customers who come in or call to buy over and over, 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!

In the world of theory, like at colleges and big corporations, they teach "rules" about making money in business, and how you should advertise to get business. But, unless you are as wealthy as a Fortune 500 company, the methods they teach fail to attract clients and customers. They say advertising is a job of "Getting your name out there" with messages that merely identify your business, but they don't create immediate responses.

Is it any wonder that 95 % 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 \$100K a year...and less than 1% of these make more than \$250,0000 a year? That salespeople nationwide average less than \$40,000?

Most businesses are filled with owners who struggle for each and every customer or client. Why? Because they've never had the kind of "real world" training in marketing, psychology and advertising needed to make the phone ring 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."

What 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 chapter, 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 tens or hundreds of thousands of dollars each year for several years. (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 people to come in or for the phone to ring. 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 and customers immediately!

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 leads roll in, day after day...well, your business will never be the same.

So, can you, or should you, spend money on image? 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 batch of leads came in from an ad you'll be seeing later on. They never looked back.

Never again will they spend \$350 on an image ad that generates no calls or prospects. Why should they? They're spending the same money running direct response ads and receiving thirty or more calls each!

You know, it's hard to feel good about spending money with no hope of receiving qualified leads. It's even harder to feel good about it once you've experienced the joy of getting calls 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, that's 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 ad agency people. Enough said?

Chapter #3: If You Want Your Phone To Ring, Your Advertising Must Get People's Attention...And Arouse Emotions!

If you remember just one secret from this book, remember to follow this proven five-step formula in every bit of marketing and advertising you do!

1. Get Attention!
2. Arouse interest and emotion.
3. Tell an interesting story in a believable way.
4. Offer an incentive to take action...NOW.
5. Ask for action, and make it easy for people to do it.

*****WE WILL BE TALKING ABOUT THE MIRACLE OF RECORDED MESSAGES AND HOW THEY INCREASE RESPONSES TO ADVERTISING BY 10-20 TIMES OR MORE IN JUST A MINUTE...SO PLEASE KEEP READING!*****

The first, and most important, step is to get attention. Your advertising will not stimulate responses unless it gets read. It will not be read if it is not noticed. And, it will not be noticed unless it:

Gets People's Attention!

See, what we mean?

Check out the cover of a *Cosmopolitan Magazine* or any successful publication. We're going to start your education on response marketing with examples from real magazines and publications that compete with each other at your grocery store's checkout counter. Love, hate, murder, fear, anger, beauty, money, sex, power, control, passion, ecstasy, betrayal - these, and lots more, are the emotional ingredients of headlines that get attention and get read.

**In Fact, 80 - 90% Of The
Success Of Any Ad Is The
Direct Result Of How Well
The Headline Gets...**

Attention!!!

(Just like this headline gets your attention!)

Read the headlines from the publications I mentioned the next time you go to the store. You'll see they're ALL like this:

Ten Ways To Keep Your Man Happy!

Drop Ten Pounds In Two Weeks — Without Dieting!

O.J.'s Shocking Revelation Sinks Defense!

How To Double Your Money In One Year!

The Amazing Truth About Breast Cancer: What
Your Doctor Hasn't Told You!

Sound familiar?

Do these headlines sound too "unprofessional" for professional business people to use?

Maybe the words. But not the formula.

Warning - What You're About To Read May Shock You!

Whether or not you read...like...or even approve of...any of the publications we just discussed, you'd have to be blind to get past a magazine rack or grocery checkout line without at least noticing these covers and attention-getting headlines.

- Can you say the same about your advertising?
- Are your advertising messages exciting or boring?
- What do your business cards, marketing letters and brochures look like?
- Are you really saying or doing anything different from anybody else???

Every month, the editors of all these magazines and newspapers do everything they can possibly think of, including putting alluring women on their cover and racy titles on their articles:

TO GRAB YOUR ATTENTION!

While you may not agree with the pictures or underlying messages, millions of these magazines are sold each week because...

Emotions stir up more sales than logic ever will!

The biggest mistake you can make in your marketing is to use a straightforward, "professional" approach that attempts to appeal to people's sensibilities. Logical advertising is dead advertising. Emotions are what motivate people to take notice and respond.

If Your Advertising Is Boring...It Won't Get Read!

Now stop for a moment and think.

Think about your advertising.

Think about your company's advertising.

Think about the mailers you send out.

Are people beating down your doors and ringing your phone off the hook to get to you because of what you do...the titles you hold...or the colorful personal brochures and "ABC" letters behind your name. (Only in your wildest dreams - right?)

Look at this example. Are you starting to see why most advertising fails to get responses?

Packeys Carpet Cleaning
Best In San Rafael! Established 1979!
We Will Not Be Undersold! Lowest Prices, Best Work!

- ✓ **Steam Cleaning!**
- ✓ **Spot Removal!**
- ✓ **Upholstery!**
- ✓ **No Job Too Small!**

Call 666-234-3456 – Ask Us About Our Introductory Special – 3 Rooms Only \$56!

Headlines And Ads Like This Do Not Get People's Attention!

Please don't blame the good folks at Packey's for this advertisement. It looks like thousands of other ads that you see all over the place.

The problem? The ad simply doesn't:

Get Your Attention!!!

What you see here is a typical "business card-style" advertisement that many professionals use to get their name and phone number in front of the public. The ad includes a ho-hum grocery list of features or services that any similar business provides. There is absolutely nothing in the ad that gets attention or arouses emotions about why you should choose this business over any other company listed in the telephone directory.

No curiosity is aroused...no emotions...just very plain-looking ads.

Just like everyone else's. Remember what we said about thinking and being like everyone else?

If you want to get people's attention, you have to be saying things that will actually get their attention!

This carpet cleaning ad is just another example of boring advertising like that found in any Yellow Pages anywhere in the country. Most Yellow Pages ads are just a big blur! They all look exactly the same and do nothing to get anyone's attention! Can you spot one truly noticeable and different reason why a customer or client would be motivated to pick up the telephone and call the company listed here?

The problem? Yellow pages "advertising" like this is just one big blur of sameness. There's nothing unique. Everybody looks the same and says the same stuff. You could literally swap names and phone numbers — even kinds of businesses — on the ads, and no one would even know the difference!

People Don't Read Ads That Look Like Advertising!

This example is of the kind of "fill in the blanks" advertising you see on postcards and in the newspapers all the time.

The problem here? People don't really pay attention to ads about you, your company, your services, or your professional titles. (Is your phone ringing off the hook?) It doesn't matter how big, how good, how nice or caring you tell people you are. Most people don't read image ads like this because they so obviously look like advertising, and because they do not get anyone's attention. Every day, your prospects' minds are being flooded with thousands of advertising messages:

- Television and radio commercials.
- Posters and billboards.
- On-line advertising and email.
- Newspaper and magazine ads.
- Faxes.
- Mailboxes filled with sales letters.
- Advertising on buses, trucks, streetcars, subways and taxicabs.
- You even find advertising pasted on public bathroom walls!

There is no way to stop this daily assault, but we have learned to tune out advertising pictures and messages...unless they get our attention and arouse our interest.

Are you starting to get the idea of what kind of emotional headlines get responses?

The Secret Is All In The Headlines, Topics And Offers You Use!

Cosmopolitan uses them.
People Magazine uses them.
Readers Digest does too!

If you don't like to prospect, you need to create low cost advertising that motivates clients and customers to come in or call you instead! Top advertising copywriters use words and emotions to sell millions of dollars of products and services every day.

You can use the same techniques to get new clients and customers.

Once again, it's a proven formula. You should follow it every time you advertise yourself and the products or services you provide:

1. Get attention!
2. Arouse interest and emotion.
3. Tell an interesting story in a believable way.
4. Offer an incentive to take action...NOW.
5. Ask for action, and make it easy for people to do it.

Take a look at the postcard below. Do you see how it follows the five-step formula? When you combine the look and feel of these attention-getting postcards with a 24-hour FREE recorded message and report offer, your phone will ring with calls from interested prospects!

WARNING - Don't Hire Any Financial Planner Until You Read This FREE Report!

Anytown, ST - Did you know that all agents are not the same? And, if you need to get some help planning your financial future, you need to be sure about who you're dealing with before you make any moves! Most people really don't know what questions to ask or what things they should be aware of. When it comes to your money, you had better know!

Picking the right planner can be wonderful, but picking the wrong one can be a big mistake.

In today's economy, you cannot afford to take any chances with the wrong advice or the wrong advisor. We have prepared a FREE REPORT called "*The Nine Questions You Must Ask Agents Before You Hire Them!*" To get a FREE copy of this report, call 1-800-666-1040, 24 hours, for a FREE RECORDED MESSAGE. Call NOW...and find out the questions most agents would prefer you never asked them about!

As you keep learning, you'll quickly see that there is a HUGE difference between spending money on "getting your name out there" and investing in marketing that gets people to CALL YOU!

As you can see, this type of advertising is different.

It gets people's attention. It creates curiosity.

You will learn how to use this type of marketing as you move along in your journey of understanding and awareness of the reality of marketing.

For now, we just want you to begin to see the new paradigm and new way of life awaiting you!

It's OK, by the way, to have small size body copy. People will read teeny tiny little print, if the:

Don't forget how important a headline is!

If you're going to write your own, please study headlines very, very carefully. I promise you that a headline can make or break your ad, your sales letters, and your life!

NOTE—EVERYTHING YOU DO MUST HAVE A HEADLINE!

THIS MEANS ADS, SALES LETTERS, POSTCARDS, YELLOW PAGES, FLYERS, NEWSLETTERS, ETC!

IF IT DOESN'T HAVE A HEADLINE, DON'T WASTE YOUR MONEY!

If you want to get an almost-FREE headline education, just study the publications that sit at the checkout counter.

There are also some excellent books. Some are available at bookstores or on-line booksellers, and some are out of print and harder to find.

Robert Collier Letter Book by Robert Collier (1931)
Tested Advertising Methods by John Caples (1974)
How To Write An Advertisement by Victor Schwab (1962)
How To Make Your Advertising make More Money by John Caples (1983)
Scientific Advertising by Claude Hopkins (1923)
The First Hundred Million by E. Julious-Haldeman (1928)
The Ultimate Sales Letter by Dan Kennedy (1990)

That should keep you busy reading for a while!

Did you notice that most of these books were written a long, long time ago?

Let me tell you, the time period we're in now...it's no different from any other era.

Human nature is human nature.

Actually, with the exception of Dan Kennedy's book (the best modern book on writing copy that sells), the old books are just as effective, if not more so, than ever!

You'll see that people are people, and their curiosity about things is the same now as it was in 1923! Nothing has changed.

Except that most business people waste tons of money on marketing with poor (or no) headlines and lousy copy that sounds "professional." But, you are no longer in that group! Now you are learning secrets that literally a handful of people know. You are in a group of marketers who can write their own ticket in life, because you know how to write headlines that work!

Chapter #4: News-Style Advertising Gets Up To 500% Greater Response Than Image And Name Recognition Advertising!

Yes, you read right. It's a proven advertising fact. News-style advertising gets up to 500% greater response than color brochures, business cards, and all other forms of product or image advertising. Do you know why?

News style advertising doesn't look like advertising! It looks like news.

Very few people read advertising...but a lot of people read news and other stories. This doesn't mean I'm telling you to toss out those good looking (and probably expensive) color brochures and business cards you've had printed up. I'm sure that you may get nice comments about how they look. (Actually, I'm lying. I *do* want you to throw out all that stuff. Because if you continue to waste money on it, you're never going to get where you want to go!)

Anyway, I am simply telling you what will make your establishment fill up with customers or make your phone ring!

Image advertising does get your name and "image" out there. (Although someone still has to explain to me how one can pay bills with "image.") But, it is not the best or fastest way to get prospects to call you!

If It Looks Like Advertising, Most People Won't Read It.

The human brain would literally fry if it tried to process the thousands of advertising messages it gets hit with everyday. To protect ourselves, we have learned to quickly identify things that look, sound or smell like advertising. Unless an ad or commercial gets our attention and interest, we turn the page or hit the remote control zapper and flush it out of our minds!

You may not have thought about this consciously, but most advertising does have an identifiable look and feel to it - doesn't it? Like a radar detector, our brain can instantly scan and sense advertising pictures and messages largely from their shape and size.

This is precisely why the best marketing approach is to do everything you possibly can to make sure that your advertising does not look like advertising! The secret is to make your advertising look like a newspaper story. People don't trust advertising. But we have been conditioned since childhood to trust and accept the look and feel of what we read in newsprint. News-style advertising has been proven for decades to get 500% more responses than advertising that looks like advertising! (This technique was started over 100 years ago. Believe me, I didn't invent it.)

But If It Looks Like A News Story, People Will Be Much More Likely To Read It! Remember, They Can't

Respond If They Don't Read It!

See what we mean?

Take a look at this sample ad, and see if you get the idea.

**Warning! Do Not Hire A Contractor Until You
Read This FREE Report!**

Planning and building a new home is probably one of the most important decisions in your life. If you make any one of the 10 biggest mistakes homebuilders usually make, you could cost yourself thousands, or even tens of thousands, of dollars in needless expenses!

Don't take a single step without getting a copy of this FREE REPORT that reveals the hidden Secrets most contractors never tell you! Call 1-800-XXX-XXXX, 24 hrs., for a FREE RECORDED MESSAGE to find out what no one else wants you to know!

See how this ad has:

- No graphics
- No pictures
- No slogans
- No logos
- No "image," etc.

All it has is a headline, copy, and a non-threatening response device (recorded message - which we'll talk about later!)

Do these ads work better than "regular" ads? Well, how about a real story that is just one of literally hundreds that we hear about from our members? (Keep in mind that this story isn't making any promises that you will get the same results. It's only an illustration of the difference between unproductive, image advertising and results-driven editorial advertising.)

Anyway, one of our members spent \$650 running a large, typical ad with his picture, a laundry list of services, and a "catchy" slogan. On the same page, he ran a much smaller ad based on our methods, which only cost \$75. Wanna' guess the results? This member got two calls from the "normal, image" ad and 84 calls from the tiny, emotional, editorial, "unprofessional" ad!

This happens all the time. Not that we guarantee that an editorial ad will always be a winner. There are lots of variables that can affect any ad.

What we do guarantee, however, is that this formula we're teaching is the best producing, lowest-cost formula ever proven in real world testing.

I'd love to say I invented this formula, but that would be a lie.

Rather, this formula was discovered almost 100 years ago and rediscovered by us a few years ago.

We are giving you the best field-tested knowledge we know of. But, that doesn't mean in your paper, on a given day, your ad will work.

Sometimes changing a headline, or the location of the ad, or the day of the week, can make a huge difference. For now, please understand that emotional, curiosity-provoking ads, in editorial style, are the only worthwhile way to get results, not "your name out there"!

It's Proven That Emotional News Headlines Sell More!

Today's television, newspaper and magazine headlines are filled with bad news.

Why???

Because emotional news sells a lot more newspapers and magazines.

Look at all the different tabloids and gossip type TV shows that are so popular.

National Enquirer, Star, Globe, Weekly World, Oprah Winfrey, Rikki Lake, Geraldo Rivera, Jerry Springer, Sally Jessy Raphael, Jenny Jones, Hard Copy, Inside Edition, Current Affair, Divorce Court, Judge Judy, Cops, Survivor, Maury Povich, etc., etc.

Like never before, millions of people all across the country are tuning in their television sets every day to watch Oprah, Geraldo, and dozens of new celebrity talk show hosts cover every topic under the sun, from the front pages to the freak show.

A whole new breed of tabloid news shows like *Hard Copy* and *Inside Edition* have surfaced, as well...giving viewers a leering look inside human interest stories about crime, passion, greed, heartbreak, hope...you name it! Not to mention all the reality shows that are nothing more than different forms of gossip, romance, intrigue and curiosity combined with voyeurism.

Let me share a fact with you that may startle you...

8 Million Copies Of Tabloids Are Sold Each Week!

Yes, you read it right.

Over 8 million copies of *National Enquirer, Star* and other news tabloids are sold every week! And this doesn't include the more "upscale" gossip magazines like *People and Us*.

Don't kid yourself...lots of people like to read this stuff. Not just "Harv and Marge" down at the bowling alley. Take a look around your dentist's office. Check out your doctor's office. Look on the coffee table, and what do you see?

These magazines!

You'll find them in the wealthiest homes in America, too.

You May Not Read Them...But Your Prospects and Customers Do!

A truly fatal mistake in advertising is to think that your prospects and clients and customers think like you do...and like the same things that you do.

Wrong!...Wrong!...Wrong!

Just because YOU may think that tabloids like the *Enquirer* and gossip magazines like *People* and *Us* are food for the mindless, don't make the mistake of thinking that your prospects and clients and customers feel the same way.

Don't underestimate the power of this kind of media. It made OJ a household name in millions of homes throughout the country. These same tabloid-style techniques can be used to make your phone ring off the hook with calls from interested prospects! (**Without being obnoxious or sleazy or unethical or illegal!**) You can use the same type of psychology that these types of publications and shows use...without resorting to using the offensive and low class content. It's the STYLE that makes it work, and you can use the same STYLE for yourself!

Did it occur to you that people who buy and sell homes, balance checkbooks on computers, dine in coffee shops and fine restaurants, shop at Brooks Brothers or K-Mart...people from all walks of life, buy gossip magazines...along with *Time*, *Forbes*, and *Fortune*?

Why???

Because they're easy to read. They're entertaining. They offer a simple escape from reality.

People enjoy hearing or reading human interest stories...(and the nosier, the better!)

Tabloid Headlines Like These Get People's Interest!

Look around on the newsstand, and you'll see dozens of consumer magazine publications like *Money*, *Consumer Report*, or *Changing Times*. Study their covers, and you'll see that they all use attention-getting headlines, human interest stories, and "insider information" appeals to get people to buy or subscribe. Each month it's a new financial angle, tip or story.

These glossy, picture-filled magazines are good...but they don't hold a candle to the financial marketing wizards at ...publishers of the best selling financial newsletter, *Bottom Line*, and a whole library of truly fascinating and informative books including such titles as:

"The Book Of Inside Information"

"The Book Of Tax Knowledge"

"The Complete Book Of Money Secrets"

Keep in mind, I'm not advocating that you advertise like a tabloid, or that you should like or read them just because your prospects do. It would help, but that's not my point.

The Same Principles Of Successful Advertising Apply To any and all industries!

I can't emphasize this enough.

Your advertising will not stimulate responses unless it gets read; it will not be read if it is not noticed; and, it will not be noticed unless it gets people's attention. If you look at most advertising that you see in the Yellow Pages, on marketing brochures, letters, post cards, flyers etc., it miserably fails to do these things:

1. Get attention!
2. Arouse interest and emotion.
3. Tell an interesting story in a believable way.
4. Offer an incentive to take action...NOW.
5. Ask for action...and make it easy for people to do it.

Look at the ad below. Do you see how it follows the five-step formula? I guarantee you that people will definitely notice and read whatever you say on such cards. The possibilities of what you can say are literally endless....

If You're Changing Jobs, Retiring, Or Getting Laid Off..

Warning! FREE Report Reveals Deadly Trap The IRS Uses To Destroy Your Retirement Savings!

Your Town, ST - Making any one or more of the 10 biggest mistakes when investing for your retirement can literally cost you thousands upon thousands of dollars!

Hard to believe, but it's true! Every day, people unknowingly fall victim to a law - yes, law - that the IRS can use to confiscate your nest egg. It's beyond belief, but it is legal. How can you keep this disaster from hitting you? So you can keep your hard-earned money for yourself? By reading our FREE report. It reveals what the IRS doesn't want you to know.

Call 1-800-XXX-XXXX for a FREE recorded message and your copy of this report. It's helped thousands of people avoid mistakes and stay in control of what the IRS wants - money. Don't give yours away!

See the difference?

There are no pictures. No advertising "traditions." Just a headline that **GRABS** attention and copy that gets people to call you! **(WITH A RECORDED MESSAGE AS THE ONLY RESPONSE DEVICE! WHY DO WE DO THIS? WHY AREN'T THE RESPONDERS BEING ASKED TO JUST CALL THE ADVERTISER? KEEP READING AS WE'LL BE EXPLAINING THIS MIRACLE OF RESPONSE IN A FEW MINUTES!!)**

What else is advertising supposed to do? Now, if it bothers you that people aren't calling because they want *you*, but rather because they want the *information*...you have to decide what's more important. I'll bet that after you get some responses to an ad like this, you'll no longer care why they're calling...***but be happy they are calling at all!!!***

Remember in most if not all businesses, the sale is a *process* not an *event*. Consumers have to go through the sale process before an eventual decision is made on the product or service, or if in fact a decision is made at all. Part of the process is information gathering!

Chapter #5: You Must Have A Non-Threatening, Appealing Offer!

The highest and best purpose of advertising is to get people to respond. To make your phone ring. To get qualified clients and customers to come in or call you to do business. To get them to respond so you can contact them!

Every single business card, letter, post card, advertisement, flyer or report that leaves your office should be solely designed to make your phone ring. It should always include an interesting story or appealing offer that motivates prospects to call you!

Don't be content to just get your name and face in front of the public.

Sure, we all know from having talked enough about why getting your name out in front of other people isn't worth anything. But any ad (even one with an interesting headline) that doesn't give them an offer that they want will, most likely, not pull responses.

You'll notice as you go through the entire system here, our ads and marketing pieces that we recommend always offer a "FREE report."

Why a FREE report? Because FREE reports are things people want!

You see, if your marketing gets their attention with a headline that draws them into the copy, and the copy is interesting but ends with nothing, or a boring close, or says, *call our office for more information*, that's not going to work.

We have found that offering them a "FREE report" seems to be the easiest way to get people to respond because 1) it's free and 2) it explains more about why they became curious with the headline and the ad to start with. (Although I admit, I could be completely wrong about why they work so well. Actually, I don't even care why they work so well. All I know is that they do work!)

These reports can be used with many different headlines and many different offers.

See, for example, a FREE report for a book like this could have any number of headlines or themes or titles to the advertising to get the people to respond and get a copy of that same report. Things like, "FREE Report Reveals How Small Business Owners Can Save Big Money And Triple Their Sales By Using The Best Kept Secret In Advertising The Ad Agencies Don't Want You To Know!" is one example of a headline.

Or, "FREE Report Helps Frustrated Homeowners Who Work Hard And Write Big Checks To Contractors — Unnecessarily." Or any number of other headlines at all that appeal to prospective clients and customers.

See the offer has to be compelling and has to follow through on the curiosity that you have generated. You can't just leave people hanging and expect them to call you or your office.

No, your offer must be something that they really want and that they are interested in. We have found there is nothing cheaper to print up and produce than free information. This free information is compelling for people who want something.

It is also very non-threatening, which is critical.

See, if you used an ad or mailer that offers a chance to talk to you, many people—even those who are interested—might not call because they are afraid of having a pushy "salesperson" all over them and in their face.

(It doesn't matter if you're not that type of salesperson. There are so many who are that most people don't want to subject themselves to high pressure. Particularly if they are only mildly curious at this point. They'd rather take a pass on calling than be subjected to a salesperson pestering or pressuring them.

For example: Before we built our home, my wife, Susan, and I would drive around checking out signs. In almost every case, when I called to get more information, I was forced to use a false name and phone number. I always explained that I was only curious about the price or whatever and was not a serious buyer. And, in almost every case, the agent was all over me with high pressure and seminar-learned tactics that totally turned me off. I ended up buying through the only agent who was low-keyed and empathic. I just wanted to mention it so that you'd be aware of what happens to prospects, and why they won't respond to threatening offers as readily as non-threatening offers like a FREE report!)

Now, if you find a better offer than a FREE report, that's great.

My point is, if you want maximum responses, you must have a curiosity-provoking, non-threatening offer!

The FREE reports are cheap, and they start you off on the right foot.

PLUS IF YOU USE A RECORDED MESSAGE DEVICE AS THE ONLY RESPONSE MECHANISM, YOU WILL SEE HUGE JUMPS IN RESPONSE VERSUS USING A TOLL-FREE WITHOUT A RECORDED MESSAGE OFFER! WE'RE ALMOST THERE, SO BEAR WITH ME!

Chapter #6: The Use Of A Multi-Step Process

Another gigantic secret we are going to teach you here is the use of the multi-step process in direct response marketing.

Let me explain what the opposite is first, so you have a better idea what I am talking about when I describe how to use multi-step marketing.

For example, single-step marketing could be defined as sending out a flyer in the neighborhood, telling people about a neighbor's home that has just been sold by you...or as running a one-time ad in a local paper advertising an product offering you have...or as running an ad in the paper that says "Call me before you redecorate (or landscape)!" and so forth. In other words, anything where you do a single step in the hope that you will get responses.

Now, true - you may run the same ad more than one time in your paper over a period of a few months, and you may send out farming flyers or postcards to people over a period of time. But that is not what we are talking about here, because each of those particular efforts is really a single-step process. You send out the piece, and prospects are supposed to call.

Now, while this seems easy and logical, it also has been proven over time to just not work. In fact, if any of this stuff did work, we wouldn't be here, and you wouldn't be reading this program right now.

The real secret to direct response marketing is to use little, bite-size chunks for people so that they are responding to what is easy and non-threatening...allowing them to take little steps, one at a time.

For example, let's say you run an ad that says:

"Tired Of Dirty Carpets?"

If so, call 1-800-XXX-XXXX, 24 hours, for a FREE recorded message to get a copy of an amazing report that reveals the secrets of how to keep your carpets clean all the time. Discover what carpet cleaners won't tell you!"

When you run that ad in the paper, what is the purpose of that ad? Is the purpose of that ad to sell a product? Is the purpose of that ad to secure an appointment for a presentation?

No - the purpose of that ad is one thing only - to get people to call your toll-free number and listen to the recorded message!

In fact, we should take it back a step farther. The purpose of the headline on the ad is to get

somebody's attention and cause them to stop going through their publication.

The purpose of the headline is not to sell or solve anything. The headline, then, has a single purpose. The headline's function is to identify potential prospects and get those people to read the copy of your ad. The copy is, then, the next step, keeping people interested enough to follow through and call the toll-free number.

Now when prospects call the toll-free number and listen to the message, what's the purpose there? Is the purpose of the message to make a sale or get a client? No - again, the purpose of the message is only to get people to leave their names and addresses.

Once prospects leave their names and addresses, and we get their phone number through the Caller ID, what is the purpose of the follow-up that we do on the phone and the report?

Is it to sell? Is it to get prospects to hire you? No - the purpose of the report going out is to get people familiar with you, and to get them familiar with what you have to offer, and to answer the questions they have.

Once they've gotten the report, you move into the multi-step sequence and follow-up.

See, the real secret of direct response marketing is, after you've gotten somebody's interest, you must try not to make them do any more than they are comfortable with doing at any particular step. To make all the steps combined work up to the sale of products and services.

But each individual step is small, and simple, and doesn't ask people to do more than ease them into the next step.

The purpose of each individual step is to do only what it is supposed to do. The purpose of the recorded message is not to make a sale; again, it is to get a prospect to leave his or her name and address.

We see members repeatedly doing things like using the recorded message to talk about their company, and how big they are, and how many clients and customers they have, and so forth. Things that are totally inappropriate for that step.

The only purpose of the recorded message is to get prospects to leave a name and address. You're not trying to sell them or convince them of anything. We see people running seminars, for example, and their recorded message talks about how great they are and how big they are and how smart they are, etc....all these things that are of no interest to the prospects whatsoever.

They are asking the prospects to do way too much. You see, the bottom line is that people are afraid and confused. The old single-step marketing - the old "shove it in their face" approach, does not work. For the present and the future, to get people interested and wanting to do business with you, you have to take it slow and easy! Remember the sale is a process not an event. You can not expect your marketing to do things that it is not capable of doing.

If you think you need single-step marketing to create sales instantly, just forget it. Please don't forget this lesson about the multi-step approach, and please don't forget this concept of asking each step to do only what it is supposed to do!

You should not try to incorporate multiple steps into a single step! You don't want to mix up your product presentation stuff into your copy in the ads, for example. That is not the time or the place to bring that up. If you follow this process you will see your leads go up and you will see your business go up. But even more important, if you follow this process, the pressure will be off! There will be no more feeling like you have to close, or that you have to make a certain step do multiple things. It doesn't work anyway, so why put yourself under all that pressure?

Here is a sample flow chart of getting customers (from the customers' point of view) using a multi-step approach with recorded messages:

Step 1 - A headline in a publication interested you.

Step 2 - You stopped and read the ad, either entirely or partially.

Step 3 - You were encouraged to pick up the telephone and dial the toll-free number to listen to a message.

Step 4 - You listened to the message and left your name and address.

Step 5 - You received a report in the mail.

Step 6 - The headline of the report was supposed to get your interest and stop you and make you want to read it.

Step 7 - You read the copy of the report.

Step 8 - You called the business to ask a question, but don't go into the business.

Step 9 - You received another report.

Step 10 - You received a third report.

Step 11 - You got a postcard.

Step 12 - You know you have to get whatever the business offers, and finally go in or call the business.

Now, we know that the majority of the people who make a decision take time to do it, unless it's an emergency. People don't like to feel "sold" or any pressure.

If you use a multi-step approach, whenever they're ready, at the right step...you'll make it easy and non-threatening for people to respond when they are ready to!

They don't feel threatened, and there is no sales pressure. Your business will change in many dramatic ways. The pressure will be off of you!

And once the pressure is off, your life will be something that you could only imagine in your dreams. So stick to this concept and feel the difference in your attitude and your responses—immediately!

Your sequence may not involve 12 steps; the product or service may lend itself to a 8, 9, or 10 step sequence. The point of the Special Report and follow-up is to position you as the Knowledgeable Expert in your field, and to educate the consumer to the scams or rip-offs in your industry.

So, when the prospect calls another company that provides the same product or services as you (and they will), they will be using your information as the measuring stick, the bar, that others in your field must come up to.

If the information you provide is good, helpful and has value to the prospect, he or she will almost always give you a shot at their business.

Chapter #7: THE MIRACLE OF RECORDED MESSAGES!

I just want to briefly mention here that we often get resistance from members for using things like these electronic Voice Mailboxes.

I know that, to some people, these things seem a little bit mysterious or possibly a little bit scary. Other people think that they're very expensive, and that you can make do with other things that will be just as good, except be cheaper.

All I can tell you is that all those thoughts are wrong.

And, that those thoughts will cost you a ton of money and tons of lost business.

Don't be afraid of using technology to help you make a lot of money. The marketing techniques we teach - especially regarding Voice Mail and recorded messages to follow - are available simply through service bureaus.

All you do is make one phone call, have them set up your line or lines, record the messages, and you're all set.

It couldn't be any easier!

For example, all of these service bureaus will allow you to access your own Voice Mailbox through any telephone, whether it is your portable phone in your car, or your phone at your home, or in your office, or whatever. You can record your messages right over the phone, and you can get your messages right off the phone.

It doesn't matter where the service bureau is located, and it doesn't matter if your customers know about them or not. All that matters is that it is very, very simple for you to use, and I'd hate to see you lose money because you don't.

People think that these services are difficult to work with or use. Let me also assure you that they are very simple. Most of them will give you instructions when you call up, and they tell you which buttons to push on your phone. For example, they will say, "Push 1 to record a message, push 2 to listen to a message, push 4 to get the telephone number the call came in on" and so forth. It really is simple.

So, please don't let predetermined attitudes about the complexity or strangeness of these tools stop you from using them.

The other issue is the cost. We hear over and over again, "I don't want to spend that kind of money." Well, I don't know how much cheaper you can get than \$20 or \$30 a month, for example, to get your own private Voice Mail line that prospects want to contact you on. Or, how much cheaper it can be than \$20 per month to have an ad response box where people are constantly calling you to ask for FREE reports? I assure you that you cannot do it cheaper on your own.

I also assure you that not spending that little bit of money is a gigantic mistake. If you are so broke that can't afford \$20 a month for a fixed toll-free number, you may want to consider if you are in the right business.

You know, there is no way to make money in any business without spending a little bit of money.

I also find it hard to believe that somebody can not come up with \$20 to have a state-of-the-art, highly responsive, Voice Mail ad response working for them 24 hours a day, 7 days a week. I don't mean to be preaching here; I just want to emphasize that there really is no reason or excuse not to be making a lot of money.

It is very simple to make money.

So, think this through very carefully and try to skip a couple of lunches during the month, if that is what it takes to pay for one of these boxes. (Ultimately, you should have two or three or four or more of these boxes going testing different approaches, using a different box for each test. But, you can start with just one.)

I feel it is very important to point this out because I don't want you to not have the success you deserve because you weren't willing to spend a few bucks on absolute top-notch, state-of-the-art technology.

Besides, if you want to use an answering machine coming into your home or office from a toll-free number, you're going to spend \$20-\$30 a month just for the line charge...not counting the minute charges. That means if more than one person calls they will get a busy signal.

Now, there's no law that says you have to "do technology" yourself if you're uncomfortable with it. But, there is a law in marketing that says, "If you don't have someone or some source help you at a minimum, you are going to be left in your competitor's dust!"

Our purpose, here, is not to have you spend thousands, but to have you use simple, cheap techniques like toll-free recorded messages to help make you big money.

Don't get stuck in neutral on this one!

OK. Let's keep going.

One of the myths we hear frequently is that somebody who is local won't hesitate to call you on a local number, because basically people think local calls are free.

In other words, having an toll-free number or other toll-free exchange is "overkill"; you don't need to have a toll-free number because all your prospects and clients and customers are local. Why waste the money?

Well, let me shatter the myth rather quickly. It has been proven time and time again, in study after study, test after test, that for whatever reason, people will call toll-free numbers more often and more readily than they will a local number.

Now, you may not think that this is the case, or that shouldn't be the case because, in fact, you call local numbers as readily as toll-free numbers yourself. It does not make any difference to **you**.

But, remember, it doesn't matter what **you** think or what **you** do. All that matters is what the public does!

All I can tell you is, empirical evidence (the only kind I care about) shows that toll-free numbers will almost always out-pull local area code numbers! And that's true whether it's for a call into your office, to your personal Voice Mail, or into recorded message marketing devices. In fact, this is so true, that you will very seldom see anyone in the direct marketing business use anything except an toll-free number.

Another interesting fact is that most of the really high income business owners we talk to - the people with a really big customer base that makes them a lot of money - most of them do have an toll-free number coming into their office, into their own private Voice Mail, and they use toll-free numbers for their marketing.

Now - which came first - the chicken or the egg? Did they become big businesses, which meant they could afford to use toll-free number's? Or did they use toll-free number's to help grow their business big? I can't answer that question, of course. All I can tell you is, I've used toll-free numbers for years, and the cost, which I consider to be quite small, is far exceeded by the number of leads and new customers I get because they can call on my toll-free line.

One way to test this for yourself is, any time you are doing any kind of marketing, try going one way (with the toll-free number, for example) and then compare it to the same exact marketing without the toll-free number. Which one works better over time? Which one generates more calls leads and appointments?

If you find that there is even a slight increase - for example, if you got even one extra sale a month on the toll-free line - it would probably pay for any costs five or ten times over. So even a small increase in response because of the toll-free number can generate large dollar volume increases that far exceed costs for the line.

Another issue that comes up with toll-free number's is that sometimes people can get the lines a little cheaper if they have extensions. For example, "Call 1-800-123-4567, extension 2196." Again, don't ask me why, but we have found that those numbers don't work as well as plain toll-free numbers that allow people to call in directly.

This applies to offices, Voice Mail, or marketing devices (such as hotline recorded messages). So, don't try to save \$3 or \$4 on a fixed cost (which is usually all you're saving) to avoid having your own toll-free number without the extensions.

Like everything else that we are teaching you here, this is based on human nature and the fact that people like things that are free.

Toll-free numbers are free. People will use them more often. And the more often they use them, the more they will be calling you. And the more they call you, the more money people will buy from you!

Think about this hard and try not to be cheap here, because this particular area of marketing is very low cost and has the potential for producing dramatically increased results.

It is critical to have an toll-free number that generates leads from all your marketing campaigns.

One more point that is very important - We strongly recommend also setting up an toll-free number for people to call after they've received your FREE report. These prospects are "hot" if they're calling you off the reports and should be able to call you directly. IF YOU WORK IN AN OFFICE WITH OTHERS, YOU DON'T WANT YOUR LEADS GOING ASTRAY!

We call a lot of our members back when they call or fax us a question. (Most of the time we are not

given an toll-free number.) And, we're often asked, "*Would you like to be transferred to Janice's Voice Mail?*" To which we reply that we would. And, we frequently get transferred to another person's Voice Mail or get disconnected! This is very bad.

Now, you can do all you want to try and prevent incompetent help from sitting at the front desk, but it won't make any difference. Things like this are going to happen when you depend on others to take care of very important things. (And, we consider your getting every message as being very important!)

Anyway, there is a simple solution that you should all consider for the Voice Mail line that you have on your cards and listing sheets, etc.

Get Your Own Private toll-free number Recorded Message Line!

This should specify that it is separate from the lead generation lines. DO NOT CONFUSE THE TWO.

If someone calls your office, and you're out, why not skip the office line altogether? (Or, at least, offer the 24-hour toll-free number Voice Mail as an option to the office number on the card or whatever.)

Get people to call *your own private* toll-free number message line. They'll be calling you directly, and there is no chance that anyone except you can mess up getting the message.

This is very important. If a client decides that they're going to buy whatever you sell while thinking about this at 2 am, they can call your toll-free number line, and leave a message for you to call them in the morning. Anytime anyone wants to call you, they can and will, because you have made it easy for them to call!

In fact, you can check the line frequently for messages, or get a box with a beeper function that beeps you anytime you have a message!

Systems are also available that allow you to go on-line to see caller activity. These stats show the phone number of the caller, how long they listened to your message and whether or not they left you a message. Messages can be e-mailed to you automatically so they can be downloaded to your contact management system for future follow-up.

Spending a fixed cost of around \$20-30 a month to have a dedicated, private toll-free number recorded message function is a no-option matter for me. There just isn't any excuse not to have this powerful marketing tool in your bag of clubs!

Don't be cheap on the wrong things. Keep in mind that you're going to have a whole new budget available from having stopped wasteful marketing expenses that don't work and from generating a whole lot of new business! You paid us to teach you how to make money. And an toll-free number is a key to success that most professionals pass on, with disastrous results.

We just talked about toll-free number's coming into your office as a marketing secret that few people use, and it's costing them lots of new clients and customers.

We also talked about how people call toll-free numbers far more often than non-toll-free number's. Now, we want to talk about the most powerful use of a toll-free number...

A marketing technique I've been using and teaching for years, *that has made me, and others who use it,*

very wealthy! What am I talking about?

Toll-free numbers for marketing...using free recorded messages!

This concept is the most powerful response generator I have ever used! EVER! Let's talk about what I mean.

Whenever you do any marketing, whether an ad, or postcard, or business card, or whatever, using a toll-free number with a 24-hour recorded message...will always pull more leads than any other response mechanism...PERIOD!

Why do I say this? Well, after years of testing and reports from literally thousands of our members all across the country, I can simply say that Voice Mail marketing works much, much, much better than non toll-free Voice Mail marketing! Here's what I mean. Look at these two ads, and see if you notice the subtle difference:

Warning! Don't Even Think Of Hiring A Contractor Without Reading This FREE Report!

Chicago – If you have the need to hire a contractor, make sure you read this free report that reveals the 7 questions you **MUST** ask before hiring a contractor. This eye opening, shocking report reveals the hidden secrets many contractors use to rip innocent people off...and how to avoid this from happening to you! To get this report, just call 800-334-9078, and we'll send it right out to you. Call **NOW**, before you get ripped off. Discover what many contractors don't want you to know!

Warning! Don't Even Think Of Hiring A Contractor Without Reading This FREE Report!

Chicago – If you have the need to hire a contractor, make sure you read this free report that reveals the 7 questions you **MUST** ask before hiring a contractor. This eye opening, shocking report reveals the hidden secrets many contractors use to rip innocent people off...and how to avoid this from happening to you! To get this report, just call 800-334-9078, 24 hr. for a free recorded message, and we'll send it right out to you. Call **NOW**, before you get ripped off. Discover what many contractors don't want you to know!

So? Spot the difference?

Well, the only difference is that one ad asks people to call a toll-free number, while the other ad asks them to call a toll-free number, 24 hours, *for a FREE recorded message!*

And that subtle difference can usually mean anywhere from double or triple the leads...*to as many as 20 times the leads!*

I am not going to tell you that if you ran those two ads in the same paper that you would always get x% more leads with the recorded message...because I can't give you exact numbers of increase for any specific ad.

What I *can* do, however, is tell you that 99 out of 100 times, the recorded message pitch will out pull the non-recorded message pitch!

What do you think the reason is that a lot of interested prospects do not follow through and call you, or respond to your "pitch," even when you provide an toll-free number, which we know works better than a local number?

For each person who responds, there are dozens on the brink who stop short. Why?

BECAUSE THEY'RE AFRAID TO TALK WITH YOU!!

They have this fear that you are going to try to sell them something. (Why would they think that?)

Well, there is a cheap and efficient way to handle this element of fear using a non-threatening, non-sales approach!

Voice Mail!

This simple little trick will increase your response immeasurably. Why?

Since the prospects know that they will not get a live, pressure-laden, salesperson on the phone, they will be much more likely to call.

I cannot stress the importance of this no-pressure marketing tool enough!

Everyone in business feels compelled to create immediate conversations with prospects. You have all been taught that way by the big companies. It is a sin to waste a "hot one," and let them get away.

Fortunately, pressure selling has gone the way of power ties. All it does is turn people off. It creates an image of distrust and actual disgust for the offending party.

On the contrary, the pressure less, "nudge-type" approach will gently ease these skeptical prospects into the fold. Whatever the reason, if you don't use this technique, you will not make anywhere near the amount of money you are capable of. That's a fact.

Here's what you need to do:

- Get a toll-free Voice Mail service to hook you up. It should run you about \$20-30 a month fixed cost, plus so much per call.
- It doesn't matter where the service is located because they use toll-free numbers, which are nationwide, and which will cost the same per minute no matter where you or the phone company are located. Plus, you will either access your messages through your own phone, or by having them faxed or downloaded into your computer...so service location doesn't matter.
- **YOU DO NOT WANT TO USE A TOLL-FREE NUMBER COMING INTO YOUR HOUSE OR OFFICE, WITH EITHER AN ANSWERING MACHINE OR LOCAL VOICE MAIL FROM THE PHONE COMPANY!**
- You **DO WANT** a system that has many lines coming into each Voice Mailbox, so your leads will never get a busy signal.
- You **DO WANT** a system that **HAS CALLER ID, SO YOU GET 100% OF THE LEADS' PHONE NUMBERS WITHOUT ASKING FOR THEM!** (Testing has shown that you always get more leads when you ask for "name and address" as opposed to "name address and phone." I think it's because people don't feel as threatened when you don't ask for their phone number.)
- You **DO WANT** a system that can give you on-line statistics about how many calls came in against how many people hung up without leaving a name capture. This way, you can check your box any time and see if your message is making leads curious enough to want to leave their names and addresses.
- You **DO WANT** a system that is capable of storing hundreds of messages instead of the 50-100 that many phone companies offer. (One of our members ran an ad that hit big, and when he went to check his phone company's Voice Mailbox, he found it full at 99 messages. Who knows how many leads he lost by using the phone company?)
- You want a service that can transcribe the leads for you and email or fax them directly to you!
- You want a service that can set up a pager notification, that will beep your pager each time someone leaves a message so you can get it within seconds and call the prospect or customer right back!
- You want a system that has multiple types of Hotlines for different applications.
- You want a toll-free service that can set up a "tree" voice mail box, where you can leave a number of messages for related products or services, and give the prospects or customers the option to listen to one or more of the recorded messages without hanging up. For example, let's say you're a florist, and you have special arrangements for different occasions. Your recorded message "tree" can say, thanks for calling the Mellon Floral Designers. To hear about our special wife's birthday arrangement, press 1, to hear about our Mother's Day special gift arrangement, press 2, to listen to our amazing "I'm sorry" make up gift, press 3, etc. Plus, when they finish hearing a message, they can press numbers to go to any other part of the "tree" without hanging up.

Don't waste time trying to do this yourself! It's cheaper to go with these direct marketing services, and they will give you everything you need, all at once.

The reason I'm dwelling on this point is that we see so many people trying to cut corners with answering machines and local phone companies, *which always turns out to cost more...and be a bigger hassle besides!*

OK. What about a script? We suggest you record a message in YOUR Voice, that tells your story the way you want it told.

For example, look at this script:

"Thank you for calling the ABC Accounting Message Line. Whether you are needing tax advice for setting up a new business, or just interested in learning how to avoid paying any more income tax than absolutely necessary, we have information that can literally save you thousands by sharing little known, legal accounting techniques that the IRS hopes you never read about. To get a FREE copy of this report, please leave your name and address after the tone, and we'll send it right out to you. Please speak slowly and spell any uncommon names so we get your mailing information properly. If you have an email address, we'd appreciate it if you'd leave it as well, so we can send you a special free gift via email. Please spell your email address so we get it correct. Thank you!"

You will usually get between 50-85% of the callers leaving their names. I have done some ads that get a 95% name capture!

See how easy and non-threatening all that is? And see why people leave their info? Also, can you see that the message doesn't ask for a phone number?

Remember, Caller-ID will get virtually every phone number for you. And by not asking for it, you'll get many more names! (We'll talk more about the follow-up later on.)

Now all you have to do is take names and phone numbers off of the box every day, and start your marketing cycle!

Once you have an ad running, or an insert, or postcard, or whatever...you will get phone calls into your Voice Mailbox right away. And I mean right away.

Like today!

This entire process can take as little as a few days to two weeks, max!

After two weeks, the deal has either worked or fallen flat on its face.

So, as you see, it is not lengthy in terms of time.

But, it is lengthy in terms of how you enter the prospects' heart.

You see, they have already told you they were interested because they've had several chances to not be interested, and they have not taken advantage of those opportunities.

Remember, **THEY CALLED YOUR VOICE MAIL, AND LEFT YOU THEIR NAME! THEY MUST BE REAL INTERESTED IN WHAT YOU HAVE TO SAY!**

This nice and slow, non-threatening process is fundamental to your marketing. Take your old training and wrap it up very nicely, and then, **THROW IT IN THE GARBAGE!**

Yes, you heard me right. You have to take that outdated mentality and place it in the refuse pile of life. Pressure and marketing go together as well as politics and truth.

Another big advantage to using this type of marketing is that it is real cheap. A small test ad will cost you very little. Most likely under a \$100 if you test in a local paper.

How many calls do you need to break even? Not too many!

How many of your competitors are using this high-tech, low-cost, non-threatening approach? I would bet none!

Yet, this source is so cheap and brings such good results, it is unbelievable!

One of our members ran a 3"x3" display ad, and got over 50 calls, with 75% of the callers leaving information to receive the FREE report. The member then made 10% of those calls into appointments. She closed 5 new clients in one month, netting over \$25,000 in commissions. These results make the return on investment:

\$ 120 ad
50 Voice Mail charges
175 printing and postage
\$ 345 Total Cost

$\$25,000/\$345=72$ **Times Return On Investment!**

Any questions?

After you test one of the headline-style ads, and it pulls, you can expand it into one of the editorial-style ads. It should pull even better!

DON'T FORGET, YOU CAN USE THIS RECORDED MESSAGE FOR ANY PRINT OR ELECTRONIC MEDIUM! IT WORKS WITH ANY PITCH FOR FREE INFORMATION!

Another awesome use of recorded messages is for **Consumer Awareness Lines!**

These are lines where you offer free information and a consumer awareness guide on the recorded message instead of on paper!

For example I know a carpet cleaning trainer who has his students use a 12 minute free recorded consumer awareness line that is driven by ads that ask people to call and listen to the 6 things you must know about bait and switch carpet cleaners before calling any carpet cleaning service. Of course, he explains all the con games the bait and switch cleaners use, and ends the 12 minutes with a pitch to call his toll-free number and have him come out and do a free carpet inspection, and free room of cleaning.

Now you may wonder who would listen to a 12 minute recorded message, but all I can tell you is that since 1994, thousands of potential clients have called and listened and called his regular toll-free number to make appointments. He's generated hundreds of thousands of dollars in profits with a 12 minute recorded

message, so do you think you might be able to think of something similar?

Another key place to use recorded messages besides on your ads postcards, letters, flyers, etc., is on or in your **PRODUCT AND SERVICES THEMSELVES!**

Some of you may have heard of people putting all the information about products on recorded messages. If you aren't doing that, you're making a big mistake!

For example, if you sell a product that requires explanations or instructions or frequently asked questions...you can do all of this on toll-free recorded messages so customers can call anytime and hear the answers they need!

One client of ours sells a product in a box that needs to be built. We put a flyer in the box offering a recorded message and a free gift...so they can register the product for warranty.

She told me that she gets close to 75% of the buyers calling to listen and register, compared to less than 5% of the buyers sending in the old tech warranty cards they used to put in the package.

Another small point.

Old advertising habits are hard to break.

Picture this...

Let's say you run a little home client ad in one of your local newspapers.

Trust me...you will get some telephone calls. You may even get a lot of calls!

Definitely a whole lot more calls than image ads with your picture and promise to provide the highest level of quality, trust, integrity and service!

Okay, now let's say an interested caller dials your toll-free message line, and the first thing they hear is something like this:

"Hi, this is Bill Wrightman, with All Green Landscaping Services. If you're looking to protect and even increase the value of your property, we can definitely help you find the right design and planting materials you want to invest in."

Is that what the caller really wanted to hear? (About YOU???)

What do you think the caller might be inclined to do? (The answer is hang up!)

See, the key here is to use the recorded message only for what it was designed to do:

Get Callers To Leave Their Name And Address!

So, don't be sellin' when they call!

Just have a friendly, NON-THREATENING, NON-SALES message that kind of restates the pitch in the ad or lead generation device, whatever it may be!

OK? No selling, please.

How To Record Your Free Voice Mail Telephone Message.

1. Use the sample Voice Mail script found in this book....or make up your own.
2. When you record it, don't talk too fast or too slow.
3. It should sound like an informative public service announcement.
4. Make sure to use a Voice Mail message line for responses.
5. Do not use an answering machine.
6. Use an toll-free number Voice Mail message line instead of a local message line.
7. Call Automated Marketing Solutions at 1-800-858-8889 can get you set up.
8. They can capture all phone numbers from your callers, too!
9. If you fiddle with this formula, you can really mess up your responses.
10. The sole purpose here is to get people to leave their name and address.

Important Points To Remember!

- Keep your Voice Mail script focused on arousing curiosity.
- Your objective is just to get people to ask for the FREE report.
- Test short and longer script versions to see which does better!
- Do not be tempted to advertise, sell or offer anything else.
- Just get the names and addresses in this step.
- The FREE report will nudge the prospect toward an appointment!
- Do not ask for phone numbers! That will reduce name captures. Get their number by using a service that has Caller ID!

As a final note, if you're getting 70% or better name captures you're doing pretty well. If you're getting less than 50%, you probably need to change the message to see if a different one will get you more responses.

Sometimes a longer message works better. Sometimes a shorter message works better.

As usual, you have to test.

One of the beautiful aspects to a service like Phone Direct is that you can get on-line statistics every day! So, as soon as your ad hits, you can check the "hang-up to message left" ratio immediately on a special web site.

If, on Day 1, you get 40 calls and 36 names, don't touch anything.

If, on the other hand, on Day 1, you get 40 calls and only 17 messages, you need to change the message, like right NOW!

If you wait until getting a monthly statement from the phone company to determine this ratio, you could have wasted all kinds of money and squandered leads.

This daily checking is one of the keys to real direct response marketing. You get IMMEDIATE feedback and results!

If something's wrong, you can fix it IMMEDIATELY!

(Now, tell me how you're going to figure this out with an answering machine?)

Anyway, let's all promise to use the message for only what it is designed to do, and to check the statistics for IMMEDIATE results!

Well, that's the basics of using the BEST MARKETING TOOL EVER INVENTED! Yes, I say that in spite of the internet being called the same thing.

Why do I say this?

Well, it's because I have thousands of members using recorded messages making more money in a month than most people make all year...and know the percentage of those people making money on the internet is far lower. (As of now, any way.)

So, until I see something better, I'm going to stick with the miracle of recorded messages!

Chapter #8: What Are Business Cards, Postcards, Yellow Pages, Val-Pak Coupons And Other Printed Matter Really For?

The Yellow Pages, business cards, brochures, Val-Pak coupons can be a source of business for any of us. If you do things correctly, you should be able to get a big multiple return of cash profits over what you spend on these methods of advertising!

Why do most people get a horrible return on their Yellow Pages, ads, brochures, business cards, flyers, etc.?

BECAUSE THEIR COPY TRULY STINKS!

For example, take a look at any section from a local phone book's Yellow Pages. Go ahead. See if any of the "ads" are really ads! Or, if they are more like business cards in yellow.

Here's the point. The Yellow Pages are a medium for advertising. Plain and simple.

And, since they are for advertising, why shouldn't the ads be real ads (response-oriented) instead of business cards that all look alike, that no one would have any reason to choose one over another?

Let's look at this from the prospect's point of view. (Which is the only thing that matters!)

Let's say that you've decided to spend some money from your aunt's estate to take the big vacation you've always dreamed of. And, let's say you've always handled your own affairs, so you've never met or talked to a travel agent. (Yes, there are people who have never used a travel agent!) When you ask your brother, he isn't any help, because he hasn't used one in years.

You have no idea who to call, but for this special trip, you know you need to call one!

Your husband suggests you look in the Yellow Pages. You open up the book and look under "travel." You see several ads that look like business cards. Who are you going to call?

Tell me, with an ad that looks like another business card, who even has a chance of getting more than a random call?

Would you call one of the offices that has a bigger ad instead? I don't know. Are there reasons to pick one over another?

They all say nothing or say the same exact thing. They are nothing more than business cards in print.

(I want to know who decided that Yellow Pages have to be like that. Why do they have to all look exactly alike? Was it you?)

What would you do?

What if some rebel ran a Yellow Pages ad that was a real, honest to goodness, attention-

getting, direct response-oriented ad?

What would be the results of doing this?

Why, people might actually be motivated to call your agency and use your services!

As a matter of fact, some clients and customers of mine have taken a very successful print ad and stuck it right in the Yellow Pages.

Look at the example below.

This is a section from the Yellow Pages. Take a look. Is it different from what you usually see?

The "Attention" ad looks like a public service announcement. When you turn to it, you immediately stop and start to read the announcement.

If you read it all the way through, you would probably call for that FREE recorded message, wouldn't you? Is this sinking in?

**Warning! Don't Even Think Of
Using A Travel Agent Before
Calling FREE Traveler
Awareness Hotline!**

Las Vegas – If you're going on a trip, and want to find out how to get the best deal on your travel expenses...make sure you don't get ripped off! Did you know that many travel agents will steer you towards the trip that they make the most commission on, instead of what's best for you? Well, if you'd like to make sure you get the best deal that's right for you, we have a four and a half minute, toll-free recorded message that reveals the TRUTH about how to always get the best deal on travel! Call and listen NOW, before you use any travel agent! Call 866-333-6666 NOW, 24 hours for a FREE recorded message! Discover what most travel agents don't want you to know!

See, the Yellow Pages are a directory for people who already want a service and are looking to see who delivers that service in their area.

But, just because they're looking for a service, that doesn't mean your advertising must be boring and "professional." It doesn't mean that you have to look like everyone else.

All the Yellow Pages section is, is another place to run advertising! And if you're running advertising, it better be good advertising that gets responses, or why be there?

You can use virtually any ad or topic to get people to call. Try something like this:

**Warning! Don't Even Think Of
Hiring A Contractor Without
Reading This FREE Report!**

Chicago – If you have the need to hire a contractor, make sure you read this free report that reveals the 7 questions you MUST ask before hiring a contractor. This eye opening, shocking report reveals the hidden secrets many contractors use to rip innocent people off...and how to avoid this from happening to you! To get this report, just call 855-334-9078, 24 hr. for a toll-free recorded message, and we'll send it right out to you. Call NOW, before you get ripped off. Discover what many contractors don't want you to know!

Get the difference?

Who do you think lookers will call? Your ad might not be the only one they call, but it certainly will be one of the ones they call!

You've got their attention. You've given them a healthy dose of curiosity. And, why wouldn't someone want to get such a report when they are thinking of doing something?

Wouldn't most people want to know how to save money, or not make mistakes, or whatever?

One of our members has been running a "WARNING" ad in his Yellow Pages for the last two years. He averages two to three calls a week for the reports and gets one appointment a week from the people who get the reports.

Now, he is picking up 50+ clients and customers every year from the Yellow Pages ad that costs him \$150 a month. He generates \$150,000 in commissions, (not to mention all the referrals) from these new clients and customers. He's surely dominating the Yellow Pages in his town.

Interestingly, another member is in the same Yellow Pages, but runs a half-cocked version of a pure editorial-type ad. (It's a little bigger than the first guy I just told you about.) He uses a decent headline, but gives his "business card" list of services and his name, address and regular phone number.

And, interestingly, he called one day to tell us that "our type" of Yellow Pages ad sucks.

He said he's only gotten a couple of calls in the last year and told the ad rep he wasn't going to renew. He just wanted us to know that the ad idea of "ours," and the Yellow Pages, in general, sucked. (That was very nice of him, don't you think?)

Anyway, you tell me.

Is it the medium that sucked? Or is it the ad that sucked?

Pretty amazing, isn't it?

One fellow is making a fortune, and another person who still wanted to keep his "professional" image in his advertising, made nothing.

So, is the problem the message and the agent? Or, is it the Yellow Pages?

Think about this. No matter where you advertise...if it's the Yellow Pages, or a neighborhood directory, or a Lion's Club thing, or a church bulletin...

Make Sure Your Ads Are Response-Driven With Toll-Free Recorded Messages!!

You know, another tool that's used a lot for marketing is the business card.

But, the business card traditionally is something that's supposed to be giving the person receiving the a card a way of reminding themselves about finding where to call you, and so forth. The reality is, though, that business cards end up in a couple of different places: 1) most end up in the trash, or 2) stuffed in a wallet or other obscure place that never sees the light of day.

See, in actuality, business cards are really not that great a marketing tool, particularly the way that most people use them.

A lot of business owners put their pictures on them and a list of their credentials...and they have their name and address, phone numbers where they can be reached, and they may have a slogan on the card, such as "First In Service" or "We Have The Lowest Prices And Best Selection" or whatever nonsense someone's suggested to put on cards.

Now, all that traditional stuff's pretty much useless.

Let's talk about what a business card really should be used for and look at a quick example of what to do with it.

In our opinion, business cards don't have to be "fancy" in order to work well; in fact, they don't need to have your picture or be in color. They can be the "cheapo" kind you buy at OfficeMax or Staples—on white or goldenrod cardboard with black ink. None of these things makes any difference.

The only thing that matters is what the business card says and what it's used for. In our opinion, you should have two things on your business card:

- 1) Your name, address, phone number and all the important information, and
- 2) Your offer of something that people want to call for.

For example, your business card could offer a FREE report on the front and/or back, and say something like this at the bottom: ***"For a FREE report that reveals how to lease a choice, like-new, pre-owned car for less than 50% of the price of new cars, call 1-855-XXX-XXXX, 24 hrs., for a TOLL-FREE recorded message. Get a copy of the report most car dealers are praying you never read!"***

Now, isn't that a lot better than putting, "Number One Edsel Dealer In Lower, Upper Manchester!"?

A third thing you should have on your business card besides offers of FREE reports is a 24-hour, toll-free number-message line. For instance, a toll-free number different from your home or office, that says something like: *"Or, call 1-866-XXX-XXXX, 24-hours, to leave a message for us anytime. We will get right back to you. This message line also carries special announcements about our current specials!"* (or whatever), so please call anytime."

Then, set up an toll-free number with two menu options: 1) *"Hi, this is Jack Koenig from Skinner's Tanning Salon. I'm not in right now, but please leave your name, address and phone number, and I'll call you right back";* or 2) your message could be: *"Punch 1 to leave a message; punch 2 to hear about our next FREE Body Shaping Seminar; etc."*

This second line, pre-recorded message, should be offering something happening in your office, something you're doing personally, special pricing or rates, or some special tip of the month. Or, even a piece of information you think would be interesting and fun for people to listen to—giving them a reason to call again.

See, the whole point of a business card is to get people to call you. It's not supposed to develop your image, and it's not supposed to give you name recognition.

It's supposed to get people to call you!

And by offering FREE reports and having the 24-hour message line that gives the caller the option of leaving a message or hearing your message, special tip, and so forth—you've turned your business card from a boring, expensive waste of money into an interesting, provocative and **useful** marketing tool.

The best way I can sum this up is sharing how one of our members put a 24-hour recorded message of a report offer on his business card. In the course of three months' handing out of cards to countless people at various functions, meetings, consumer groups, and so forth, this member got 72 phone calls from his business card!

People called just to leave their name and address, asking for the report after reading his business card. (He knew this was true because he had a separate toll-free number just to track calls responding to his business card.)

Now, when was the last time you had 72 people call you from your business card in a three-month period? When was the last time you had 7 people call you from your business card?

Again—this goes against conventional wisdom—but we're not after being champions of conventional wisdom here. We're after getting you more clients and customers.

Use your business card as wisely as everything else you print up—and make sure it's **designed to get calls**.

Another mistake professionals make is in not using things like postcards or Val-Pak coupons, etc...or using them, but not saying the right things on them.

Again, I'm going to be a little redundant, but please bear with me.

Now that you've read this far, what do you think I'm going to tell you? Yes, I'm going to ask you to consider putting direct response offers with recorded messages on your postcards and mailer coupons! (Big

surprise, huh?)

See, so many of you spend so much money on four-color, fancy postcards or coupons to "make an impression" and get impact.

But, that's such a waste of money, it's incredible. The idea of sending short mailers is so rooted in marketing history that I won't bore you with the details. Take a look at these two and see which one has a better chance of getting a response:



USA Travel -

Number One In San Rafael!

Call us for all your travel needs. We pride ourselves in offering only the highest level of trust, service and professionalism. There's a reason we're the number one travel agency: Our total commitment to you and your traveling needs. At USA Travel - our clients always come first! Call Donna Jean at 415-323-5555 today!

Attention! FREE Report Reveals How You Can Save Thousands Of Travel Dollars Using Secrets The Wealthy Have Known For Years!

Naperville, IL- Paying excessive travel expenses is something no one except cruise ship owners and hoteliers like. Yet people do it all the time because they don't know inside secrets to keeping travel merchants away from hard-earned dollars.

Now you can learn all of the breaks that are available to travelers. Find out secrets the rich have used for years to travel in style, paying next to nothing for luxurious accommodations.

They're revealed in a new FREE report called, "*How To Travel In High-Style While Cutting Your Expenses!*" It's available at no cost or obligation.

Get your copy today by calling 1-855-XXX-XXXX, 24 hrs., for a TOLL-FREE Recorded Message. Call NOW and find out what no one ever told you about saving money on 5-star travel arrangements! Don't wait! Call NOW to get this FREE report!

Well, what do you think? There is no law that says you have to do the same thing everyone else does.

Just remember this: **If you are going to spend money printing something, make sure it asks for some response!!! Don't print anything without putting an offer on it using recorded messages as the response mechanism!**

OK!

That's our story and we're sticking to it! Please make sure you keep all of this in mind before you spend a penny on any kind of advertising. And remember, the advertising that gets the most responses will always be customer focused, editorial style, direct response offers...

Going Into A Recorded Message!

800# Recorded Message Caution!

Please read this very important caution regarding the use of recorded message 800#'s for your advertising and marketing!

Here's the deal. As you may or may not know, 800# exchanges are basically all used up. Like land, they ain't making any more of 'em! Even though it is still possible to get an 800#, as opposed to an 888, or 877, or 866, or 855 toll-free exchange (which are the newer, approved, toll-free number exchanges)... *we want to make sure you understand the potential problems that come with using an 800# instead of any of the other available exchanges!*

Here's what's going on. Since the supply of 800#'s is so slim, the few that come into circulation do so because some business stopped using the 800# for whatever reason. (Out of business, stopped the advertising, etc.) When we get an 800# from our supplier, we try to make sure it's been out of circulation for a while, (90 days or more, if possible) so that YOU won't be receiving calls on your 800# recorded message line from some other businesses' advertising! But here's the problem. If the previous company ran a yellow pages ad, for example, and then went out of business, which allowed you to get their old 800#...you could be receiving, *and paying for*, calls to your recorded message line from prospects or customers of another business. AND, the calls could keep coming for as long as a year! (Until the old advertising promoting that 800# finally dies.)

Listen. There's nothing we can do to prevent this. We have a supply of 800#'s, but every now and then, this circumstance arises. It's out of everyone's control after the line's been set up, and YOU start promoting that 800#.

Here's our **STRONG RECOMMENDATION**: *Get a recorded message line with any one of the other exchanges, and simply put the words: "TOLL-FREE, 24 HOUR RECORDED MESSAGE"* in your ads, postcards, TV spots, or whatever. THERE HAS BEEN NO DROP OFF IN RESPONSE REPORTED TO BY ANYONE WHO HAS USED ONE OF THE OTHER EXCHANGES WHEN COMPARED TO USING AN 800# EXCHANGE!

So please heed this caution! We don't want any of you to be surprised if you go with an 800#, and find you're paying for useless calls, and your stats are all messed up. The smart thing to do is use a new toll-free exchange, and add the words, "TOLL-FREE" in your advertising. This solves the problem completely!

If you have any questions about this, please call our client services consultants at 800-858-8889, and we'll be glad to help you! Thanks for your time and business! We truly appreciate you, and want you to have nothing but killer advertising that works!

Thank you!

Ron Romano, President, Automated Marketing Solutions, Inc.

Chapter #9: Using Outbound Recorded Voice Messages To Explode Your Income!

OK! On to the really cool marketing method known as “Broadcast Voice” marketing!

Have you ever heard of it? You may have, but you’ve never had it explained to you in a way that you could actually make money from it immediately!

Let me explain.

Using outbound recorded messages as a marketing tool goes back to the early eighties. These old fashioned computers were efficient for their time, but annoyed the hell out of every one. See, they would leave a message if a live person answered, but hang up if they got no answer or an answering machine. (Which were new at the time! No one had voice mail back then!)

Anyway, these things were so annoying that laws were passed to make it illegal to use outbound recorded messages with people you have no relationship with.

So, for the most part, they went away.

Until recently, when some really smart technology companies like Automated Marketing Solutions came up with an amazing way to use outbound recorded messages in a way that doesn’t annoy anyone...and is legal!*

Here’s what they came up with:

Outbound Broadcast Voice Blast Marketing!

Let me explain what that is. You have to have a database of people/entities’ phone numbers that you have some sort of relationship with already.*

Then, you figure out a short, but motivating message that you want to leave them. (I’ll give you some excellent examples in a couple minutes.)

Then you record it over your phone, and email the list of phone numbers to a place like AMS. They’ll place a broadcast voice blast for you during certain times of the day, when there’s the greatest chance that people WON’T BE HOME, and that the recorded message call will answered by an answering machine or voice mail.

(*PLEASE REMEMBER, WE ARE NOT GIVING ANY LEGAL ADVICE OR OPINIONS! WE ARE STATING OUR UNDERSTANDING OF THE LAWS ONLY. YOU ARE RESPONSIBLE FOR YOUR OWN DUE DILIGENCE RELATING TO LAWS AND COMPLIANCE ISSUES! WE DO NOT KNOW OF ANYONE WHO’S HAD ANY LEGAL HASSLE BROADCASTING A VOICE BLAST TO PEOPLE WITH WHOM THERE IS AN EXISTING RELATIONSHIP, WHICH ACCORDING TO OUR UNDERSTANDING IS PROSPECTS WHO’VE RESPONDED TO YOUR ADVERTISING, CUSTOMERS, PAST CUSTOMERS, ETC.)

Wait a minute! Why are you calling people with the recorded message hoping they DON'T answer? (I knew you'd ask that.) Here's what we're doing:

Since we don't want to annoy people, and also give them the appearance of a personal call from you, the business owner or rep or whomever, and provide them the opportunity to write down any info you want them to write down...***we want them to get the call when they're not around, and have it played back as a message when they get home!***

If a live human answers, the system simply hangs up! No one wants to bug them, and this system prevents that completely!

See, when you leave a message, the recipient will not know or care whether you called him or her individually. Most people assume it's you calling them up. Whatever.

Also, if you leave them a message that drives them to a web site, or to a free recorded message hotline, most people will save the message if they're interested in your offer. That way, they can go back to the message and replay it until they get to write down the toll-free phone number, web address, your business' normal phone number, or whatever.

Let me give you a couple examples so this is more clear to you.

1. Retail store.

"Hi, this is Robert Zimmerman from Zimmerman's Fine Menswear. I'm calling you because you're such a great customer that I wanted you to be among the first to find out about our Best Customer Only sale we're having next Friday night, from 6 pm until midnight. Every item in the store is 20% off of the normal price, no exceptions. This includes our finest brands like Poly Vinyl Tailors and Seersucker Classic Collection. This is an invitation only event, so please don't tell your friends. If you have any questions please call the store at 555-5555, or our 24 hour, toll-free recorded message line at 855-777-1111. If you listen to that message, you'll get the hidden password that will get you an extra 5% off, making the total discount an amazing 25%! Thanks, and I look forward to seeing you Friday night!"

2. Accounting firm.

"Hi, this is Michael Jagger, from Jagger and Richards, CPA's. I'm calling you because you're one of our best clients, and I wanted you to be made aware of a special income tax return program we've instituted for our top clients. Since you've been so good to work with, we're going to offer you a 15% discount on your tax returns this year. All you have to do to qualify for this price break is call our 24 hour, toll-free recorded message line at 855-666-5555. If you listen to that message, you'll get the hidden password that will get you an extra 5% off, making the total discount an amazing 20%! You can also find this hidden password on our web site, which is www.stickyfingers.com. Thanks for being such a good client, and I look forward to seeing you in the office this tax season!"

I think you get the idea. These are short, but powerful messages that you can send to literally *thousands* of people at one time...without any work except the 30-40 seconds it takes to call AMS and record the message!

You can think of many ways to use this remarkable technology, I'm sure.

Can you think of how you can notify people about specials, seminars, sales, new products, seasonal or holiday deals, drive people to a web site or recorded message. What about using it for announcing an overstock situation, or a new menu? There are literally limitless ways you can use this amazing system to explode your

profits!

I know one direct marketing oriented carpet cleaner who averages a 10 to 1 return over the cost of sending out the broadcast voice blast every two weeks! He spends about \$400 each time he sends one out, and gets back over \$4,000 in sales within a week of the voice blast as a result!

(How many marketing tools do you have that get you a 10 to 1 return every time you use it? I know the answer, and so do you! NONE!)

Now if you're going to use this marketing weapon, you should hook up with a specialist like AMS who knows exactly how to do it right, can help you with your script, and make sure your effort's profitable.

Also, your technology partner company should have the following features on their automated broadcast voice blast system:

- Get your message delivered in the time frames that have the greatest chance of getting the person's voice mail – usually between the hours 10:00 a.m. to 4:00 p.m.
- Can set it up so only the non-live answered calls go through. In other words, only answering machines and voice mail answers will get a connect to leave the message.
- Leave a message of any length.
- Allows you the ability to record and change message from your home or office, 24 hours a day, over your own phone.
- Bills you in six second increments, so you don't pay for a full minute if the call only lasts 18 seconds.
- Gives you detailed, on-line instant reports showing you exactly what happened on your voice blast. How many calls were made, how many were connected to an answering device or voice mail, how many ring-no-answer calls, how many phone numbers were invalid, how many live pick-ups, how long each call took, and how many busy signals.
- After viewing your statistics you can re-broadcast the numbers that didn't connect.
- Easy to manage database so you can delete or add numbers quickly and easily.
- You can store multiple databases and have a different message for each one.
- Select the database and the message to launch your own broadcast anywhere there is a touch-tone phone.

If you don't get all of this with your technology company, you should be looking for one who CAN do all of this. Don't fool around with any amateurs. Make sure you get hooked up (pun intended) with the right group!

Epilogue

Well, there you have it. The right way to advertise, and the two ways to take advantage of the...

The Miracle of Recorded Messages!

Now that you know the truth, and you've been shown why your advertising and marketing money have been flushed down the toilet...and what to do instead, you have one simple decision to make.

Either you get going with these marketing miracles...or keep doing what you've been doing, and you'll be sure to keep getting what you've always got!

It's your choice.

But think about how great it is that now, finally, *you have a choice!*

Before you read this book, you had no new choice. Your only option was to keep doing what you're already doing. Now, you can do something different, something that has proven to work for literally tens of thousands of businesses all over North America!

So what are you going to do, now that you're armed with a new way, a better way of making your marketing money actually produce results? Are you going to squander this knowledge...or embrace it, and then do the most important thing of all...

TAKE ACTION!

That choice, is left up to you! If you think about this, a year from now, you'll be a year older, and have the same crappy results you do now.

If you TAKE ACTION, a year from now you'll be much richer than you are now...and be a year older. Which way do you want to be a year from today? I think I know the answer. **Call Automated Marketing Solutions NOW, at 800-858-8889, and get the ball rolling! Best of luck to you!**